

# **EFFECTIVE PROJECT COMMUNICATIONS/DISSEMINATION**

**NSF JAM 2011 WORKSHOP**

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**JUNE XX, 2011**



# INTRODUCTION

## ORDER OF PRESENTATIONS

- **Communication Mechanisms/Media**
  - **Active** Information Dissemination (Beverly)
  - **Passive** Information Dissemination (Marjorie)
  - **Interactive** Information Dissemination (Neville)
- **Benefits and Costs of Communication** (Joan)
- **Challenges of Communication** (Kay)
- **Concluding Remarks** (Neville)
- **Q&A** (Neville)





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**BREAK**





# Communication Mechanisms/Media

## Active Information Dissemination

### Definition

- The periodic and proactive release of information in the absence of a request

Provide information, follow up with personal contact via phone or in person (short feedback loop)



# **Communication Mechanisms/Media**

## **Active Information Dissemination**

### **Audience**

- **Prospective STEM students**
- **Other state institutions**
- **Other AMP institutions**
- **Community partners**

- 
- **NSF**



# **Communication Mechanisms/Media** **Active Information Dissemination**

## **Forums for Active Dissemination**

- **Workshops/Conferences**
- **Press releases**

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- **Presentations**
  - **Outreach efforts**



# **Communication Mechanisms/Media** **Active Information Dissemination**

## **Pros and Cons**

### **PROS:**

- **New information to audiences**
- **Increase familiarity by periodic contact**

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### **CONS:**

- **Information overload**
- **Audience apathy**



# **Communication Mechanisms/Media**

## **Active Information Dissemination**

### **Counteracting Information Overload**

**Present materials that are  
visually stimulating with use  
of:**

- **Color**
- **Font**

- 
- **Photos**
  - **Logos**
  - **Information Restraint**



## **Communication Mechanisms/Media** **Passive Information Dissemination**

### **Media**

- **Hard copy / printed publications**
  - **Electronic newsletters**
- 
- **Email**
  - **Website and online social networking**



# **Communication Mechanisms/Media**

## **Passive Information Dissemination**

### **Effectiveness**

- **Empowers & validates all stakeholders**
  - **Fosters resource leveraging & capacity building**
  - **Facilitates student summer research exchanges**
- 
- **Supports sharing of best practices**



# **Communication Mechanisms/Media**

## **Passive Information Dissemination**

### **Audience**

- **National Science Foundation/HRD**
  - **Top-Level University Leadership**
- 
- **STEM Deans, Faculty, Staff, & Students**
  - **Community Partners**



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**BREAK**

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# **Communication Mechanisms/Media**

## **Interactive Information Dissemination**

### **Objectives**

- **Facilitate and encourage interactive collaborative research across STEM disciplines, institutions and agencies by reducing communication impediments**
  - **Facilitate formation of communicative research and academic ties on student-to-student and student-to-professor levels.**
- 
- **Enable students to build their own portfolios and keep an organized account of their academic endeavors, research experiences, achievements and professional development**



# **Communication Mechanisms/Media** **Interactive Information Dissemination**

## **Institutionalization – NYC LSAMP**

### **Historical**

- 1998 -- Directive to focus on more than a static website at Annual LSAMP Conference hosted by All Nations LSAMP

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- 1999 Survey of incoming Freshmen on what they wanted to see in a Virtual Community; assigned two freshmen to build the community – Project STEM.



# **Communication Mechanisms/Media Interactive Information Dissemination**

## **Institutionalization – NYC LSAMP**

### **Human Resource Development Impact**

- Lead developers in 1999 both completed MS degrees
- A third developer who made major contribution now in the third year of Doctoral studies at Stanford University. A second will start doctoral studies at Cornell University.

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- Twenty students have worked with Project STEM 1999-2011
  - Maintain 3-person team of two Graduate Students and one Undergraduate
  - An Activity Coordinator position created



# **Communication Mechanisms/Media** **Interactive Information Dissemination**

## **Institutionalization – NYC LSAMP**

### **Program Management/Elements**

- **Open Membership to ProjectSTEM – not limited to NYC Alliance members who are LSAMP Research Assistants or Faculty.**
- **Social Network features**
- **Member Accounts, Profiles, Bios, Abstracts**
- **Message Boards/Discussion**

- **Research Assistantship applications**
- **Biweekly Research Certifications**
- **Conference Management**
- **Student Evaluations**
- **NYC Alliance Newsletters**



# **Communication Mechanisms/Media** **Interactive Information Dissemination**

## **Alliance Partners Impact**

- **Solidifies purpose and goals system-wide**
  - **Showcases common and unique retention efforts**
  - **Values qualitative and anecdotal information**
- 
- **Promotes state and nationwide sense of community & engagement**



# **Communication Mechanisms/Media** **Interactive Information Dissemination**

## **Undergraduate Influence & Impact Across Alliances**

- Awareness of peer activities & achievements
  - Confidence building, role modeling
- 
- Motivation to stay focused on degree path
  - Learn from others' experiences



# **Communication Mechanisms/Media** **Interactive Information Dissemination**

## **Lead Campus: Hub for Information Sharing**

- **Dedicated lead staff person**
- **Regular, consistent outreach via email and phone**
- **Specific requests: Student Profiles**

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- **Profile interview process: in-person, phone, email**





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# Benefits and Costs of Communication

