Extending Connecting Beyond the Research Community: IceCube Education, Outreach and Communication Efforts

This talk will provide an overview of the robust program carried out by the international IceCube Collaboration to engage and inform the public. Activities range from one-time talks and posts on social media to field deployments to the South Pole for high school teachers. Four successful ongoing efforts will be featured. A high school masterclass, to be offered for the fourth time this spring, is a day-long on-campus event for motivated high school students. A partnership with the National Science Foundation PolarTREC program enables high school teachers to join the IceCube team and experience first-hand the challenges of doing cutting-edge research in the extreme Antarctic environment. Videos, produced in conjunction with prominent partners such as TED-Ed, result in resources seen by more than one hundred thousand viewers. Summaries of IceCube results, written as online articles of science news, are produced regularly and promoted via social media. A few of the most noteworthy have been followed up with in-house-produced videos, such as for the sterile neutrino result, which has received more than ten thousand views. We will provide metrics that describe the reach of these activities and early efforts to assess the impact of the programs.