

Preparing Science Professionals Symposium Agenda

September 29, 2017 – Friday			
3:00 – 6:30 PM	Check-In/Snacks		
4:00 – 4:10 PM	General Welcome and Overview		
4:10 – 4:40 PM	A: Plenary Session: “So, You Think You Want to be a Scientist. Really?”		
4:40 – 6:20 PM	B: Workshop: “Beyond the Cookie Cutter: Designs and Demonstrations of Outstanding Outreach Activities for All Ages”		
6:20 – 6:30 PM	Break		
6:30 – 7:30 PM	C: “The Impact of Science on the Public” – Dinner / Panel Presentation / Question-and-Answer		
7:30 – 9:00 PM	D: Science Café: Dessert with Science Demonstrations by UK Laboratories and Organizations		
September 30, 2017 – Saturday			
7:30 – 9:30 AM	Registration/Continental Breakfast		
8:00 – 8:10 AM	General Welcome and Overview		
8:10 – 9:40 AM Workshop	E: “Self Help: Find Your Purpose and Assess Your Audience to Create a Convincing Message”		
9:40 – 9:50 AM	Break		
9:50 – 10:50 AM	F: Break-Out Session I: “Exploring STEM Career Paths and Their Related Skills”	Choose one: <ul style="list-style-type: none"> • Academic Research • Academic Teaching • Industry Research • Entrepreneurship • Science Communication and Outreach • Government and Science Policy • Internships/Cooperative Education 	
11:00 AM – Noon	G: Break-Out Session II: “Exploring STEM Career Paths and Their Related Skills”	Choose one: <ul style="list-style-type: none"> • Academic Research • Academic Teaching • Industry Research • Entrepreneurship • Science Communication and Outreach • Government and Science Policy • Internships/Cooperative Education 	
12:10 – 1:30 PM	H: Lunch and Keynote Session: “Communicating Science Through Comedy” Presenter: Adam Ruben, PhD		
1:30 – 1:40 PM	Break		
1:40 – 2:30 PM Breakout Sessions: Choose one topic.	I: “Personal Branding: Practical Tools for Navigating Your Chosen Career Path”	J: “Finding Your Way: Practical Tools for Determining Your Career Path”	
2:30 – 2:40 PM	Break		
2:40 – 3:40 PM Breakout Sessions: Choose one topic.	K: “Student Tool Kit: Acquiring Skill Sets and Experience for College/Professional School Applications”	L: “Get Your Game On: How to Make the Best of Applying and Negotiating for a STEM-Related Job”	M: “Supporting Your Scientist: Practical Guides for Encouraging Your Student(s)”
3:40 – 3:50 PM	Break		
3:50 – 4:50 PM	N: “Creating an Impact: Networking for Scientists”		
5:00 – 6:30 PM	O: “The Practice-Makes-Perfect Networking Reception” Mix/mingle with UK professional programs/organizations and with select company representatives.		

A: Plenary Session: **“So, You Think You Want to be a Scientist. Really?”**

Originally titled “The Pinnacles and Pitfalls of a Science Career,” this session will explore the realities of being a scientist. We’re looking for an inspirational-but-realistic view of the profession in a general overview, as a way to bring focus to the entire symposium’s purpose. We’re hearing about biology majors who want to be doctors because they see the physical manifestations of successful/wealthy physicians; then, the students discover the rigors of the science, the long hours of work (and perhaps their inability to do the work). They abandon their biology career, because they don’t know of other options in that field. We need to talk about other avenues – from the beginning of the process and not when students feel as if they’re failing. It’s not just biology: I’m hearing the same thing from pharmacy, etc.

B: Workshop: **“Beyond the Cookie Cutter: Designs and Demonstrations of Outstanding Outreach Activities for All Ages”**

This interactive workshop begins with an overall discussion of why science professionals not only need to have outreach activities but also need to have well-designed programs/activities/demonstrations that can be adapted to appeal to a wide range of audiences and cost points. The session starts with the overall picture; then, we want to demonstrate several outreach activities to the participants. We need a variety of demonstrations for the different sciences; and, there will be feedback from the participants: What science questions did this demonstration bring to mind? How would you adapt this for an audience of middle schoolers/minorities/girls? How would you make this better?

