



International Particle
Physics Outreach Group

International Particle Physics Outreach Group

IPPOG Website, Content Building and Communications

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Outline

- ❑ IPPOG new website
- ❑ Resource Database – curation and content building
- ❑ IPPOG categories at CDS
- ❑ Girls, do physics! + IPPOG Instagram
- ❑ New IPPOG survey for HS
- ❑ IPPOG Friends
- ❑ Brochures
- ❑ New Advisory Group on Communications

IPPOG new website

Search for web-designing company

Lengthy and complicated process... (CERN took 6 months full time on this!)

1) Write detailed Technical Specifications and Questionnaire (June – Dec. 2018)

- following Procurement rules
- many iterations with procurement, CERN web experts, legal service
- other collaborations at CERN (ALICE, CMS,...) used it as inspiration
- 27 pages



European Organization for Nuclear Research
Organisation européenne pour la recherche nucléaire

DO-31960/EP_UAT

Technical Specification
New IPPOG Website Design and Development

Abstract

This technical specification concerns the supply of designing new IPPOG website including its implementation using CERN Drupal 8 theme, producing and implementing the branding for IPPOG digital portfolio and migration of the content of Physicsmasterclasses website to the new IPPOG website (hereafter referred to in whole or in part as the “supply”). Qualified and selected companies will be considered for awarding a purchase order (PO), to be placed by the 01/03/2019 and deliveries including some options are foreseen over a 6 months period from the placement of the purchase order with the option of 2-years of support and training.

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IPPOG new website

Search for web-designing company

2) CERN Procurement placed Price Inquiry for our project

= Search for companies started (January 2019)

- 2 companies (Spain, UK) replied – several discussions before they made offers
- We got offers 10x higher than our budget! (beginning of March 2019)
- Negotiating price, trying to cut the deliverables to minimum – NO SUCCESS!
- Procurement wanted to restart full process!
- CERN ECO: common tender for migration of CERN based webpages (D7 to D8)

but not IPPOG's case...

IPPOG new website

Search for web-designing company

3) Closed Price Inquiry with CERN procurement & search on IPPOG's own (end of March 2019)

- investigation who at CERN did website in Drupal with external company
- got 3 recommendations (Arts at CERN, Accelerating Science...)
- adjust the Technical Specifications and contact companies
- discuss details of real needs
- compare the offers, previous projects in Drupal...

IPPOG new website

Search for web-designing company

4) Greek company “BLIND” chosen! (Middle April 2019)

- more administration and justifications with procurement
- placed purchase order (DAI)

5) Start working! (30 April 2019)

- iterative sprints
- regular meetings and daily communication
(feedback, materials and technical aspects)



6) Designs proposed: <https://xd.adobe.com/view/a52fad3a-543b-48fe-608e-4ea7483a031f-d31e/?fullscreen>

Resource Database

Curation and content building

1) Curation

A LOT OF WORK NEEDED!

- Partly done by HST teachers in 2017, but a lot of efforts still needed!
- Dedicated curation IPPOG group needed

2) Content building

- “IPPOG made” new resources needed
- New era of IPPOG WG’s: “results oriented”
- WG “Explaining PP to Lay Audience” : IPPOG’s Wisdom Collection
- WG “Outreach of Applications for Society” : materials and stories
- Collaboration with industry: CAEN

IPPOG categories at CDS

IPPOG gets **VERY VISIBLE** at

CERN Document Server

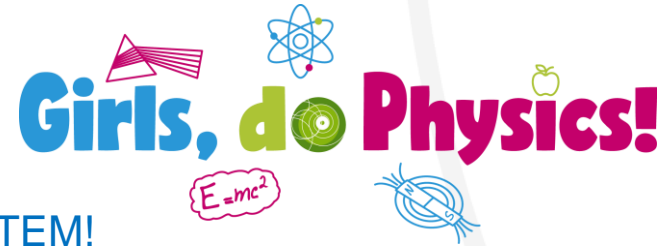
Access articles, reports and multimedia content in HEP

- ✓ IPPOG categories for CDS identified:
 - Documents, CB matters, Photos, Videos, RDB + all subcategories
- ✓ Negotiations with CDS experts
- ✓ Testing
- ✓ **First International Collaboration at CDS = IPPOG**
 - <https://cds.cern.ch/?ln=en>
- ✓ **FILL IT! SUBMIT, SUBMIT, SUBMIT!** 😊

