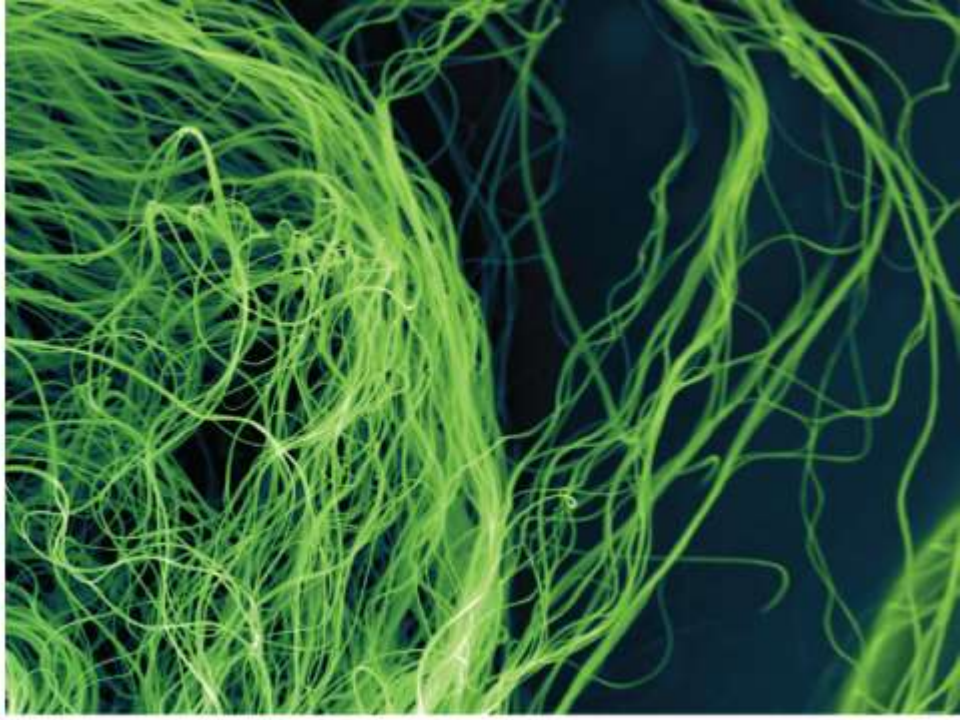


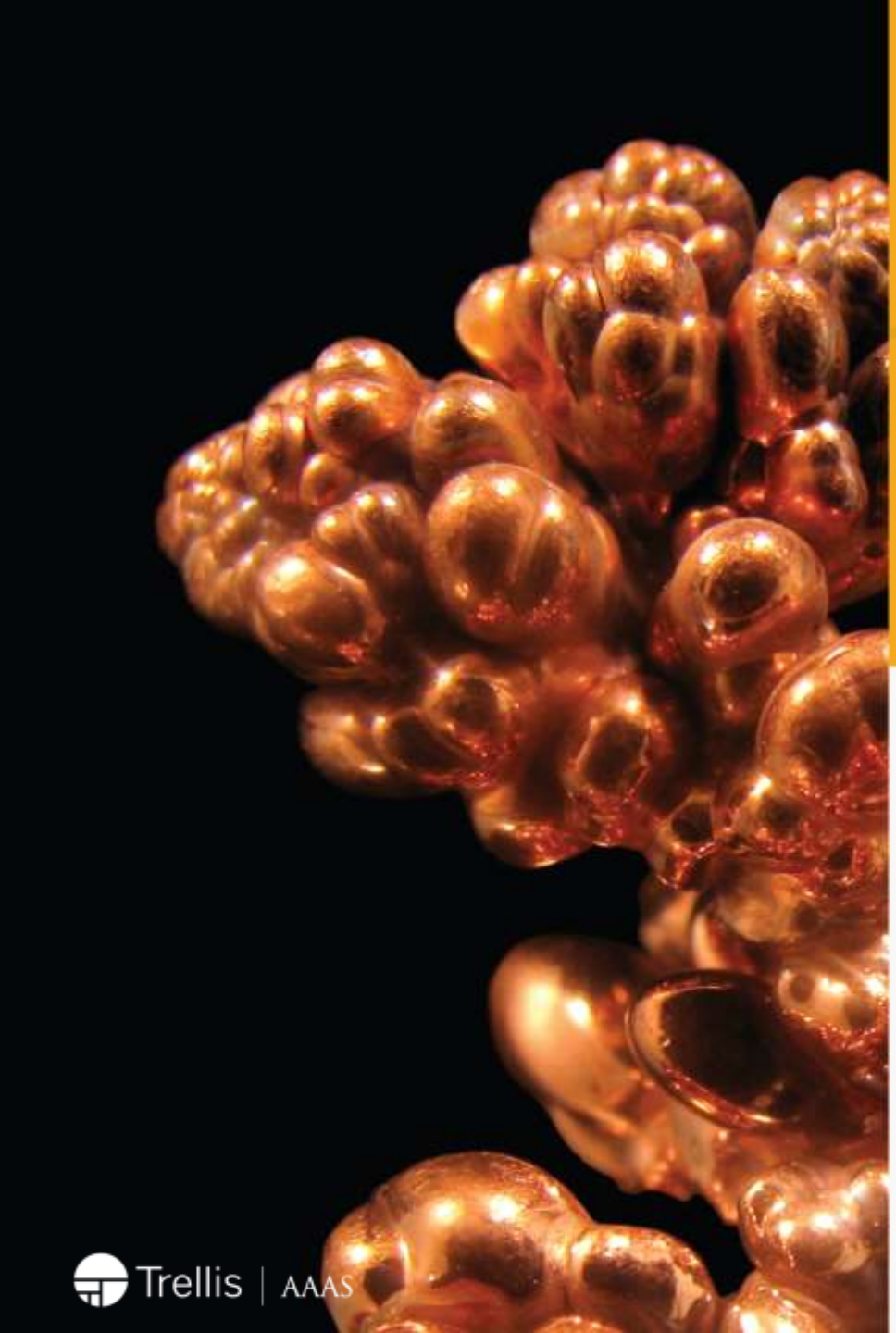
Trellis

Ideas Grow Here

trelliscience.com

How AAAS is supporting a science advocacy ecosystem on Trellis

Lou Woodley – Community Engagement Director



What is Trellis?

