

Trellis

Ideas Grow Here

[trelliscience.com](http://trelliscience.com)

How AAAS is supporting  
a science advocacy  
ecosystem on Trellis

Lou Woodley – Community  
Engagement Director



## What is Trellis?

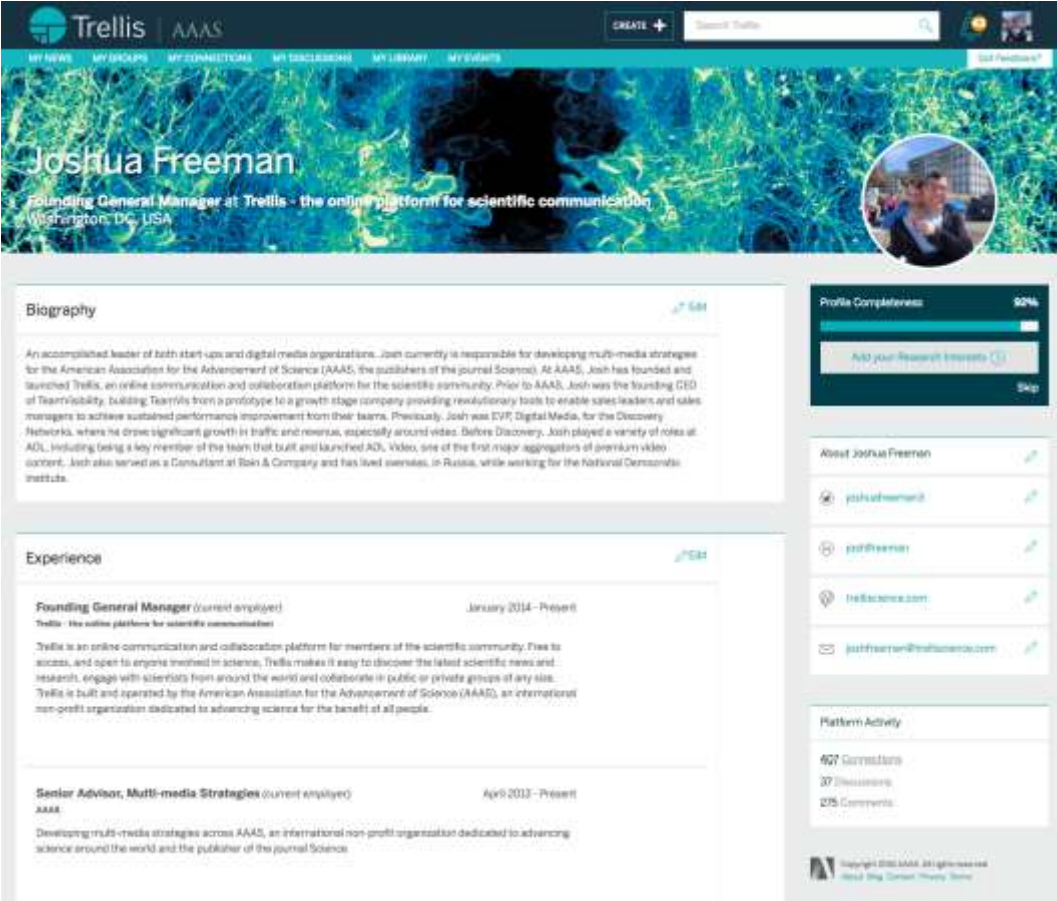
- Trellis is a professional network for the scientific community that makes it easy for groups of **any size**, **disciplinary composition**, or **affiliation** to collaborate online
- 120,000+ users

