Uncharted Waters: Expanding Nuclear Outreach and Workforce Recruiting

Schedule (US CT)

Session Time
3:30pm-5:00pm

SESSION 2: ALIGNING CONTENT WITH COMMUNITY NEEDS

FACILITATOR: JACKLIN STONEWALL, PHD

ANS®
American Nuclear Society

Agenda

Welcome & Introductions: 3:30-3:35

Session Tech & Outcomes: 3:35-3:40

Session 1 Review & Retrospective Activity: 3:40-3:50

Guest Case Study: 3:50-3:55

Trust & Partnership: 3:55-4:10

Communication: 4:10-4:20

Breakout Session 1: 4:20-4:30

Logistics: 4:30-4:45

Breakout Session 2: 4:45-4:55

Closure: 4:55-5:00

ANS®

American Nuclear Society

Hi, I'm Jacklin!

Dr. Jacklin Stonewall is a UX and research strategy expert with a decade of experience guiding teams through the muddy waters of research to deliver clarity on the other side. She is passionate about recruiting the right people, research as community engagement, setting products up for success, and sharing knowledge. Jacklin is a proud hat trick graduate of Iowa State University.

Connect with Me

jacklinhope@gmail.com

ANS Introductions

Moderators: Please add "Mod" behind your name in Zoom so we can find you!

Participants: Please add your state (e.g. MN) behind your name in Zoom so Mods can assign you to breakout rooms. If you need a quiet room (e.g. you aren't able to speak to others during this session), message Alyssa.
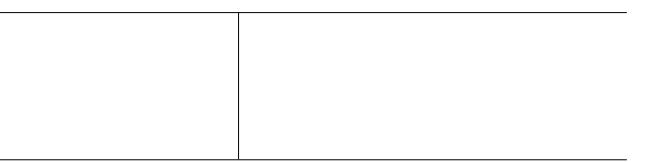
Thank you to our sponsoring organizations!

American Nuclear Society
Young Members Group

American Nuclear Society
Education, Training & Workforce Development Division

ANS
American Nuclear Society

Outcomes

1. Share experiences reaching out to gatekeepers and/or initiating communication with community organizations
2. Understand how assumptions about community needs may differ from actual needs
3. Think critically about how to tailor engagements to various settings

How it works...

1. We'll use breakout rooms twice during the session, please participate in the breakouts as much as you are able
2. Facilitator will pose questions in the large group, then start the rooms to facilitate small group discussions. All questions are listed on the session whiteboard via Mural
3. Join our Mural for today here. No account necessary, but please enter your name as you come in.

ANS
American Nuclear Society

What brings you here?

In chat - what was the last recruitment or outreach activity you participated in?

AND

Did you attend Session 1 in February? (yes/no)

NO SPECTATORS

Review: What does it mean to be "underserved?"

Underserved populations have limited access to resources or opportunities. Populations may be underserved due to location, economic disadvantage, disability, membership in a minority group, and many more.

What does "Underserved" mean in the context of ANS Outreach?
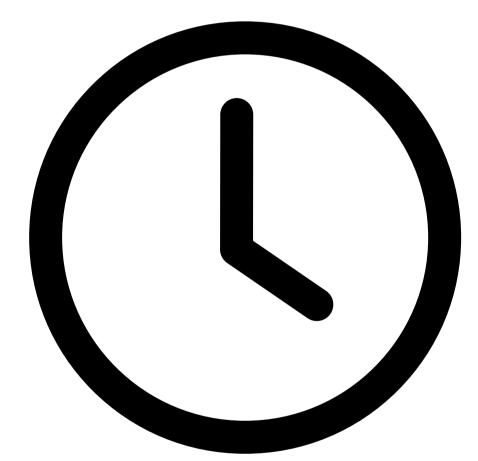Populations who, historically, haven't been part of the conversation on nuclear

- Tribal reservations & settlements
- Schools with a majority student population receiving free-and-reduced-lunch
- Rural communities
- Communities who are primarily people of color
- English as an additional language communities
- Low-income communities

Retrospective

Let's talk about what we've experienced:

1. How has your organization/section performed outreach or recruitment in the past?
2. How do you think these outreach activities impacted the participants? How well do you think that recruitment reached qualified individuals from underserved groups?

