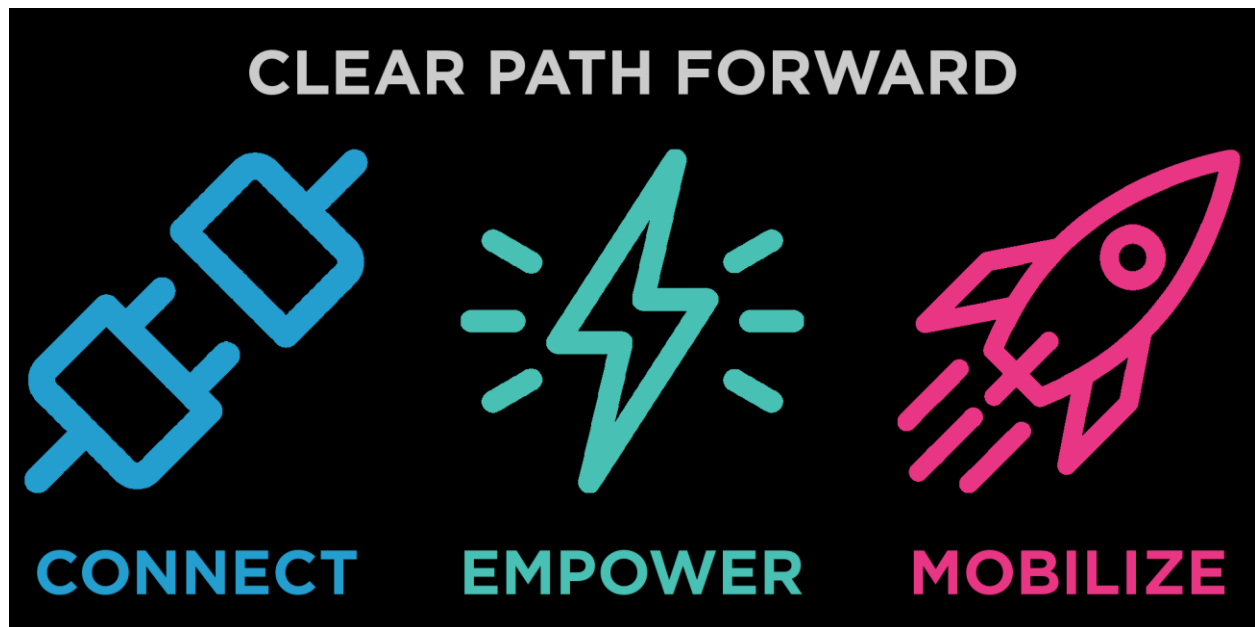


MARCH FOR SCIENCE PATH FORWARD PROPSAL



PURPOSE

This proposal provides a suggest framework for our path forward as a movement and includes details around Mission, Values, Engagement, and Structure. This proposal is presented as a draft and a living document, intended to be a starting point for dialogue and not a conclusive solution.

AUDIENCE

This proposal is intended for the city leadership team members and national team members currently and actively participating in the March for Science transition process. This proposal is not intended for external distribution.

CORE VALUES

- SCIENCE IS FOR EVERYONE
 - Science **connects** humans at the most fundamental level; which transcends all our ideological, cultural, and political differences.
- KNOWLEDGE IS POWER
 - Science **empowers** humans to understand and improve the world around us; it is our moral imperative to share this tool across every corner of the globe.
- WE ARE THE CHANGE
 - Science **mobilizes** humans with an innate optimism; it allows us to see the world as it could be, if we choose to use it for the common good.