# What can you do on Trellis?

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## Key Features

- Professional Profile



The screenshot displays a professional profile on the Trellis platform. The header includes the Trellis logo and AAAS affiliation, along with navigation links for 'MY NEWS', 'MY DISCIPLINE', 'MY CONNECTIONS', 'MY DISCUSSIONS', 'MY LIBRARY', and 'MY EVENTS'. A search bar and a 'CREATE +' button are also visible. The profile is for Joshua Freeman, a Founding General Manager at Trellis, located in Washington, DC, USA. The profile is 90% complete. The Biography section describes his role in developing multi-media strategies for AAAS and launching Trellis. The Experience section lists his roles as Founding General Manager (January 2014 - Present) and Senior Advisor, Multi-media Strategies (April 2012 - Present) at AAAS. The right sidebar shows 'Profile Completeness' at 90%, 'Add your Research Interests', and 'About Joshua Freeman' with links to his social media profiles (GitHub, LinkedIn, Trellis, and Email). The 'Pattern Activity' section shows 407 Corrections, 27 Discussions, and 275 Comments. A copyright notice for AAAS is at the bottom.

**Trellis** | AAAS

CREATE + Search Trellis

MY NEWS MY DISCIPLINE MY CONNECTIONS MY DISCUSSIONS MY LIBRARY MY EVENTS

Get Feedback?

### Joshua Freeman

Founding General Manager at Trellis - the online platform for scientific communication  
Washington, DC, USA

Profile Completeness: 90%

Add your Research Interests

About Joshua Freeman

github.com  
linkedin.com  
trellis.science.com  
joshfreeman@trellis.science.com

Pattern Activity

407 Corrections  
27 Discussions  
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#### Biography

An accomplished leader of both start-ups and digital media organizations, Josh currently is responsible for developing multi-media strategies for the American Association for the Advancement of Science (AAAS, the publisher of the journal Science). At AAAS, Josh has founded and launched Trellis, an online communication and collaboration platform for the scientific community. Prior to AAAS, Josh was the founding CEO of TeamVibility, building TeamVibility from a prototype to a growth stage company providing revolutionary tools to enable sales leaders and sales managers to achieve sustained performance improvement from their teams. Previously, Josh was EVP, Digital Media, for the Discovery Network, where he drove significant growth in traffic and revenue, especially around video. Before Discovery, Josh played a variety of roles at AOL, including being a key member of the team that built and launched AOL Video, one of the first major aggregators of premium video content. Josh also served as a Consultant at Ekin & Company and has lived overseas, in Russia, while working for the National Democratic Institute.

#### Experience

**Founding General Manager** (current employer) January 2014 - Present  
Trellis - the online platform for scientific communication

Trellis is an online communication and collaboration platform for members of the scientific community. Free to access, and open to anyone involved in science, Trellis makes it easy to discover the latest scientific news and research, engage with scientists from around the world and collaborate in public or private groups of any size. Trellis is built and operated by the American Association for the Advancement of Science (AAAS), an international non-profit organization dedicated to advancing science for the benefit of all people.

