A Graduate Seminar led by Leopold Fellows
Leah Gerber and Marco Janssen

**Format**
- Gerber and Janssen lab groups
  - 15 grads and postdocs
- Bi-monthly meetings, Spring 2012
- Informal presentations, discussions and hands-on activities
- Group projects and open house
  - Environmental education activities for minority students and families at local bowling alley
  - YouTube video assessing how well scientists communicate their work to their friends and family ([http://youtu.be/q6j3m6XGl20w](http://youtu.be/q6j3m6XGl20w))
  - Multi-lingual website for disseminating research results ([ses-adaptations.asu.edu](http://ses-adaptations.asu.edu))

**Objectives**
- Transfer information and skills learned through the Leopold Fellows Program to our university community
- Pilot course to assess interest in the topics
- Provide our lab groups with foundation to improve professional development and lead to broader impacts of scientific endeavors

**Topics**
- Thinking styles
- Mind mapping
- Plus, Minus, Interesting thinking strategy
- Strategic thinking, gearbox and dialogue
- Escape from Ivory Tower
- Using the social media
- Message box
- Mock interviews with the media
- The world of Washington, DC

**Outcomes**
- Engagement and communicating with the media and policy makers
- Students reaching out to media to help raise research funds
- University-wide Leadership and Communication Initiative

**Engagement and Communicating with the Media and Policy Makers**

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**The World of Washington, DC**

- The art of negotiation
- Science and policy

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**Using Social Media**

- **Message box**
- **Mock interviews with the media**

**The Art of Negotiation**

- Science and policy
- The world of Washington, DC

**Multi-lingual Website**

- Disseminating research results ([ses-adaptations.asu.edu](http://ses-adaptations.asu.edu))

**Flyer for Open House to Share Students’ Final Projects**

- Open house to share students’ final projects.

**Picture of Israel Leinbach during mock NPR interview.**

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