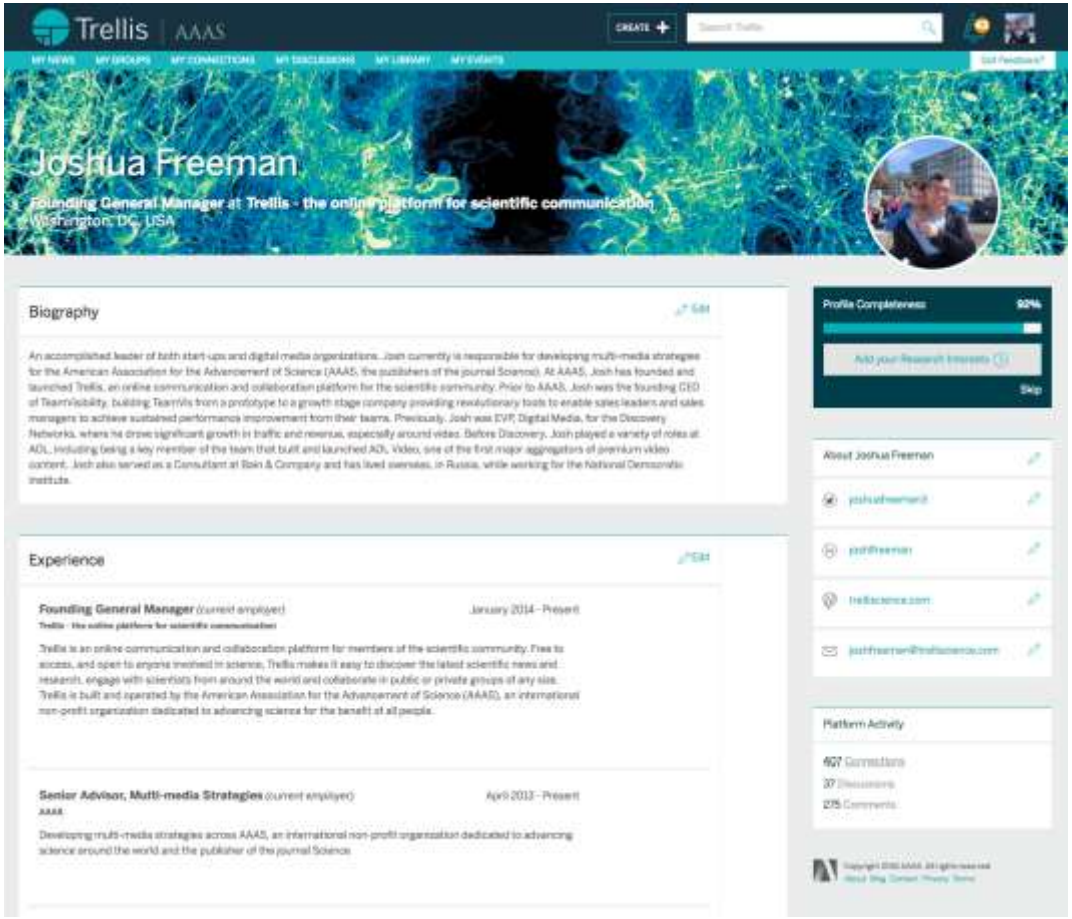
- Trellis is a professional network for the scientific community that makes it easy for groups of any size, disciplinary composition, or affiliation to collaborate online
- 120,000+ users

What can you do on Trellis?