5 minutes

Institutional Barriers

Outreach will always require resources, but you can take steps to overcome time and cost constraints

Leverage Internal Partnerships

Within ANS
- Everyone in this session is now your partner
- Look for similar communities of interest or challenges on the Mural
- Share and re-use resources, presentations, videos, etc.
- Consider an ANS Ferguson grant

Within Your Org
- Combine your efforts with already-scheduled events (career fairs, speaking engagements, etc.)

Leverage Community Partnerships

- Establish a partnership with organizations who are already in the community
- You don't have to create a new program or event!
- Collaborate - avoid planning and hosting solo if you can
- Ask your partner org what they need: speakers, activities, resume reviews, etc.

Outreach Culture

- Outreach as part of your role, not in addition to it
- If able, consider adding outreach to development goal or encouraging employees to consider outreach goals
- People leaders - recognize outreach efforts

Guest Case Study

In Session 1, you heard a case study from my experience putting these techniques to use.

In today's session, you'll hear from Greg Maxie and his experience conducting outreach with the Navajo Nation and San Juan College.

Trust & Partnership

Building Trust

Trust is built through partnership and communication, but there are often barriers to forging that bond. Without trust, your message won't be heard.

The Barriers

- Perceived authority
- Perceived and real differences (language, socioeconomic status, etc.)
- Historical mistreatment
- Misunderstanding of nuclear science and power

Overcoming

- **Identify the Gatekeeper**
- Form partnerships with trusted community organizations
- Communicate with authenticity

Give the relationship time!

Being Authentic

We're probably different (and that's okay!)

- **Listen and act on feedback**
- Be empathetic vs sympathetic
- Honesty in intentions
- Speak as yourself - don't attempt to be something you aren't
- View the interaction as a partnership: what's your common goal?
- Leave prescriptive language at the door

HOW DO YOU DO, FELLOW KIDS?

Building Blocks to Trust

1. **Deep understanding of historical relationship between the community and your (or similar) organization(s) - Research**

Your Turn (in Mural): What is the historical relationship between your community of interest and the nuclear industry?
If you're unsure, where could you start your research?

2. **Establish authentic rapport**

Your Turn (in Mural): What do you have in common with the community you'd like to reach?

3. **Learn from mistakes**

Your Turn (In Mural): Has anyone from your organization attempted to connect with this community in the past? What obstacles did they encounter?

Guest Speaker: Ira Strong

5 minutes

Review: What's a "Gatekeeper?"

