Sea Grant Presents: The Invasive Species Language Workshop

February 27-28, AGU Conference Center (2000 Florida Avenue NW, Washington DC, 20009)
All Times Listed in Eastern Standard Time
*virtual presenter
[Register for virtual sessions here](#)

Tuesday February 27 – VIRTUAL and IN-PERSON

1:30 **Welcome**
- Elizabeth Brown* (NAISMA)

1:40 Workshop Background, Charge
- El Lower (Michigan Sea Grant) & Tim Campbell (Wisconsin Sea Grant)

1:45 Cliff Notes on Inclusive Language
- El Lower

2:00 Words have Power
- Sam Chan (Oregon Sea Grant)

2:20 ESA Better Common Names Project
- Erin Cadwalader* (Entomological Society of America)

2:30 Renaming Spongy Moth
- Leigh Greenwood* (The Nature Conservancy)

2:45 A Framework for Adopting More Inclusive Common Names
- Megan Weber (University of Minnesota Aquatic Invasive Species Research Center and UMN Extension)

3:05 Naming Presentations Q&A

3:15 **Break**

3:25 Standardizing Invasive Species Terminology for Stakeholder Education
- Basil Iannone* (University of Florida)

3:45 Setting expectations for invasive species management through consistent terminology
- Gadfly Stratton (University of Toronto)

4:05 Considering emotions when communicating and framing invasive species issues
- Angie Gupta* (University of Minnesota Dept. of Forest Resources & Extension)

4:25 Invasive Species Message Frame Tests on Social Media
- Tim Campbell and Laurel Downs* (The Nature Conservancy)

4:35 Just Language for invasive species communication
- Neha Savant (New York City Parks)

4:55 Summary of Arc Network Problematic Jargon in STEM Workshop
- Virginia Rhodes (ARC Network)

5:15 Framing and Terminology Q&A and Closing

5:25 **Adjourn Hybrid Format Presentations**

6:00 Optional Group Dinner (*For In-Person Attendees*)

9:00   **Welcome and review of previous day's discussion**

9:30   Small group discussion
- What is our collective understanding of what the problems are?
- What has been done to address these problems?

11:00   Large group debrief

12:00   **Break for lunch**

1:00   Developing shared understanding for a research & intervention roadmap
- What do we know about the effects of problematic language in STEM and scicomm?
- What products and outputs are needed to affect change?

2:00   Continue building research and intervention roadmap
- Discuss possibilities for interdisciplinary collaboration
- What can help people implement any guidance?

3:00   **Coffee break**

3:30   Identify prioritized research areas and/or interventions and self-organize into groups to begin in-depth planning
- Research small group discussion
- Intervention small group discussion

4:30   Report-outs from groups to share about their ideas and planning

4:45   Workshop review and next steps

5:00   **Adjourn**