



# SCICOMM SECTION

Moving from why we communicate about science to improving how we do it.

## ANNUAL Report 2015

In September 2014, the signatures of 81 ESA members (collected at the 2014 Annual Meeting) were submitted with draft by-laws to establish a Science Communication Section. The ESA Governing Board and Council subsequently approved the new Science Communication section, effective February 2015. Our new section will be added to ESA membership forms in fall 2015 for the 2016 membership cycle.

The objectives of this new section are as follows: (1) promote and support the practice of traditional and emerging science communication approaches by ecologists and science communicators within ESA's membership; (2) sponsor science communication training opportunities for scientists, professional development activities for science communicators, and facilitate collaboration among members through symposia, organized oral sessions, special sessions, and social events at the annual meeting and regionally; (3) support ESA's endeavors including but not limited to interdisciplinary initiatives, policy statements, regional and national conferences, and activities of the Public Affairs Office; (4) work with other sections (e.g. Student, Education, and Policy Sections) to facilitate student participation in science communication training and exploration of communication career opportunities; and (5) formalize a community of members that have science communication experience.

In early July 2015, we emailed section petition signatories a brief newsletter. The newsletter outlined relevant science communication activities scheduled for the 2015 Annual Meeting and invited pitches for guest posts on the section blog/website: <https://advancingecocomm.wordpress.com>. Our website, which was launched last summer, features a curated list of SciComm resources, blog posts from ecologist-science communicators, and highlights from section activities.

Our first business meeting is scheduled for Monday, August 10, 2015, at 6:30p (Stone, Hilton) to be followed by a social gathering with members of the Policy Section. During the business meeting, we will make a call for officer nominations (election to be held electronically in autumn 2015), review section objectives (above), and chart a course for the upcoming year.

Building on the success of science communication workshops offered in previous years and on one offered by the section co-founders in 2014, Section co-organizers are leading another workshop, “Communicating Science Vividly,” on Sunday, August 9. Resources and outputs from both the 2014 and 2015 workshops can also be found on the Section website: <https://advancingecocomm.wordpress.com>. We will also be staffing an information booth in the Exhibit Hall during the 2015 Annual Meeting to raise awareness about our new section and distribute a survey to ESA members to get feedback about the types of SciComm activities and professional development activities they desire from our section. Additionally, we are curating a list of SciComm related talks, posters, workshops and events taking place throughout the 2015 Annual Meeting:

<https://advancingecocomm.wordpress.com/scicomm-related-activitiesessionsat-esa2015/>.

We will be using the hashtag #ESASciComm to share relevant science communication news and insights at the 2015 Annual Meeting and beyond, and invite ESA members to engage in a conversation with us online via Twitter and our website: <https://advancingecocomm.wordpress.com>.

Submitted by:

Holly Menninger, Section Chair and co-founder

Bethann Garramon Merkle, Section co-founder and webmaster

Clarisse Hart, Section co-founder

Molly Mehling, Section co-founder