# Practical Training in S&T Communication from Science for Georgia

#### About the Program

SciComm Academy is a communications training program offered by Science for Georgia that is made to guide science and technology students and professionals in building bridges across disciplines and out into the greater community. The goal is to limit the frustrations around communicating ideas to coworkers, bosses, the media, policymakers, and the general-public. Participants are guided in a process to frame their message toward their target audience in a way that is relevant, concise, and actionable.

## SciComm 90-min Workshop

Designed to be given as a professional development keynote or lunch-and-learn, the 90 minute workshop provides an overview of topic identification, audience relevance, basic storytelling, and a concise elevator speech. This can be presented in-person or online. This format has been utilized by the Orthopaedic Research Society, ComSciCon, the State Botanical Garden of Georgia, a division of Public Service and Outreach at the University of Georgia, the Atlanta Botanical Gardens Horticulture Group, and the Deal Center. **Group Size:** Unlimited **Cost:** \$1000

Personable and easy to dive in. I can see using things learned in this course for not only my research but also my passion projects.

## SciComm Academy Core Workshop (4 Hours)

Designed as an interactive learning experience, this workshop teaches the skills to identify and communicate with specific audiences. Attendees learn how to make their message relevant, concise, and actionable to successfully communicate their ideas with interested parties. This workshop can be presented in-person or online (in-person is preferable). Core content can be delivered over a series of sessions or as a half- to full-day workshop. This workshop has been utilized by Emory's Post-Doc Program, Emory's INSPIRE Program, Emory's Science Advocacy Network, Kennesaw State REU students, Georgia Gwinnett College, College of Coastal Georgia, Georgia State Environmental students, Georgia College & State Univ, Augusta University, and UGA's Learn by Leading Program.

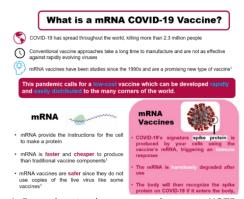
These skills will be applied to create a structured outline. The class chooses if they want to learn and create a research poster, elevator speech, lay abstract, fact sheet, executive summary, presentation, or interview skills. Trainees can request a 20 min 1:1 feedback session in the following month to get a critique of their final product. Interested attendees can also inquire about being a speaker at Georgia Science Junction or sharing their content on Sci4Ga's searchable and curated Science Lookup. Check out SciComm Trainee, Dr Maria Misiura, in a Tavern Talk. Class Size: Up to 20 students Cost: \$5000

#### 60-min Short Courses:

These courses assume participants can identify a message that is relevant, concise, and actionable. In all courses, attendees will walk away with content, checklists, and/or concrete action items.

Class Size: Unlimited Cost: \$1000

- Working with the media
- Introduction to the government and advocacy
- Science blogging
- Plain-language (lay) abstracts
- Effective use of visuals and colors
- Presentation skills
- Interview and resume skills



1. Example attendee generated content. NOTE – the efficacy statements were accurate in Feb 2021. They are not in 2022.



#### Instructor Bio

Amy Sharma, PhD, is the Executive Director of Science for Georgia. She has worked in academia, government, non-profit, and private industry. She received political and outreach training as a AAAS Science and Technology Policy Fellow, and obtained a PhD in Biomedical Engineering at Duke University.





## About Science for Georgia

Science for Georgia is a non-profit dedicated to creating a connected, vibrant, and sustainable science community, weaving science into the fabric of Georgia by making science trustworthy, accessible, inclusive, and a foundation of GA's prosperity. Its mission is to improve communication among scientists and the public, increase public engagement with science, and advocate for the responsible use of science in public policy.