Gatekeepers are community leaders with local influence, power, and respect to add credibility to an outreach initiative. Gatekeepers are the key to the community.
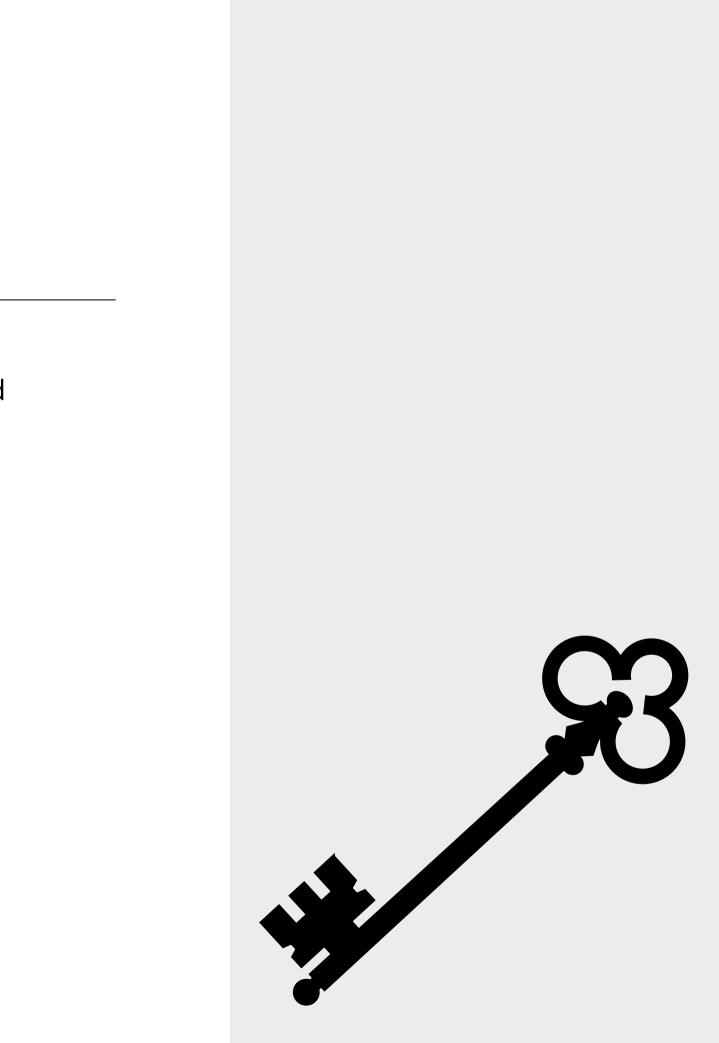
Who can be a gatekeeper?
Gatekeepers can be individuals or organizations; they aren't always obvious!
- Religious, tribal, political leaders
- Neighborhood association leaders
- PTA/PTO Leaders, school principals, teachers
- Public librarians
- Community groups

How do we find them?
- Organizations already in the community
- Study social media and print media (what flyers are on the bulletin board?)
- Ask!

