# OWL PELLETS

## TIPS FOR AG TEACHERS

# CRITICAL CONVERSATIONS

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# THE GOAL

"how could we spur critical conversations that highlight research and require community members to think well, while discussing a challenge?"

# Critical Issue

Career Pathways

17 views

0 0 SHARE

Critical Conversations
Published on Sep 20, 2017

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Critical Convo - Career Pathways

Category Education

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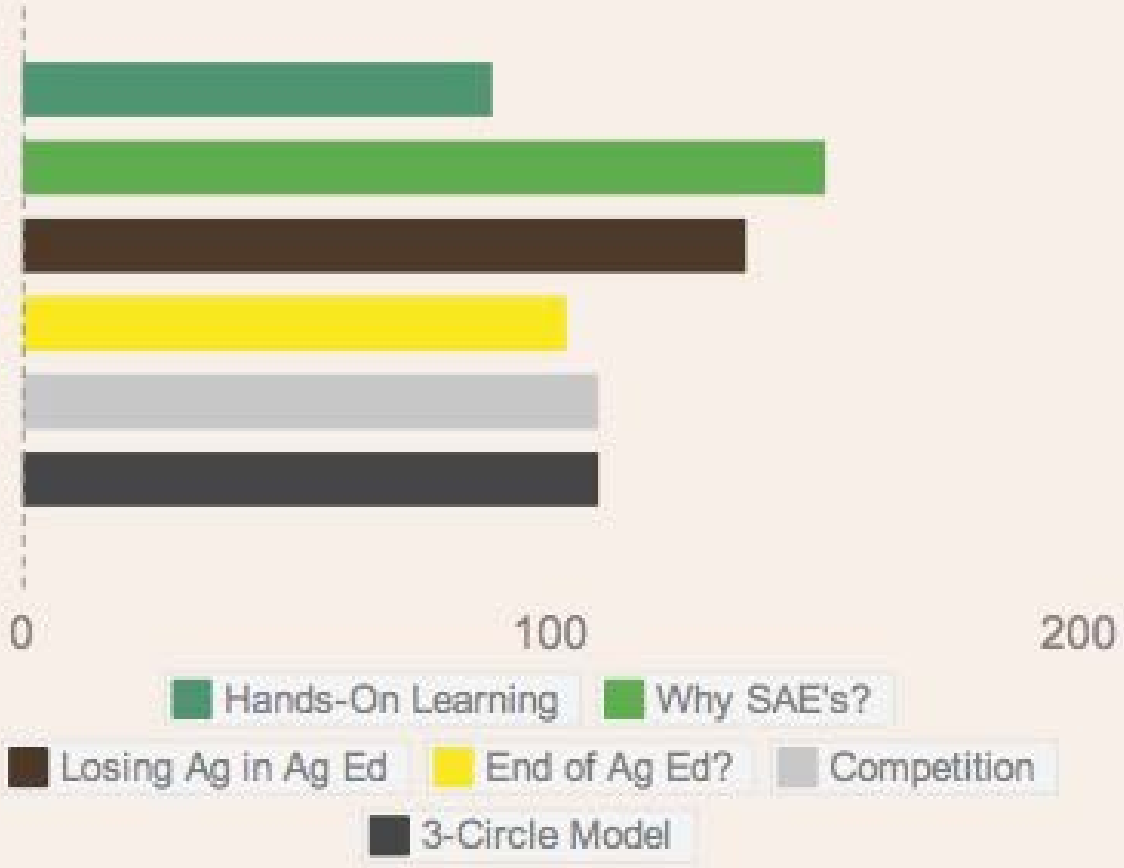
# Total Engagement to Date

6 Critical Conversations

14,321 People Engaged in Posts

# Downloads of Full Podcast

## Number of Downloads of Each Critical Conversation Podcast



# WHAT WE LEARNED

The more emotional the topic, the more engagement.

Video of the conversation leads to higher engagement.

Starting with the why is better than the what in research.

## NEXT STEP 1

Engage with our target audience where they are to have critical conversations!

## NEXT STEP 2

Purchased traveling equipment to engage with researchers when we are sharing our work.

## NEXT STEP 3

Share this model with other scientists (that is you all!) to be used to increase our impact.

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# THANK YOU!

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Provocative Issue
PRACTICE