CHANGE PROCESS

CONNECT HUMANS WITH OUR **SCIENCE** NARRATIVE [VIA EVENTS & MEDIA]

EMPOWER THEM WITH **KNOWLEDGE** [VIA TRAINING]

MOBILIZE THEM TO TAKE **ACTION** [VIA VOTING & VOLUNTEERING]

SCALES OF INFLUENCE

LOCAL > REGIONAL > NATIONAL

LEVELS OF INFLUNCE

NON-SCIENTISTS > SCIENCE ENTHUSIASTS > SCIENCE ADVOCATES

SPHERES OF INFLUENCE

POPULAR CULTURE/MEDIA > ACADEMIA > GOVERNMENT/INDUSTRY

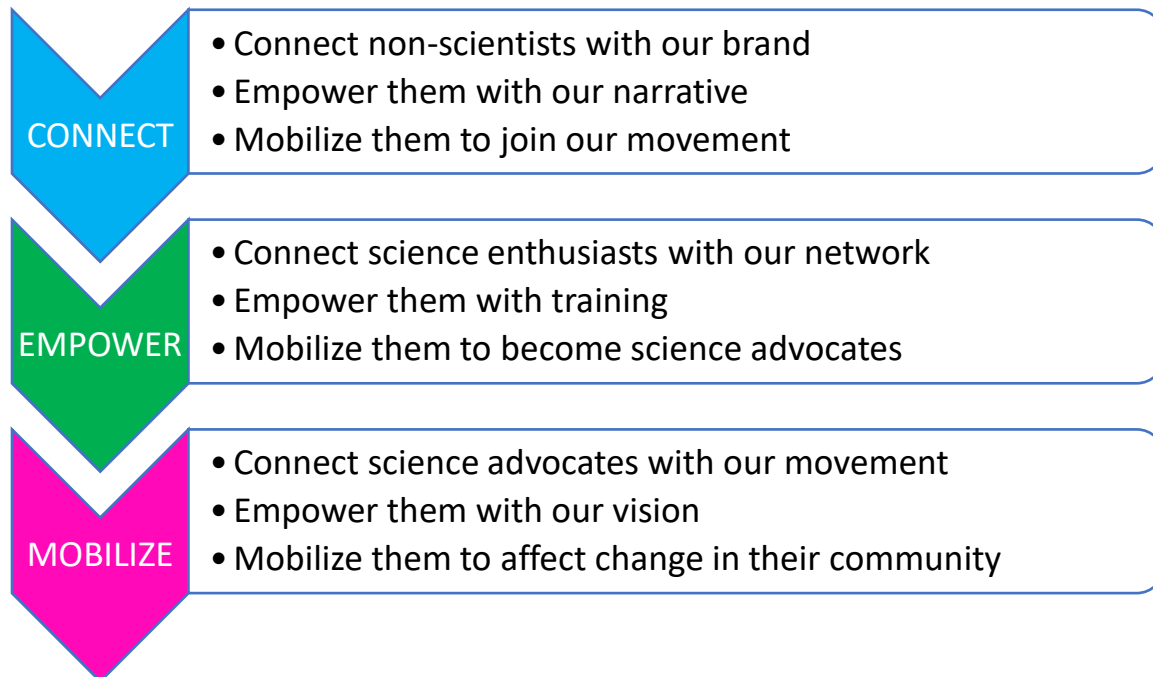
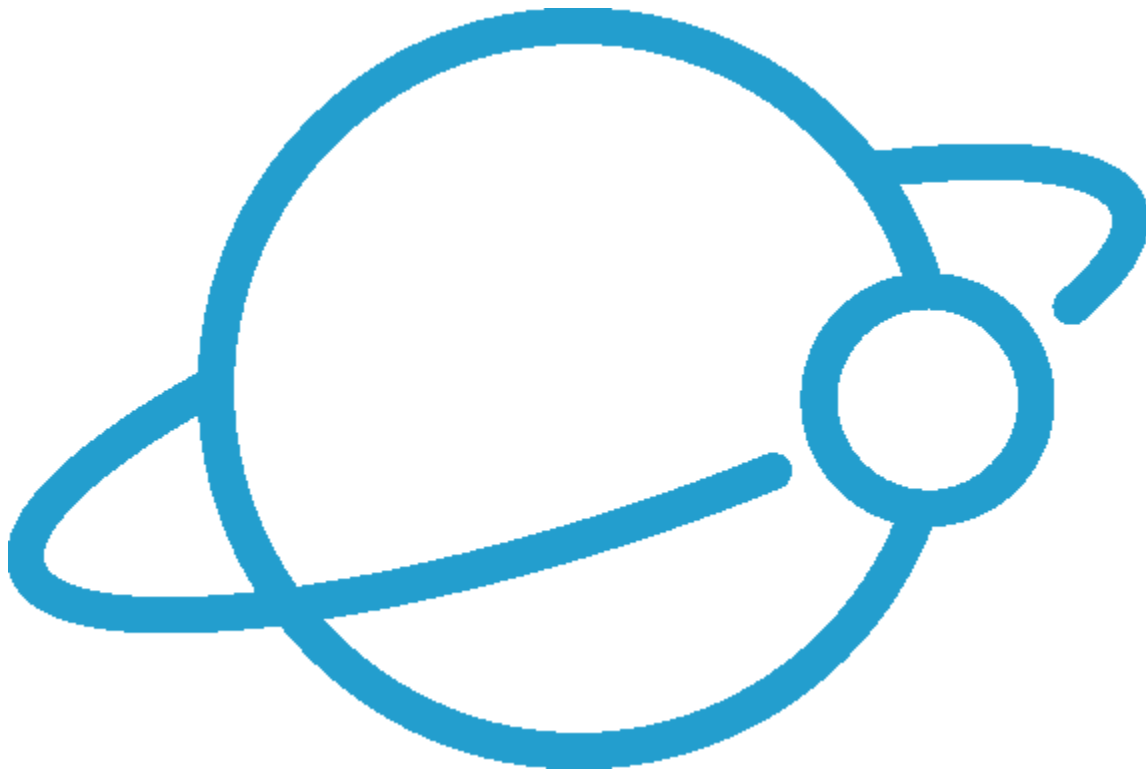
STRUCTURE