C: **“The Impact of Science on the Public”** – Dinner / Panel Presentation / Question-and-Answer

Dinner will be of a boxed variety (without dessert, which comes later) so that the participants can eat and listen to this panel presentation. The participants will be finished eating by the time we get to the question-and-answer session. The crux of the entire symposium, this topic rings true in a political and social climate when some people don’t understand/believe/respect scientific findings (or scientists or the media). The importance of communicating to the “general public” – as well as being able to pitch the science to the media – will be at the forefront of this panel presentation. Getting rid of science acronyms and jargon is just the beginning. Scientists need to know what’s important to the public and to find ways to communicate the message that science has answers to many of today’s pressing questions.

D: **Science Café:** Dessert – with Science Demonstrations by UK Laboratories and Organizations

Dessert! Finally! Following the dinner and science demonstrations, participants will have time to grab a dessert and to experience myriad outreach demonstrations from UK Laboratories and Organizations. Demonstrations will have an emphasis on how the science impacts the public. Each participant will receive a card listing the sponsors of the activities. The card also will have an equation or a science question that correspond to each of the demonstrations’ activities. Participants will either confirm their answers to the questions or get help with finding the answers at the exhibit demonstration. Either way, the exhibitor will punch the participant’s card. Bringing a fully punched card to the UK HealthCare exhibit will reward the participant with a 400 ml beaker mug and other swag.

E: **“Self Help: Find Your Purpose and Assess Your Audience to Create a Convincing Message”**

A panel presentation, this session will open with a “gathering” statement from a moderator, as this may be the first session that a participant has attended. The session will have a two-pronged approach: 1) Communication to Scientists and 2) Communication to the General Public. Effective communication to both audiences means that some scientists are used as sources for the mainstream media; hence, enhancing their careers in both the scientific and mass media arenas – whether that be in print, online or broadcast media; however, that is not the goal for other scientists, who much prefer to communicate with other scientists via journal articles, published manuscripts and research projects. Identifying one’s personality type and comfort zone (and perhaps trying to challenge any self assumptions) is key to a rewarding career in science. Question-and-Answer Session included.

F & G: Break-Out Sessions I & II: **“Exploring STEM Career Paths and Their Related Skills”**

Divided into seven categories, these concurrent breakout sessions pair two scientists in a career track -- one ASBMB member and one UK expert – to address ways to succeed in those respective careers. Participants will choose one topic for each session. Each breakout will open with the presenters stating their current careers and describing ways to navigate within that career path. There will be time for questions and answers.

H: Lunch and Keynote Session: **“Communicating Science Through Comedy”**

Scientist and comedian Adam Reuben, PhD, brings a fresh – and fun! – approach to science communication during our luncheon keynote presentation.

I: **“Personal Branding: Practical Tools for Navigating Your Chosen Career Path”**

This breakout session (one of two) is for scientists who have a committed career path. If there’s no question of your vocation, learn how to utilize today’s media – personal/professional Websites, blogs, Twitter, etc. – and educational opportunities to maximize success in your field of study.

J: “Finding Your Way: Practical Tools for Determining Your Career Path”

This breakout session (one of two) is for scientists still exploring their career choices. Discussion will center on strategies you can use to help make career choices – or perhaps identify/confirm your initial goals – that align with your personality and your abilities.

K: “Student Tool Kit: Acquiring Skill Sets and Experience for College/Professional School Applications”

This breakout session (one of three) focuses on high school and undergraduate students and will explore avenues for making the most of your time in the classroom – and outside of it.

L: “Get Your Game On: How to Make the Best of Applying and Negotiating for a STEM-Related Job”

This breakout session (one of three) focuses on graduate students of every level. More than a “fill out this application and answer these questions” presentation, this session will offer strategies for creating exemplary applications and for negotiating/maximizing salaries and benefits that match your qualifications.

M: “Supporting Your Scientist: Practical Guides for Encouraging Your Student(s)”

This breakout session (one of three) is for parents, guardians, teachers and advisors. Arguably the most crucial element of student success, creating and sustaining a supportive and nurturing environment takes planning – and a good dose of implementation and patience. Learn how to engage the scientist in your life in ways that will strengthen personal bonds and create a stimulating science career.

N: “Creating an Impact: Networking for Scientists”

Nothing works in a vacuum – and that includes scientists. This plenary session speaks to the importance of communicating within (and among) the scientific community. Successful scientists rely on strong bonds with other scientists and organizations to create a dynamic, fluid and rewarding career. Learn ways to engage others and to make yourself available for possibilities.

O: “The Practice-Makes-Perfect Networking Reception”

Just what it sounds like: Put the ideas from the previous “Creating an Impact” session into practice at this exciting event-within-an-event! During this reception, representatives from industry, professional organizations and the University of Kentucky student, educational and science communities will showcase what they have to offer scientists for all ages – from job possibilities to mentoring to practical advice about career choices.