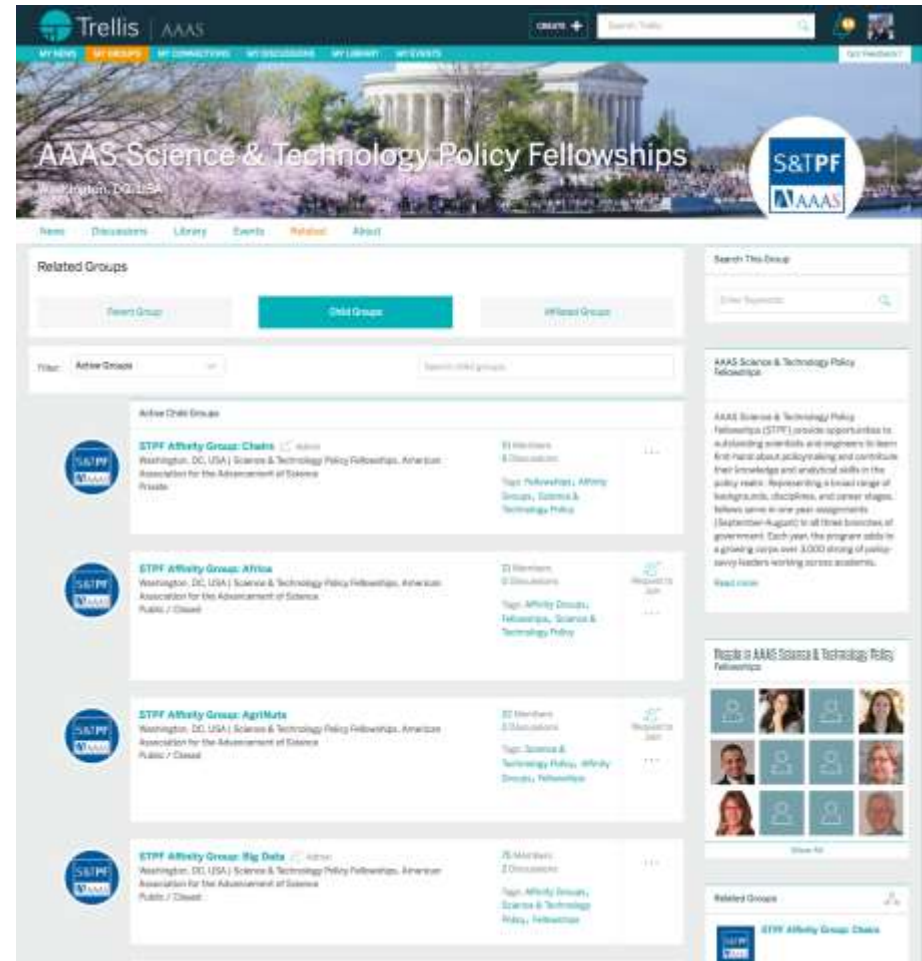
**Senior Advisor, Multi-media Strategies** (current employer) April 2012 - Present  
AAAS

Developing multi-media strategies across AAAS, an international non-profit organization dedicated to advancing science around the world and the publisher of the journal Science.

# 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



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- Groups
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  - Hierarchical or independent
  - Started by organizations or individuals
- Newsfeeds – individual and for groups
- Shared Events Calendar

The image displays two screenshots of the Trellis AAAS website. The top screenshot shows a user's profile page with a 'Personal Introductions' section. The bottom screenshot shows a newsfeed post about the 'NSF INCLUDES Design and Development Launch Pilot Community' event.

**Top Screenshot: User Profile**

The top screenshot shows a user's profile page on the Trellis AAAS website. The header includes the Trellis AAAS logo, navigation tabs (Home, My Profile, My Connections, My Organizations, My Groups, My Events), and a search bar. The main content area features a 'Personal Introductions' section with the following text:

**Personal Introductions**

Greetings, introductions!

We have an excellent cross-functional mix of participants in this program, and it will make for a very interesting discussion. Please do not miss any of the events and please post a short introduction to the group. (Just do not post your bio.)

- Name, department and what you do, how long you've been with AAAS
- Something you're doing at AAAS that you're particularly proud of
- All
- Why you'd like to be part of the Innovation Ideas Institute for what you hope to contribute and to take away

Next steps: [Add a comment](#)

**Bottom Screenshot: Newsfeed Post**

The bottom screenshot shows a newsfeed post on the Trellis AAAS website. The header includes the Trellis AAAS logo, navigation tabs, and a search bar. The main content area features a newsfeed post with the following text:

**NSF INCLUDES Design and Development Launch Pilot Community**

**The Technical and Human Infrastructure to Support Collective Impact of the INCLUDES Program**

AAAS will be hosting an NSF-sponsored INCLUDES conference entitled, "The Technical and Human Infrastructure to Support Collective Impact of the INCLUDES Program of the Alliance and Network Leaders" in Washington, DC, on April 12-14, 2012.