CITY LEADERSHIP BUILDS THEIR ORG AND **CONNECTS** STUDENTS WITH MFS CHAPTERS AT UNIVERSITIES

REGIONAL NETWORK **EMPOWERS** CITY LEADERSHIP BY ENABLING RESOURCE SHARING

NATIONAL ORG **MOBILIZES** PARTNERS TO AMPLIFY LOCAL AND REGIONAL EFFORTS

LOCAL (CITY LEADERSHIP CONNECTED BY REGIONAL NETWORKS)



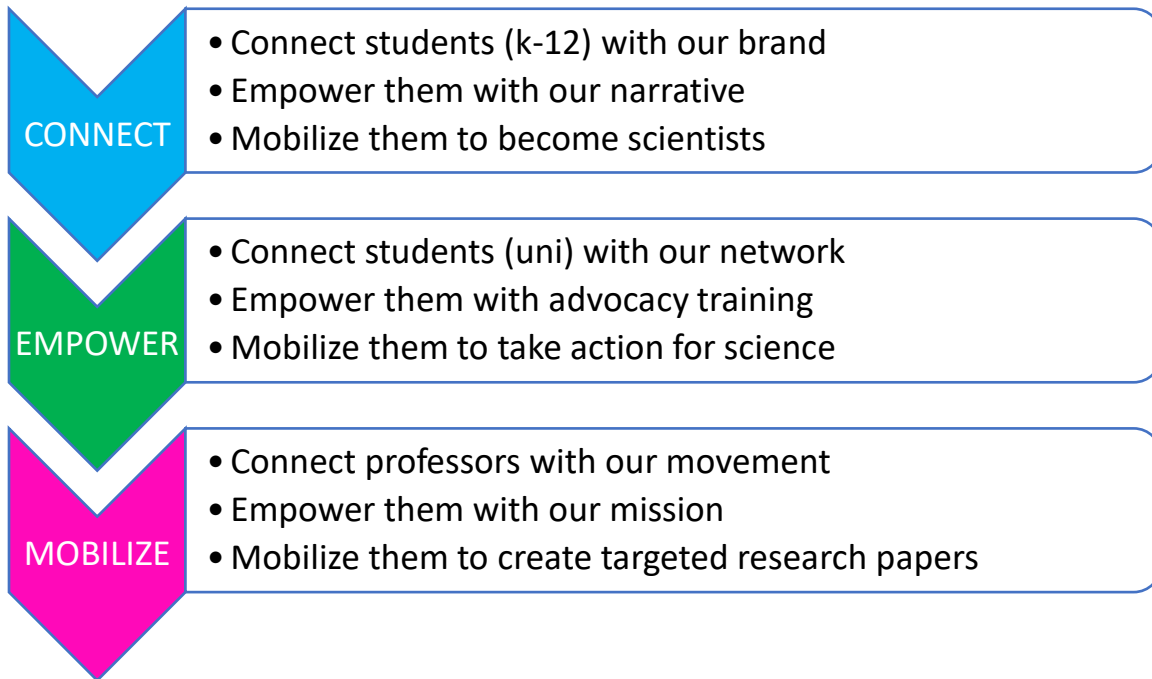
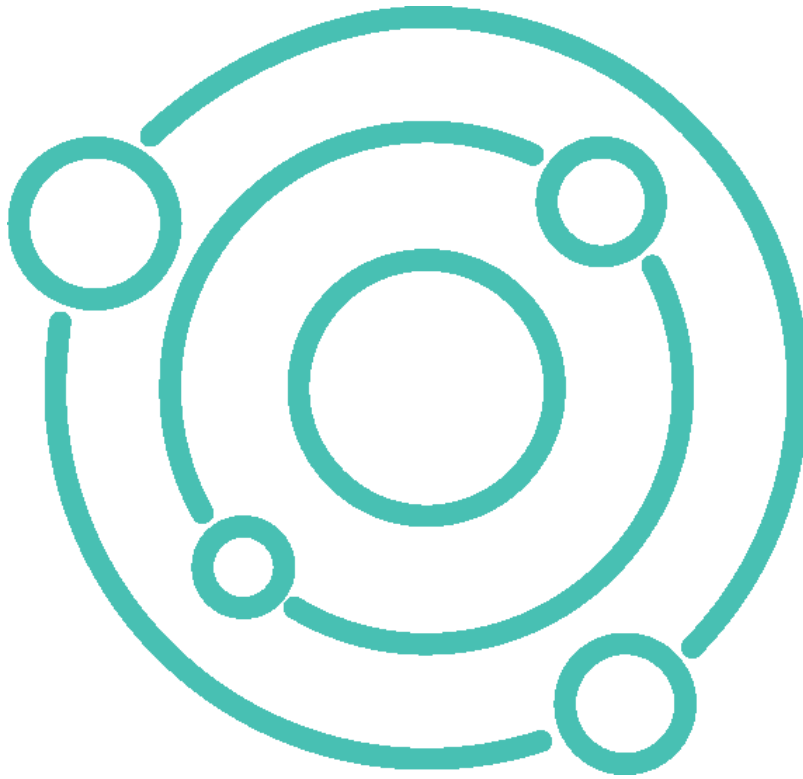
LOCAL (CITY LEADERSHIP CONNECTED BY REGIONAL NETWORKS)

- CONNECT NON-SCIENTISTS WITH OUR BRAND
 - STRATEGY: Build a brand that changes public perception via compelling story telling
 - EMPOWER THEM WITH OUR NARRATIVE VIA **OUTREACH EVENTS** AND/OR **LOCALIZED MEDIA**
 - TACTIC: Host events that inform/educate people while also building network
 - Science Celebration Parade; STEM Expo including other advocacy groups, universities, and industry; City-wide cleanups; Regional conferences
 - TACTIC: Create localized media that humanizes science and communicates its value to everyday people especially focused on local area
 - MOBILIZE THEM TO JOIN OUR MOVEMENT [*BECOME SCIENCE ENTHUSIASTS*]
 - GOAL: Increased membership
-

- CONNECT SCIENCE ENTHUSIASTS WITH OUR NETWORK [*SCIENCE ADVOCACY GROUPS*]
 - STRATEGY: Gain influence in policy decision making across multiple channels
 - STRATEGY: Build an infrastructure to sustain and foster action at all levels of advocacy
 - EMPOWER THEM WITH **COMMUNICATION TRAINING** AND/OR **CANDIDATE TRAINING**
 - TACTIC: Train scientists to communicate their work & value of that work on social media
 - TACTIC: Train scientists to run for office
 - MOBILIZE THEM TO BECOME SCIENCE ADVOCATES [*TRAINED ADVOCATES/CANDIDATES*]
 - GOAL: Obtain leverage over policy at the local level
-