What can you do on Trellis?

Key Features

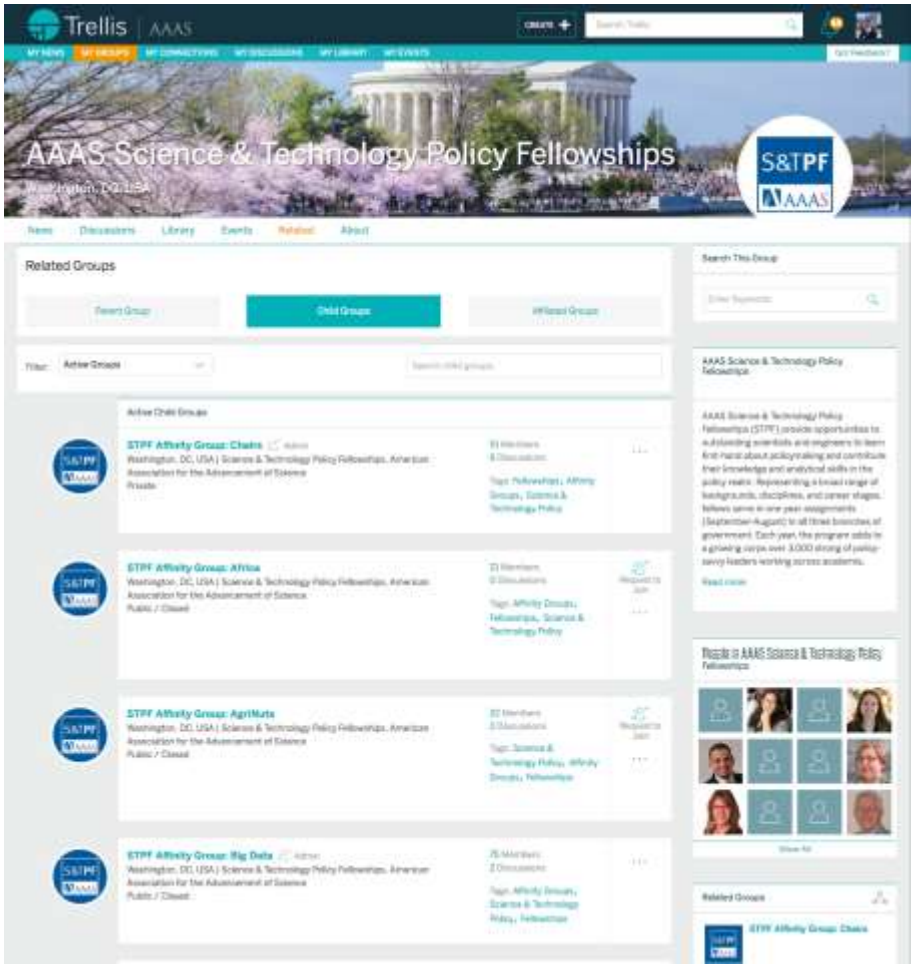
- Professional Profile



What can you do on Trellis?

Key Features

- Professional profile
- Groups
  - Public (Open or Closed) or Private; of any size
  - Hierarchical or independent
  - Started by organizations or individuals



What can you do on Trellis?