The conference, being held at the NSF headquarters, will provide a forum for discussion about current and long-term technical and human infrastructure needs for solving some of our most pressing and important challenges. Technical infrastructure might refer to the functions provided by any commercial, community facility and infrastructure tool, such as document sharing or storage. Human infrastructure might refer to data analysis or systems for management.

Just NSF INCLUDES. Launch! Their grant recipient is invited to send us to his job depends on the conference. AAAS will provide lodging in a 1200 guest of 2000 per participant. Questions can be sent to: [Ann.Freeman@jhu.edu](mailto:Ann.Freeman@jhu.edu).

**Event Details**

LOCATION: 1015 NSF INCLUDES Design and Development Launch Pilot Community

TOPIC: NSF INCLUDES, NSF INCLUDES CONFERENCE

LOCATION: Arlington Association for the Advancement of Science

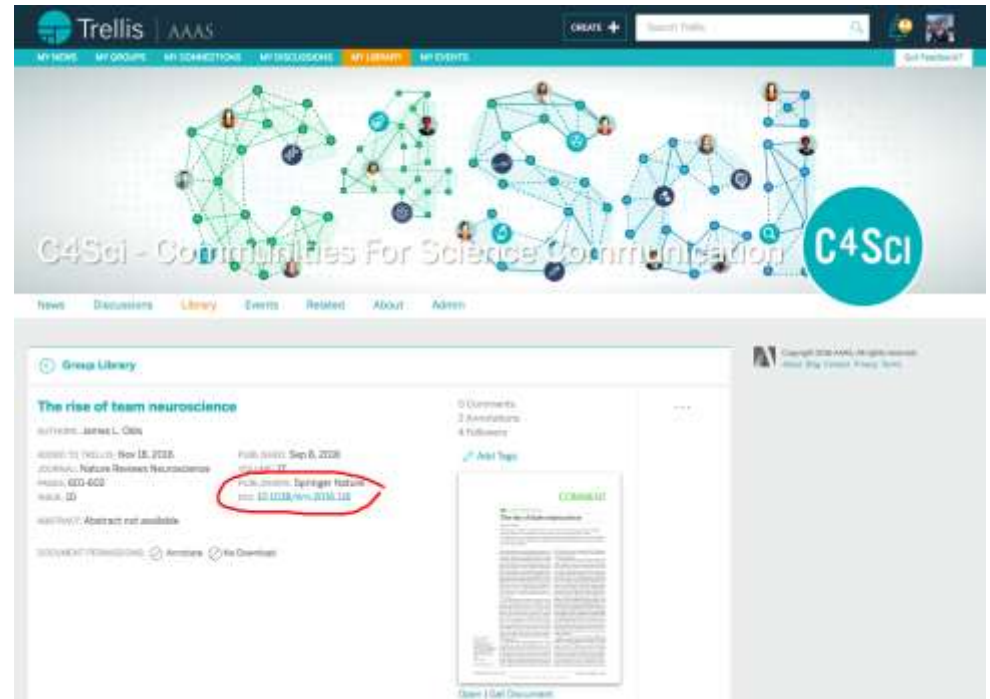
DATE: 2012: Wednesday, April 12, 2012 (All Day)

DATE: 2012: Friday, April 14, 2012 (All Day)

# 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

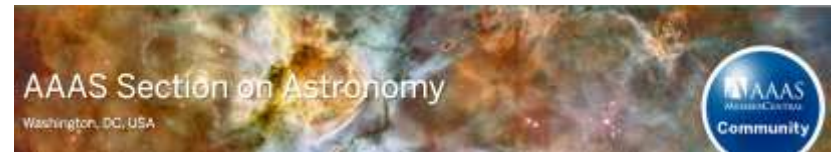
The screenshot displays the Trellis AAAS interface. At the top, there's a navigation bar with tabs for 'MY NEWS', 'MY PROFILE', 'MY CONNECTIONS', 'MY DISCUSSIONS', 'MY LIBRARY', and 'MY EVENTS'. Below this is a search bar and a 'CREATE +' button. The main content area shows a document titled 'The rise of team neuroscience' with a 'P' icon and an 'ANNOTATE' button. The document text discusses large-scale team science projects and the challenges of interdisciplinary collaboration. A comment section is visible on the right, with a user named 'Aidan' replying to a post. The interface includes various icons for navigation and interaction, such as a 'Share' icon and a 'Reply' button.



