



Marketing & Communications Proposal | Fall 2022

Developed by Field Peterson and Jaime Jacobsen

SITUATION ANALYSIS

With a team of faculty representing a wide range of backgrounds in Journalism and Media Communication, the Center for Science Communication (CSC) is well positioned to spearhead a variety of research and creative production initiatives to engage prospective audiences in contemporary scientific issues, to develop science communication training workshops to empower local stakeholders, and seek funding opportunities to support teaching and engagement surrounding science communication. A clear delineation of our communication priorities is imperative to optimize internal communications within the CSC, as well as external communications to collaborators both on and off-campus.

CSC MISSION

We are a hub for interdisciplinary, stakeholder-engaged scholarship in science communication. We explore the political, social, and ethical dimensions of science through the lens of communication processes. Our goal is to foster better communication outcomes in pursuit of socially sustainable agricultural, environmental, and health systems. Through research, teaching, mentoring, training, and outreach, we help stakeholders communicate effectively about science and provide expert solutions to science communication problems.

CSC PRIORITIES AND CONTRIBUTIONS

INTERDISCIPLINARY FOCUS

The CSC broadens the boundaries of traditional perspectives by engaging across backgrounds and experiences to create a dynamic environment for dialogue, interdisciplinary collaboration, research, and creative scholarship. Ongoing support and investment from the Department of Journalism and Media Communication (JMC) is instrumental in the CSC's success as a versatile, accessible, and innovative communication hub rooted in journalism and media communication theories and practices.

EXPERIENCE

Grant-funded research and creative production activities led by CSC faculty members are advancing science communication initiatives, in addition to providing meaningful hands-on training in science communication and field work opportunities for students, faculty, and staff.

DIALOGUES

Prioritizing communication outlets is important to disseminate the CSC's research and creative scholarship. Developing compelling web content, social media content, digital publications, and press will help to tell our story and engage audiences, including faculty, staff, current and prospective students, funding sources, and community members in the CSC's work. Sharing this content also provides opportunities, particularly on social media, to broaden audience reach beyond the CSU network and create interest in the CSC.

ENGAGEMENT

Science communication training workshops targeted towards STEM students and researchers provide a direct avenue for our faculty to disseminate knowledge and share their research. These trainings build a network of engaged participants and expand dialogues with CSC partners across campus and in the community. If structured as a pay-for-service model, science communication trainings could provide a modest revenue stream for the Center, additional stipends to faculty, students, and staff, and hands-on science communication training to students.

The CSC's press and digital communications, workshops opportunities, and events with science communication professionals can attract prospective students to pursue undergraduate and graduate degrees in Journalism and Media Communications and promote interest in the Science Communication minor. The CSC's associated student organization, the Science Communication Club (SCC), also promotes student recruitment, and provides opportunities for hands-on training and professional development at the undergraduate level.

EXCELLENCE

The CSC is a university leader in spearheading research and creative scholarship that promotes and exemplifies effective science communication across a variety of disciplines. The CSC is one of very few centers for science communication to hold the name at national universities across the country, and is well-positioned for long term growth and engagement. Aligned with CSU's Strategic Transformation plan, the CSC is a unifying hub for communities, delivering opportunities, and advancing critical research.

COMMUNICATIONS STRATEGY

To be a recognized and respected entity at the campus, community, and national level, the CSC needs to invest in strategic communications initiatives to engage audiences, share and translate knowledge, and promote our mission.

Prioritizing content development allows us to share stories about who we are and what we do, helping to promote awareness, interest, and buy-in of CSC scholarship and engagement activities. Showcasing our success through these external communications is critical to securing future grant funding that can provide ongoing research and creative opportunities for our faculty and students. By extension, these

opportunities help the CSC to secure future external funding for organizational development, and will enable the Center to build personnel, partnerships, capacity, and participation.