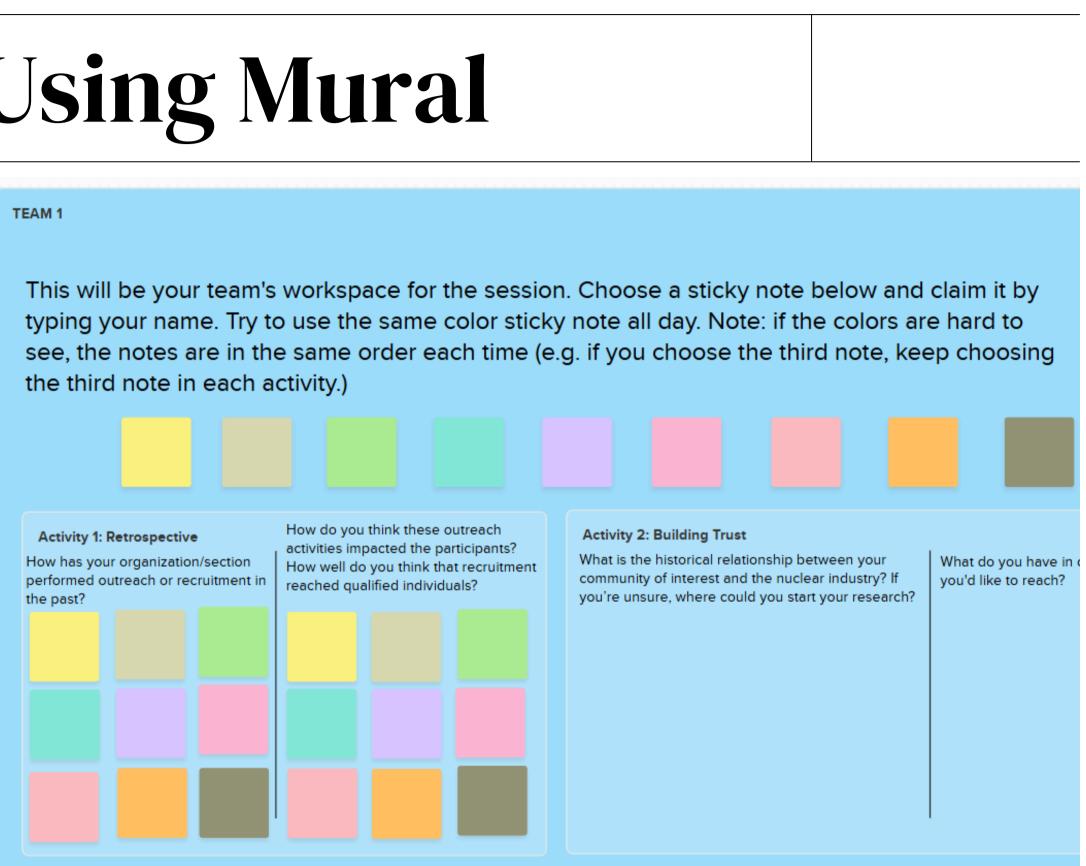# Co-Location & Co-Branding

Don't compete, Collaborate!

- **Look for opportunities to join forces**
- Check the calendar - where do you fit?
- Familiar spaces and events bolster trust
- Co-branding materials and events with another organization: Use "brand recognition" to your advantage - leverage, but don't abuse, trust that's already been developed

ANS®
American Nuclear Society

+

Your Community Partner

Using Mural

Mural link will be in the chat. You do not need an account! Please add your name when you join (instead of "Visiting animal"). Mods will assign you to teams.
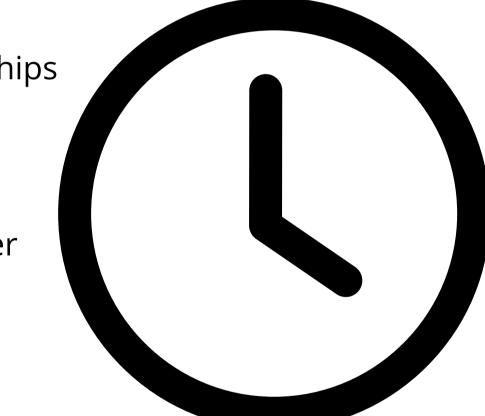
Partnering with Gatekeepers

In Session 1, you identified gatekeepers. How's that partnership going?

Your Turn (in Mural): Which gatekeepers have you established relationships with? What did you learn? Did anything challenge an assumption you had going into the connection?

Your Turn (in Mural): If you haven't made a connection with a gatekeeper yet, what obstacles are in your way? Do you have a plan for overcoming them?

Guest Speaker: Alyssa Hayes

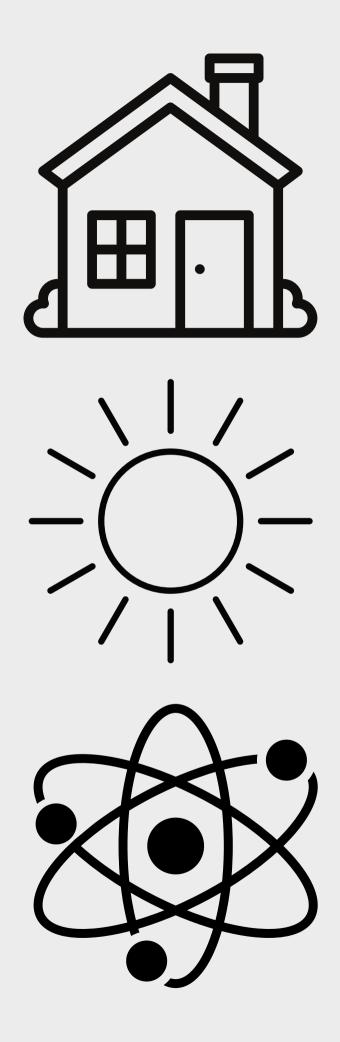**5 minutes**

Communication

Be Understood

1. **Simplify the language.** Avoid technical terms and industry jargon when possible. Hint: avoid idioms and metaphors too!
   "The patient experienced a transient ischemic attack." vs. *"The patient had a brief stroke."*
   ANS has resources to help!

2. **Use visual aids.** Incorporate diagrams, pictures, videos, and visual aids when explaining technical or scientific concepts. This bridges the gap between your words and what your participant understands

3. **Translate appropriately.** Use a professional translator for materials and/or partner with a native speaker for proofreading.

