

Communications Tools and Best Practices

NSF EPSCoR PD/PA/EOD

January 22, 2015

Summary

- Newsletters – Amanda Ramey
- Public Television – Lillian Gamache
- Websites – Isis Serna
- Social Media – Andrea Littlefield



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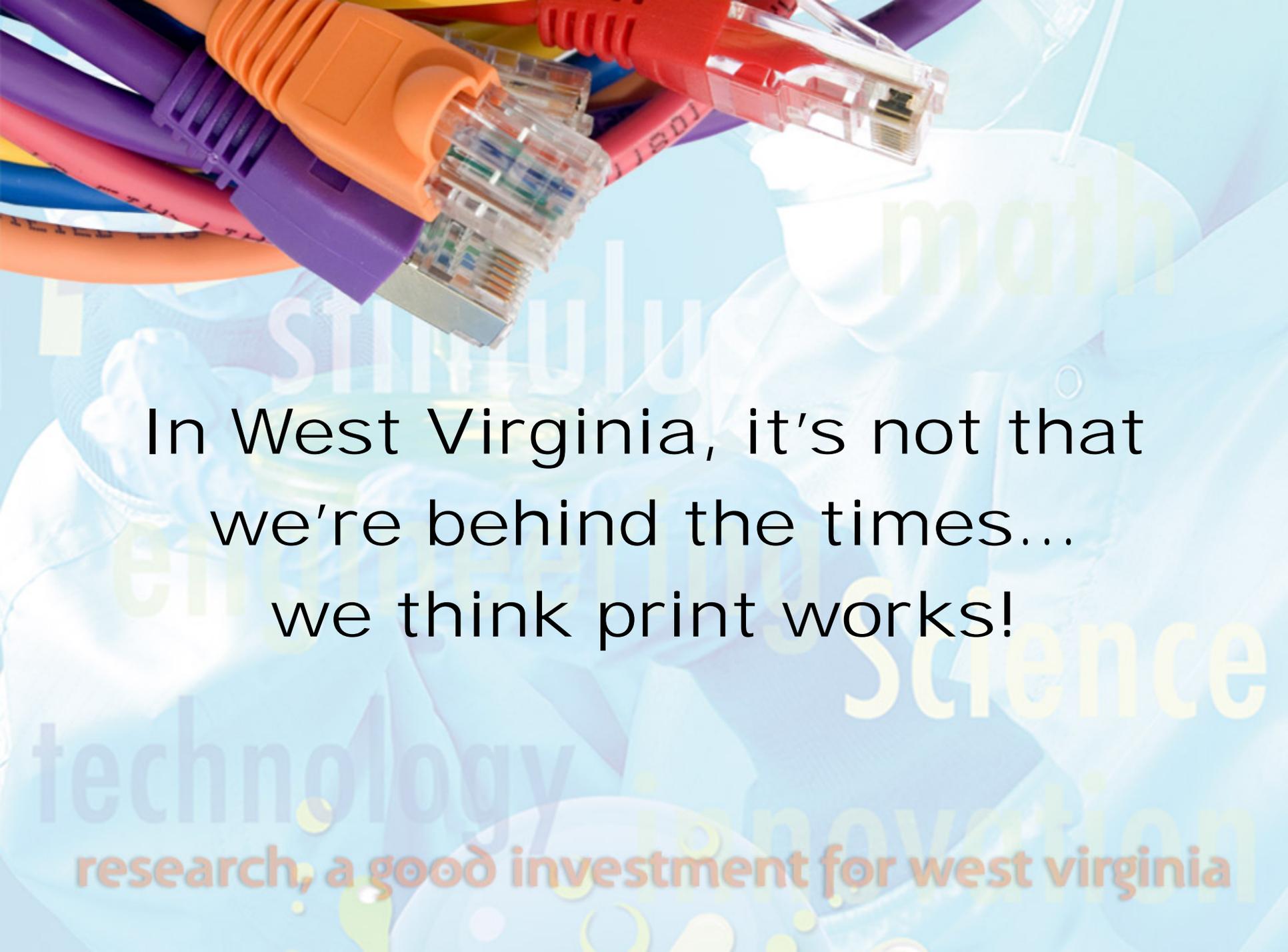
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Why print
in an e-world?

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In West Virginia, it's not that
we're behind the times...
we think print works!