# How is AAAS using Trellis?

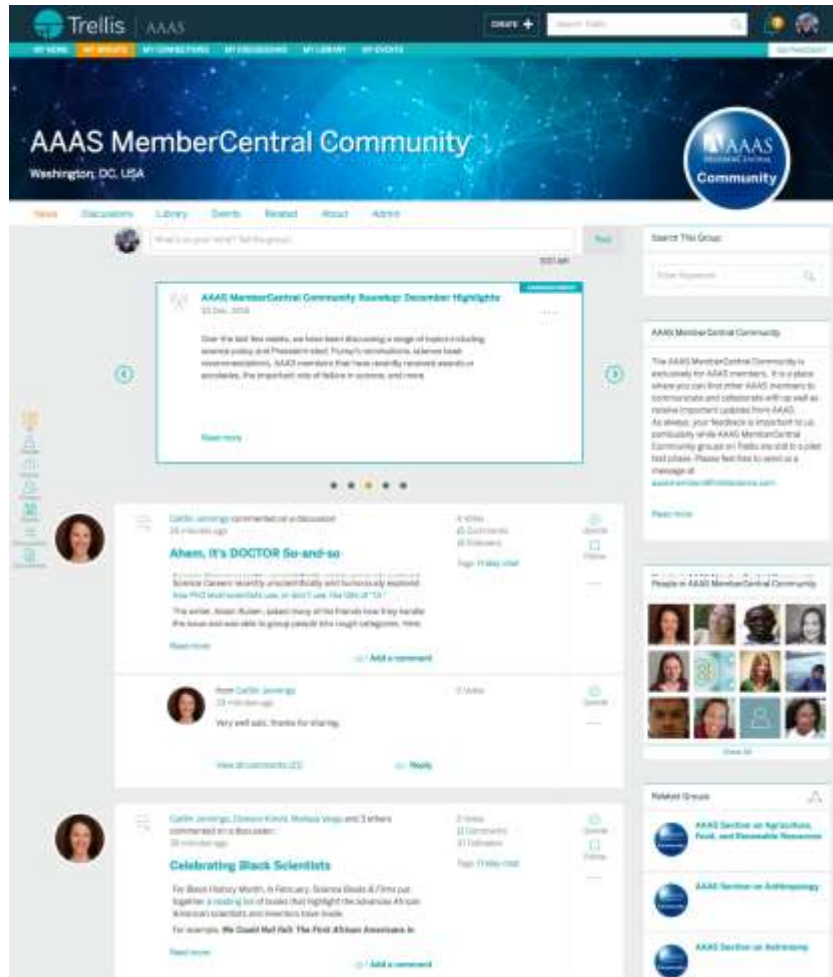
# A new opportunity to engage with our members – and for the scientific community

