

# Meeting of the CHIPP Outreach group

Date 9.3.2011, 11:00-17:00

Venue: University of Geneva – Physiscope

Minutes: T. Rohe

## Present

|        |                                                                 |
|--------|-----------------------------------------------------------------|
| Uni BE | H.P. Beck – HPB                                                 |
| EPFL   | F. Blanc – FB                                                   |
| ETHZ   | Christoph Grab – CG                                             |
| Uni GE | O. Gaumer – OG                                                  |
|        | M. Pohl – <i>(part time)</i>                                    |
| PSI    | Tilman Rohe – TR                                                |
| Uni ZH | A. Büchler – AB ( <i>EVO</i> ), T. Marrodan – TM ( <i>EVO</i> ) |
| SER    | Bettina Mühlebach – BM                                          |

These minutes try to summarize the oral discussions only. The slides of the presentations can be downloaded from indico:

<http://indico.cern.ch/conferenceDisplay.py?confId=127507>

## Topics of discussion

### Agora Program

The SNF has launched a new program "Agora"

<http://www.snf.ch/E/funding/science-communication/Pages/agora.aspx>, which aims to promote the communication of science to the society.

Proposals need to be supported from the communication officials of participating institutes. A support letter from each is expected.

HPB has drafted and distributed a proposal in order to receive funding through this new instrument. The CHIPP executive board approves this proposal.

Deadline for the submission is 15.8.2011, and proposals can be sent in from mid May HPB would like to submit already End of May.

### Content of the proposal

There are 7 work packages with cost and time estimates defined.

- 115'000 CHF initialization costs for the first six months, e.g. for setting up a (professional) web-site giving a detailed overview on the particle physics activities in Switzerland.
- 100'000 CHF per year (from then on, recurring) for a 50% FTE communication specialist, incl. a budget for traveling, printing, etc.

### **Action items**

- All: Comment on the proposal up to March 23
- All (but BM): Discuss with your local communication officials regarding their views/concerns for such a proposal and give feedback to HPB.
- HPB will then prepare a template letter to be signed by the local communication offices following the feedback received via each of you.

### **SER-Funds**

The SER has budgeted 50'000 CHF for outreach activities in particle physics. Conditions:

- only programs targeted to high school students are supported.
- CHIPP spends at least the same amount for such activities.

### **Discussion**

The aim is to free this money soon, i.e. before Agora funds are available, MP mentioned that e.g. Uni GE spends about 500'000 CHF / year only for the physicscope and that also other institutes easily fulfil the requirement given.

A possible project could be to produce printed material submitted to schools, explaining topics of particle physics to children at the end of their high school education, as done in France with the "Elementaire" brochures:

<http://elementaire.web.lal.in2p3.fr/>

It has to be checked if they can be easily adjusted to Swiss needs and be translated into German (and Italian?).

CG confirms that there is a demand from schools for such material.

### **Action items**

- All: check "Elementaire" and send your feedback whether this is the right approach to HPB
- BM: clarify within SER whether such a proposal is in line with the SER

### **Connection to schools/teachers**

All the activities targeted to teacher and high school students are mainly used by already interested persons. There is no channel to contact all physics teachers in Switzerland. Letters to the schools tend not to reach the teachers.

The SER and all other participants are asked to find effective mechanisms to reach all physics teachers to invite them and their classes to particle physics related events (Masterclass, courses for the teachers, etc.).

### **Action items**

- BM: Investigate whether there are more effective channels available to contact physics teachers in Switzerland

## **Schweizer Jugend Forscht**

The EHTZ offers 1-week-internships for interested high school students which are close to the matura. The Swiss wide organisation "Schweizer Jugend Forscht"/"la science appelle les jeunes" also offers such possibilities called "Studienwochen", but there are no offers in physics (but in Biology and Chemistry).

Manfred Siegrist who is coordinating the physics effort at ETH is asked to contact "Schweizer Jugend Forscht" in order to coordinate the ETHZ program with them.

### **Action items**

- CG to talk to Manfred Siegrist

## **EURO Physics Fun Network**

OG leads the EURO Physics Fun network

<http://wiki.europhysicsfun.org/>,

which is a networking body for organisations which run "physic-shows". The group is independent but might become a body of the EPS in future.

PSI and other Institutes might want to join. The next work shop is in April 5.-9. in Kharkiv - Ukraine.