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The Neuron - the basics

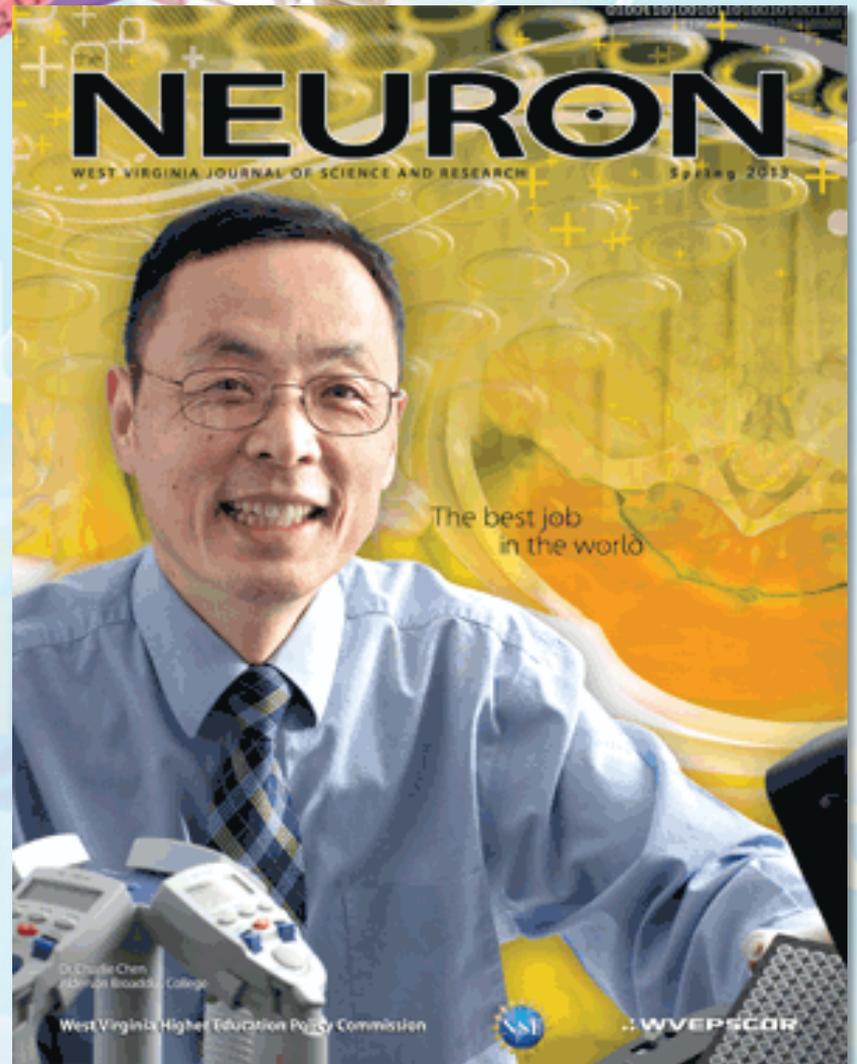
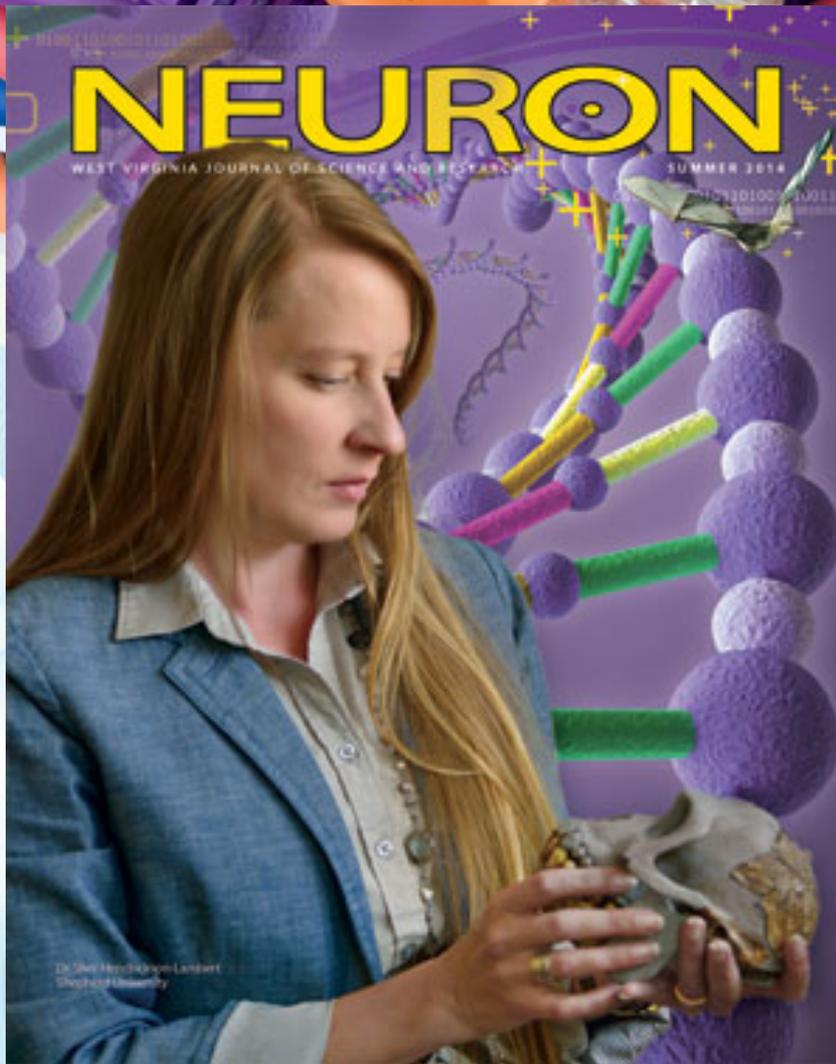
- Evolved from traditional newsletter into:
 - Full-color quarterly magazine
 - Designed by graphic artist
 - Professionally printed
 - Featured researcher on cover -
in a *big* way...



