The 2019 Large Facilities Workshop (LFW) includes a specific track on education, public outreach/engagement, communications and branding (EPO/C). These focused sessions, included in the workshop for the first time, are inspired by demand from communicators at the facilities, interest from staff at NSF, and the desire to capture best practices around these key areas. Join the discussion to determine and report back the value of these EPO/C activities at NSF's large facilities.

Tuesday
10:50 AM - 11:40 AM, The role of Education and Public Outreach (EPO) during construction and operations; Auditorium
1:05 PM - 3:00 PM, Bridging the communications gap for key stakeholders; Training Room
3:20 PM - 5:15 PM, Education and Public Outreach (EPO) best practices and the diversification challenge; Training Room

Share your thoughts and ideas - take notes on this guide & turn it in to organizers, or email the organizers (see footer)!

Wednesday
8:00 AM - 9:30 AM, Focused discussion and brainstorming session on branding, (re)naming and social media; Training Room
9:50 AM - 11:20 AM, Focused discussion and brainstorming session on STEM, EPO diversification and cross-center collaboration; Training Room

Thursday
9:10 AM - 9:55 AM, Branding, Communications & EPO – the feedback loop; Training Room

We hope this handout can be used to generate ideas and to foster discussion at our brainstorming sessions (Wednesday) and feedback loop/next steps session (Thursday). We welcome participation by any and all LFW participants in the sessions and hope to focus on the following themes:

Measuring success (Evaluation and Metrics)	**NSF Branding & Identify**
Diversity & Inclusion	**Value of EPO/C**
Workforce Development	**NSF Impact & Public Recognition**
Cross-Facility Collaboration	**Use of Social Media**

For further questions or comments, please email Anne, Tim or Ranpal: ankornah@nsf.gov, tspuck@aui.edu, rgill@lsst.org

The role of Education and Public Outreach (EPO) during construction and operations

Guiding questions below to guide your thinking and brainstorming around this topic. We hope you will share with us the great contributions of EPO and/or Communications to the mission of your facility.

1. What are the most effective models to build and maintain EPO programs? Think of this globally (building an entire program from the ground up) and operations/maintenance, such as:
    a. What models do you know of for developing EPO during construction?
    b. What are best practices for 'building' EPO activities during operations?
    c. How do you 'maintain' EPO activities during the lifetime of a facility?
    d. How do you decide to discontinue an EPO activity?
2. What funding, partner, other considerations should be taken into account for strong programs?

Bridging the Communications Gap:

Guiding questions. We would like to learn the following about your facility:

1. Has your facility been impacted by the NSF Logo and visual identity guidelines issued in 2018 and, if so, how?
2. In what ways do you think your facility and NSF can work together strategically in support of the NSF brand?
3. Do you have insights based on communications campaigns run at your facility (e.g., on social media, an ongoing publication, a press release), including any positive/negative outcomes?

Education and Public Outreach (EPO) best practices and the diversification challenge

We hope you can use the following questions to frame your thinking and to share in discussions on day 2 and 3. Anyone involved with or interested in Education, Public Outreach/Engagement (EPO/E) and in the Science, Technology, Engineering (Arts) and Mathematics (STE(A)M) fields is invited!

1. What are the challenges to diversification and inclusion of underrepresented communities in STE(A)M fields?
2. What are the most effective ways EPO/E can promote STE(A)M workforce development or educational pathways, including diversifying the future STE(A)M workforce at your facility?
3. How do you measure the impact of EPO/E programs and projects at your facility, on society? How is this addressed at your facility today? Do you think it can be done better?
4. How do you think EPO/E teams across the NSF Large Facilities can better collaborate and/or transfer knowledge from facility to facility about successes and failures? What are the positives, negatives, and challenges of these efforts?