OBJECTIVES

Based on the CSC's mission and evolving dialogues among the director, faculty working group, staff, and students, the CSC can use these primary goals as a means of tracking priorities for communications:

- Translate and share science communication research
- Increase recognition and positioning of the CSC on campus, as well as at a local and national level, using brand image and cohesion to promote engagement
- Conduct science communication workshops and trainings to promote local capacity-building
- Promote and share knowledge from CSC events with science communication professionals
- Promote dialogues and share science communication resources with target audiences and stakeholder groups
- Seek funding opportunities to grow and expand personnel, partnerships, capacity, and participation

AUDIENCE ANALYSIS AND APPROACHES

The CSC should seek to engage the CSU community to translate knowledge and research, promote events, workshops, and training, secure external funding, and establish an engaged network. Communication investments are streamlined by understanding these audiences, their existing connections to the CSC, and our optimal relationships. Examining the different forms of engagement among these target audiences is useful to determine how to prioritize future action.

Priority Audiences

Funding Entities

Goal: Establish revenue streams for CSC organizational development, initiatives, programs, and graduate and undergraduate research in science communication.

- Federal and State Agencies (NSF, NOAA, USDA, NIST, NPS, NASA, CDC, CDA, and beyond)
 - **Current:** One of the CSC's greatest strengths is our faculty members' long track-record of securing significant external funding from federal and state agencies for science communication research and creative scholarship.
 - **Target:** Create and share communications on a regular basis that highlight current CSC research in order to leverage our ability to secure external funding into the future. Demonstrate capacity, value, and ROI to outside organizations and partners.
- Office of the Vice President for Research (OVPR)
 - **Current:** The CSC has a positive relationship with the OVPR Office and Gary Polakovich, Director of Research Communications. JMC alumni and current masters student Ben Randall also worked for the OVPR.
 - **Target:** Maintain and cultivate stronger ties with the OVPR. Obtain CIOSU status. Apply for Catalyst for Innovative Partnership (CIP) funding in the next funding call (tentatively slated for Fall 2023).

- CSU-Spur
 - **Current:** The CSC’s knowledge and expertise in science communication is highly sought by CSU-Spur. The CSC’s October 2022 letter of intent (LOI) to submit a FY24 proposal outlined our interest in developing science communication trainings at CSU Spur as part of a stand-alone summer certificate program.
 - **Target:** Apply for and secure funding to create this summer certificate program for STEM students (due January 13, 2023). Establish long-term funding sources for a pay-for-service model for science communication trainings. Explore possible collaborations for exhibiting and screening CSC creative work at CSU-Spur.
- College of Liberal Arts (CLA)
 - **Current:** The CSC has strong ties to the Dean’s Office; however, our main contact, Dr. Michael Carolan, Assistant Dean for Research, will be ending his tenure there in December 2022. The CSC was recently awarded a \$5,000 Ann Gill Grant for a Visiting Artist/Lecturer (2022-2023 academic year).
 - **Target:** Establish strong ties with the new incoming Assistant Dean for Research in CLA. Cultivate, in collaboration with CLA, and secure additional on-campus funding sources for events/speakers.

Students

Goal: Recruit and retain students for JMC undergraduate and graduate degree programs, and our Science Communication minor.

- Current Students
 - **Current:** The CSC currently engages undergraduate and graduate students in CSC initiatives, organizational development, grant-funded projects, and the SCC student organization. Recognition of student excellence through Engaged and Emerging Scholarship Dissertation and Thesis Awards.
 - **Target:** Develop and seek funding for specific opportunities for students to engage with existing projects, and pursue hands-on science communication work. Several possibilities include:
 - Recognition of GRA work through a Grad Showcase focusing on science communication work
 - Thesis/dissertation funding for science communication projects
 - A multi-year GRA position for PhD students with the CSC
 - A postdoctoral fellowship with the CSC
- Prospective Students
 - **Current:** The CSC currently recruits students through our JMC and CSC websites, at conferences, via speakers and events, workshops, and word of mouth.
 - **Target:** Maintaining, updating, and posting new digital, social, and web content will attract and recruit prospective students via CSC opportunities. Communication efforts will also promote the science communication minor in JMC.