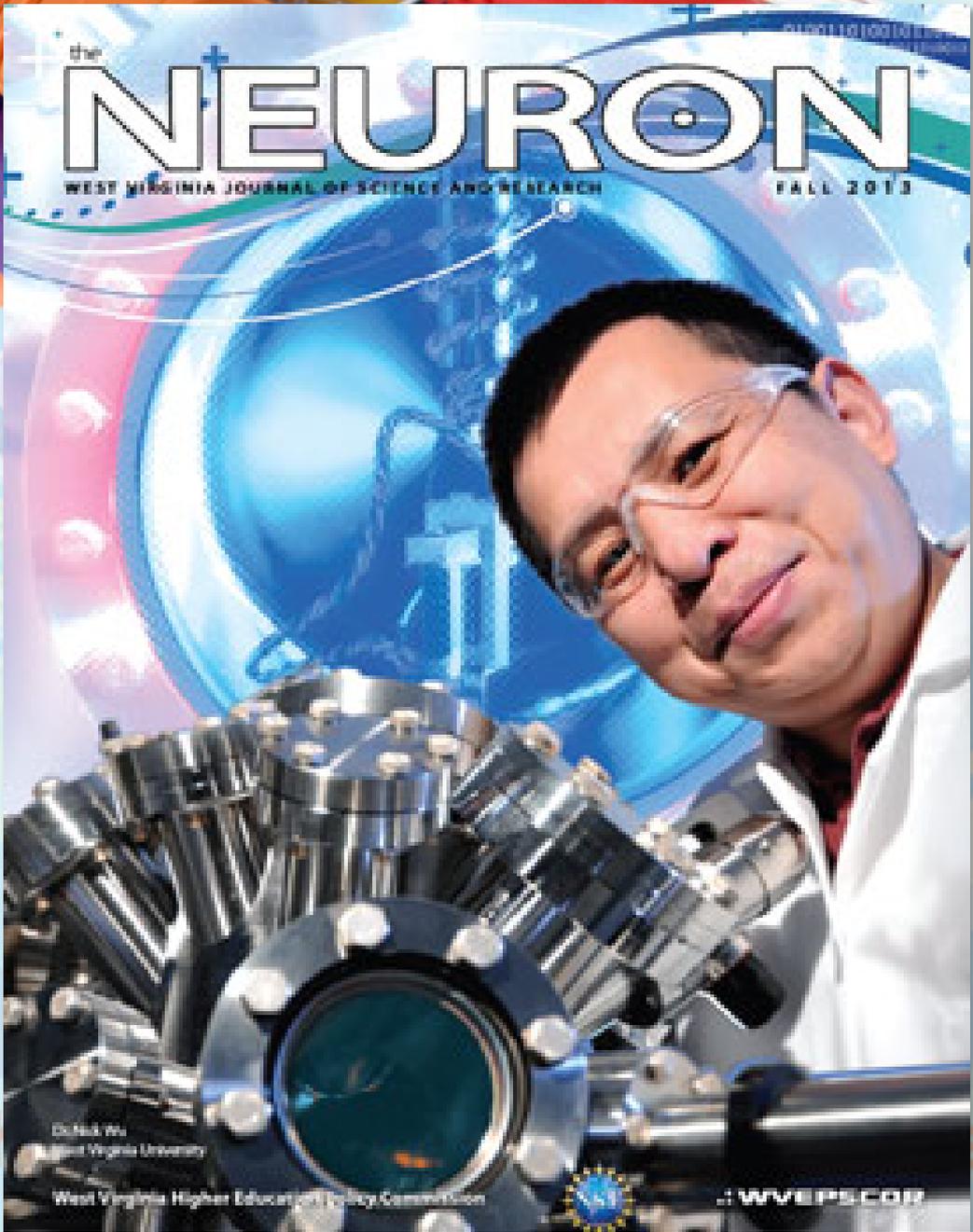
Some
examples

Science

Department for west virginia



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the
NEURON

WEST VIRGINIA JOURNAL OF SCIENCE AND RESEARCH
FALL 2013

Dr. Hui Wu
West Virginia University

West Virginia Higher Education Policy Commission



WVPESCOR



math
science
technology
research
West Virginia



Content

- Derived from all over state
- Concise, newsy text
- Appealing graphics
- Photos make it personal
- Directs back to website, social media

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Why do we find this effective in 2015?

- Technology puts everything at our fingertips
 - A blessing...and a curse

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Why do we find this effective in 2015?

- Our target audience:
 - On social media but not wading through
 - Enjoys it as snail mail

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Is this for you?

- Know your audience
- Know your content

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Questions?

Communication Tools and Best Practices





Why?

Partnership with Vermont Public Television designed to reach a wide audience throughout Vermont and the broadcast region (NY, NH, Quebec) and develop curriculum guides to embed science into the K-12 Classrooms.

Fundamental idea was to feature scientists and science happening in Vermont and give educators access to use in the classroom.

3-4 television episodes each year. 2008 – 2012. Five Seasons. Total of 20 episodes.

VT PBS Interested Because...



Science programming was missing from their line up

- A full production studio located at the station.
- An outreach coordinator managed all the curriculum guide material and the in person visits between our faculty and students in classrooms.
- A Web Master coordinated the “chat with the expert” online options, email distribution etc.
- All episodes were posted on the web and available on demand
- Very interactive series
- Some topics included: Water and the Landscape, Weather and Climate Change, The Little Skate, Cyber Shadows, Food Webs.

How did we pick topics?



- Established good communication early on VT EPSCoR would provide the science topics and list of scientists and VT PBS would build an episode around that.
 - Regular meetings with the producer
 - Annual Meeting with larger group to debrief about strengths and weaknesses of the previous season



Emerging Science Products



- **20 episodes** on the web and still aired on VT PBS
<http://www.vpt.org/show/16403>
- **Curriculum Guides** available on line
- **Podcasts** distributed to a large statewide of 4,000, VT PBS mailing list of 25,000 subscribers. Also iTunes, You Tube
- Science programming (NOVA, Curious George) with tag lines: “Vermont EPSCoR encouraging everyone to seek careers in Science and Engineering reminding everyone to stay curious!”



