WGSA general meeting 11/4/15

Jamie Gillooly gives advice on making posters for general public:

 Resources on the WGSA website

 Poster workshops at UF

* Folks want to be social at a poster session
* Common mistakes – too much text, too much info, fonts are too small, not attractive or engaging, unorganized (question and conclusion should be obvious). These mistakes are often made in the name of professionalism and scientific rigor.
* Posters are often not effective. No one wants to read a paragraph. No one will spend more than a few minutes at a poster.
* Interaction is great – Ex: bird call buttons on poster
* Two purposes – conversation/interaction starter - poster should draw someone in. engaging and captivating – who is the audience?
* Poster should be a visual abstract, doesn't have to summarize all aspects of a paper, main messages only!
* Can’t have too little text – think of abstracts in Science or Nature, they’re 150 words. Text is not visually appealing
* Have a card or post it note that people can take for more info
* What are the principles of design thinking?
	+ Rationality – scientists are usually good at this
	+ Creativity -
	+ Empathy – what do you want the audience to feel? Where is the audience coming from? Why are they there? What are they interested in? Don't deny the human element of your poster. Tell a story.
* Don’t need to follow a template.
* Can we collaborate with design students?? – be aware that designers are not a service center for the sciences and, how can they benefit from the collaboration?
* Keep graphs and figures very simple

Eco Think tank – dates available, all grant recipients have given one

Monica/Sam’s retirement – cards to sign, we need cups, napkins for their party. We’ll have one big sheet cake.

Merchandise – order from dragonfly

Social at the zoo – will be in early December, Liz will plan it because Karen will be gone