4. **Be interactive.** Use interactive activities (polls, discussion questions, Q&A) to check for understanding.

Remember Your Goals

When developing content and structuring an event, keep your audience's goals in mind.

If you're unsure of your audience's goals, collaborate with your community partner or gatekeeper to find out. What do they want to leave the interaction with?
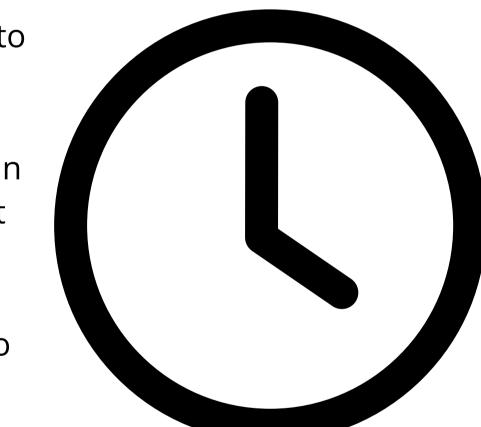
Examples:
1. Students looking for opportunities for funding postsecondary education
2. Adults looking for accessible means to higher wages, good healthcare benefits, and a retirement plan
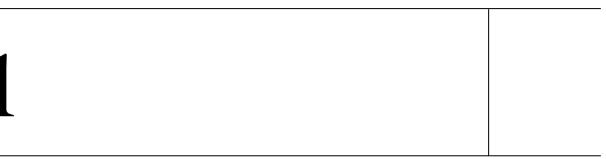
Being Understood

Your Turn (in Mural): What's a technical or scientific concept you'll need to explain during an outreach or recruiting event? Write a non-technical but accurate description of the concept. ALTERNATIVELY: What's a common misconception you've heard about nuclear science? How might you explain that concept correctly but simply? (You'll expand on this shortly in the first breakout room.)
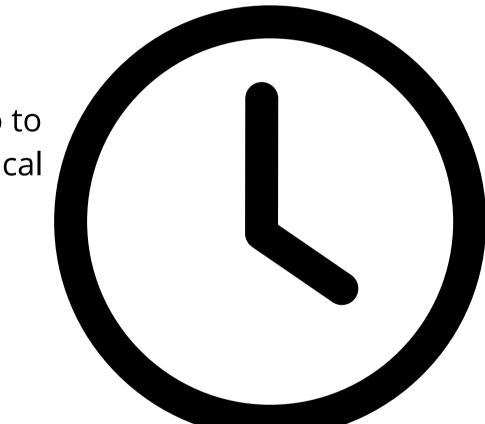
Choose your resource! Review the list of resources provided by ANS (also linked in Mural). Are any of these resources useful in your outreach activities?

Guest Speaker: Dilan Kurukulasuriya

5 minutes

Breakout #1

1. Share and reflect on your trust building plans and partnership techniques (Activities 1 & 2). What can you learn from each other?
2. Read each others concepts or misconceptions. As a team, choose two to focus on and re-write using clear, simple language and minimal technical jargon. What did you focus on changing?

10 minutes

Logistics

Respecting Cultural Norms

Keep the partnership positive by showing respect for others' needs. The best way to do this is through research and open dialogue.

Do Your Research

- **Check the calendar - where can you collaborate?**
- **Language:** Spanish speaking communities, Immigrant or Refugee Communities
- **Cultural norms:** Indigenous cultures, immigrant culture, religious communities
- **Mistrust:** Anti-nuclear beliefs, historical impacts on people of color and indigenous communities, political alignments of pro-nuclear proponents. What may make your population specifically worried about nuclear science? (don't forget parents' attitudes!)

Do Appearances Matter?

