

Ensuring a Bright Future for HEP in the US with a Commitment to Big Ideas

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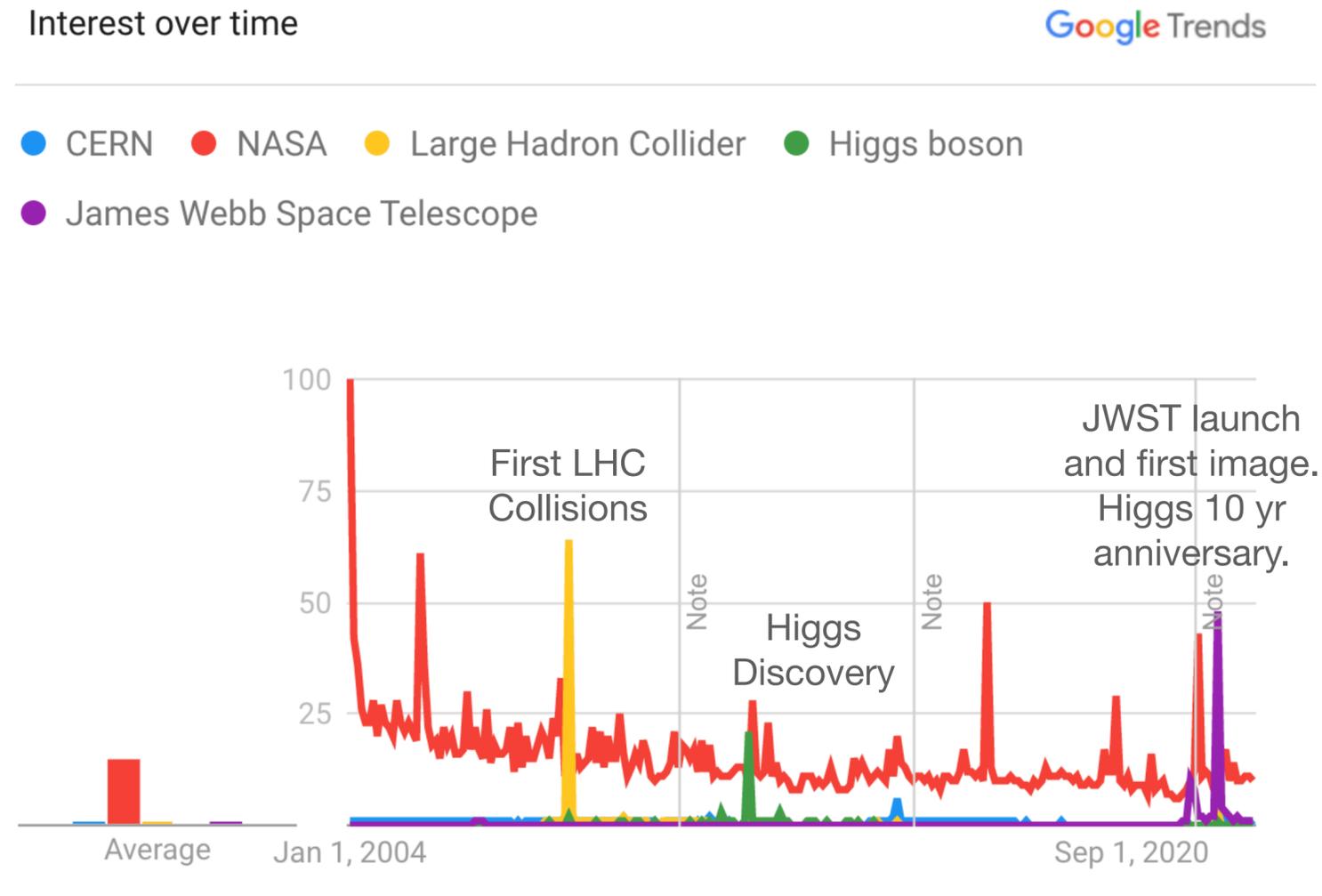
What brings young people to HEP?

If you build it, they will come.

- Timelines for 10 TeV parton c.m.e. colliders > 25 years to physics data \rightarrow grad students who will analyze this data have not been born.
- Critical to consider how we will **attract** and **retain young scientists** over the next 20 years.
- Many of us drawn to HEP by **big projects, interesting challenges, and discovery potential.**
- HEP must be a **long term career path**, including for those with significant focus on detectors, computing, public engagement, etc.
- Encourage to the extent possible the **creation** of more long term **research positions.**
- Technologically interesting projects simultaneously create space for these positions and attract people to fill them.

How do we want HEP to fit into society?

- Most people are unaware of what we do at the LHC even if they have heard of it.
- Must communicate a **coherent message** to the public and to policymakers.
- Need to **frame** our work as **groundbreaking, discovery science**.
- Successful messaging key for increasing public support for our scientific mission.
- Big projects have an increased ability to attract this kind of attention.



United States. 1/1/04 - 5/4/23. Web Search.

Google Trends for scientific enterprises with significant public engagement. Moments like the Higgs discovery or first images from the JWST have been successfully publicized, resulting in brief periods of attention. NASA is more persistently in the public consciousness.

Big Ideas for a Bright Future

- The P5 committee should support projects which use paradigm shifting technologies to improve our ability to do discovery physics.
- The challenges posed by these projects have potential to attract students and capture the interest of the public.
- The P5 report should put forward a clear message to convey why we're excited about the projects we pursue to students, policymakers, and the public.

Thanks!