



EAB

University Research Forum

How to Prepare Faculty to Talk About Their Research With External Stakeholders

Communicating the Value of Research: Part 2

March 22th 2018

Managing Your Audio



Audio

Audio Mode: ☒ Use Telephone
☐ Use Mic & Speakers

Dial: +1 800 555 1212
Access Code: 141-607-114
(and [additional numbers](#) ..)
You are connected to audio

If you select the “use telephone” option, please dial in with the phone number and access code provided

Audio

Audio Mode: ☐ Use Telephone
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[Audio Setup](#)

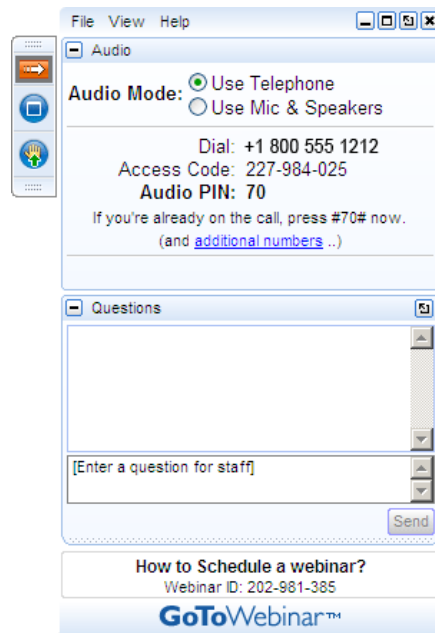
If you select the “mic & speakers” option, please be sure that your speakers/headphones are connected

Managing Your Screen



Use the **orange and white arrow** to minimize and maximize the GoTo panel

Use the **blue and white square** to maximize the presentation area



Managing Your Questions



To ask the presenter a question, please type into the question panel and press send



The screenshot shows a software window titled 'File View Help' with standard window controls. It contains two main panels:

- Audio Panel:** Features a 'Send' button at the top left. Below it, the 'Audio Mode' is set to 'Use Telephone' (indicated by a green dot). It displays the dial number '+1 800 555 1212', the access code '227-984-025', and the audio PIN '70'. A note states: 'If you're already on the call, press #70# now. (and [additional numbers](#) ..)'.
- Questions Panel:** Contains a large text input area with a vertical scrollbar. Below the input area is a label '[Enter a question for staff]' and a 'Send' button.

At the bottom of the window, there is a footer section with the text 'How to Schedule a webinar?' and 'Webinar ID: 202-981-385', followed by the 'GoToWebinar™' logo.



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Communicating the Value of Research: Part 2

March 22th 2018

Today's Presenter



Ingrid Lund, Ph.D.
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Our Full Webconference Series

Communicating the Value of University Research

Four Ways to Invest in Research Communications Staff

Learn ways to more effectively organize communications staff, foster collaboration across campus, and develop templates and protocols to improve staff competencies.

→ **AVAILABLE ON DEMAND**

How to Prepare Faculty to Talk About Their Research With External Stakeholders

Hear strategies to encourage faculty to engage in research communications, train them to speak to nonacademic audiences, and leverage strong communicators

→ **TODAY**

Wednesday, March 22nd
12:00 – 1:00pm ET

Five Strategies for Elevating Research Communications Efforts

Learn strategies for developing and assessing communication campaigns, improving your social media presence, and creating more compelling communications materials and events.

→ **Wednesday, March 28**
1:00 – 2:00pm ET
REGISTER NOW

Build a Better Research Website

Learn strategies for organizing and designing your research website to better engage stakeholders, highlight strengths, and demonstrate impact.

→ **Thursday, April 26**
1:00 – 2:00pm ET
REGISTER NOW

1

Why We Need to Tell Our Story

2

How to Prepare Faculty to Talk About Their Research With External Stakeholders

3

Questions?

