MPS Communications & Branding

Nadège Aoki, Amanda May & Swati Sureka, MPS Comms Team
Josh Chamot, Karen Pearce & Lisa-Joy Zgorski, OLPA
Communicating MPS science is critical to building the NSF brand
Leveraging multiple audiences, messages, and mechanisms
INFORM

Promoting scientific literacy and sustained engagement
Filling the pipeline with the next generation of scientists
BUILD TRUST

Highlighting NSF’s expertise in scientific decision-making

Source: Hill TV

MPS Communications & Branding
GALVANIZE SUPPORT

Maintain & expand public support for NSF’s critical role

Inspire
Inform
Recruit
Build trust
THANK YOU!

Please get in touch at mpscomms@nsf.gov.