Girls, do physics! & IPPOG Instagram

Campaign & Competition

<https://ippogorg.wixsite.com/girlsdophysics>



AIMS:

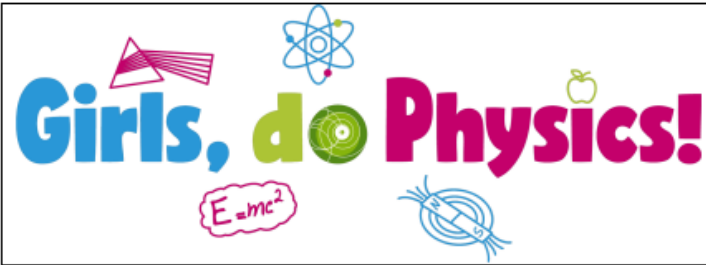
- 1) Motivate young people (girls and boys) to study physics / STEM!
= concrete action to show IPPOG's engagement for important issues of PP & science community:
STEM crisis, science for society and sustainable development, diversity and gender balance... (in line with EPPSU input)
- 3) Show young female physicists with different careers to inspire young school girls
- 4) Inspire young school girls to study physics!
- 5) Reach to young audience ~ students:

<https://www.instagram.com/ippogorg/>

+ IPPOG in Images!

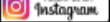


Girls, do



Are you a girl in primary, secondary or high school?
 Share your enthusiasm!
 Become a science influencer and break stereotypes!
 Win a cool prize for you and your class!

February 11 - March 8, 2019

- ✓ Follow @ippogorg on Instagram 
- ✓ Post your picture / video with you doing physics
- ✓ Use #GirlsDoPhysics and tag your friends!

COMPETITION

The post with the most likes wins!
 The more friends you tag, the more likes you get.

SPECIAL PRIZE!

Posts about Particle Physics!

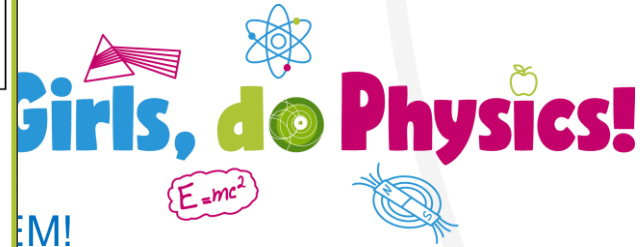
Use 2 hashtags:

#GirlsDoPhysics; #GirlsDoParticlePhysics

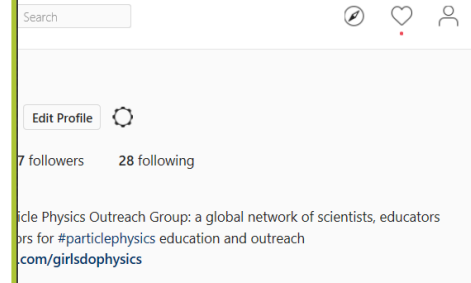
MORE INFO: <https://ippogorg.wixsite.com/girlsdophysics>



Instagram



EM!
 values of PP & science community:
 gender balance...(in line with EPPSU input)
 young school girls



AIMS:

- 1) Motivate young people
= concrete action to show STEM crisis, science for
- 2) Show young female people
- 3) Show young female people
- 4) Inspire young school girls
- 5) Reach to young audience

<https://www.instagram.com>

+ IPPOG in Images!

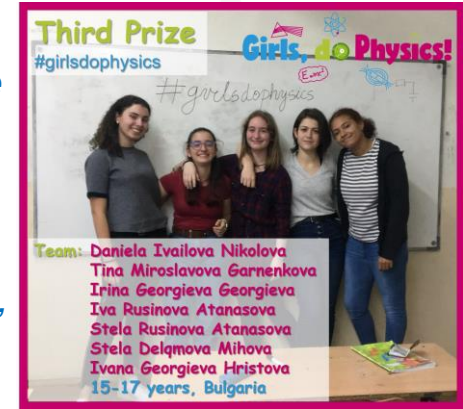
Girls, do physics! & IPPOG Instagram

WINNERS & QUOTES

BIG IMPACT for PILOT PROJECT!