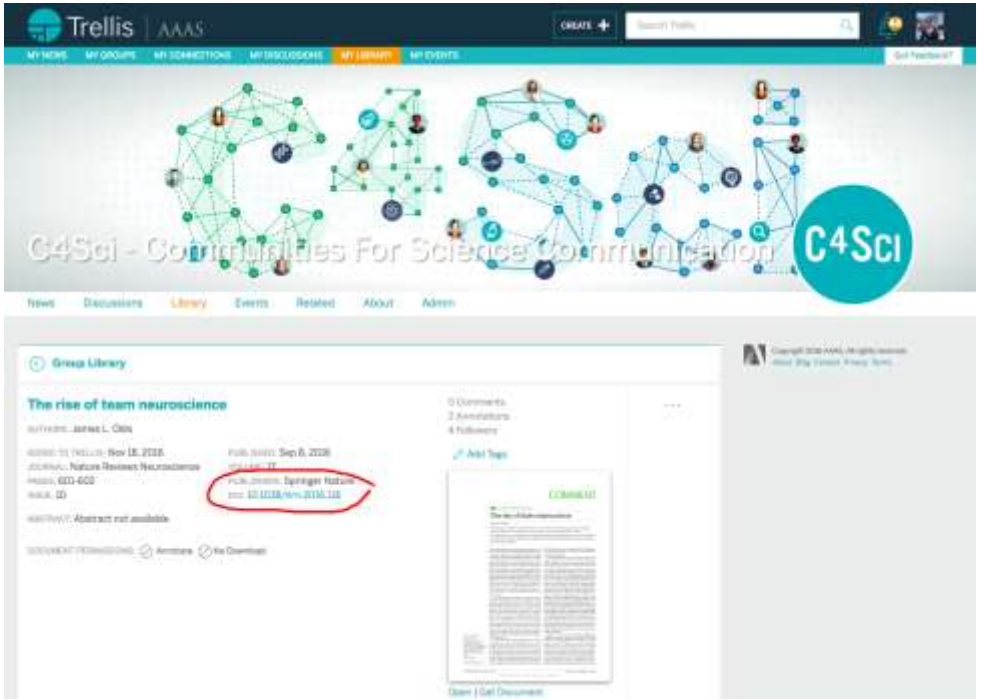
Key Features

- Professional profile
- Groups
  - Public (Open or Closed) or Private; of any size
  - Hierarchical or independent
  - Started by organizations or individuals
- Newsfeeds – individual and for groups
- Shared Events Calendar

What can you do on Trellis?

Key Features

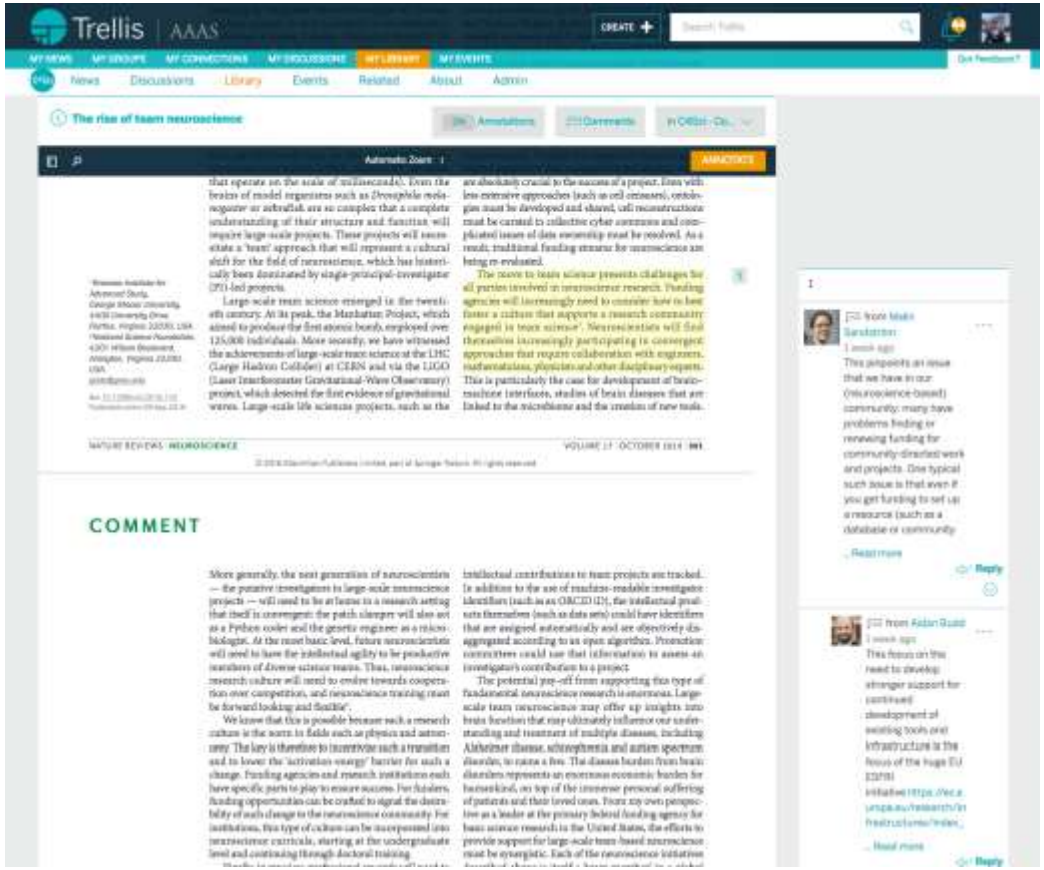
- Copyright Compliant Document Sharing and Management
  - DOI detection and metadata retrieval



What can you do on Trellis?