- **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



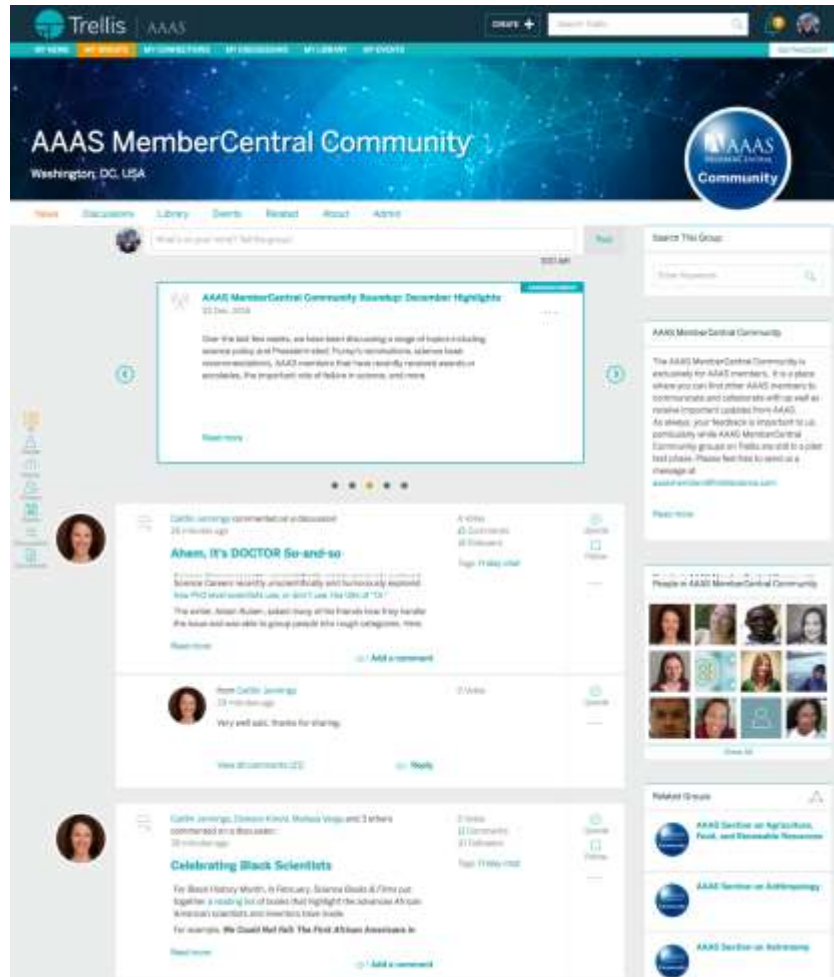
# 1. AAAS Member Engagement

# 1. Member Engagement – MemberCentral Community



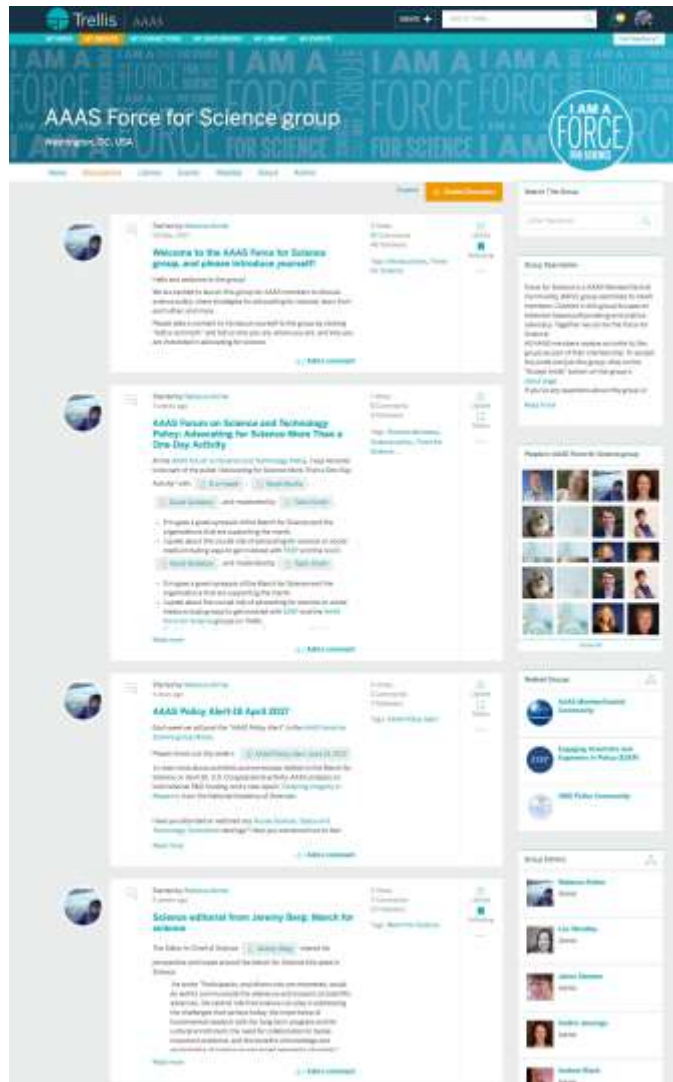
- Over 100,000 members – for whom we had very little demographic information.
- Added all members to MemberCentral Community group last October.
- Currently executing a “Getting to Know You” content strategy.
- 3 posts per week – science news, AAAS updates, Friday chats

