March 30, 2016

Director's Matters

*Guest column by Zhengzheng Zhang, Director, China Media Project Manager*

"Open the red door" for the Year of the Monkey: AIP delegation visits China

On February 8, 2016, China celebrated the Chinese New Year and kicked off the start of the Year of the Monkey. Following the celebration, also known as Spring Festival, a delegation from AIP traveled to Beijing to conduct a week’s worth of meetings with 11 top scientific organizations, universities, and media outlets. The delegation was composed of AIP CEO Robert G.W. Brown, COO Catherine O’Riordan, News Director Jason Socrates Bardi, and myself, the China Media Project Manager.

The week after the Chinese New Year is usually highly valued by Chinese people, as they believe that a good start to the year will lead to a lucky year. In China, red signifies luck and prosperity, and there is a popular Chinese New Year greeting, "开门红," or “Open the red door,” referring to a perfect beginning of a year or a project. Many Chinese people work diligently from the beginning of the New Year, hoping their efforts will “open the red door” and bring luck for the entire year. As it turns out, the delegation’s spring China trip also opens the red door for AIP’s growing collaboration with China.

[Read more.](#)

Physics Resources Matters

Understanding Interventions

Statistical Research Center (SRC) director Rachel Ivie gave a presentation Feb. 27 at the Understanding Interventions conference in Philadelphia. This conference enables researchers and practitioners to obtain the latest data on the initiatives and interventions that have been shown to increase the participation of women and underrepresented minorities in science.

[Read more.](#)
OSA Celebrates 100th Anniversary

The Optical Society is celebrating its centennial in 2016. OSA was established in 1916 and is one of the founding Member Societies of the American Institute of Physics (founded in 1932).

Read more.

Off the Press

Navigating Failure: The SPS Observer, Winter 2015-16

In this issue, we explore three high-profile physics projects that failed and what those failures meant for the communities involved. Plus, “Epic Physics Fails” from SPS members and alumni.

Coming Up

April 5-6

- AIP Sr. Staff Strategic Retreat (Annapolis, MD)

April 14-15

- TIAA One-on-One Counseling Sessions (College Park, MD)

April 16-19

- APS April Meeting (Salt Lake City, UT)

April 19

- ACP Art Reception and Gallery talk (College Park, MD)

April 20

- “AIP Chatters” monthly staff gathering (College Park, MD)