

Communicating Science for Impact - UT Austin

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Looking to better communicate with the public, your peers, and policy makers? Effective science communication, like any other skill, can be learned, practiced, and honed! You will leave this workshop with an elevator speech about your research, exercises you can use in your own classes to improve student communication, and (most likely) some new friends.

We take a hands-on approach to exploring some of the basics. This course is beginner-friendly with something for scientists and communicators of all experience levels, and is free to anyone within the Jackson School of Geosciences.

WORKSHOP AGENDA

- 10:00-10:30** **Introductions and Overview**
- 10:30-11:30** **Building a Common Vision**
Explore our assumptions, with appreciation for different backgrounds and perspectives (aka 'Not everyone is like me?!').
- 11:30-11:35** **Quick break**
- 11:35-12:00** **Improv: Sound Motion/Pass the Clap/Molecules in a Box!**
Discover fun and simple ways to flex your muscles for observation while modeling a form of active listening.
- 12:00-1:00** **Lunch & group photo**
- 1:00-1:10** **Improv: Die, Not today → Mind Meld**
Practice active listening; find comfort outside your comfort zone.
- 1:10-2:00** **What's in a Word?**
It's not just those technical words that are the problem; identify jargon as a communication barrier.
- 2:00-2:15** **Break** (you've earned it)
- 2:15-2:40** **Improv: Mirror!**
Experience the dueling yet complementary roles of *presenter* and *audience* while reinforcing tenets of active listening and collaboration.

- 2:40-3:40 Elevator Pitches**
A swing, and a ...hit! Develop and practice a bite-sized way to share your research with different audiences.
- 3:40-3:55 Break**
- 3:55-4:55 Contentious Communication**
Uh-oh. Somebody said something I know to be scientifically untrue. What do I do?
- 4:55-5:05 Improv: And, But, Therefore**
Your research is a journey. Here's a quick and effective way to tell the story.
- 5:05-5:30 Debrief**
Let's talk.
- 5:30-7:00 Dinner**
- 7:00-8:00 Storytelling: Vivid Picture**
Leverage emotion and lived experiences to construct (and share) memorable stories

Congratulations! You've had a really full day. Relax and let it soak in.

Want more?

More science communication information at <https://www.unavco.org/education/professional-development/science-communication/science-communication.html> (or search for 'unavco science communication')

Instructor contacts:

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