Defining Contemporary Communication

	Traditionally, we include:	But today, we also need to include:
Audience 	Academia	Public at-large, corporate partners, philanthropic donors, and lawmakers
Metrics of Success 	Publications, grant dollars, citations	Social media followers, email click through rates, popular media exposure
Impact 	Discipline-specific	Economic and social impact, broader implications for humankind
Communication 	Academic and technical language	Plain English, concise and compelling language
Goals 	Engage peers, obtain federal funding for new discoveries	Engage broad set of stakeholders, obtain funding from diverse sources

Critical to University Research, Especially Now

Making the Case for Contemporary Communication

Four Key Reasons

Attract New Donors

- Need to communicate the value of faculty work to attract funding from non-traditional sources
- New donors care about impact instead of publications

Garner Public and Legislative Interest

- Create public support around work and the tax dollars that support it
- In some cases, must preemptively defend faculty work from less than trusting politicians

Secure NSF and NIH Funding

- With funding thresholds higher and higher, it's important to strengthen "broader impacts" section in proposals
- Crucial to justify needs to further public support of stagnating federal funding

Build Name Recognition

- Create awareness of your university in your city and nationally
- Helps retain top faculty and attract research partners and students



Public (Dis)Engagement

While Data Vary, It's Clear There is More Work to Do

Unengaged in Science...

81%

Of public cannot name a living scientist

66%

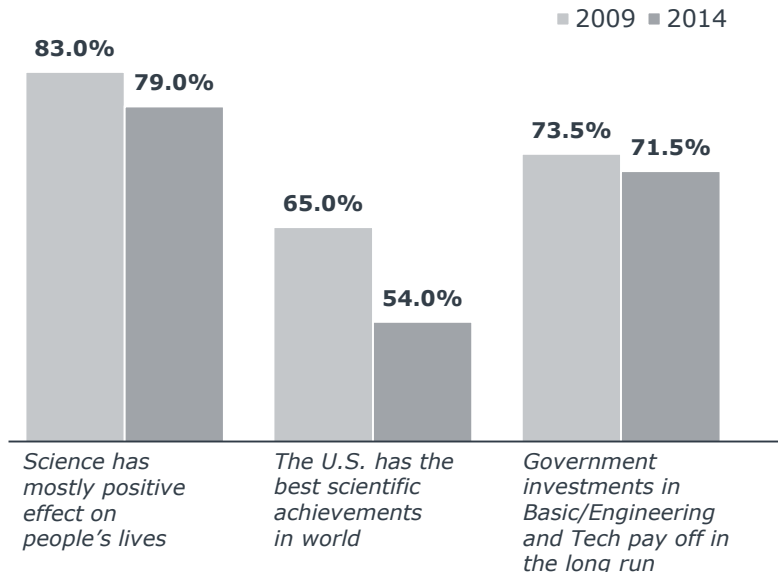
Of public cannot name where science is done

60%

Of public do not report having confidence in science

...And Signs That Opinions Are Slipping

Public Opinions About Value of Science



Breaking Through the Noise

Effective Communication Strategy Is Complex

A Ton of Noise in the Public Sphere...

330+

Research universities

6,000+

Research articles published every day

500M

Tweets per day

...And With Each Communication, a Series of Strategic Decisions:



Which **research project** should we feature in our communication?



How do we **frame** the message?



What are the best **channels** to communicate our message?



What is the **best time** to send our communication?



Who is our target **audience**?



How can we **measure** our communication's success?

Faculty Untrained, Raising Questions About Media



Faculty Inexperienced...

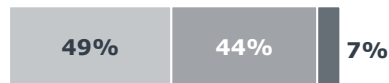


- ✓ Trained for technical communication
- ✓ Primarily rewarded for communications within expert field
- ✗ Untrained in public outreach and other communications strategies
- ✗ Unconvinced of immediate career value of communicating research

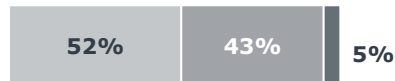
...And Pointing Fingers Back at the Media

Percent of AAAS Scientists Saying Each is a _____ Problem for Science in General

Public expects solutions too quickly



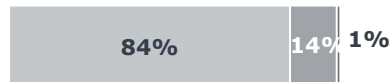
News media oversimplify findings



News reports don't distinguish well-founded findings¹



Public doesn't know much about science²



■ Major Problem ■ Minor Problem ■ Not a Problem

1) Percentages do not add up to 100 due to rounding

2) Percentages do not add up to 100 due to rounding

Three Core Imperatives for CROs

1 Build Staff Capabilities and Coordination



- Coordinate with communicators across campus
- Invest in communications staff to effectively seek and develop research stories
- Foster relationships between communication staff and faculty

2 Cultivate Faculty Engagement



- Engage faculty in value of broad communications
- Train faculty to communicate value of research in plain English, focusing on potential community and societal impact
- Identify and leverage specific faculty for communication leadership

3 Optimize Communication Channels



- Build followers and engage the unengaged
- Invest in focused efforts to convey specific messages to specific audiences through the appropriate channel
- Improve research website and social media presence to become more compelling
- Systematically evaluate communication efforts to determine effectiveness

Telling the Story of Research

Tactics for Communicating the Value of University Research

1.