Key Features

- Copyright Compliant Document Sharing and Management
  - DOI detection and metadata retrieval
  - PDF Reader with Annotations and Commenting



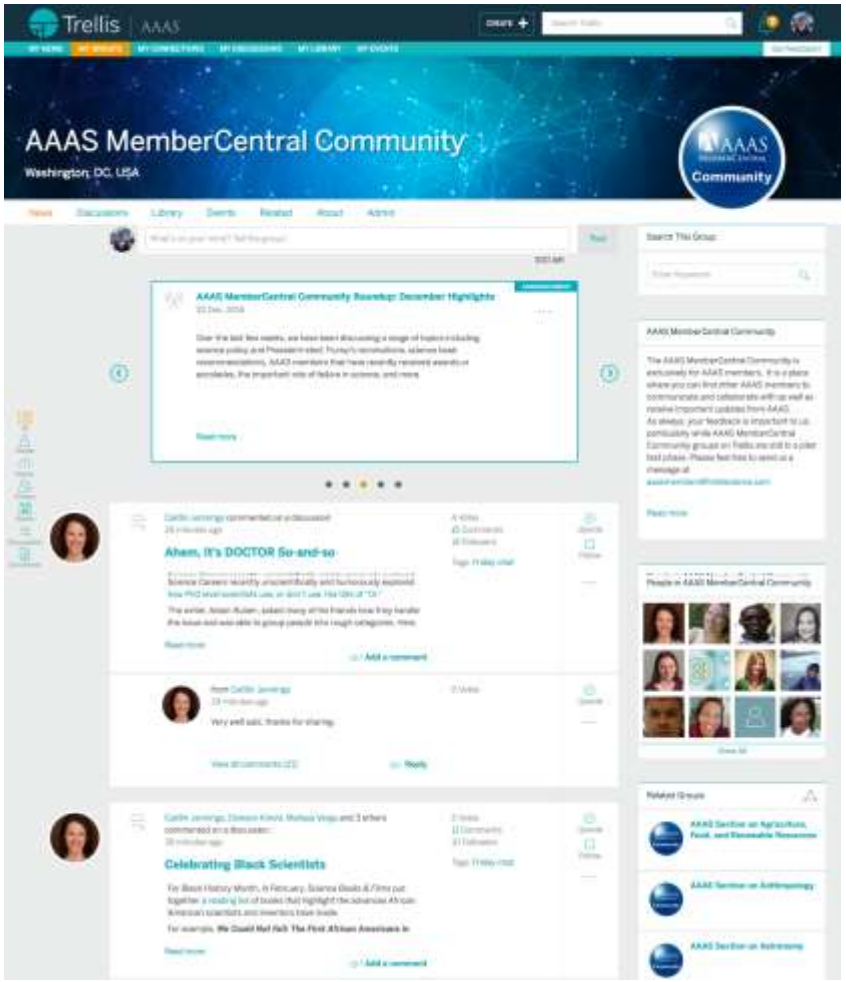
How is AAAS using Trellis?

A new opportunity to engage with our members – and for the scientific community

- **Member engagement**
  - Member management via AMS
  - Allows conversations *with* and *amongst* members
- **Programmatic engagement**
  - Alumni groups, dissemination of news
- **Communities of practice**
  - Policy, public engagement, STEM education and more