On-Campus Partners

Goal: Foster better communication outcomes in pursuit of socially sustainable agricultural, environmental, and health systems through interdisciplinary collaborations and stakeholder-engaged scholarship.

- Faculty
 - **Current:** The CSC currently collaborates with a diverse range of faculty across many departments and colleges on campus, as part of science communication curriculum development, grant-funded research, and community engagement initiatives.
 - **Target:** In tandem with the CSC’s CIOU application, recruit and establish an interdisciplinary Advisory Board to facilitate engagement across campus. Recruit and identify Faculty Fellows who are interested in a higher level of engagement and involvement in CSC activities. Structure Faculty Fellows’ roles to meet CSC needs and provide professional development opportunities for faculty.
- University Centers, Institutes and Programs (One Health, MPh Program, CEJ, SOGES, IRISS, and many others)
 - **Current:** The CSC currently collaborates with a diverse range of centers, institutes, and programs across campus, to facilitate science communication curriculum development, grant-funded research, and community engagement initiatives.
 - **Target:** Cultivate, develop, and maintain collaborations that will enable the CSC to accomplish its three-part mission of being a leader in science communication scholarship, teaching, and engagement.

EVALUATION

To ensure a meaningful return on investment for communications initiatives, it is important to evaluate and update strategies for grant proposals, engagement events, media coverage, or digital content over time. Conceptual levels of planning, such as developing strategy to reach specific audiences, can inform the functional actions, outlets, or means of providing engagement. Reviewing this progress over time can be informed by using digital media analytics, planning meetings, superlatives, or funding opportunities, which can in turn help to update the strategy for that specific goal. The following model describes this process:

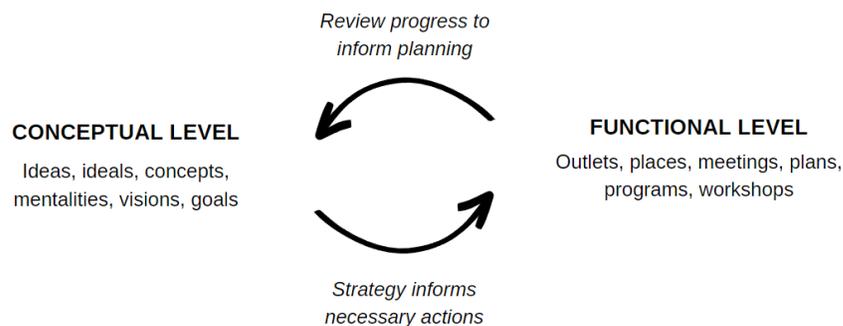


Figure 1: Basic strategic planning using conceptual and functional stages of progress (Peterson 2022).

COMMUNICATIONS ROLE

Priorities for specific communications tasks are informed by current capacity, funding, and personnel. To understand how the CSC may achieve specific communications outcomes, it is useful to understand the areas of communication that are beneficial to the CSC's goals. The CSC can consider investing in an undergraduate or graduate student to focus on communications priorities, working alongside the CSC Director to achieve specific short-term and long-term goals. An initial budget estimate is available here:

Category	Title	Rate	Occurrences Per Semester	Semester	Annual
Undergraduate	Social Media and Digital Marketing Intern	\$12/hr	10 hr/wk; 16 wk	\$1,920	\$3,840
Graduate	Communications Coordinator	\$20/hr	10 hr/wk; 16 wk	\$3,200	\$6,400

Table 1: Budget estimates for undergraduate and graduate communications roles.

COMMUNICATION ELEMENTS

Communication tasks should promote the CSC brand, share research, promote events, workshops, and resources, and increase recognition and positioning of the Center on a local and national scale.