- CONNECT SCIENCE ADVOCATES WITH OUR MOVEMENT [*TRAINED ADVOCATES*]
 - STRATEGY: Take several small manageable actions at the local level with a grassroots movement for high visibility
 - EMPOWER THEM WITH OUR VISION
 - TACTIC: Cast a clear positive vision that inspires people to take action
 - MOBILIZE THEM TO **AFFECT CHANGE IN THEIR COMMUNITY**
 - GOAL: Affect change in local communities
-

REGIONAL (REGIONAL NETWORKS EMPOWERED BY NATIONAL ORG)



REGIONAL (REGIONAL NETWORKS EMPOWERED BY NATIONAL ORG)

- CONNECT STUDENTS (K-12) WITH OUR BRAND [*STORY TELLING*] [*TRAINED ADVOCATES*]
 - STRATEGY: Build an infrastructure to sustain and foster action at all levels of advocacy
 - STRATEGY: Fortify society against future attacks on science
 - EMPOWER THEM WITH OUR NARRATIVE **VIA CLASSROOM EVENTS**
 - TACTIC: Send trained STEM professionals into classrooms to humanize science and change the perception of what a scientist is
 - MOBILIZE THEM TO BECOME SCIENTISTS
 - GOAL: More students going into the STEM fields
 - GOAL: Ensure next generation understands and appreciates science
 - GOAL: Improved perception of science
-

- CONNECT STUDENTS (UNI) WITH OUR NETWORK [*SCIENCE ADVOCACY GROUPS*]
 - STRATEGY: Prepare pipeline with next generation of scientifically literate advocates/voters
 - EMPOWER THEM WITH **ADVOCACY TRAINING**
 - TACTIC: Train college students in science advocacy
 - TACTIC: Hold voter registration events at universities
 - MOBILIZE THEM TO TAKE ACTION FOR SCIENCE [*VOTE/VOLUNTEER*]
 - GOAL: More scientifically literate advocates/voters
-

- CONNECT PROFESSORS WITH OUR MOVEMENT [*TRAINED SCIENTISTS*]
 - STRATEGY: Gain influence in policy decision making across multiple channels
 - EMPOWER THEM WITH OUR MISSION
 - TACTIC: Communicate our mission clearly to researchers to target key areas of interest for policy makers and lobbyists
 - MOBILIZE THEM TO CREATE **TARGETED RESEARCH PAPERS**
 - GOAL: Research used by policy makers to improve decision making and policy
-

NATIONAL (NATIONAL ORG MOBILIZES OUR PARTNER NETWORK)



NATIONAL (NATIONAL ORG MOBILIZES OUR PARTNER NETWORK)

- CONNECT THOUGHT LEADERS WITH OUR BRAND [*STORY TELLING*]
 - STRATEGY: Gain influence in policy decision making across multiple channels
 - STRATEGY: Partner with thought leaders (podcasts, TV personalities, writers, etc.) to shift the national dialogue around science
 - EMPOWER THEM WITH OUR NARRATIVE VIA **MEDIA EVENTS**
 - TACTIC: Create our own web series, podcasts, infographics, etc. around a unified aesthetic to can permeate other popular media
 - MOBILIZE THEM TO CHANGE PERCEPTION
 - GOAL: Change public perception of science
-

- CONNECT INDUSTRY WITH OUR NETWORK [*SCIENCE ADVOCACY GROUPS*]
 - STRATEGY: Build an infrastructure to sustain and foster action at all levels of advocacy
 - STRATEGY: Build strategic partnerships in industry
 - EMPOWER THEM WITH **OUTREACH TRAINING**
 - TACTIC: Teach companies how to communicate their science to the public
 - TACTIC: Teach companies how to hold STEM outreach events to improve public image
 - MOBILIZE THEM TO CHANGE PRACTICE
 - GOAL: Encourage improved environmental and consumer safety practices
-