"We understood that physics plays a relevant role in today's technology and it will do so even more in the future. Its applications, such as hadron therapy among the others, fascinated and encouraged us to study and continue our college education up to completing a Ph.D. We think that the future of science and a good job in this field is waiting for us."



"Participating in the campaign GDP helped me to become confident in myself and my abilities, to try and show them to people and prove that girls can do everything!"



"We like extracurricular science activities, we are even members of a physics club. We are making interesting experiments, to understand the laws of nature."

Girls, do physics! & IPPOG Instagram

WINNERS & QUOTES

BIG IMPACT for PILOT PROJECT!



"Physics is the only way we have to understand how the Universe works, is there anything more impressive than that?"

"This is the best thing I have done in my life."

I'm very proud of all the scientists of the past and especially of the women among them, whose work has opened up the way for us, young girls, to take part in science."



"The physics of today will be the technology of tomorrow."



"It doesn't matter that I am still little, I am going to study science and help others."

Girls, do physics! & IPPOG Instagram

SOCIAL MEDIA STATISTICS BIG IMPACT for PILOT PROJECT!

GOAL: “Boost IPPOG’s online presence on social media and reach more broadly to our younger audiences.”

- ✓ In **few weeks** we got around **430 Followers** on Instagram (vs ~ 450 followers on our Twitter in few years).
- ✓ Reach and engagement on FB and Twitter: likes, retweets, comments - the attention to “GDP” posts is **an order of magnitude higher than usual** (17 000 impressions for “GDP” post compared to **usual few hundreds**)
- ✓ Few participants of GDP generated ~ **4500 likes** on their posts and others in order of thousands...
- ✓ **Lot of attention from outside usual IPPOG circles**: “GDP” advertised on several websites, newsletters and social media of relevant bodies, groups and networks (e.g. EPS, IOP...)
- ✓ Role models featured at website **use GDP and IPPOG as a reference for their CV!**

Girls, do physics! & IPPOG Instagram

BIG THANKS TO AMAZING TEAM OF VOLUNTEERS!



Virginia



Barbora



Afnan



Teddy



Claire



Emma



Tessa



Students' perceptions of STEM learning



Dear student 🙋

today in Europe, less than 20% of the young people choose STEM studies, while the number of STEM jobs grows x3 faster than any other job. If we do not change something, there will be 7 million new jobs in STEM job in Europe by 2025 and not enough people to fill them.

This survey has been made to gather information about the perception, preferences and choices of school students regarding physics and STEM (science, technologies, engineering and mathematics) related subjects.

✅ Please answer truthfully, and feel free to add any side notes or comments.

🙏 Thank you for your time!

* Required

What is your preferred science subject? *

- Biology
- Chemistry
- Physics
- Mathematics



New IPPOG survey for High Schools

Use IPPOG's HS network!!!

Create proper IPPOG data about opinion / relation to physics and physics teaching at high schools!

First draft was prepared with ECOLINT and Teddy:

<https://docs.google.com/forms/d/e/1FAIpQLSfIAHXTgdx0CNPUBNsaYO8-DakDDvb5ysgPKTfEFZrutXen7g/viewform>

Please, send me comments!

IPPOG Friends - Coordinated efforts!

Empowering 3 IPPOG Friends to lead / coordinate the group



Afnan Alostaz (Palestine)



Robert Nickson (UK)



Soleiman Rasouli (Iran)

IPPOG Friends - Coordinated efforts!

Working plan

- ✓ Projects / activities / competitions for teachers and their students (like P4U, GDP...)
- ✓ Publications in articles read by teachers
- ✓ Conferences for physics teachers
- ✓ Associations of physics/science teachers: national and international
 - GIREP, IOP, etc...
- ✓ PP into HS physics curricula

IPPOG Brochures

Work in progress

- ✓ Different audiences: High schools, General Public, Funding bodies
- ✓ Content almost ready
- ✓ Plan to develop design with BLIND company consistent with IPPOG's new branding / visual identity
- ✓ Need of more high quality engaging pictures from the community!!!

PLEASE, HELP!!!

New Advisory Group on Communications

IPPOGers:

- ✓ Marzena
- ✓ Catia
- ✓ Nicolas

For specific things for HS consult also:

- ✓ Some teacher (from IPPOG Friends)
- ✓ Some student (from event “Creating Ambassadors for Science in Society”)

THANK YOU!!!