All outlets should engage target audiences and promote dialogues that position the CSC to pursue funding opportunities that would enable the Center to grow and expand personnel, partnerships, capacity, and participation. Depending on personnel and capacity, skills and expertise may dictate focus areas for these communication elements. Potential tasks, informed by prior CSC communications work, include:

- **Ad-hoc Graphic Design**
 - Graphic design for event marketing across social, print, digital, TV displays
 - Develop graphics for website content, social media
 - Provide branding for other CSC-affiliated projects (research or media production)
 - Work with brand identity to create cohesion across outlets
- **Coverage and Writing**
 - Seek out, write, and publish stories featuring ongoing/completed work in the CSC
 - Collaborate with partner organizations, JMC, CLA, SOURCE, and OVPR to feature work
 - Coordinate with project leads to write copy for web, social media
 - Enhance the CSC's voice and dissemination of knowledge
- **Social Media Content Development**
 - Feature active content (highlights, recaps, project features, events)
 - Develop passive content (resources or information about general CSC initiatives alongside science communication highlights or resources)
 - Develop and publish social media content and develop a digital presence

- Capitalize and build this momentum to build name recognition and help position CSC as a university-wide Center
- Cross-program coordination and collaboration with other CSU Centers (e.g., Center for Environmental Justice SP2021)
- Engage prospective or current students in these spaces
- Correspond on the CSC's behalf in direct messages, address questions
- **Workshop and Event Planning**
 - Prepare logistics for speakers, panels, workshops, or other events
 - Develop marketing and distribute accordingly
 - Facilitate event preparation with CSC director/event organizers
- **Internal Communications**
 - Provide an intermediary between faculty and students, particularly facilitating undergraduate and graduate student involvement opportunities
 - Work with faculty to reflect on progress and update strategic planning as needed
 - Provide updates, analytics, and recommendations for communications priorities
- **Web Content**
 - Publish content onto CSC microsite
 - Work with faculty to update project information and news
 - Maintain content and curate new information as available

ONGOING CONSIDERATIONS

Based on funding and personnel, communications priorities, and upcoming opportunities, the CSC should address the following areas:

- **Build social media presence:** Develop consistent social media content strategy, to produce, share, and monitor content, posting ideally at least *once per week*. Review analytics and engagement over time.
- **Quality Articles:** Produce precise, engaging articles and resources for social media and the CSC website. Distribute and promote ideally *3 articles per semester* to CSC audiences.
- **Streamline Website:** Publish and update the CSC website and provide updates to content over time, ideally *once per month*. Coordinate with JMC and CLA staff.
- **Develop Events:** Seek out, develop, and coordinate events, workshop trainings, or speaking events for the CSC. Produce marketing and promote attendance with CSC audience. Document and recap events. If possible, coordinate *1-2 events per semester* in collaboration with the SCC.

COMMUNICATIONS ACCOMPLISHMENTS

CSC Marketing-Communications Progress

In the past two years, the CSC has invested in communications towards branding, content production, social media presence, events, and speakers. Major tasks and accomplishments noted here were completed by Field Peterson (supervised by and working in collaboration with Jaime Jacobsen). Additional JMC students have also been involved in CSC communication work over the past two calendar

years and earned course credit through Internships, Independent Studies, and Senior Capstone Projects. Additional part-time student hourly work has also been deployed to create content, and develop internal and external multimedia press pieces. A number of JMC graduate students are also crafting thesis and dissertation projects in connection with CSC initiatives and grant-funded research.

For clarification, students' names are highlighted next to relevant projects listed below.