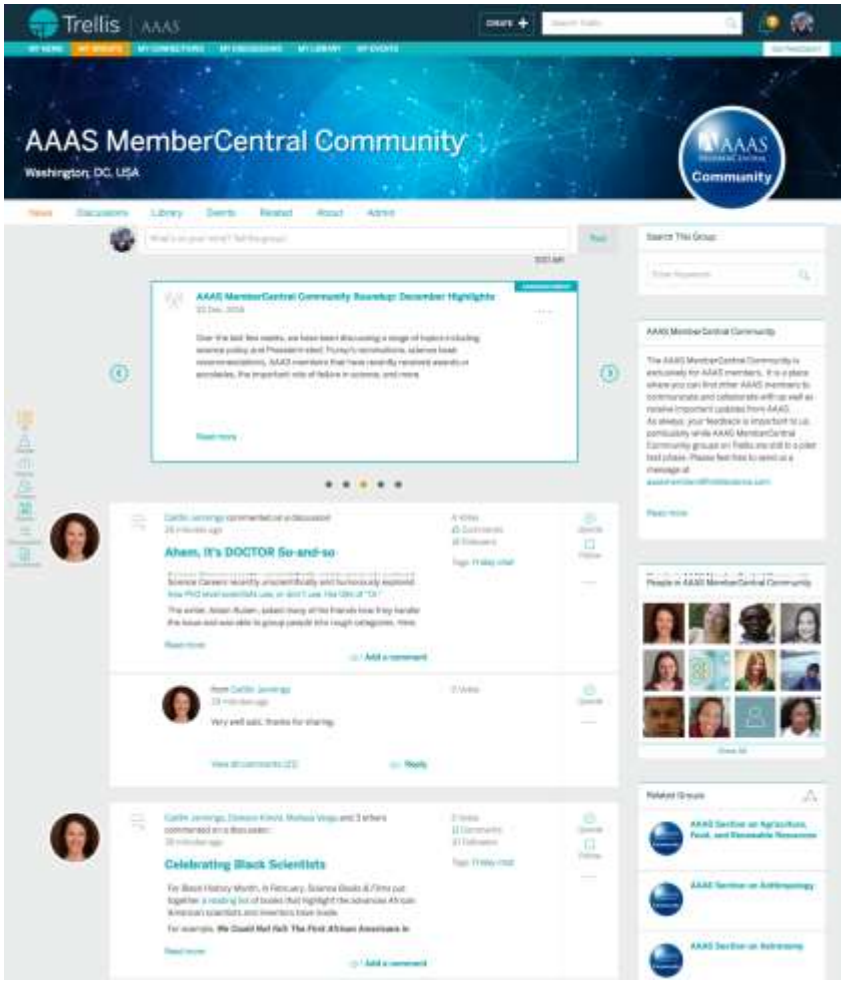
1. AAAS Member Engagement

1. Member Engagement – MemberCentral Community



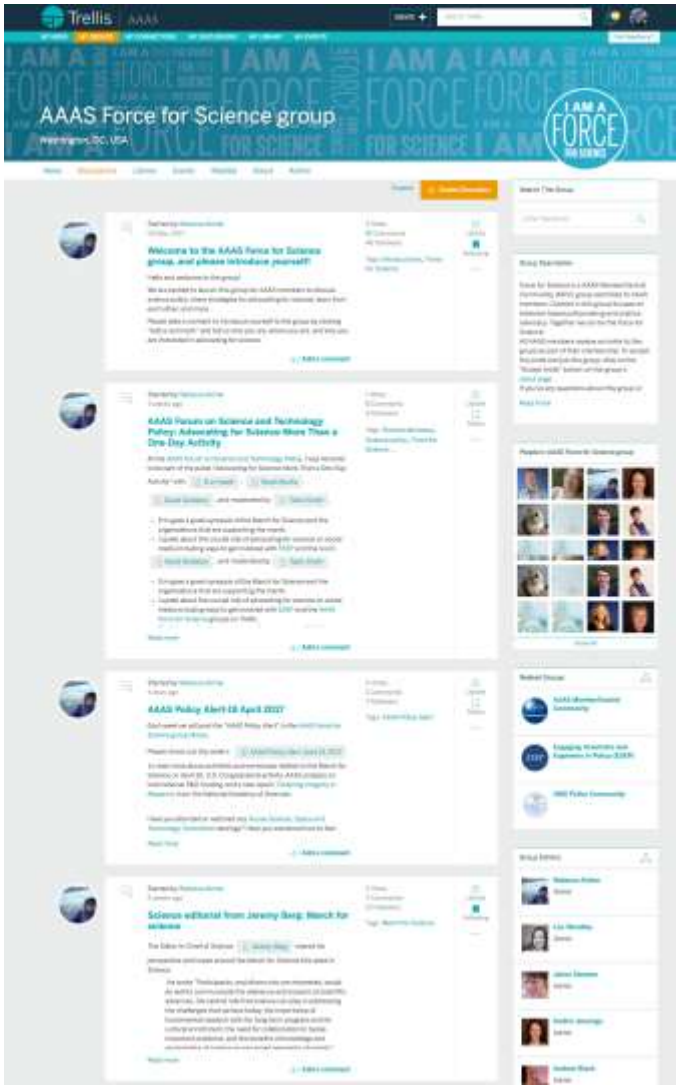
- Over 100,000 members – for whom we had very little demographic information.
- Added all members to MemberCentral Community group last October.
- Currently executing a “Getting to Know You” content strategy.
- 3 posts per week – science news, AAAS updates, Friday chats

1. Member Engagement – AAAS Sections



- AAAS members may also belong to up to 3 of 24 overall subject-specific sections.
- Created as child groups in the MemberCentral Community hierarchy.
- First time these sections have been able to communicate – amongst themselves and with the rest of the AAAS membership.

