

# AIP|Matters

March 31, 2014

## Director's Matters

*Guest column by Liz Dart Caron, Director, Corporate Communications*



### Assembly of the Societies

AIP was pleased to welcome a large delegation of Member and Affiliated Society representatives to the annual [Assembly of Society Officers](#) last Thursday, March 27. More than 100 attendees came together to learn about issues that professional societies strive to address, to share information, and connect with the community of Member and Affiliated societies in the AIP family. (The speakers' [presentations](#) are available online.)



From the left, session chair and organizer Steven Lambert with speakers Crystal Bailey, David Harwell, Bob Doering, Melissa Russell and Todd Osman.

Cultivating society membership in the private sector is one area that requires specific attention and investment, but one that promises to grow our impact if we are successful in our efforts. Bob Doering of Texas Instruments remarked about how the required skill set for scientists in industry differs from those in academia. Private sector scientists need to work well with interdisciplinary teams; they are not necessarily distinguished by their specific field; and they need to keep a lot of their work from the outside world, thus avoiding “teaching too much” to competitors. Publications are much less important than timely project results. His message to societies stressed engagement with physicists in industry on a personal level—invite them to participate in advisory boards, seminars, and visits to local campuses. Societies should promote opportunities for industrial post-docs and sabbaticals at industrial labs, and to connect academic and industrial research via consortia.

[Melissa Russell](#) of OSA, [David Harwell](#) of ACS, [Crystal Bailey](#) of APS, and Todd Osman of MRS spoke about their associations' efforts to reach potential members, particularly those in the early stages of their careers. OSA tries to bridge the gap

between applied science and commercial applications, reaching out to companies, but also to the customers of those companies. Integrated with the products' marketing message is the promotion of—and to a certain extent, education about—the optical sciences.

» [Read more](#)

## Physics Resources Matters

### *Physics Today* - Uppsala University books partnership

In August 1999, one of our authors, Lennart Hasselgren from Uppsala University, and PT Editor-in-Chief Stephen Benka agreed on a joint program that allowed *Physics Today* to make good use of the accumulated books sent by book publishers for the magazine's New Books list. These books are now donated to physics departments in developing countries. Since then, *Physics Today* has provided books to 26 universities in 21 countries, with Uppsala University covering the shipping costs.



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## Member Society Spotlight

### OSTP recognizes excellence in Math and Science Teaching

AIP Government Relations organized a panel discussion for the winners of the Presidential Awards for Excellence in Mathematics and Science Teaching at the White House Office of Science and Technology Policy (OSTP). Award winners and staff from OSTP and the National Science Foundation heard from **AAPT, APS, OSA, and AIP** about the physics societies' efforts in teacher preparation and professional development.

Following the panel presentations, the societies engaged the K-6 teacher winners in a dialogue about the teachers' own training and professional development. The teachers, interested in learning about the education resources available from scientific societies, also articulated that there is a significant national need for further training in science, technology, engineering, and mathematics (STEM) particularly for elementary and middle school teachers.

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## Coming Up

March 30 - April 1

- 2nd AIP Conference for Early-Career Historians of Science (College Park)

March 31

- Lyne S. Trimble Public Lecture. "The Guiding Hand of History: Ernst Mach on the Past and Future of Physics," 7:00 pm (College Park)

April 1 - 2

- AIP senior staff retreat (Annapolis, MD)

April 5 - 8

- APS April Meeting (Savannah, GA)

April 9

- April birthday socials (College Park and Melville)

April 10

- Brown bag lunch. PhD Physicists in the Private Sector: Preliminary findings from a recent survey conducted by the Statistical Research Center, 12 pm (College Park)

April 22

- ACP Art Reception (College Park)

April 25

- *Computing in Science and Engineering* Editorial Board meeting (College Park)

April 26 - 27

- USA Science and Engineering Festival (Washington, DC)