Classroom Connections
TEACHER'S GUIDE



EMERGING SCIENCE

Classroom Connections
TEACHER'S GUIDE

Classroom Connections is a companion to Vermont Public Television's Emerging Science, a locally produced television series featuring Vermonters at the frontiers of science. This guide has been assembled by Vermont science teachers and the Vermont Genetics Network at the University of Vermont for use in high school classrooms.

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Special thanks to the following individuals who assembled the content for Classroom Connections:
Emily Dehoff, North Country Union High School, Newport, VT.
Gal Hall, Science Assessment Coordinator, Vermont Department of Education
Dan Rosenthal, Mount Anthony Union High School, Bennington, VT.
Jeff Souleau, IFAR, Albans, St. Albans, VT.
Vermont Genetics Network (VGN), a NH/NCCR grant funded program, located at the University of Vermont.

Emerging Science Classroom Connections is made possible by VT EPSCoR's award from the National Science Foundation on Complex Systems Modeling for Environmental Problem Solving, NSF EPS # 091410.



Some Emerging Science Outcomes

- Boston/New England Emmy Award in 2009 for the multi platform approach
- National Educational Telecommunications Association (NETA) for Content Production/Series Award in 2010
 - Office of the Vice President for Research and Graduate Affairs features programs in their newsletters
 - A proposal to the NSF from a Chemistry Professor, now Chair, includes an outreach component to record episodes with on-campus events
 - In discussions with the Leahy Science Museum on Lake Champlain (ECHO) to possibly air episodes at various times throughout the day



Vermont Public Television is Making Room for More Golden Statuettes in its Awards Case

The producers of *Emerging Science*, a VPT project showcasing Vermont scientists and researchers, and *Champlain: The Lake Between*, a documentary on the history of Lake Champlain, won Emmys at the 32nd annual Boston/New England awards on May 30 in Boston.



With their Emmys at the May 30 awards ceremony in Boston are (left to right) producers Enzo Di Maio, Caro Thompson and Vic Guadagno.



Next Steps Science: Becoming the Messenger



- Communicating Science initiative is still a priority within NSF EPSCoR. We hosted the OLPA workshop in 2012 and we are planning a new communications workshop in February 2015 that will be hosted by the Alan Alda Center for Communicating Science at Stony Brook University.

<http://www.centerforcommunicatingscience.org>

/

- Watersheds Moments Training Sessions are coming up in 2014-2015 with Bright Blue Eco Media Productions

Lessons Learned?



- Valuable experience – introduced our scientists to a wide audience and K-12
- Provided scientists experience being filmed and talking about science to a lay audience
- Continue to develop more on training scientists with media
- Products still being used



Thank you!



- Lillian Gamache, Project Coordinator and Communications Director
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Funding provided by NSF EPS 1101317







Website Communication Tools

Isis Serna

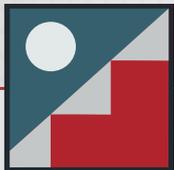
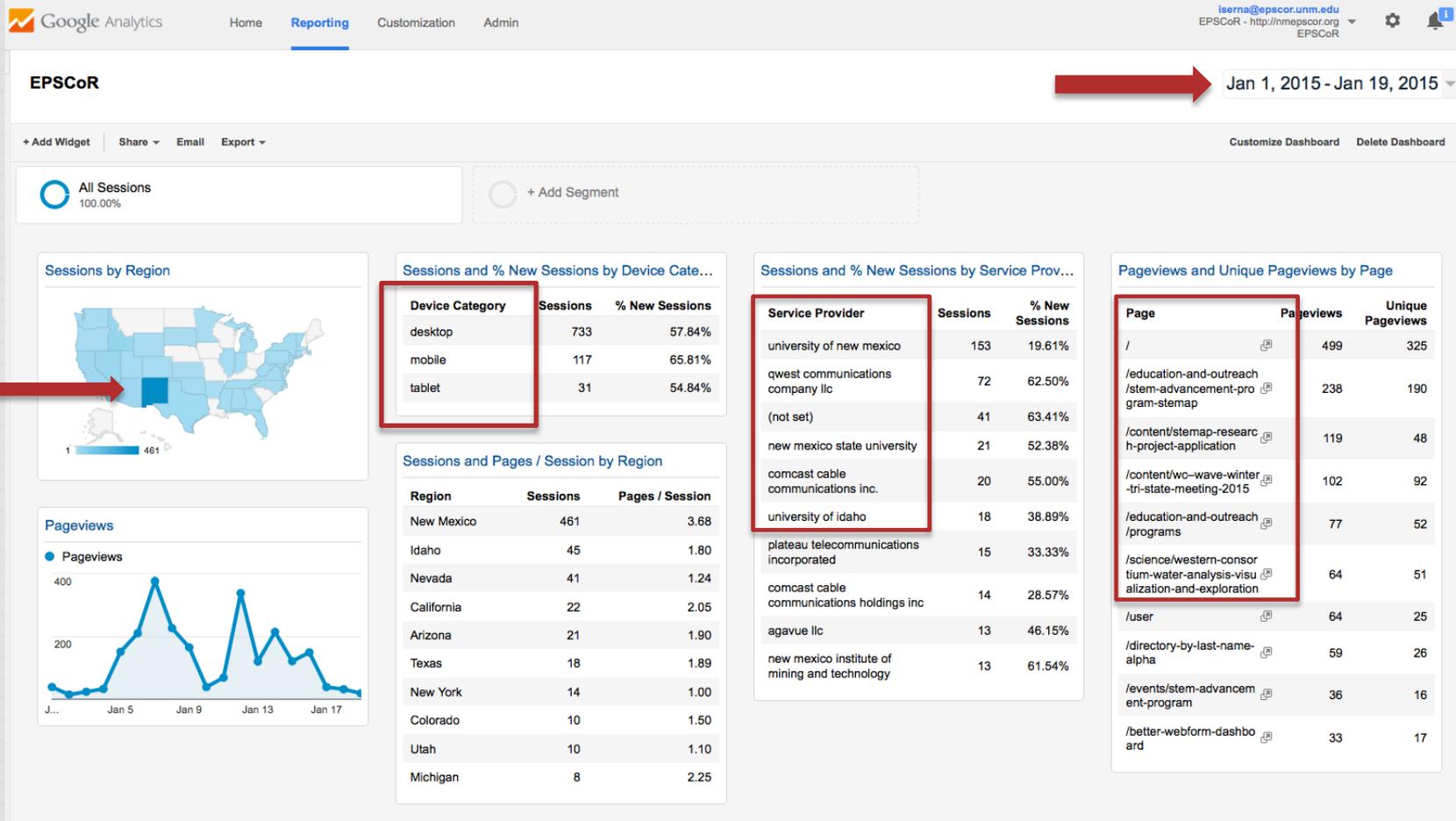
Website Administrator