- CONNECT POLITICIANS WITH OUR MOVEMENT [*TRAINED SCIENTISTS*]
 - STRATEGY: Leverage our influence to change policy
 - EMPOWER THEM WITH OUR RESEARCH PAPERS
 - TACTIC: Provide sympathetic policy makers with our research papers
 - MOBILIZE THEM TO **CHANGE POLICY**
 - GOAL: Change policy
-

NOTES

1. How do we build a culture throughout our organization that fosters collaboration, grows leadership internally, and spreads organically?
 - a. Our goal must be to create a scalable institutional framework
 - b. Our training must include team building, conflict resolution, leadership growth
 - c. Our culture must focus on building trust through interpersonal relationships
 - d. Focus on “bottom up” growth from the local level
 - e. Leadership at every level

2. How do we change the culture around us to foster an environment sympathetic to our narrative?
 - a. We must build a trusted brand, that is non-partisan and inclusive.
 - b. Our strategic leadership should leverage our trusted brand to attract a network of partners to influence change at a distance.
 - c. We should not be afraid to change what we are doing, to try new tactics, and to disrupt traditional methods of change.

3. How do we create sustainable growth to truly turn our moment into a movement?
 - a. Every college should have an MFS chapter
 - i. Membership incentivized through scholarship programs
 - ii. Membership incentivized through internship/research opportunities
 - b. Every chapter should be encouraged to build their own brand and foster growth, to ensure emotional investment from students
 - c. Hold annual regional and national recognition/award events (see FIRST Robotics)
 - i. Celebrate internally: Volunteer of the Year, Best Viral Media, Top Fundraiser, Most Outstanding City, etc.
 - ii. Celebrate Externally: Top corporate sponsor, Top advocacy partner, Champion of Science (outstanding person, outside of our movement, promoting science), etc.
 - d. Create annual events that build recurring brand recognition
 - i. Scholarship Contests (essays, science fair style, STEM competition, etc.)
 - ii. Science/STEM Expos
 - iii. Science Parade
 - iv. BONUS CHALLENGE: Something no one has done yet
 - e. Possibly have a membership structure like professional societies (see IEEE)

4. How do we secure funding for impactful research, events, regional directors, staff, etc.?
 - a. Our strategic leadership should identify initiatives generated at the local level (web series, podcasts, outreach programs) that fit known grant criteria and connect those efforts with our grant writing team
 - b. Our regional directors should work with city leaders to provide resources that promote the creation of quality initiatives that support our overall mission
 - c. Our grant writing team should write grants to support this model, sold to potential funders as a program that can foster change through our “bottom-up” regional networks

5. How do we change the cultural perception of scientists/STEM professionals?
 - a. We tell their stories (web series, podcasts)
 - b. We communicate their work (infographics, research papers)
 - c. We prove their value (outreach events, teaching sessions)

6. What have other groups done right?
 - a. NRA: Changed Policy; Simple Clear MSG with Direct Ask; Membership, Shared Activates; Community; Strong Lobby, Flexed Political Influence.
 - b. PRIDE: Changed Cultural Perception; Shared Activities, Strong Community; Parades – Normalized Perception & brought in allies via celebration; Strong subconscious influence via popular media
 - c. FIRST: Robust International Volunteer Movement; Deep industry ties; Leadership at all levels, Celebrate/Recognize/Reward volunteers; Provide strong resources for teams to build, fundraise, and create unique brand/identity; Seasonal competition, shared activity
 - d. JCPES (Joint Center for Political & Economic Studies): Provided reliable & impactful research/studies which made it into hands of policy makers which drove policy discussions; Trained candidates to run at all levels
 - e. BORG: Adaptive attack and defense vectors; When faced with new shield technology, it adapts phasors to oscillate at a different frequency to penetrate shield; When faced with new phasor, it adapts shield to block new frequencies; When faced with new technology or tactics, it is assimilated.

7. What other things can we do to be successful?
 - a. Local strategy meetings
 - b. Strategic Thinking
 - c. Become trusted source of information
 - d. Be bold, aim high, challenge ourselves to be more than we think possible, strive to fundamentally change our culture, and don't be afraid to fail
 - i. "With nothing to lose a step up means everything's for the win" 😊