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SciPop: Where Science Intersects Pop Culture

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What is SciPop?
Collaborative SciComm
Time, Data, and Useful Info
SciPop Talks! - A speaker series focused on short talks, long Q&A, and requiring 2 active learning events.
SciPop Interactive - Scientists bring their existing activities and we give them fun names that tie the activity in with something from pop-culture. We also give the events fun themes. Our most used themes are Harry Potter and Comic Books. Harry Potter is always the most popular and there is a comic book about everything.

Images on this slide courtesy of Erin Colonna and UNL University Libraries, except for the photo of the crowd which is courtesy of Bev Devore-Wedding.
Thanks to Bev Devore-Wedding for taking this picture at SciPop Interactive 2017

Thinking about all the potential people who might come to your event can feel overwhelming.
While Dr. Rebecca Lai is an authority on the Chemistry of Harry Potter, she unfortunately has not been able to provide me with a working Time-Turner. Having only 24 hours in the day and needing food, time with family, and friends, and me-time it’s important to maximize impact by minimizing the time needed to plan and work on events.

Although Rebecca, myself, and Dr. Raychelle Burks all had the independent idea for a science and pop-culture talk series on campus it was not until we started working together that we had enough time to make it happen.

Images on this slide courtesy of Erin Colonna and UNL University Libraries.
### Time Considerations

<table>
<thead>
<tr>
<th>Things</th>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space</td>
<td>Participants</td>
</tr>
<tr>
<td>Furniture, Tech, &amp; Materials</td>
<td>Scientists &amp; Enthusiasts</td>
</tr>
<tr>
<td>Funding</td>
<td>Publicity &amp; Staff</td>
</tr>
</tbody>
</table>
Data from 2017 Events

3 Continuing Education Partners
5 College, Community, and Non-Profit Partners
12 Talks and Events
56 Speakers and Volunteers
1 New YouTube Video, 13 Total Videos
Over 559,000 YouTube View since 2015
1 Journal of Chemical Education Article

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NSF Broader Impacts

Building Talent
Curriculum
Broadening Participation
Reaching Beyond Borders
Engaging a Wide Audience

You can do this in a variety of ways including:

- K-12 curriculum, field trips, virtual field trips, after-school programs, partnering w/museums, summer camps etc.
- Engaging underrepresented groups
- Public engagement, education, resources
- Tutorials, videos, live chats, webinars, info graphics, etc.
Images on this slide courtesy of Erin Colonna and UNL University Libraries.
Don’t exclude the minority by focusing on the majority.

Quote from Erica Defrain.
Thanks to Erin Colonna and UNL Libraries for this great graphic which serves as the graphical abstract for our Journal of Chemical Education Article. Thanks also to the Association of College and Research Libraries for the free headshot to use as needed.