# 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

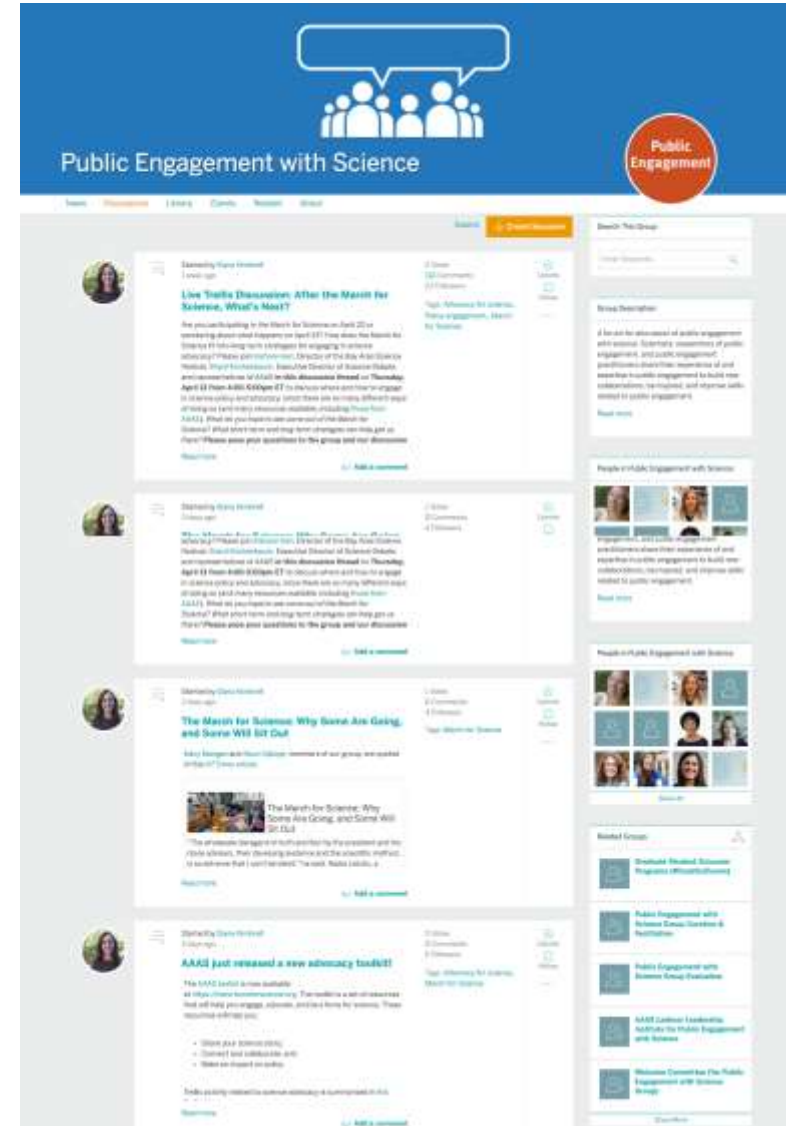
The screenshot displays the Trellis website for AAAS Science & Technology Policy Fellowships. The header includes the Trellis and AAAS logos, a search bar, and navigation links for Home, Discussions, Library, Events, and About. The main banner features a photograph of a classical building with the text "AAAS Science & Technology Policy Fellowships" and "Washington, DC, USA". A circular logo for S&TPF AAAS is also present. Below the banner, there are tabs for "Related Groups", "Active Groups", and "Affinity Groups". The "Active Groups" section lists four groups: STPF Affinity Group: Climate, STPF Affinity Group: Africa, STPF Affinity Group: AgriMute, and STPF Affinity Group: Big Data. Each group entry includes a description, location, and member count. On the right side, there is a "Search This Group" section, a description of the AAAS Science & Technology Policy Fellowships program, and a "People in AAAS Science & Technology Policy Fellowships" section with profile pictures of members.



