Sci Comm Academy:
Practical Training in Science Communication

About the Program

Sci Comm Academy is a science communications training program offered by Science for Georgia that is made to guide scientists in building bridges across disciplines and out into the greater community. The goal is to limit the frustrations around communicating ideas to fellow-scientists, co-workers, bosses, the media, policymakers, and the general-public. This goal is achieved by teaching participants to frame their message toward their target audience in a way that is relevant, concise, and actionable.

A key feature of these courses is "last mile" content creation: creating relevance and action where ideas can be directly applied. Students are required to participate in pre-course and in-class activities and produce a tangible output.

These courses are geared towards early career science and technology (S&T) students and professionals and those who want to advance their science communication skills.

Sci Comm Academy Core Workshop

This 4-hour interactive workshop teaches the skills to identify and communicate with specific audiences. Students will learn how to make their message relevant, concise, and actionable to successfully advocate for their ideas with interested parties.

These skills will be applied to create a headline, structured outline, and executive summary / plain language abstract that can become a larger presentation, blog, letter, or paper. Students will have the option of sharing their content on Sci4Ga's searchable and curated Science Engagement Platform. Interested attendees can also inquire about scheduling a community-oriented talk.

Day 1 (2 Hours)	Day 2 (2 Hours)
Share Your Passion: Understand why your topic is important to you so that you can share it with others. Know Your Audience: Make what matters to you matter to your audience. Getting Started and Getting Organized: Collecting your thoughts into a main point. Exercise 1: 15-minute small group (3-4 students) session for students to get direct feedback on content creation with instructor.	Make Your Message Accessible: Basic writing structure to make your prose easy to follow. Remove the Clutter: Making your prose clean, focused, and simple but not patronizing. Pull it all Together: Create an action-oriented message. Go the Last Mile: The final module will addresses creating an executive summary / plain language abstract. Exercise 2: 15-minute small group (3-4 students) session for students to get direct feedback on content creation with instructor.
Office Hours: Students have the option to set up a 20 min 1:1 feedback session the next week to get critique of final product.	

Register: https://scienceforgeorgia.org/scicomm