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
www.wvresearch.org

“Like” us on Facebook: wvscienceresearch

Follow us on Twitter: @researchwv

research, a good investment for west virginia
Why print in an e-world?
In West Virginia, it’s not that we’re behind the times... we think print works!
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
research, a good investment for west virginia
• Derived from all over state
• Concise, newsy text
• Appealing graphics
• Photos make it personal
• Directs back to website, social media
Why do we find this effective in 2015?

• Technology puts everything at our fingertips
  • A blessing...and a curse
Why do we find this effective in 2015?

- Our target audience:
  - On social media but not wading through
  - Enjoys it as snail mail
Is this for you?

- Know your audience
- Know your content
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.

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 at [http://www.vpt.org/show/16403](http://www.vpt.org/show/16403)
- **Curriculum Guides** available online
- **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 young Vermont students to seek careers in Science and Engineering” reminding everyone to “stay curious”
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 recap 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
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](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
  Lillian.Gamache@uvm.edu Or epscor@uvm.edu

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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

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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

Energize New Mexico

New Mexico’s Experimental Program to Stimulate Competitive Research (NM EPSCoR) is funded by the National Science Foundation (NSF) to build the state’s capacity to conduct scientific research. Faculty and students from NM universities and colleges are working to realize New Mexico’s potential for sustainable energy development. NM EPSCoR is also cultivating a well-qualified Science, Technology, Engineering and Mathematics (STEM) workforce and supporting a culture of innovation and entrepreneurship.

NM EPSCoR News

Selena Connealy Receives NMSTA Award
Congratulations to our very own Selena Connealy! Last month she was named the recipient of the New Mexico Science Teacher Association...

2014 NMAS Research Symposium a Success
What an amazing day! NM EPSCoR and the New Mexico Academy of Science welcomed over 130 faculty, students, researchers, educators and...

2014 Creative-Startups Cohort
Creative-Startups, the nation’s first accelerator for creative and cultural entrepreneurs, recently debuted their 2014 Cohort during...

Events

<table>
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<tr>
<th>Events</th>
<th>Date</th>
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| Winter NSF EPSCoR PD-PA-COD Meeting | JAN 22 | Location: Hyatt Place Waikiki Beach Hotel, Honolulu, Hawaii
NM EPSCoR events (with/without registration) |
| STEM Advancement Program | MAR 02 | NM EPSCoR events (with/without registration) |

View all Events & Opportunities

Quick Links

NM EPSCoR Blog
Data Portal
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NM EPSCoR Reporting

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## Mail Chimp Lists

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Welcome to November, Isis!

You probably heard from us quite a bit back in October, but we've been so busy we didn't send out our monthly newsletter! That means we have A LOT to tell you, so hang on – this email is a doozy. But if you read till the end, you'll get a special reward. And now it's time to update you on NM EPSCoR things that were, things that are, and things that will be...
thank you
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
Call Me

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?