Google Analytics

- Is a service offered by Google that generates statistics about your websites traffic
- Customizable dashboards
- Allows for an understanding of where website traffic is coming from? (geographic location, network, device)



The Google Analytics Dashboard



Analytics by Region

Primary Dimension: **Region** City Metro Other

Secondary dimension

advanced

Region ?	Acquisition			Behavior			Conversions Goal 1: Goal One		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal One (Goal 1 Conversion Rate) ?	Goal One (Goal 1 Completions) ?	Goal One (Goal 1 Value) ?
New Mexico	876 % of Total: 78.49% (1,116)	53.42% Avg for View: 61.38% (-12.96%)	468 % of Total: 68.32% (685)	45.55% Avg for View: 53.05% (-14.14%)	3.55 Avg for View: 3.05 (16.38%)	00:04:12 Avg for View: 00:03:26 (22.16%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Mexico	536 (61.19%)	43.66%	234 (50.00%)	37.69%	4.71	00:06:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Idaho	52 (5.94%)	46.15%	24 (5.13%)	50.00%	1.73	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)
3. Nevada	44 (5.02%)	38.64%	17 (3.63%)	38.64%	1.23	00:00:31	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. California	38 (4.34%)	57.89%	22 (4.70%)	68.42%	1.63	00:00:43	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. New York	23 (2.63%)	100.00%	23 (4.91%)	95.65%	1.00	00:00:04	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Arizona	19 (2.17%)	68.42%	13 (2.78%)	36.84%	1.58	00:01:06	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Colorado	15 (1.71%)	86.67%	13 (2.78%)	46.67%	1.40	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Texas	15 (1.71%)	66.67%	10 (2.14%)	80.00%	1.20	00:01:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
9. Virginia	14 (1.60%)	100.00%	14 (2.99%)	85.71%	2.64	00:01:47	0.00%	0 (0.00%)	\$0.00 (0.00%)
10. Florida	10 (1.14%)	70.00%	7 (1.50%)	70.00%	2.30	00:06:05	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 43



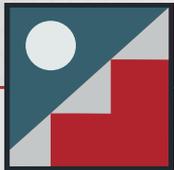
Mail Chimp

- Is an email marketing service
- Allows for multiple lists so you can target specific audiences (Education and Outreach vs. Researchers, Faculty, and Students)
- NM EPSCoR uses Mail Chimp to send out email notifications and a monthly newsletter
- Customizable templates