Building Staff Capabilities and Coordination

- 1) Campaign-Based Templates
- 2) Purpose-Driven Collaborations Forums
- 3) Beat Reporting
- 4) Faculty Feedback Protocols

2.

Cultivating Faculty Engagement

- 5) Faculty Media Spotlight
- 6) Immersive Training
- 7) Faculty Leader Fellowship

3.

Optimizing Communications Channels

- 8) Targeted Campaigns
- 9) Website Enhancement Audit
- 10) Social Media Improvement Guide
- 11) Compelling Content Library
- 12) Community-Connected Events
- 13) Strategic Scorecard

1

Why We Need to Tell Our Story

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How to Prepare Faculty to Talk About Their
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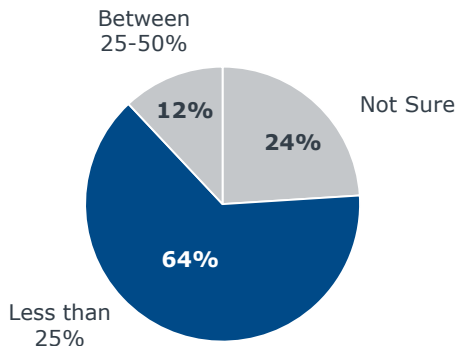
3

Questions?

Your Most Valuable Communications Asset

Faculty an Underutilized Fleet of Research Ambassadors

What Percentage of Research-Active Faculty at Your Institution Speak Regularly with the Media?¹



80%

Of communications survey respondents would like their institutions to provide formal training to faculty to better communicate their research when approached by the media

The Potential Benefits of Utilizing Faculty for Research Communications



Messaging is most powerful when delivered by the researcher who made the discovery



The more researchers can talk with the media, the further the reach of the university brand



Many researchers are going to use social media to talk about their work anyway, but communications training can help to send the right message

1) Regularly defined as twice a year or more.

But Faculty Want to Know: What's in It For Me?

Motivating Faculty to Develop Their Skills

The Value of Faculty Research Communication



Reach New Donors

Broad communication efforts may attract new philanthropic donors and corporate partners



Attract Talent

Highlighting faculty research in broader forums may draw attention from students, techs, and post-docs



Hone "Broader Impacts" Message

Effective public communication can help faculty craft the "broader impacts" message through intentional consideration of how their work matters to the public



Helps Faculty Fill Advocacy Role

Communication helps faculty educate the public about their work and promote the importance of research in the public sphere

Not All Will Be Successful

Leverage Faculty Differently Based on Engagement and Skill Level



The Engaged and Skilled

- Refresh on basic training
- Cultivate skills
- Use as champions to engage other faculty



The Interested, But Untrained

- Provide basic training
- Encourage media interactions



"I'd rather talk to my cell cultures"

- Provide basic training
- Use for media interactions only when necessary

Tactic #5:
Faculty Media Spotlight

Tactic #6:
Immersive Training

Tactic #7:
Faculty Leader Fellowship



"There are people who are **afraid to come out of their shell** and there are people who are **shameless self promoters**, and then there are those in the middle who **can talk about their research with some preparation and training**. Those are the people you can draw in by offering professional development."

*Terry Devitt, Director of Research Communication
University of Wisconsin, Madison*



Encouraging Faculty Participation

Signal Value by Recognizing Faculty Communication Efforts

Regular VPR communications rarely include research communications...