# 3. Communities of Practice

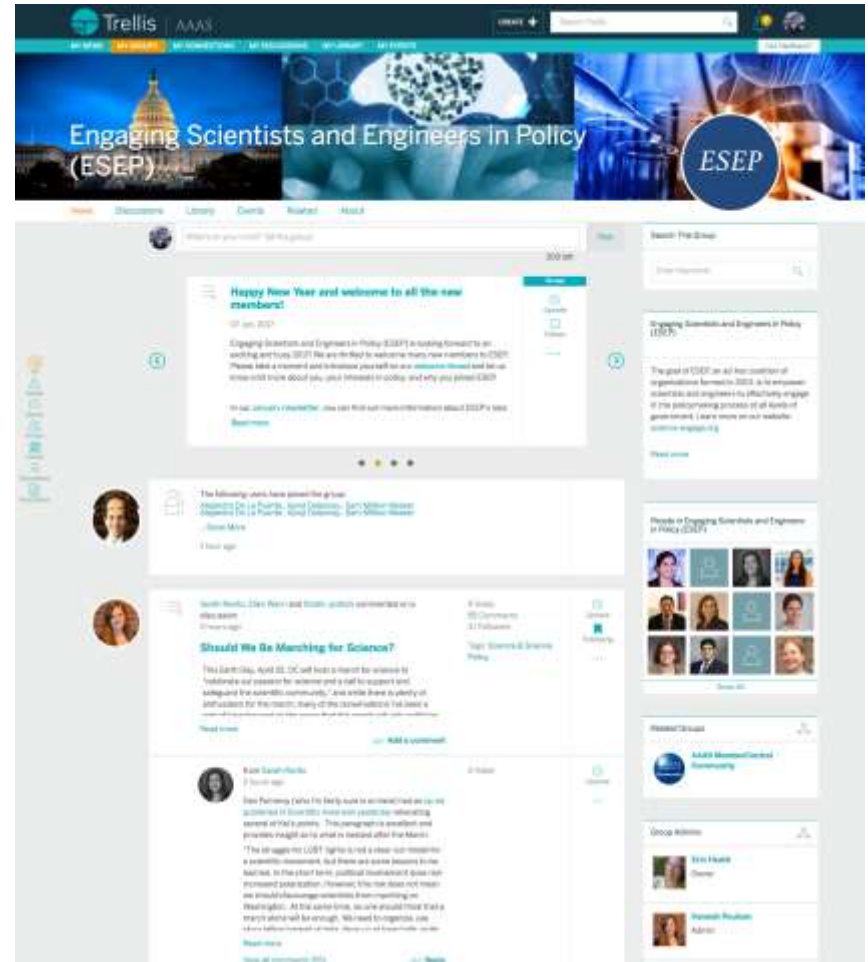
# 3. Communities of Practice

- **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
  - 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](mailto:lwoodley@aaas.org)

[info@trelliscience.com](mailto:info@trelliscience.com)

Request an invite here: [trelliscience.com](http://trelliscience.com)