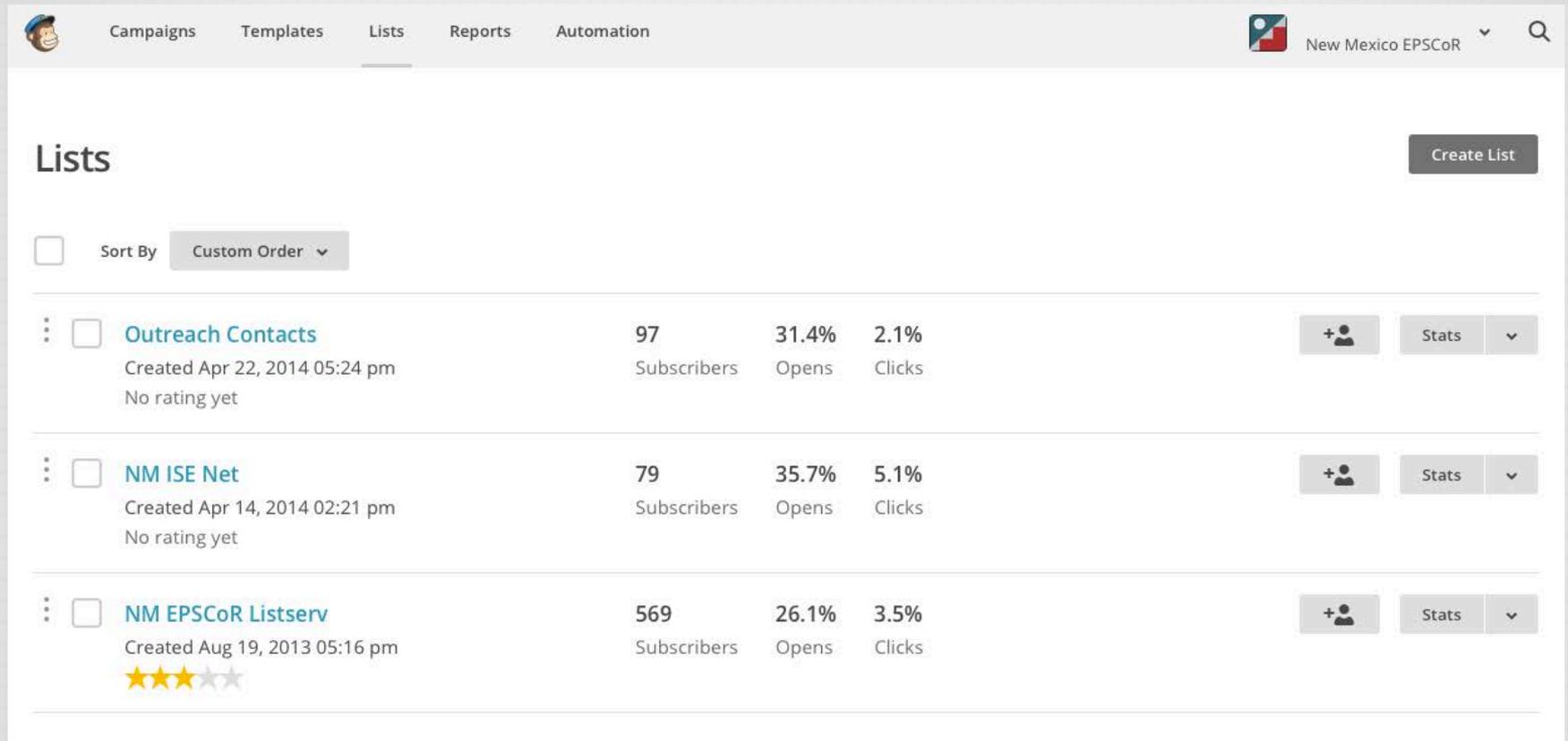


Incorporating Mail Chimp into nmepscor.org

The screenshot shows the homepage of nmepscor.org. At the top, there is a banner image of a snowy landscape with a snowman. A red box highlights a text area that reads: "December Newsletter" followed by "Did you miss our latest newsletter? Read it here! Never miss another update from us again by signing up for our listserv [here](#)." A red arrow points to the "here" link. Below the banner, the page is organized into several sections: "Energize New Mexico" with a paragraph about the program's funding and goals; "NM EPSCoR News" featuring three news items with small images and text; "Events" listing two upcoming events: "Winter NSF EPSCoR PD-PA-EOD Meeting" in January and "STEM Advancement Program" in March. At the bottom, there is a "Connect with NM EPSCoR" section with social media icons, a "Quick Links" section with links to the blog, data portal, and reporting, and a "Subscribe to our Mailing List" form with a text input field for an email address and a "Subscribe" button. A footer contains funding information and the NSF logo.

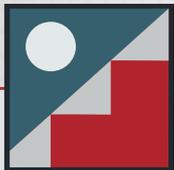


Mail Chimp Lists

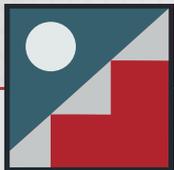


The screenshot shows the MailChimp 'Lists' management page. At the top, there is a navigation bar with tabs for Campaigns, Templates, Lists (selected), Reports, and Automation. The user's account is identified as 'New Mexico EPSCoR'. A 'Create List' button is located in the top right corner. Below the navigation, the 'Lists' section is displayed. A 'Sort By' dropdown menu is set to 'Custom Order'. The main content area contains a table of three email lists. Each list entry includes a checkbox, a list name, creation date, subscriber count, open rate, click rate, and action buttons for adding subscribers and viewing stats.

Sort By	Custom Order						
<input type="checkbox"/>	Sort By Custom Order						
<input type="checkbox"/>	Outreach Contacts Created Apr 22, 2014 05:24 pm No rating yet	97 Subscribers	31.4% Opens	2.1% Clicks	+	Stats	▼
<input type="checkbox"/>	NM ISE Net Created Apr 14, 2014 02:21 pm No rating yet	79 Subscribers	35.7% Opens	5.1% Clicks	+	Stats	▼
<input type="checkbox"/>	NM EPSCoR Listserv Created Aug 19, 2013 05:16 pm ★★★★☆	569 Subscribers	26.1% Opens	3.5% Clicks	+	Stats	▼



NM EPSCoR Newsletter





Maine NSF EPSCoR

Communication Tools: Social Media

PA/PD Meeting
January 22, 2015
Andrea Littlefield



Social media are [computer-mediated](#) tools that allow people to create, share or exchange information, ideas, and pictures/videos in [virtual communities](#) and [networks](#). *Social media* is defined as "a group of Internet-based applications that build on the ideological and technological foundations of [Web 2.0](#), and that allow the creation and exchange of [user-generated content](#)."^[1] Furthermore, social media depend on mobile and web-based technologies to create highly interactive platforms through which individuals and communities share, co-create, discuss, and modify user-generated content. They introduce substantial and pervasive changes to communication between organizations, communities, and individuals.^[2] These changes are the focus of the emerging field of [technoself](#) studies.



Social media takes on many different forms, including magazines, internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photos or pictures, video, rating and social bookmarking.

