



Outreach & Publicity Committee ... Louiqa, Dave, Amol, Jimmy, Allison

...multi-country-Skype-meeting...brainstorming...identified questions...  
discussion areas...expensive/cheap opportunities...plans for this meeting...

...define “**o u t r e a c h**”

...engaging the **local and broad** community in UMIACS research/activities

...“**w h y ?**”

...reputation ... attract resources ... great Ph.D. students ... campus partners



## Outreach & Publicity Committee

... Others' bad research in **PRESS**

... “NSF is wasting its money on the research it supports...”

... “The government’s fixed everything for cyber security...”

... “We don’t know humans are contributing to climate change...”

... **[PLACE BAD PRESS H E R E ]**

... **“w h y ?”**

... **reputation** ... attract resources ... great Ph.D. students ... campus partners



## Outreach & Publicity Committee

... **low-hanging** fruit \$\$

... Twitter feed on homepage **#UMIACS**

... Tweet about UMIACS paper numbers at prestigious conferences

... **Co-Sponsor** campus events

... UMIACS **Blog**

... “**w h y ?**”

... reputation ... attract resources ... great Ph.D. students ... campus partners



## Outreach & Publicity Committee

... **expensive** fruit **\$\$\$\$**

... Webinars ? (ala Stanford)

... All-Labs-Symposium ? (ala Georgia Tech)

... UMIACS Video spots ? (ala MIT)

... [PLACE ideas H E R E ]

... “w h y ?”

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## Outreach & Publicity Committee

... brainstorming **questions**

... **Who do we think does strong outreach/PR ??**

... **What are the things we want to tell people ??**

...small-group brainstorming to help us answer...largepads report-out

...**“w h y ?”**

...reputation ... attract resources ... great Ph.D. students ... campus partners