1. Member Engagement – Force for Science group

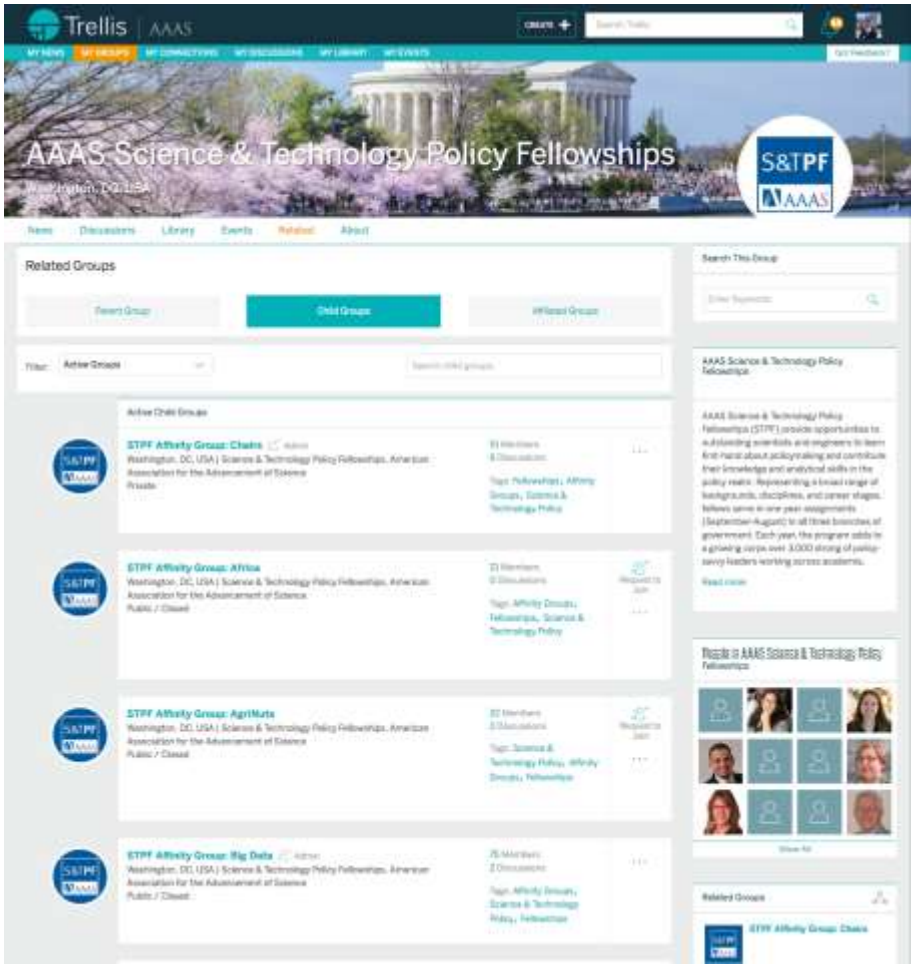


- Initial conversations confirmed that science advocacy is a resonant topic with our members.
- Created a child group in the MemberCentral hierarchy around our Force for Science activities.
- Open to any AAAS member – rapidly approaching 1000 members.

2. AAAS Programmatic engagement

2. Programmatic Engagement

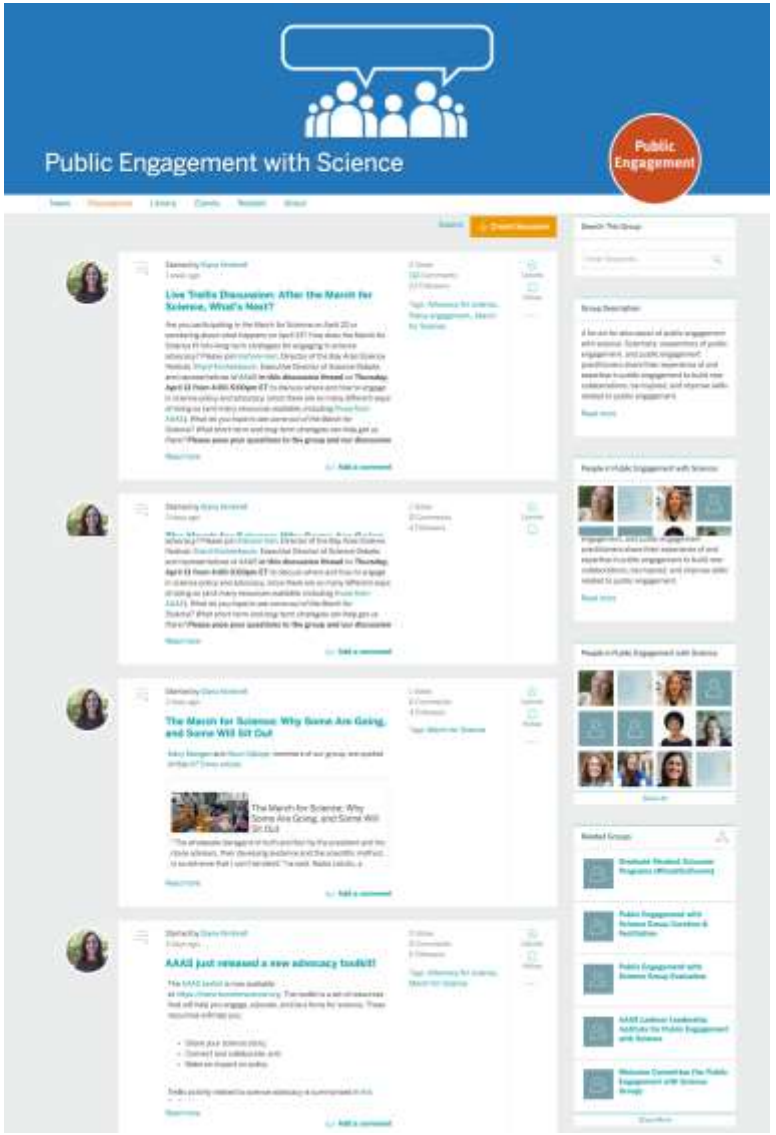
- Multiple programs using Trellis for engagement – including AAAS Science and Technology Policy Fellowships
- Parent group not restricted to Fellows – allows dissemination of program news
- Child groups for alumni, affinity groups and more



