



***Mobilising the geoscience community - behind an outreach/
education initiative workshop – Thursday 17th November 2016***

- 12.30 – 1.15 Lunch
- 1.15 – 1.50 Introduction and 5 minute overviews of successful projects
- 1.50 – 2.05 One minute updates on other effective initiatives
- 2.05 – 2.25 Iain Stewart – presentation on ‘Communication’
- 2.25 – 2.35 What barriers might prevent geoscientists becoming involved in outreach?
- 2.35 – 3.25 Brainstorming in four chosen groups
- 3.25 – 3.40 Tea/coffee
- 3.40 – 5.00 Plenary



Introduction

- Welcome to all
- My 'asking the wrong question' CGEN experience
- How can we '*Mobilise the geoscience community - behind an outreach/ education initiative*'?
- The measurement of success will be not 'How effective has the initiative been in education/outreach?' but 'How effective has the initiative been in mobilising the geoscience community across the nation?' – 'How many geoscientists are involved?'
- - since if we can mobilise the geoscience community effectively – success of any education/outreach initiative will surely follow



Introduction

Colin Prosser's comment (Natural England and Geologists' Association President) – paraphrased:

- Why is it that when an important bird's nest is threatened, the Royal Society for the Protection of Birds (RSPB) can draw on a million members for support, but the geoscience community can only put up a weak resistance when the site where the 'abyss' of geological time was first revealed (Siccar Point, Scotland) is threatened by an effluent pipe?



Introduction

A focus might be:

- We are seeking to gather the UK geoscience community together behind a common objective, 'The promotion of geoscience as fundamental to the understanding of our planet' by:
 - highlighting the part that all geoscientists, from students to the retired, can play in educating and enthusing the public for geoscience
 - seeing the 'public' to be influenced as everyone, from primary pupils to the retired and from the 'person in the street' to the professional
 - focussing on how geoscience investigates the environment, past, present and future, from local to global scales
 - emphasising our part in stewardship of the environment



Introduction

How many geoscientists are there?

- Around 1100 people have graduated per year with geoscience degrees in recent years
- Multiplying this by 35 years gives around 40,000 people with, in addition those who have taken geoscience-related degrees and those with geology A-level



Introduction

Who are the geoscientists?

- Those in industrial employment
- University academics, teaching assistants, postgraduates, undergraduates
- School teachers and their students
- The partially or completely retired
- Those with geoscience as a background hobby or interest – whose main focus may be elsewhere



Introduction

Why should they become involved?

- Effective education benefits everybody:
 - Those who are taught – gain new knowledge, understanding, thinking skills, vision, appreciation, enthusiasm
 - Those who teach – gain new insights, perspectives and a better knowledge and understanding of their subject matter (if you really want to understand your subject – try teaching it)
 - The host organisations of those who teach and are taught
 - The communities of those who teach and are taught



Introduction

What successes have there been elsewhere? – 5 minute overviews

- Canadian Geoscience Education Network (CGEN) Geoscapes initiative – John Stevenson
- Spanish initiative ‘Geolodays’ – Chris King
- Coalfield Community Geo-Heritage initiative and US perspectives on community Geo-heritage – Ben Evans
- Jurassic Coast initiatives – Sam Scriven
- CGEN and other initiatives – Chris King