



SciComm Academy®

Make Science Matter. Communicate Effectively.

Practical Training in S&T Communication from Science for Georgia

About the Program

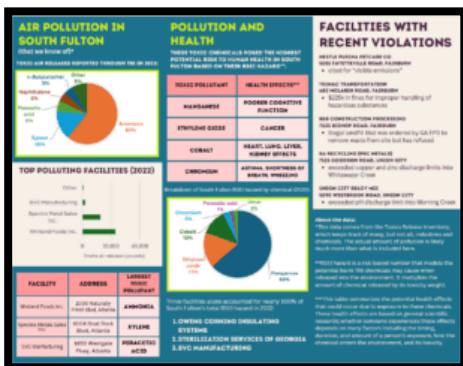
SciComm Academy® is a communications training program offered by Science for Georgia that is made to guide science and technology students and professionals in building bridges across disciplines and out into the greater community. The goal is to limit the frustrations around communicating ideas to co-workers, bosses, the media, policymakers, funding agencies, and the general public. This is accomplished by having attendees navigate real-life examples based on our ongoing nonprofit work. Work that is centered around building bridges between disparate audiences. In the process, participants learn to frame their message toward their target audience in a way that is relevant, concise, and actionable.

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.

Hands-on experience with Science for Georgia

In pursuit of our mission, Science for Georgia has developed practical techniques in plain language communications. We give students hands-on experience in these aspects of networking and technical convening by having them navigate a variety of real-life scenarios we have encountered, including:

1. How to appeal to your audience by empathizing with their needs.
2. Building networks and organizational partnerships across sectors.
3. Effective interactions with legislators.
4. Advocating for evidence-based, ethical, solutions.
5. Coalition building and grassroots development.
6. Technical communication with stakeholders that do not have science backgrounds.
7. Communication with the public and the media around technical issues: making strong statements without misinformation.



From these experiences, we are equipped to guide students through example situations such as:

- [A succinct media response](#) to misinformation about the biomass energy industry.
- [Creating a pamphlet for community outreach](#) about point source pollution health hazards in South Fulton (pictured at left).
- [Creating a one-pager](#) to quickly communicate and bring attention to energy burden issues in vulnerable communities.

SciComm 90-min Workshop

Designed to be given as a professional development keynote or lunch-and-learn, the 90-minute hands-on workshop immerses the trainees in the tasks 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

SciComm Academy® Core Certificate Workshop (4 Hours)

Designed as an interactive learning experience, this workshop teaches the general skills to identify and communicate with specific target 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 basic outline of relating technical information to a chosen audience. The class (or organizer) chooses the final learning exercise from options such as: research poster, elevator speech, lay abstract, fact sheet, executive summary, presentation, short videos, or social media stories. 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 40 students **Cost:** \$5000

Good workshop - I learned a lot that I can apply in the future.

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:** \$800

- Working with the media
- White papers
- Letters to the editor
- Introduction to the government and advocacy
- Effective use of visuals and colors
- Presentation skills
- Storytelling with data



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. 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.