3. Communities of Practice

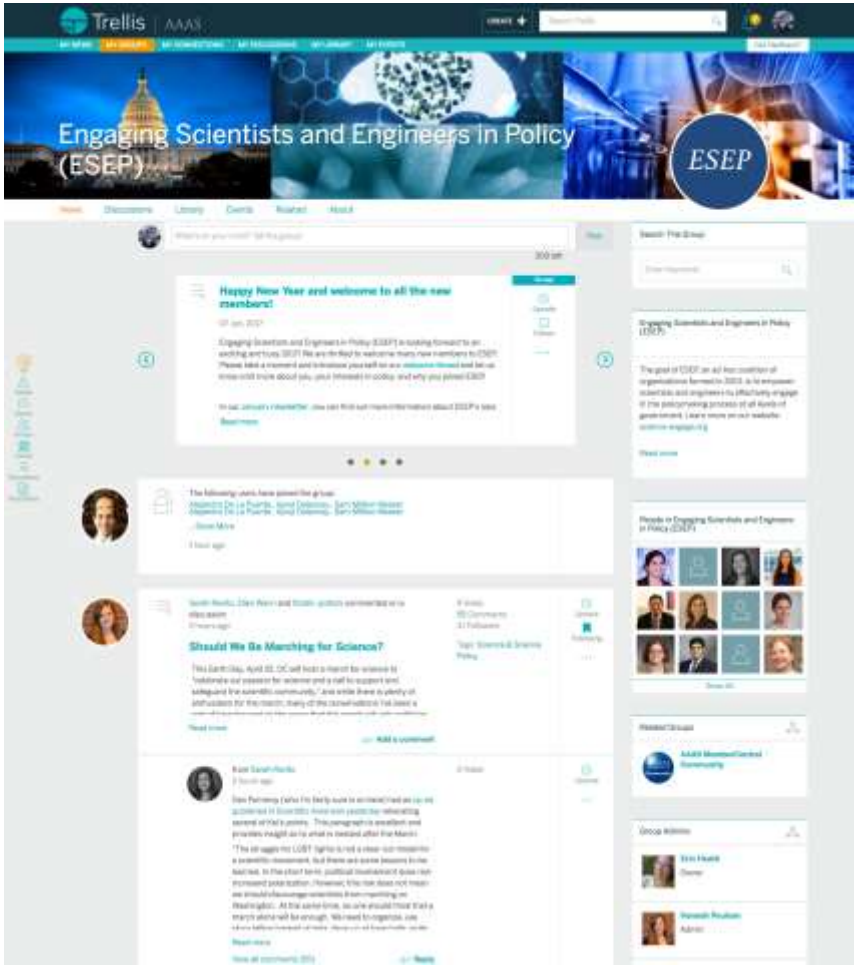
3. Communities of Practice

- **Public Engagement with Science**
  - >1,400 members
  - Researchers & Practitioners of public engagement
  - Live chats to exchange knowledge
  - Regular weekly summary announcements of recent activity



3. Communities of Practice

- **Engaging Scientists and Engineers with Policy**
  - Approaching 500 members
  - A AAAS / AAU coalition – with additional partners
  - Scientists interested in science policy



Bringing it all together around the March for Science - and beyond

In the run up to the March for Science…

- **AAAS Force for Science group**
  - Shared AAAS' plans for the weekend of the March
  - Shared AAAS' new advocacy toolkit
  - Crowdsourced details of satellite marches
  - Connected members to march together
  - Shared key news stories and editorials

- **Public Engagement with Science**
  - Discussed challenges of science advocacy
  - Live chat with engagement experts about advocacy after the march

- **ESEP**
  - Covered the AAAS Science and Technology Policy forum
  - Discussed topics around the march

…And beyond the March for Science

- **Force for Science group**
  - Continuing to share and aggregate resources for science advocacy

- **Public Engagement with Science**
  - Will take the first “arm” of the AAAS advocacy toolkit through to the end of May
  - Hosting a month of activities around creating / refining a public engagement plan

- **ESEP**
  - Will take the second “arm” of the AAAS advocacy toolkit in June
  - Hosting a month of activities around engaging with policy makers

An ecosystem of expertise!

Questions?

Lou Woodley – lwoodley@aaas.org

info@trelliscience.com

Request an invite here: trelliscience.com