**Scientist Motivations**

**Most common and universal motivations:**

1. Altruistic community outreach: Many groups have mission-related interests in connecting with their community (e.g., prompting public to use science to address energy issues). *It’s just a good thing to do.*
2. Supporting public relations: Many groups want to increase visibility, and reinforce a positive and trustworthy image. *We want our community to know what we do, and that we do it well.*
3. Workforce development: Many groups want to support a diverse pipeline of students in STEM fields, who will ultimately be prepared for jobs in their fields. *In order for us to grow and meet our future vision, we must invest in the workforce of tomorrow.*

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| **Industry** | |
| **Who are they?** | **Primary motivations and interests** |
| Large corporations: Nike, Intel, Solar World, FEI  Small companies: Café Vita, Tech start-ups  Points of contact: PR office, community outreach/workforce development office, individual employees/scientists, leadership | 1. Supporting public relations (enhance image as innovator, not just sales) 2. Workforce development 3. Altruistic community outreach |
| **Government** | |
| **Who are they?** | **Primary motivations and interests** |
| Federal government agencies: USGS, NOAA, NPS, DoD  National Labs: Pacific Northwest National Laboratory  Local government: Environmental services, BPA  Points of contact: PR office, community outreach/workforce development office, individual employees/scientists, leadership | 1. Supporting public relations (especially because work is publicly funded) 2. Workforce development 3. Altruistic community outreach |
| **University/Academia** | |
| **Who are they?** | **Primary motivations and interests** |
| Public universities: OHSU, PSU, PCC, OSU, UO  Private universities: Lewis and Clark, Concordia  Points of contact: Individual faculty (Principle Investigators on research awards from NSF, other), graduate students, education and outreach staff for specific groups, leadership – departmental and institutional, office of research, communications office | 1. Supporting public relations (especially because work is publicly funded, attracting students, investments) 2. Altruistic community outreach (e.g., individual participants in particular, or labs as part of fulfilling broader impact grant requirements) 3. Workforce development |
| **Other** | |
| **Who are they?** | **Primary motivations and interests** |
| Non-profits: Rose City Astronomers, Gem Faceters, Engineers without Borders  Associations: American Geophysical Union, Materials Research Society  Points of contact: Leadership, education and outreach staff, individuals | 1. Altruistic community outreach (share message, collaborate with peers, recruit members) 2. Workforce development 3. Supporting public relations |