Spring 2021

Workshops and Events

- Assisted in writing and developing a CLA grant application to bring in an Ann Gill Visiting Lecturer, Dr. Monica Feliu-Mojer, who specializes in inclusive science communication (denied)
- Logistics, design, and marketing for a NPS Event, [An Evening with the National Park Service](#), featuring communications specialists from the Natural Resources Office of Communication

Branding

- Developed CSC Logo
- Developed CSC brand identity and guidelines
- Developed Strategic Communications recommendations

Press

- Researched and wrote "[Understanding the Invisible: Air Quality & Health](#)," a feature article published in CLA Magazine that highlights Professor Marilee Long, Professor Ashley Anderson, and PhD student Zoey Rosen's work with the Citizen-Enabled Aerosol Measurements for Satellites (CEAMS) project to better understand the quality of the air we breathe. *(By Ben Randall, supervised by Jacobsen)*
- Filmed and completed [a rough cut edit](#) of a CSC introductory video featuring faculty members in Journalism and Media Communication who share their goals and vision for the Center for Science Communication for future inclusion on the CSC website. *(By Clara Scholtz, Sam Martinez, Shanthini Ode, and Ryan Crist, supervised by Jacobsen) * Needs updated titles & CSC logo **

Summer 2021

Press

- Researched, wrote and edited a 15-minute podcast, "[Networking and Science Communication with Dr. Joe Champ](#)," which highlights his influence on forms of scientific/environmental journalism at CSU *(By Ben Randall, supervised by Jacobsen)*
- Researched and wrote "[Navigating Science and Public Boundaries and Broadening Student Horizons](#)," a feature article published in CLA Magazine, which highlights Professor Joe Champ's efforts to remove boundaries and improve general knowledge of scientific concepts, findings, and impacts. *(By Ben Randall, supervised by Jacobsen)*

Fall 2021

Workshops and Events

- Logistics, graphic design, and marketing for the "Spotlight on Science Communication event" in November 2021, featuring a keynote by CPR Climate and Environmental Reporter and JMC

alumna Michael Elizabeth Sakas, followed by a panel of local professionals and JMC students sharing their experiences getting started in science communication

Branding

- SCC-CSC Brand guidance and cohesion, graphic design
- SCC Banner design and logistics
- CSC google drive organization to make branding resources available to CSC faculty and students

Press

- Researched, wrote and edited a 22-minute podcast, "[The Center for Science Communication with Jaime Jacobsen](#)," which explores involvement opportunities in the Center and the career of CSC Director Jaime Jacobsen (*By Ben Randall, supervised by Jacobsen*)

CSC Communication Channel Development

- Built and developed social media channels: Instagram, LinkedIn, Facebook, Twitter
- Posted content to social media channels and highlighted projects

Science Communication Trainings (pay-for-service model)

- Facilitated a collaboration with the Institute on Research in the Social Sciences (IRISS), to develop science communication workshop logistics and content to offer to STEM scientists at institutions across the country
- Co-facilitation of a science communication workshop, "The Essence of Storytelling" for the NSF-funded interdisciplinary EMERGE Institute, a collaborative of graduate students and faculty who are spearheading climate-ecosystem research in arctic environments

Spring 2022

Workshops and Events

- Assisted in updating and re-submitting a CLA grant application to bring in an Ann Gill Visiting Lecturer, Dr. Monica Feliu-Mojer, who specializes in inclusive science communication (approved for the 2022-2023 academic year)

Press

- Coordinated, published, and co-authored an article for CSC press: "[Amazing from Afar](#)," a Q&A with Dr. Katie Abrams uncovering the Amazing from Afar project, a social marketing campaign to help visitors keep safe distances from wildlife.
- Coordinated, published, and co-authored digital article for CSC press: "[NoCo Food Justice: Positive Change Through Collaborative Science Communication](#)," which highlights a collaboration between the CSC and the Center for Environmental Justice led by Dr. Jennifer (Jamie) Folsom. This effort focused on student projects to help develop a toolkit of community resources to help address barriers and challenges within the local food system.