Maine EPSCoR at the University of Maine uses the following social media outlets:



Facebook: www.facebook.com/MaineEPSCoR



Twitter: twitter.com/MaineEPSCoR



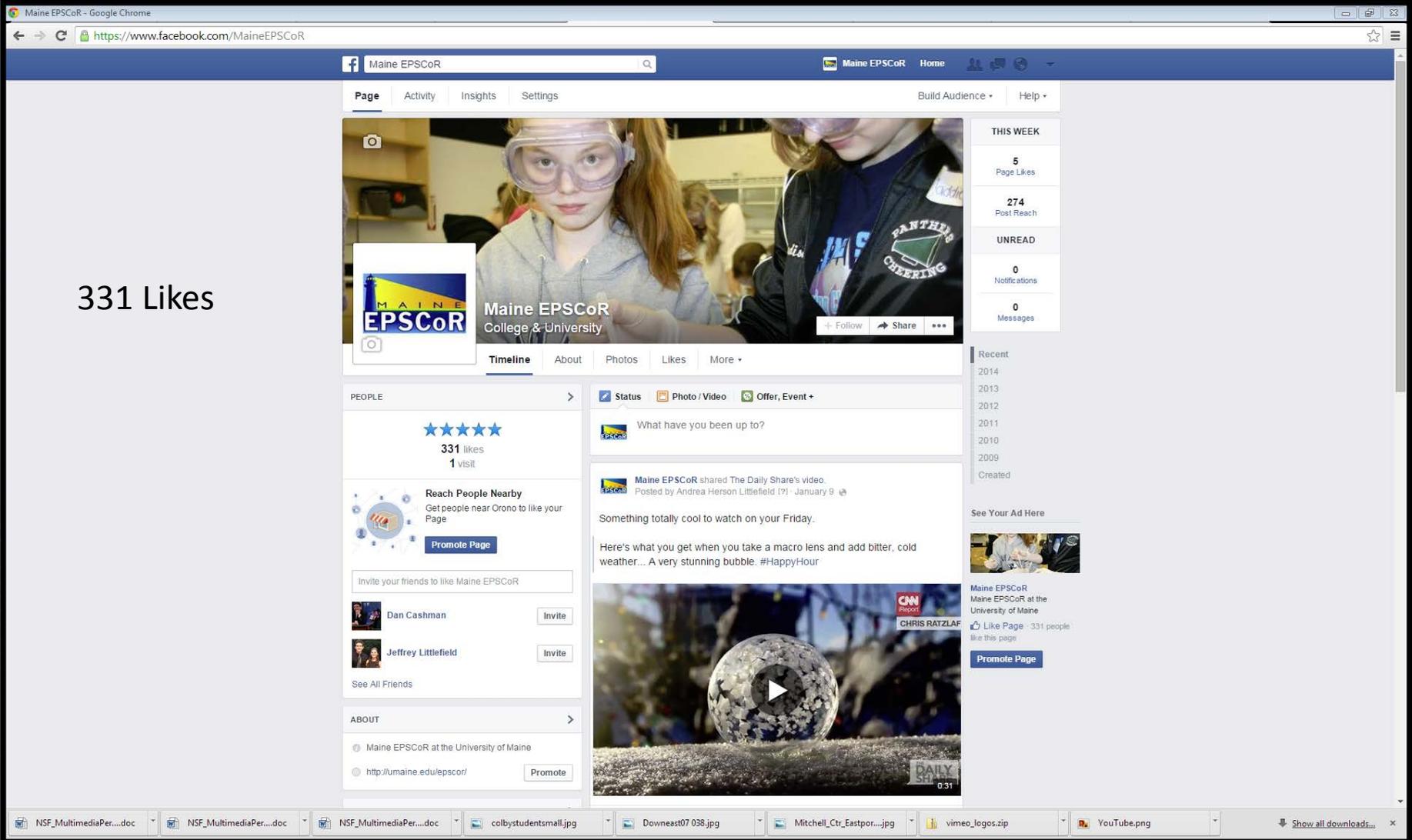
YouTube: www.youtube.com/user/MaineEPSCoR



Vimeo: vimeo.com/maineepscor/videos



331 Likes



Maine EPSCoR - Google Chrome
https://www.facebook.com/MaineEPSCoR

Maine EPSCoR Home

Page Activity Insights Settings Build Audience Help

THIS WEEK

- 5 Page Likes
- 274 Post Reach
- UNREAD
- 0 Notifications
- 0 Messages

Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- Created

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Maine EPSCoR at the University of Maine
Like Page 331 people like this page
Promote Page

PEOPLE

★★★★★
331 likes
1 visit

Reach People Nearby
Get people near Orono to like your Page
Promote Page

Invite your friends to like Maine EPSCoR

- Dan Cashman Invite
- Jeffrey Littlefield Invite

See All Friends

ABOUT

- Maine EPSCoR at the University of Maine
- http://umaine.edu/epscor/ Promote

Status Photo / Video Offer, Event +

What have you been up to?

Maine EPSCoR shared The Daily Share's video.
Posted by Andrea Herson Littlefield (??) · January 9

Something totally cool to watch on your Friday.

Here's what you get when you take a macro lens and add bitter, cold weather... A very stunning bubble. #HappyHour

CHRIS RATZLAF
DAILY SHARE
0:31

Taskbar: NSF_MultimediaPer...doc, NSF_MultimediaPer...doc, NSF_MultimediaPer...doc, colbystudentsmall.jpg, Downeast07 038.jpg, Mitchell_Ctr_Eastpor...jpg, vimeo_logos.zip, YouTube.png, Show all downloads...



