

“Research not communicated is research not done.” --Professor Anne Glover, former chief scientific adviser for Scotland and for the European Commission

In April 2017, world leaders from astronomy and high energy physics met at Caltech in Pasadena, California to discuss best practices in workforce development, education, public outreach, and communications (WEPOC).

This expert group convened with the purpose of codifying aspects of their work, to include the list of eight principles and practices detailed below. Since that time, additional leaders in astronomy and high energy physics have been invited to endorse these maxims based on their own experience of how science projects most effectively advance their communication goals.

Principles & Practices: ✓ A phased WEPOC strategic plan should be initiated in the conceptual stage of the project, adequately resourced, and be aligned with the vision, mission, and strategy of the project and partners.

✓ The project has a responsibility to consider the WEPOC requirements of its partners and the wider community.

✓ WEPOC enables the project to fulfill an obligation to be respectful, responsive and an integral part of the site community.

✓ WEPOC leaders should be integrated into the leadership structure with access to the decision-making bodies.

✓ WEPOC staff should hold relevant professional WEPOC qualifications and/or experience and undertake continuous professional development.

✓ Holding to a similar standard as the other elements of the science project, WEPOC programs should be reviewed by peers.

✓ To improve performance and to ensure evidence-based outcomes, WEPOC should include evaluations appropriate to the individual WEPOC activities.

✓ Successful WEPOC activities are inclusive and promote diversity.

By codifying these principles and practices, the goal is that new and emerging large science projects can benefit from the wisdom and experience of established projects.