CSC Communication Channel Development

- Developed social media posts and distribution
- Website content development, logistics, model for article format
- Social media channel development, posting content
- Ongoing CSC google drive organization

Science Communication Trainings (pay-for-service model)

- Science Communication Workshop menu development

Fall 2022

Workshops and Events

- Created a CSC Photo Slideshow for showcasing at the CSC/SCC table at the Clarkchella 2.0 event in September 2022 to assist in student recruitment and CSC brand awareness
- Assisted with Clarkchella event setup, tabling and marketing, and social media coverage
- Photographed the Wildlife Film & Photography symposium event at the BEA On-Location Conference at CSU in October 2022, provided social media coverage, assisted with CSC presence, and shared photos for JMC social media channels
- Conducted background research and strategic planning on marketing, outreach, and promotion of the forthcoming Ann Gill Visiting Lecturer, Dr. Monica Feliu-Mojer, who specializes in inclusive science communication (talk/visit slated for March 6-7, 2023)

Branding

- Developed a presentation with images representing CSC disciplines and projects
- Created a CSC presentation template for faculty use
- Updated CSC Logo file availability for future adaptations and brand updates

Press

- Filmed and edited, for distribution via Planet Forward, a platform with over 10,000 newsletter subscribers that focuses on environmental and science communication, as well as CSC web/social channels, a 5-minute mini-documentary, "[Beyond the Soil | Roy Pfaltzgraff Food Profile](#)," featuring Dryland farmer Roy Pfaltzgraff, as he reflects on the challenges he faces during Colorado's mega-drought and how he has used soil health practices to help combat climate change (by Eric Forbes and Jaime Jacobsen)
- Fine cut editing of the CSC introductory video for future inclusion on the CSC website (By Clara Scholtz, Sam Martinez, Shanthini Ode, and Ryan Crist, supervised by Jacobsen) * forthcoming *

CSC Communication Channel Development

- Built a digital Photo collection for CSC website use, which includes free-access photos that can be utilized in presentations and other digital outlets, that reflect key CSC research areas.
- Consultation on research and development of the CSC microsite within the new JMC site
 - Project descriptions updated
 - Article transfer process
 - Input on content and layout
- Grew Instagram to 100 followers featuring like-minded students, CSC community organizations, and CSU centers

Science Communication Workshops and Trainings (pay-for-service model)

- Submitted a letter of intent (LOI) for a FY24 proposal, which outlined the CSC's interest in developing science communication trainings at CSU Spur as part of a stand-alone summer certificate program (accepted, full proposal due January 13, 2023)
- Graduate student thesis project development for CSC-affiliated science communication training: communication guidance for researchers to build and represent personal narratives through visual mediums (Field Peterson, 2023)

Summary and Reflections

In the past two years, the CSC has developed effective communication initiatives and multimedia content to share stories about who we are and what we do. The CSC has spearheaded unique science communication events in collaboration with the SCC and brought science communication professionals to campus every semester to give keynote speeches and share knowledge through interactive panels. The CSC also continues to explore a pay-for-service model for science communication trainings in collaboration with university partners, including IRISS and CSU-Spur, which provides momentum for specific engagement opportunities as well as possible revenue streams. Establishing and maintaining a strong social media presence, publishing compelling articles and multimedia stories, and promoting ongoing website development position the CSC to reach target audiences efficiently and distill research to the campus community and beyond.

Insight from other science communication centers and organizations can provide inspiration for communication priorities and networking opportunities as the CSC moves forward with strategic planning and development:

- [StonyBrook](#)
- [University of Oregon](#)
- [CU Bartlett Center](#)
- [ACS Institute](#)
- [Wonder Collaborative \(filmmaking\)](#)
- [ESCI \(nonprofit scicomm\)](#)
- [iBiology \(scicomm resources\)](#)
- [StoryCollider \(storytelling\)](#)
- [SciComm Lab \(hub\)](#)
- [Yale Climate Connections](#)
- [ASC \(events\)](#)
- [Stories in Science \(database\)](#)