- ✓ Research expenditures
- ✓ Research office services
- ✓ New grants and awards
- ✓ Funding opportunities
- ✗ Research communications

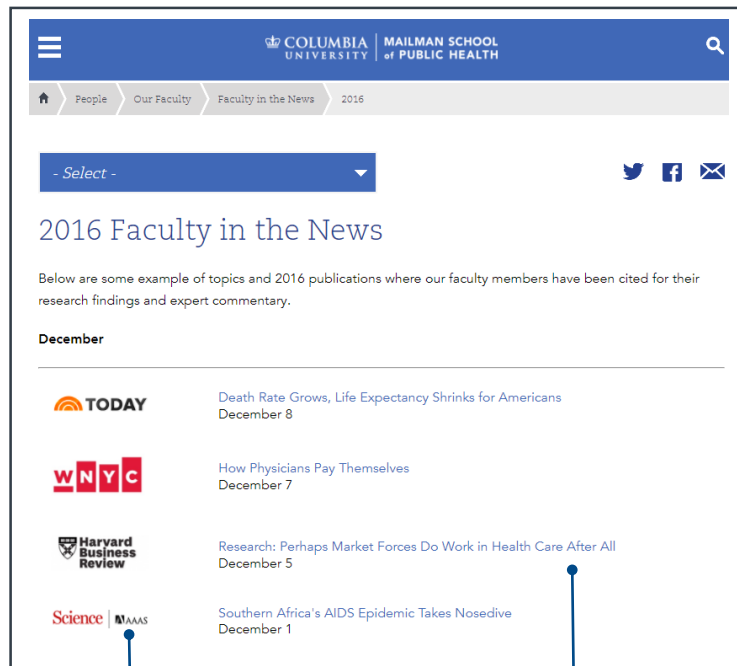
...But recognizing faculty efforts can boost participation

- ✓ Signals that research leaders value faculty communication efforts
- ✓ Exposes faculty to peer involvement in research communications
- ✓ Positively reinforces faculty already committed to research communications
- ✓ Provides faculty with specific ideas for how to communicate (e.g., topics, outlets, messaging)

Strategies for Highlighting Faculty Successes

Four Ways to Recognize and Encourage Faculty Research Communications

- 1 Incorporate articles into internal research magazine
- 2 Call out on social media (e.g., retweets, posts)
- 3 Include media achievements in research newsletters
- 4 Create monthly or annual awards recognizing successful research communication



Source icon increases reader recognition

Link to specific article so readers can easily access content

Taking It a Step Further

Moving from Spotlighting, to Analyzing, to Following-Up

Three Steps for Maximizing the Effectiveness of Faculty Media Spotlights



Spotlight

Signal value by highlighting faculty communication efforts through multiple channels



Analyze

Track and analyze trends in faculty communications and media mentions over time

1. What types of communications and topics proved popular in the media?
2. What are the most common media outlets featuring faculty research?
3. What types of responses and outcomes did communications efforts stimulate?



Follow Up

- Follow up with faculty a few months down the road to determine what came out of their communications efforts and media mentions
- Build relationships with commonly utilized media outlets
- Use analysis to advise faculty, adjust messaging

Develop Your Researchers' Communication Skills

Teaching Faculty How to Tell the Story of Their Research



Status Quo on Campus

- Interest in providing training
- Guidelines for communications
- No formal communications training



Training Goals

- ✓ Using visuals to communicate research
- ✓ Sharing research on social media
- ✓ Communicating research impact without jargon

Case in Brief: Duke University

- Private Research University located in Durham, North Carolina
- University Doctoral Universities: Highest Research Activity
- \$1B+ in research expenditures in FY2015
- Director of Research Communications wanted to provide research communications training that had been highly successful at previous university
- Developed interactive training seminars to teach faculty how to communicate through a variety of media outlets
- Full day seminars delivered within colleges and departments improved attendance and engagement



Delivering Training in a Full Day Format

Covering All the Bases at Duke



Training Agenda

9:00 – 10:15 Introductions and SciComm101

10:15 – 11:00 Elevator Pitches

11:00 – 11:15 Break

11:15 – 11:45 The Power of Visuals in Science Communication

11:45 – 12:30 Social Media

12:30 – 1:00 Lunch

1:00 – 1:15 Social Media II

1:15 – 2:15 Improv and SciComm

2:15 – 2:30 Break

2:30 – 2:45 Brief Intro to Different Kinds of Interviews You Might Encounter

2:45 – 4:15 Practice Interviews

4:15 – 4:30 Wrap-up/Evaluation Survey

Planning for a Successful Day

- ✓ Interactive training weaved in with didactic sessions
- ✓ Practice communication sessions with peers
- ✓ Non-interactive portions of the training broken up with breaks/lunch

