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- Key objectives
- Motivation
- Draft document
- Next steps - today



# Key Objectives (1)

- Expanded membership
  - >40 Non-member & observer states of CERN, some of which have well-advanced Outreach programs
    - Several of whom are in the process of joining CERN as full members
  - Developing nations just starting with HEP programs
    - Comment: ***“I really like this. I'm particularly interested in the challenge of extending the Masterclasses to developing countries and would be happy to help with this”***
  - Many HEP labs around the world
    - KEK, Fermilab, Protvino.....
    - Neutrinos, dark matter, light sources (mines) etc.
  - Related fields of research
    - Particle astrophysics
      - ASPERA - <http://www.aspera-eu.org/>
      - JEM-EUSO (Extreme Universe Space Observatory on board Japanese Experiment Module) - <http://jemeuso.riken.jp/>



## Key Objectives (1) (cont.)

- Comment: ***“I think the main challenge will be getting the IPPOG membership right and of the right size. It will be important to be open to reasonable representation from e.g. major laboratories and other countries around the world. However if the numbers are too big then I suspect it will be less effective”***
- Comment: ***“It seems to me that in view of expansion of our activities we may have to set up a few working groups in the near future”***



## Key Objectives (2)

- Change of name: EPPOG → iPPOG
  - Reflect true International nature of the group
  - Comment: ***“I think the case for iPPOG is well made and frankly it is a no-brainer”***



## Key Objectives (3)

- “Best-practice” database of HEP Education & Outreach materials (see talk from Lisa)
  - Will likely need manpower for maintenance
- Need much improved web site to take advantage of the best-practice database and make content easily available to all
  - Will need manpower for this



# Key Objectives (4)

- Tighter integration with other particle physics E&O groups worldwide

	High Schools	General Public	Scientists	Media	Science Centres & Museums
iPPOG	✓	✓	✓		✓
EPPCN			✓	✓	
Interactions		✓	✓	✓	
Quarknet	✓				
Aspera		✓	✓	✓	



## Key Objectives (5)

- “IPPOG could transform to a possible worldwide leader in scientific education and outreach activities for particle physics and related fields.”
- Comment: ***“I like this one, it is clear and motivating and it reflects how I feel.”***



# Motivation

- Particle physics (mainly CERN & LHC) is well known in the public
  - EPPOG members have helped this process

## Top Phrases of 2009

1. King of Pop
2. Obama-mania
3. Climate Change
4. Swine
5. Too Large to Fail
6. **Cloud Computing**
7. Public
8. Jai Ho!
9. Mayan Calendar
10. **God Particle**

## Top Words of 2009

1. **Twitter**
2. Obama
3. H1N1
4. Stimulus
5. Vampire
6. **2.0 (next gen.)**
7. Deficit
8. **Hadron**
9. Healthcare
10. Transparency

## Top Names of 2009

1. Barack Obama
2. Michael Jackson
3. Mobama
4. **Large Hadron Collider**
5. Neda Agha Sultan
6. Nancy Pelosi
7. M. Ahmadinejad
8. Hamid Karzai
9. Rahm Emmanuel
10. Sonia Sotomayor





# Motivation (cont.)

- In 1997 EPPOG identified 5 primary tasks:
  - Exchange information on outreach activities and experiences ✓
  - Take inventory of materials used for outreach ✓
  - Pool resources ✓
  - Identify media contacts ✓
  - Identify other collaborating partners to strengthen efforts ✓
- EPPOG evolution from “discussion forum” to developing it’s own projects (Masterclasses, best-practice database.....)

**Now is the time to revisit our youth and, at the same time, evolve our group**



# Draft Document

- To summarize:
  - Present mandate and activities of EPPOG
  - Proposed evolution of the group → iPPOG
- Feedback from several members
  - **Overwhelming support for this evolution**
  - Added definitions of:
    - “Outreach”
    - “best practice”
    - “informal education” – i.e the type of education that many of us partake in to the public
  - Suggestions for first additional iPPOG members
- Second version of the document attached to the agenda of this meeting



# Evolution, not Revolution

- We have already achieved a great deal!
- Core activities of our group will not change
  - Bi-yearly meetings as forums for discussion, sharing of ideas etc.
  - Provide organization and support for yearly International Particle Physics Masterclasses
- Funding for EPPOG activities is now non-negligible, with possibilities for more
  - CERN, EPS, Helmholtz Alliance, German “Gentner” program, likely from ECFA...



# Next Steps – today!

- Agreement from this group to change our name
- Ideas for next iPPOG members & how to deal with the enlarged membership
- Would like to have the final draft of the EPPOG → iPPOG document ready by the end of next week
  - Send any further comments to Michael, Dave, Lisa as soon as possible
- Present to ECFA on Friday 26<sup>th</sup> November