Effective Science Communication in One Semester
Most scholarship does not reach publics that could most benefit
- Policymakers
- Media and opinion leaders
- Educators & other practitioners
- Parents and other lay audiences

Most researchers are motivated to contribute to the public good but receive neither training nor support for public communication

Most universities welcome brand recognition of media coverage, but do not incentivize or reward the work of public engagement
The Benefits of Public Work

- Reaching and contributing to publics that could most benefit
  - Policymakers
  - Media and opinion leaders
  - Educators & other practitioners
  - Parents and other lay audiences

- Clarifying thinking and writing about scientific problems, including enhancing scientific work

- New angles on research topic, new opportunities for funding and collaboration

- Enhanced sense of fulfillment and purpose in Career
Public Engagement Faculty Fellowship

- **Individualized Public Engagement Plan**
  - Products
  - Networks

- **Peer mentorship**
  - Bi-weekly, facilitated meetings
  - One-on-one peer mentoring with past fellows
  - One-on-one peer mentoring with PEP steering committee

- **Training in Communications** (messaging, camera, pitching)

- **Opportunities for Policy Outreach** (Briefs, Beacon Hill Visit)
Commitments

- Development Individualized Engagement Plan

- Bi-weekly Meetings throughout 2018 Spring Semester
  - Including Trainings in messaging, writing for general public
  - Supplemented by two one-one-one-one mentoring meetings

- Participation in Beacon Hill visit as appropriate

- Commitment to developing Engagement Projects during semester, and in the summer and semester to follow
Important PEP Dates

- November 20: Public Engagement Faculty Fellowship Due
- December 1: Notification of Fellows Acceptance
- December 18: Getting Started Meeting
CNS PEP Fellows

- Your CNS colleagues have done this - ask them!

2017

Julie Brigham-Grette, Ph.D.
Professor in the Department of Geosciences

Scott Garman, Ph.D.
Associate Professor in the Department of Biochemistry and Molecular Biology
Your CNS colleagues have done this - ask them!

2016

Jeffrey D. Blaustein, Ph.D.
Professor in the Department of Psychological and Brain Sciences

Ellen J. Pader, Ph.D.
Associate Professor in the Department of Landscape Architecture and Regional Planning
CNS PEP Fellows

Your CNS colleagues have done this - ask them!

2015

Buju Dasgupta, Ph.D.
Professor in the Department of Psychological and Brain Sciences and Director of Faculty Equity and Inclusion for the College of Natural Sciences

Michael A. Rawlins, Ph.D.
Extension Assistant Professor in the Department of Geosciences and Manager of the Climate System Research Center
Your CNS colleagues have done this - ask them!

2015

Rebecca Spencer, Ph.D.
Associate Professor in the Department of Psychological and Brain Sciences

Julian Tyson, Ph.D.
Professor in the Department of Chemistry
Your CNS colleagues have done this - ask them!

PEP Steering Committee Member

Jennifer L. Ross, Ph.D.
Associate Professor in the Department of Physics