Interactivity Is the Best Training Tool

Participants Practice Communication Skills in Fun and Interactive Ways



Elevator Pitches

"Cocktail party" exercise

- How do you respond at a party when asked "So... what do you do?"
- Researchers take turns practicing how they would answer
- Gives researchers the opportunity to talk about their research in the most casual setting



Improv & SciComm

Playing "The Gong Show" to recognize jargon

- Can you describe your research using words that anyone can understand?
- Researchers present the impact of their work and the audience hits a gong when they hear highly technical language
- Offers practice talking about research without using jargon



Practice Interviews

Using Skype to develop presentation awareness

- When you are interviewed on camera, how do you present yourself?
- Researchers are mock-interviewed in a separate room and Skyped into an audience of peers; they get feedback on how they present themselves
- Increases researchers awareness of their physical presence when they talk about their work

Unlocking the Format That Works

Full Day Trainings Within the Department Reap More Benefits



Shorter, Recurring Seminars Offered to All Departments...

- ✗ Value diminishes if faculty can't attend all sessions
- ✗ Training (and marketing) must appeal to a diverse audience
- ✗ More difficult to communicate meaningful support from leadership
- ✓ Diversity of participants helps researchers recognize and correct their use of jargon

...Versus Full Day Comprehensive Seminars Within Departments

- ✓ Single training session ensures that all content is delivered at once
- ✓ Training can be tailored to relevant subject areas
- ✓ Top-down support communicated at the specific department level (Deans) in addition to the Provost
- ✗ Researchers within departments might be more comfortable with use of jargon in their field



A Range of Benefits Gleaned from Training

Raising Faculty Confidence and Competence Improves Media Engagement



Builds Confidence for Researchers

Researchers become more comfortable speaking with the media after some practice



Helps Young Faculty Avoid Pitfalls

Without intervention, early career faculty can become discouraged by unsuccessful media interactions



Promotes Communication Opportunities

Faculty are introduced to platforms (like university social media pages) they may have not used before



Introduces Tools for Communication Support

Faculty know who to contact for help when they want to tell a story



Produces More Useful Media Engagement

Reporters and journalists get better stories from trained faculty

You Can Also Outsource It

Two Options Dominate the Communications Training Marketplace

Alan Alda Center
for Communicating Science®

 AT STONY BROOK UNIVERSITY

Training in Brief

- 1.5 Hour Plenary Sessions for large audiences
- Weeklong Bootcamps for individual participants (16-32 attendees)
- 1-3 Day Workshops:
 - On campus
 - 8:1 participant to instructor ratio
 - Focused on improving connections to audience and decreasing jargon
- Post-Training Practice Opportunities
 - Science on Tap
 - The Flame Challenge
 - Web Shows

~\$530-\$1,300 Per Attendee



ADVANCING SCIENCE. SERVING SOCIETY

Training in Brief

- 3 Hour Workshops for maximum 50 attendees
 - Focused on organizing communication and reaching the audience
 - Relies on personal goal setting
 - 50:1 participant to instructor ratio
 - Workshop content:
 - Communication Fundamentals
 - Social Media
 - Engaging Key Stakeholders
- Communication Toolkit
 - Online resource
 - 2,300 visitors/year

~\$90-\$120 Per Attendee

The Superstars of Research Communications

Leveraging Skilled Faculty Communicators to Train Others

The Engaged and Skilled

- Refresh on basic training
- Cultivate skills
- Use as champions to engage other faculty

Limited Faculty Communication



11%

Percent of research active faculty engaged in communicating broad impact of research



Bringing the Most Funding to Campus

The top 10 funded researchers on campus are among this subset of regular communicators

Case in Brief: University of Denver

- Private Research University located in Denver, Colorado
- University Doctoral Universities: Higher Research Activity
- \$16M+ in research expenditures in FY2015
- Wanted to identify the best candidates for more intensive communications training
- Developed proposal for Public Impact Fellows Program, an exclusive faculty communications training program led by top communicators and communications experts



Expanding on the Communications Basics



Details of Advanced Training at DU



The Public Impact Fellows Program



Two-Way Selection Process

- Faculty must apply
- Leaders choose participants based on research areas and communication potential



Peer and Expert Facilitation

- Training delivered from successful, top DU communicators and outside communications experts



