

# Engaging the Community

Todd Boroson

October 10, 2007

NOAO Users Committee

# The Problem

- Engaging the community must be a high-priority NOAO activity
  - Misconceptions about NOAO abound
  - For a “balanced” program to succeed, everyone must see enough benefit in it to be satisfied
    - The community is diverse in many ways
    - Broad participation in shaping that program is essential
  - Leadership isn’t merely marching in some direction, it’s bringing everyone else along.
  - The NSF has indicated that they will support NOAO’s program if there is strong community endorsement.

# Engaging the Community Working Group

- Established staff working group
  - Doug Isbell, Abi Saha chair
  - Focus so far
    - plan for AAS
      - Mini-tutorials/presentations
  - Develop poster for long-term display on university department bulletin boards
  - Some discussion of electronic newsletter, improvement to web site, etc.

# Getting the message out

- Newsletter - supplement with more frequent, electronic updates
- AAS display
  - Focus on NOAO-wide message
  - Short tutorials
  - Giveaways
- Website - needs updating
- In-person presentations
  - Staff visits to departments
  - Regional town meetings
  - To CAA, AAAC, dept chairs meeting
- Printed material
  - Poster in development
  - Brochures
- Other - podcasts? youtube?

# Soliciting Input

- Standing committees (Users)
- Ad hoc committees to analyze and address specific questions (ReSTAR)
- Small workshops (System Workshops)
- “random” electronic input
  - Web forms (e.g., observing run evaluations)
  - Email “complaint department”
  - NOAO-wide helpdesk
- Surveys and polls
- Astronomer-in-residence program

# Users committee input

- What media are effective?
- Interest in ongoing participation in discussion
- How can Users Committee solicitation of input supplement or complement what we are doing?
- Other ideas?