

# University Research Fact Sheet Guidelines

Institutions need to better articulate the value of university research to a broad group of stakeholders, ranging from boards and legislators to the general public. Create a compelling one-pager that communicates the value and impact of university research on the local community using EAB's guidance below.

## 12 Suggested Fact Sheet Components

**1** Institutional logo

**3** Statement illustrating the problem in community-specific terms


**4** Graphical description of the problem

**6** Statement showing how institutional research seeks to address the problem

**7** Subtitle and examples of research

**10** Graphical depiction of the statistic

**11** Contact information



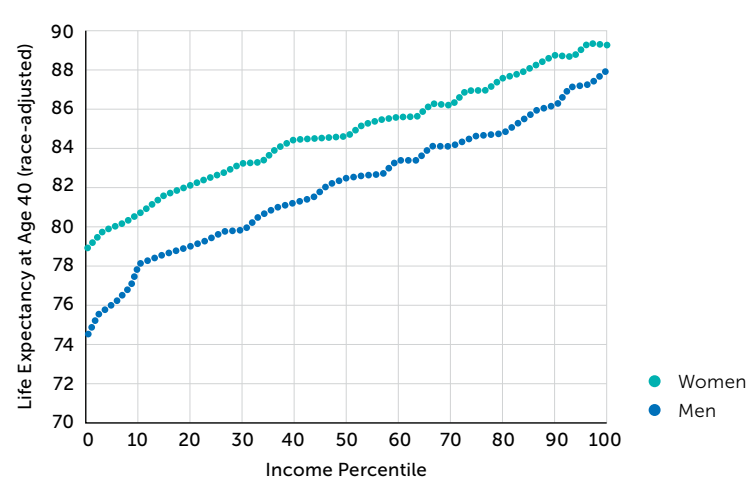
### EAB University Research Investment Saves Lives and Money

**2** Title

**PROBLEM**

Health disparities are preventable differences in the burden of disease, injury, violence, or opportunities and access to achieve optimal health that are experienced by socially disadvantaged populations.

**Life Expectancy at Age 40 by Household Income Percentile for Men and Women, 2010–2023**




**SOLUTION**

EAB University helps lawmakers create equitable health care reform.

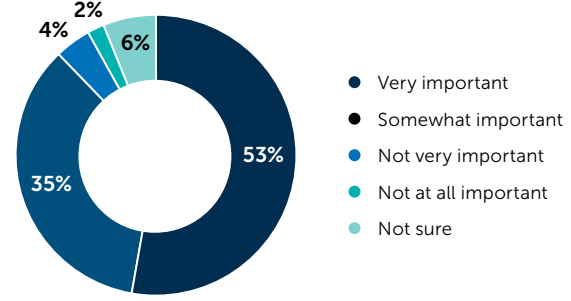
Researchers identified significant data on health disparities for the following populations:

- Black Americans
- Latinx
- Women



The Latinx population is **three times less likely** to have health care coverage compared to the majority of the US population.

**How important is it for Congress to assign high priority to ensuring faster medical progress?**



**53%**

of adults believe it's **very important** for Congress to prioritize faster medical progress.

**5** Key statistics illustrating the problem

**8** Evidence of research impact


**9** Statistic showing public views of the topic's value and importance


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[#EABUniversityResearch](https://twitter.com/EABUniversityResearch)


**12** Research hashtag or social media information


## General Design Recommendations


 Create infographic-style charts and visuals


 Print in boldface key components of the text

 Keep text to a minimum (e.g., running text should take up one-quarter to one-half of the fact sheet)

 Use icons to visually reinforce text

 Increase text size of key statistics and data points

 Customize text and box colors to match your institutional colors

 EAB

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