Monthly Discussion-Based Cohort Meetings

- Fellows share their experiences as they learn and practice their communications strategies



Biennial Campus-Wide Workshops

- Fellows present their experiences and skill development to the larger faculty community and encourage future fellowship participation

Fellowship Objectives

- ✓ Identify disciplinary differences in effective modalities
- ✓ Help faculty determine their preferred communication outlets
- ✓ Find the metrics that communicate the value of unique research areas

Leveraging Confidence from the Top Down

Endorsement from Leadership Provides Funds and Confidence

Winning Support From Key Campus Leaders

- *Chancellor*
- *VC of Marketing and Communications*
- *VC of Advancement*

~30%



Percent increase in funding granted for 2-year pilot program to launch full scale Public Impact Fellows Program

The Keys to a Winning Proposal

1

Make The Case for Urgency

Data on communication ROI is limited, but ties can be made to trends in research communication training, overall funding shifts, and public perception of university research

2

Demonstrate Current Faculty Support

Initial workshop "Communicating Research: Strategies for Public Engagement" showed strong faculty participation

3

Have a Clear Assessment Strategy

Success of the program will be evaluated based on:

- Overall citations
- Funding acquired
- Media placement rate (compared to both national and DU averages)

Making the Most of Your Membership

Research Communications Services and Resources

www.eab.com/urf/researchcommunications

Services



Facilitated Onsite Presentations

Our experts visit campuses to lead sessions highlighting key insights for senior leaders and helping internal teams select the most relevant practices and next steps



Research Strategic Plan Review

Receive a personalized evaluation of your strategic plan along with feedback and recommendations



Schedule an Expert Phone Consultation

Let us be your thought partner in strategizing about your research communications approach



Ask EAB

Send us your institution-specific questions. Our team will provide you with relevant practices, resources, and next steps

Resources



Communications Self-Assessment

Use this self-test to assess the current status of research communications on your campus



Effective Media Conversations Planning Worksheet

This tool will help communications staff guide conversations with faculty who are preparing to speak with the media



Research Website Self-Audit

Complete this checklist to evaluate how your research website measures up in terms of the 14 most valuable website features



Research Fact Sheet Template

Use this template to develop your own fact sheets that articulate the value of research in a compelling way to key stakeholders



Social Media for Research Communications

A guide for increasing public engagement through social media communications

1

Telling the Story of Research

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Questions?

Questions?



To ask the presenter a question, please type into the question panel and press send



The screenshot shows a GoToWebinar window with a menu bar (File, View, Help) and window controls. It features two main panels: 'Audio' and 'Questions'. The 'Audio' panel includes radio buttons for 'Use Telephone' (selected) and 'Use Mic & Speakers', along with dial, access code, and audio PIN information. The 'Questions' panel has a text input area with a placeholder '[Enter a question for staff]' and a 'Send' button. At the bottom, a banner displays 'How to Schedule a webinar?' with a webinar ID and the GoToWebinar logo.

File View Help

Audio

Audio Mode: ☒ Use Telephone ☐ Use Mic & Speakers

Dial: +1 800 555 1212
Access Code: 227-984-025
Audio PIN: 70

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(and [additional numbers](#) ..)

Questions

[Enter a question for staff]

Send

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Next Meeting Series Around the Corner

Our 2018 Agenda

Research Enterprise Strategy in the Trump Era

- Federal policy trends and their implications for research growth strategy
- Assessing and competing for best-bet federal funding opportunities

Confronting the Future of Facilities and Administration (F&A) Funding

- Articulating the value of F&A internally and externally
- Effective policies and procedures to maximize F&A recovery

Helping Faculty Achieve Their Full Research Potential

- Supporting faculty to increase extramural funding
- Best-in-class grant writing boot camps, internal review panels, and mentorship programs
- Holistic career development to retain faculty and keep them engaged in the research enterprise

Small-group breakout workshops

An opportunity to get more customized support to help you:

- Build and maintain partnerships with corporations
- Communicate the value of university research
- Tackle the mounting burden of research administration

Register Now!

National Meetings:

Executive Sessions:

*June 20, 2018
Washington, DC*

*August 10, 2018
Chicago, IL*

*October 16, 2018
Dana Point, CA*

Team Session:

*September 13, 2018
Washington, DC*

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Thank You!

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