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 University of Maine Orono
umaine.edu/epscor/default...
 Joined September 2009

61 Photos and videos



Tweets Tweets & replies Photos & videos

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- Woody Allen
- Romney
- #CdnScreen15

Meeting Hashtag: #NSFEPSCoRHI

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 <p>5/21/2010 Maine EPSCoR Protecting the Ash for Future Generations by MaineEPSCoR 250 views 4 years ago</p>	 <p>2014 Highschool Recruitment V5 by MaineEPSCoR 3 views 8 months ago</p>	 <p>2009 Maine DEPSCoR Composite Joints Project by MaineEPSCoR 117 views 4 years ago</p>
 <p>2010 Maine EPSCoR / IDEA Programs Overview by MaineEPSCoR 145 views 4 years ago</p>		

Maine EPSCoR (All)

 <p>2009 Maine EPSCoR Forest Bioproduct Research... by MaineEPSCoR 127 views • 5 years ago</p>	 <p>2009 Maine EPSCoR Sustainability Solutions... by MaineEPSCoR 99 views • 5 years ago</p>	 <p>2009 Maine EPSCoR State Conference by MaineEPSCoR 144 views • 5 years ago</p>	 <p>2009 Maine EPSCoR Girl's Collaborative Project for... by MaineEPSCoR 85 views • 5 years ago</p>	 <p>2009 Maine EPSCoR Upward Bound Partnership by MaineEPSCoR 158 views • 5 years ago</p>
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Uploads

 <p>Maine EPSCoR and</p>	 <p>2014 Highschool</p>	 <p>5/21/2010 Maine EPSCoR</p>	 <p>2009 Maine DEPSCoR</p>	 <p>2010 Maine EPSCoR / IDEA</p>
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Popular channels on YouTube

-  **JianHao Tan**
-  **Ryan Sylvia**
-  **TreePotatoes**
-  **DanKhooProducts...**
-  **cheokboardstudios**
-  **Trevmonki**

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Maine EPSCoR on Vimeo - Google Chrome
 https://vimeo.com/maineepscor

vimeo Me Videos Create Watch Tools Upload

Maine EPSCoR PRO
 Joined 3 years ago • Orono, Maine

80 Videos | 14 Likes | 2 Following | 7 Collections | 0 Portfolios | 0 VOD

MAINE EPSCoR
 Experimental Program to Stimulate Competitive Research at the University of Maine

Advancing Maine's research capacity and competitiveness for a sustainable future

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<http://umaine.edu/epscor/>

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Welcome to the 2014 Maine EPSCoR State Conference
December 1, 2014

Maine State EPSCoR Conference: Overview
3 weeks ago



Welcome to the 2014 Maine EPSCoR State Conference
December 1, 2014

Maine EPSCoR State Conference: SEANET...
3 weeks ago



Welcome to the 2014 Maine EPSCoR State Conference
December 1, 2014

Maine EPSCoR State Conference - Keynot...
3 weeks ago



Welcome to the 2014 Maine EPSCoR State Conference
December 1, 2014

Maine EPSCoR State Conference: Barton ...
3 weeks ago

Recent Activity



3 weeks ago
 Maine EPSCoR tagged **Maine EPSCoR State Conference: Barton Seaver** with **Maine EPSCoR State Conference, Maine EPSCoR, Barton Seaver** and **sustainable seafood**



3 weeks ago
 Maine EPSCoR tagged **Maine EPSCoR State Conference: Workforce Development & Outreach** with **Maine EPSCoR State Conference, Maine EPSCoR, Workforce Development, 4H, Upward Bound** and **Maine**

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Maine EPSCoR News

HEADLINES PHOTOS VIDEOS TECHNOLOGY SCIENCE BUSINESS WORLD ART & ENTERTAINMENT MORE

Thursday, Jan. 15, 2015 | Next update in about 24 hours | Archives

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Maine aquaculture industry is snagging investors - The Portland Press Herald / Maine Sunday Telegram
 Shared by Maine EPSCoR
 pressherald.com - Maine's growing aquaculture industry has matured to the point where fish farms are finding it easier to get loans from commercial lenders and are attracting capital from private equity investors, a...

Preferences
 Shared by CI-WATER
 studentclearinghouse.webex.com - You may be using a different language or time zone from the settings for this WebEx service site. Do you want to set your WebEx regional preferences?

Episode 333: EPSCoR and STEM - Jan 14, 2015 - Bytemarks Cafe
 Shared by Bytemarks Cafe
 bytemarkscafe.org - First we'll cover some local science and tech stories, then Nicole Velasco from the Neighborhood Board Commission will tell us about their Board elections. Then Jay Fidell from ThinkTech will join ...

Medical Billing Coding
 Free Course Information. Study Medical Billing & Coding

IowaVoice: Iowa's Commitment To Math And Science Gives Business A Boost - Forbes
 Shared by Iowa NSF EPSCoR


forbes.com - By Iowa Economic Development Authority Content Team
 According to a Georgetown University study, the United States will be five million short on post-secondary educated workers by 2020. But most ind...

Events | Iowa EPSCoR
 Shared by Iowa NSF EPSCoR
 iowaepscor.org - January 21, 2015, noon - 1:00 p.m. BRL Iowa State University Students interested in participating in the BRL Biorenewables Art Competition 2015 are invited to meet with a panel of BRL scientists a...

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Maine EPSCoR


STAPLES


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Want more information?

Feel free to contact me!

Andrea Littlefield

Maine EPSCoR at the University of Maine

andrea.littlefield@maine.edu

207-581-2289



Questions?