**Good to Great: SciComm Proven Tools & Strategies for Public Engagement | Thursday, June 11 | Sara Poirier**

**Part 1: Identify Your Communication Goal/Aim**

What is it that you’re hoping to achieve by communicating with your audience? Big picture stuff.

Goal:

**Example from Sara’s presentation:** To inspire and empower Aquidneck Islanders to support a healthier and more sustainable environment.

**Part 2: Defining Your Audience**

Describing your audience will help you tailor your communication to them.

**Define your audience carefully:**

* What are their needs?
* What are their interests?
* How do they engage in this area?

**Identify special considerations:**

* What is special or unique about this group?
* Is this group with accessibility needs?
* What physical, emotional or intellectual considerations might be particularly appropriate to cover?

**Part 3: Setting 2 SMART Objectives**

Set objectives that will support your goal/aim. They provide a path to success and help you measure your progress. Add in measures for how you will track the success of each objective.

Remember… SMART stands for **Specific, Measurable, Achievable, Relevant & Time-specific**.

SMART Objective #1:

SMART Objective #2:

**Example from Sara’s Presentation:**

To connect Aquidneck Islanders with resources and opportunities to help the environment/make more sustainable choices.

Measures:

* Number of people who participated in environmental action during AIEW.
* Number of people who viewed posts about AIEW programs.
* Number of people who viewed content we created about things they could do at home to help the environment.

**Meet Sara Poirier | Sara.Poirier@gmail.com**

**Founder, Spark Strategic Science Communication & Public Engagement**

As a strategic communicator, Sara helps clients clarify science communication goals and guides them to success with proven tools and approaches. Her expertise ranges from writing and producing educational television programs to developing hands-on exhibits, online games, and other interactive media. Her clients include [TVOKids](https://tvokids.com/school-age/when-i-grow), [Relish Interactive](https://reli.sh/), [Apartment 11 Productions](https://www.apartment11.tv/en/), [Big Bad Boo Studios](https://www.bigbadboo.ca/), [Imagine Create Media](https://imaginecreatemedia.com/), and[Science North](http://sciencenorth.com/)**.** 

As a staff scientist at the [**Ontario Science Centre**](https://www.ontariosciencecentre.ca/), Sara developed exhibits and educational programs, and created content for Discovery Channel Canada and the Centre’s podcast and YouTube channels. “Ask Sara,” for TVOKids, became a kids’ favorite. In 2017 she co-produced “When I Grow Up!,” about STEM careers. The [**Canadian Association of Science Centres**](https://www.canadiansciencecentres.ca/) recognized her as a 2011 Telus Innovator.

Sara has a MSc. in Science Communication and Public Engagement and a BSc. in Astrophysics. Her work has appeared in the Association of Science and Technology Centers' [***Dimensions***](http://www.astc.org/DimensionsPDFS/2014/MayJun.pdf)**,** Yale’s [***Climate Connections***](https://www.yaleclimateconnections.org/2019/01/kids-educational-tv-falls-short-on-climate-change/), [**Canadian Water & Wastewater’s *e-Bulletin***](http://www.naylornetwork.com/cww-nwl/newsletter-v2.asp?issueID=47533), and the [**Coalition of Museums for Climate Justice Blog**](https://coalitionofmuseumsforclimatejustice.wordpress.com/2019/01/30/cultivating-hope-in-an-era-of-increasing-climate-change/)**.**

Sara lives in Middletown, R.I. with her husband and two children. She volunteers on the Town’s Open Space and Fields Committee and led the coordination of the first Aquidneck Island Earth Week, a community-wide celebration on the 50th anniversary of Earth Day.