- In multicultural settings, people often adjust communication to build rapport. This is called code-switching or style shifting—and it's valid when done with integrity.
- Code-switching can apply to clothing too!
- Wearing cultural clothing, using greetings in another language, or referencing customs can backfire if it's performative or superficial.
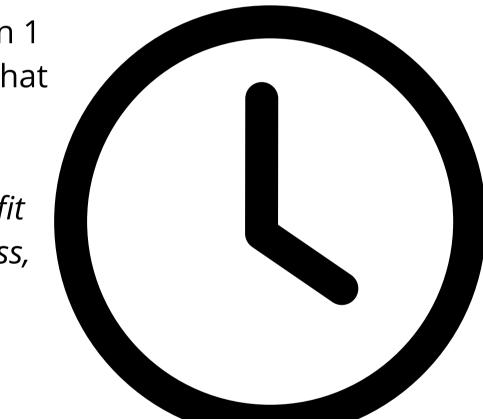- Dress for the environment and level of formality but stay true to yourself
- Adapt to others' communication preferences (e.g., formality, tone, body language) without suppressing your identity or mimicking another culture.

Logistics Part 1

Your Turn (in Mural): You've identified a community of interest in Session 1 or today. Do some quick research and find at least one event or location that you could partner with for recruiting or outreach.
Hint: Check community/city social media, neighborhood social media, school websites, local business websites and/or social media. Look for locations that fit the needs of your audience - consider parking, public transit, family friendliness, etc.

5 minutes

Guest Speaker: Greg Maxie

Incentivize

Don't offer Whole Foods in a food desert.

- What matters to your community and matches your message? **Challenge what you think of as a "good incentive." Ask the gatekeepers!**
- What are the technical barriers to their participation (transportation, time, meals, childcare, accessibility, etc)? **Consider the whole audience, not only the intended audience.**
  - Physically structure the environment for participation (e.g. keeping kids' activities near parent activities).
  - If scheduling over a common meal time, provide dietary restriction friendly food options
  - **Make it easy to participate!**
- Experiences can be incentives (interactives, games, education, advice), but be careful! Do these things matter to your community?
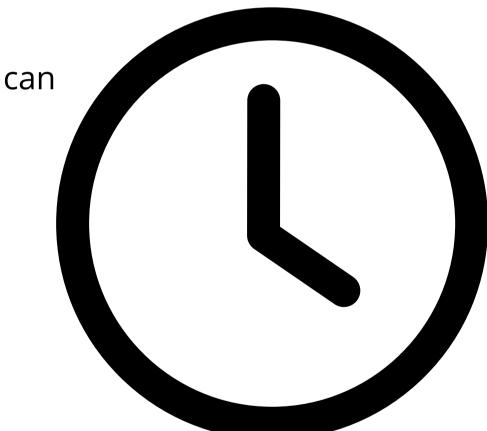
Logistics Part 2

Your Turn (in Mural): Based upon prior communication with your target communities and/or gatekeepers, what are some ways your organization can directly help meet their goals?

Your Turn (in Mural): What are some ways in which you might ensure logistical accessibility at your event? (venue, timing, transportation, marketing in advance)
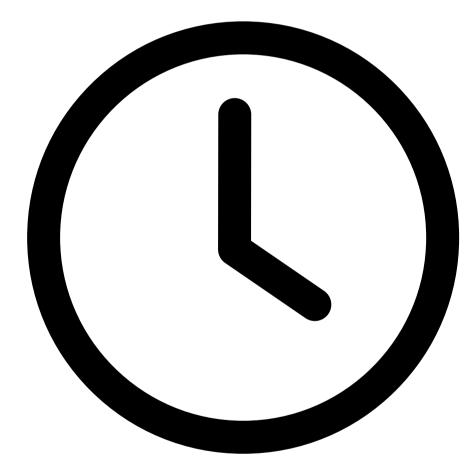
5 minutes

Guest Speaker: Philip Hult

Breakout #2

1. Share and reflect on your logistical plans for your events.
2. What creative ways to reach your communities did you come up with?
3. Do you see any common challenges in your plans? How might you overcome?

10 minutes

Homework

1. Share what you've learned with your ANS Section. Materials and video will be available. Video will also be available in Spanish.
2. Work with your ANS Section to put the plans you've created today into action. Talk to the gatekeeper you identified about feasibility.
3. Give us feedback on today's session!