INTERSECTION OF INTERESTS: THE ROLE OF ACADEMIA IN DWH

BY:
CHRIS REDDY
DEPARTMENT OF MARINE CHEMISTRY & GEOCHEMISTRY
WOODS HOLE OCEANOGRAPHIC INSTITUTION

UNH MEETING; OCTOBER 28, 2014
NANCY KINNER; UNSUNG HERO

- I ATTENDED A “NANCY KIDDER MEETING” IN 2009 AT UNH.
- STEVE LEHMANN MADE ME SEE THE “LIGHT”.
- VERY FEW ACADEMICS.
UNPRECEDENTED HYDROSTATIC TEST ON ACADEMIA
ACADEMIA SHINED WITHIN OUR OWN CULTURE
Academia shined within our own culture

- Fantastic Science
- New Techniques
- Continued Excellence
- Passion (and competitive)
- Entrained diverse group of folk
- Nimble, opportunistic
- Relied on our past experiences
- Within our cultures → Great!
Intersection of Interests

Calm The Market
Publish In Science
Sell Newspapers
Save The Environment
Reduce Damages
Do Your Job
Stop The Spill
Get Re-Elected
Get Famous
COGS HAVE THEIR OWN ROLE
CULTURE
JOB TO DO AND SUCCEED!
SOMETHING TO LOSE/GAIN
TIMES SCALES
CERTAINTY
COMFORT LEVEL OUTSIDE OF PEERS
PRE-EXISTING RELATIONSHIPS
KNOWLEDGE OF MEDIA
ON BEHALF OF ALL INTERESTED PARTIES,
You are Cordially Invited to the
DEEPWATER HORIZON DISASTER
ON BEHALF OF ALL INTERESTED PARTIES,

• NO INVITE (UNLESS PRE-EXISTING)
• SO WE CRASHED THE PARTY
• CAME ON UNCLE SAM’S DIME (NSF RAPID)
• BROUGHT OUR OWN GIFTS
• NOT WELCOMED WITH OPEN ARMS
• DID NOT ALWAYS INGRATIATE OURSELVES

HORIZON DISASTER
• Addressed our science questions
• Not well coordinated
• Overly competitive
• Communication of results not ideal
• "You used all of the good boats"
• We were in the "fog of water"
IMPATIENT RESPONDER II

JUST GIMME A SEC GUYS, THANKS.

NATIONAL CRISIS
• DID NOT APPRECIATE THE BIG PICTURE
• RESPONDERS DID NOT SEE OUR VALUE
• NATIONAL SPILL; BROUGHT NATIONAL ACADEMICS CRISIS
SUMMARY ON ACADEMIA

• EXCELLENT RESEARCH ON OUR OWN TIME SCALES WITHIN OUR CULTURE.
• NOT PREPARED FOR MULTI-CULTURAL EXPERIENCE
• TRANSFORMED SOME ENV. SCIENTISTS TO ENVIRONMENTALISTS
• THOUGHT BP AND GOVT WERE THE ENEMY; THE OIL WAS.
• PRE-EXISTING RELATIONSHIPS HELPED (UNH)
• NOT GIVEN A SEAT AT THE TABLE
• NOT TOLD WHAT TO DO
• BEYOND NSF, FUNDING WAS NEAR ABSENT.
• PERCEIVED AS A HINDRANCE RATHER THAN ASSET.
• DID NOT UNDERSTAND HOW ACADEMIA WORKED.
WHAT CAN ACADEMIA DO?
Amy—Need a simple Graphic that shows some Media training for an academic.

Remember no jargon, and keep your answers short please.
Outside the Ivory Tower

STEVE LEHMANN
1ST LECTURER
"TRANSFORM ACADEMIC PERSPECTIVE FROM:
TWO DIMENSIONAL"
“GREATER DIMENSIONAL PERSPECTIVE”
Amy—Update with Bob’s comments

But make the certificate bigger, much bigger

So that you can read on it—the idea is that this recognition helps the academic

TENURE: put like three or four starts

NSF Broader Impacts: put a few stars

PERSONAL SATISFACTION: put a few starts
• Machine needs to run more frequently
• Lubricated
• Time chain needs to be adjusted.
• Visit the other cogs
• Know each other roles
DON'T JUST INVITE, CHALLENGE AND IMMERSE
Amy-I want this to look like GiN registry. I want two slides. One has no text on the wish list. Second slide has text on it (I will let you know what to put in).
GIFT REGISTRY

1. EFFICACY OF DISPERSANTS REAL TIME.

2. MORE SHORT-TERM FATE STUDIES FOR MODELS

3. NEED ADVANCED BIOLOGICAL ASSAYS.
CHALLENGE FOR OTHERS

• ACCEPT THAT WE ARE NOT THE ENEMY.
• AN INVALUABLE RESOURCE.
• COME TO US.
• LEARN ABOUT US.
• HELP TRAIN US (NOW AND LATER).
• FUND US NOW (CANNOT RELY ON GOMRI)
• ASSIST WITH INCENTIVES
• EMBED US
• BUILD RELATIONSHIPS NOW
• DEVELOP RULES AND PROCEDURES FAIR TO ALL.
WAS THAT LIST ADVICE FROM MY DAD BEFORE I GOT MARRIED REGARDING MY IN-LAWS?
CHALLENGE FOR OTHERS

• ACCEPT THAT we are not the enemy.
• An invaluable resource.
• COME TO US.
• Learn about us.
• Help train us (now and later).
• FUND US NOW (CANNOT RELY ON GOMRI)
• Assist with incentives
• Embed us
• Build relationships now
• Develop rules and procedures fair to all.

DO YOUR JOB
REDUCE DAMAGES
SLOW DOWN
PUBLISH IN SCIENCE
CALM THE MARKET

STOP THE SPILL

GET FAMOUS
STOP RE-ELECTED

SAVE THE ENVIRONMENT
SELL NEWSPAPERS

PLUSH AGENDA
BETTER NOW AND MORE TO COME

CALM THE MARKET
PUBLISH IN SCIENCE
SELL NEWSPAPERS
SAVE THE ENVIRONMENT
PUSH AGENDA
REDUCE DAMAGES
GET FREEBORO
GET RE-ELECTED
DO YOUR JOB
STOP THE SPILL