

**Fermilab Community Advisory Board**  
**January 23, 2020**

**Welcome and News from the Lab**  
*Kurt Riesselmann*

Presentation linked in agenda

Discussion: information regarding the economic impact was sent out via press releases, sent to mayors, social media and fact sheets are available to visitors

The committee suggested getting pieces out to local libraries.

A Reverse Science Fair was held at JB Nelson Elementary School – 3 scientists did tri-fold board science projects and students were the judges.

**Technology Developed at Fermilab**  
*Charles Thangaraj*

Presentation linked in agenda

Discussion: Compact accelerators could be used to help treat waste water, pave better roads, and medical devices

**Family Open House**  
*Amanda Early*

Presentation linked in agenda

The Family Open House is on February 9. Activities include:

- Mr Freeze Cryogenics
- Physics Carnival, high school students developed activities and work with younger children
- tours – driving tour of site, Muon g-2 (both of those are not available at other times and not part of the weekly public tour), LINAC/main control room (age 10+) (first come, first served, no advance registration)
- a Neutrino Hunt
- Fermilab Scavenger Hunt developed by lab computer scientists,

**CAB communication and Strategic Planning**  
*Becky Thompson*

#### Social media:

- As requested, a Facebook group, Fermilab Community Advisory Board, was created for CAB and invites were sent out, the group is public. Members can share from any post to individual FB feed.
- The Office of Education and Public Outreach stepped up Twitter engagement efforts. FermilabEd
- An Instagram presence was suggested as teachers would likely get on board and more of the younger generation would prefer that. There is only so much staff time and decision was to focus on what could be done in Twitter.
- SciTech is finding a lot of presence on Instagram. There are tools that will translate to different platforms, platform can be hit at different times as different demographics/lifestyles use social media at different times so can schedule to be at the top of their feed.
- It was noted that longer videos can be posted on Instagram TV
- One person mentioned using Google News Alerts

#### Other avenues for outreach:

- Warrenville has a local cable channel – video with content
- The communication interns at Batavia High School are always looking for story ideas, could be a collaboration with the lab.
- Warrenville has a community events sign
- Aurora just installed giant kiosks
- The committee suggested sending out email to CAB highlighting what stories to read in Fermilab Frontiers – just can't read it all.
- There was positive feedback for the idea of bedtime stories – reading storybook in interesting location on FB Live – for example, a g-2 scientist read a book about magnetism. It could be recorded and could be replayed and could be interactive so people could ask questions. SciTech indicated they would share it on their site. Batavia High School does something similar regarding registration for classes.

#### **Update on Traffic Flow**

*Kim Mazur*

While the traffic flow for the public visiting the lab will remain unchanged we wanted to provide an update regarding traffic flow related to construction. Due to construction of the IERC there needs to be access and appropriate turning radius for trucks. A road crossing the berm on the east side of Wilson Hall is being built. Once opened there will be wayfinding signage.

#### **News from the Community: What Fermilab should know**

SciTech has a Rockin fundraiser with the theme of geology on March 14

SciTech is a hands-on STEAM based education open Tuesday-Saturday, 10-5, Fridays open until 7 – totally different than DuPage Children’s Museum – geared more towards MSI on a smaller level, trying to make it top destination for science education