

# **Connecting** New BI Professionals with Best Practices & Each Other



**Maiken Bruhis**  
Office of Science Outreach  
Stanford University



## Before we get started...

This session is for those who are **new** to supporting researchers in developing BI and may not have a lot of time...



## Today

---

1. Share ideas and techniques that have helped our office save time and increase our impact
2. Speed-networking activity (Last chance to make connections at 2019 Summit!)



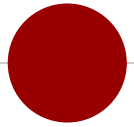
## Where I'm coming from

---

- Science Outreach Office
- >2 two staff members
- Run 2 programs
- Develop BI, don't implement new programs
- Maintain website of STEM programs at university
- I like icebreakers...

What's been a highlight of the summit for you (so far)?  
What will you take home with you?





## Basic Ideas & Practices

Many linked examples. Slides available here:  
[tinyurl.com/2019BISlides](https://tinyurl.com/2019BISlides)



# Existing resources

Work smarter, not harder

# 1

## Leverage Existing Resources

### NABI Guiding Principles

Awesome guide for researchers actively writing their proposals.

[Printable Principles](#)

### COSEE BI Wizard

Wizard allows faculty to create their own BI plan using the website's template. Helpful starting point.

[COSEE Wizard](#)

### Successful BI Proposals

Collect successful examples with permission to share with other faculty at your institution.

Low effort, High impact!

[Northeastern U. Example](#)





# Turnkey Materials

Impactful resources that you can share in minutes

**Caution:** Make sure faculty speak with you, or with any programs they include in their proposal, long before they submit.

2

## Example Turnkey Resources

### “Menu” or collection of BI or Outreach ideas

List institution-related groups, activities, and ideas that researchers and students can get involved in.

[Stanford Example](#)

### Boilerplate

Develop content describing your programs/initiatives that researchers can use in their own BI proposals. Potentially recommend using bullet-points rather than paragraphs.

### BI Checklist

Create a checklist to share with researchers to help them self-evaluate their ideas.

[Columbia Example](#)



## “How To Host” Guides

Create guidelines (include waivers, relevant docs, & instructions) for researchers and admins on what they need to do in order to host interns (undergrads or minors) at your institution. **High Effort, High Impact!**

[Stanford Example](#)

**Hot Tip:** Track downloads to see who is doing this at your school. 80+ individuals downloaded our guide in 2018.



# Proactive Partnerships

Be ready to suggest people, orgs, & schools

**3**

## Explore Win/Win Partnerships

### Research

Who in the community needs support that a PI could provide?

### Find Possible Partners

- community colleges
- school of education
- science cafes
- science museums
- schools & teachers
- science festivals
- others?

### Go the extra mile

Start developing relationships in order to suggest “pre-approved” ideas to researchers and react quickly to proposal deadlines



## Create a listserv so you can easily reach the public

- Let the public subscribe to hear more about opportunities at your institution.
- Use the channel to help faculty get the word out about programs (one way to address the NSF “disseminate” requirement)

### SUBSCRIBE

Interested in learning more about Stanford's STEM programs for K-12 students? Subscribe to our [mailing list](#) to receive updates about new and existing programs at Stanford and in the Bay Area.



4

# Student Support

Increase your impact & support students' careers by  
involving students in your work

## 4

# Leverage Student Support

---

## Intern or Work Study

Only you? Build a team by bringing students on board via work study, internships, or paid part-time positions.

## Student Groups

Get to know student outreach groups at your institution and share resources, policies, contacts, workshop connections, etc.

**Bonus!** Working with students can increase the number of advocates for BI and offer experience to those interested in careers in education or outreach.





## How can students help?

- Provide a fresh perspective
- Run & implement programs
- Create collateral & promotional material
- Conduct research & literature reviews
- Support social media efforts
- And so much more!



# **Look for non-traditional sources of \$\$\$**

Take advantage of opportunities to increase impact

## 5

# Leverage Existing Resources

### REU & RET Supplements

Encourage researchers with active NSF awards to request supplemental funding for Research Experience for Undergraduates (REU) and Research Experience for Teachers (RET) [NSF BIO Example](#)

### Local Foundations

Explore local private, family, and corporate foundations to support more significant outreach initiatives

[Informalscience.org](http://Informalscience.org)

### Other Sources

- Understand funding opportunities at your institution
- Supplement funding with programs like

[ACS Project Seed](#)



# **Track & Evaluate**

Make sure you collect information about your work,  
programs, and impact

## 6

## Track and Evaluate

### Track your work

Which faculty members did you work with? Did they get funded? Be prepared to answer in order to tout the value of your work.

[Stanford Example](#)

### Look for examples

Before you invest time in creating something new, ask to review evaluation materials from similar programs.

- [Activation Lab](#)
- Ask for examples from NABI

### Prepare for eval questions

Collect contacts & resources to share at the drop of a hat:

- Find evaluation partners
- [Informalscience.org](https://informalscience.org)
- [BetterEvaluation.org](https://betterevaluation.org)
- [Council on Undergraduate Research](#)



# Speed-networking

Last chance to make connections, help fellow members, and make sure you leave NABI with some helpful leads for your work



## Speed-Connecting Activity

Leverage the NABI Network right now by asking some questions and helping others at the same time.





## Speed-Connecting Activity

---

- You have **5 minutes** to make as many relevant connections as possible...
- Use your index card to capture ideas, resources, people, & contacts as you go...
- Do whatever you can to help each other even if it's not your area of expertise...





## Speed-Connecting Activity

GO





## Speed-Connecting Activity

---

**STOP!**

After Tucson, continue to connect with peers and make NABI work for you.





## After the Summit

---

- Find slides & examples: [tinyurl.com/2019BISlides](https://tinyurl.com/2019BISlides)
- Engage with NABI
- Subscribe to our [Outreach Job Listserv](#)



# Thank you!

## *Any questions ?*

In the future, you can reach me:

- [mbruchis@stanford.edu](mailto:mbruchis@stanford.edu)
- 650-725-8144

*The End*