## Benefits

Making your Program Real



## Costs

Getting Info & Photos





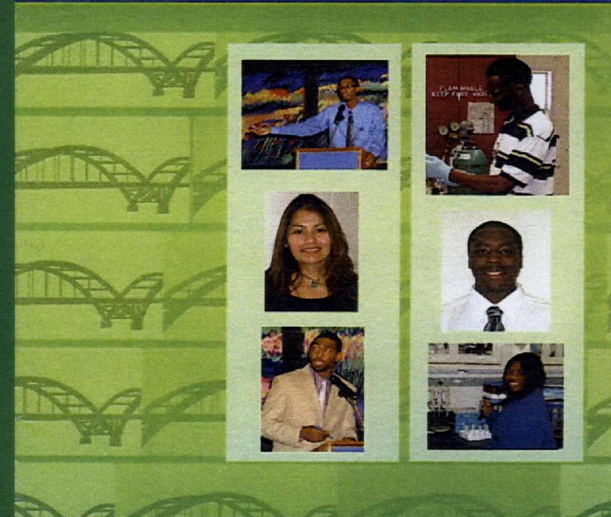
# Benefits and Costs of Communication

## Benefits Building Relationships



## Costs Writing & Design / Time

*Louis Stokes Mississippi Alliance for Minority Participation's  
Bridge to the Doctorate Program  
at Jackson State University*



*Building Bridges to Doctoral Degrees  
in Science, Technology, Engineering and Mathematics*

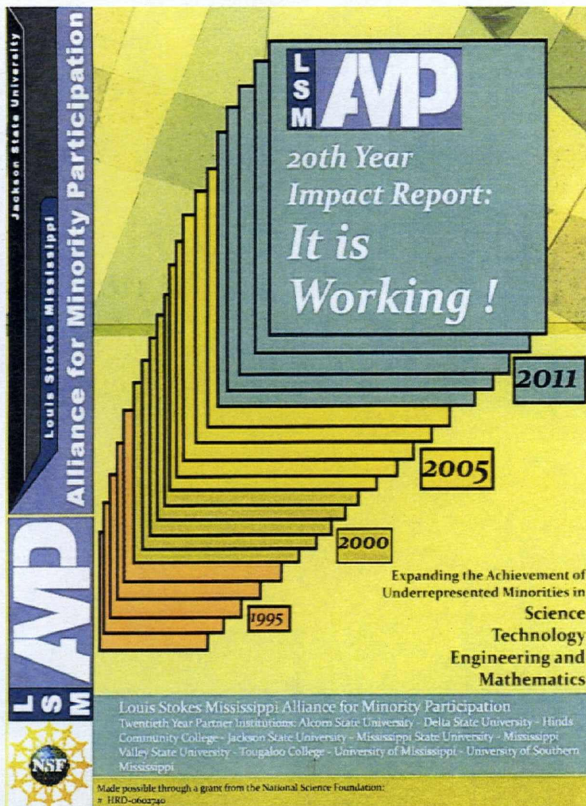
Through a grant from the  
National Science Foundation  
# HRD-0115807



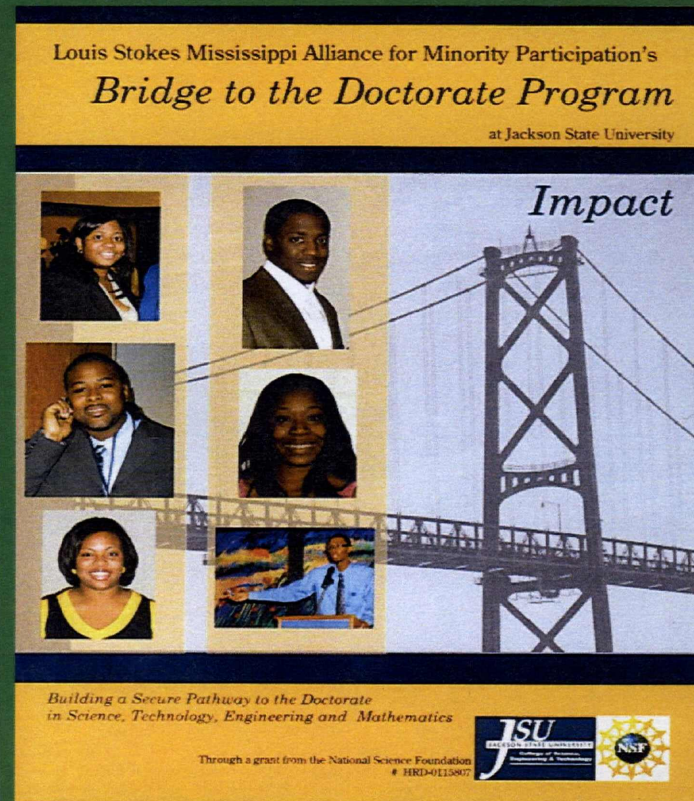


# Benefits and Costs of Communication

## Benefits Lobbying\*



## Costs Printing







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# **Challenges of Communication**

**1. Social Media**

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**2. Conventional /  
Print Media**



# Challenges of Communication

## SOCIAL MEDIA

- Diversification is the answer: Because each social network creates a “segmented” audience, one must use all social media networks, accounts (twitter, e-mail, Facebook), create an APP, etc., to reach everyone.

- Students are no longer “seekers of information” but rather “expectant that the information will find them.”

- Students get so much information they are uncertain as to what is “*really*” important.

- Social media provides INSTANT access to information



# Challenges of Communication

## CONVENTIONAL/PRINT MEDIA

- Cost
- Very few read newspapers.
- Cyber news has taken the place of conventional media.

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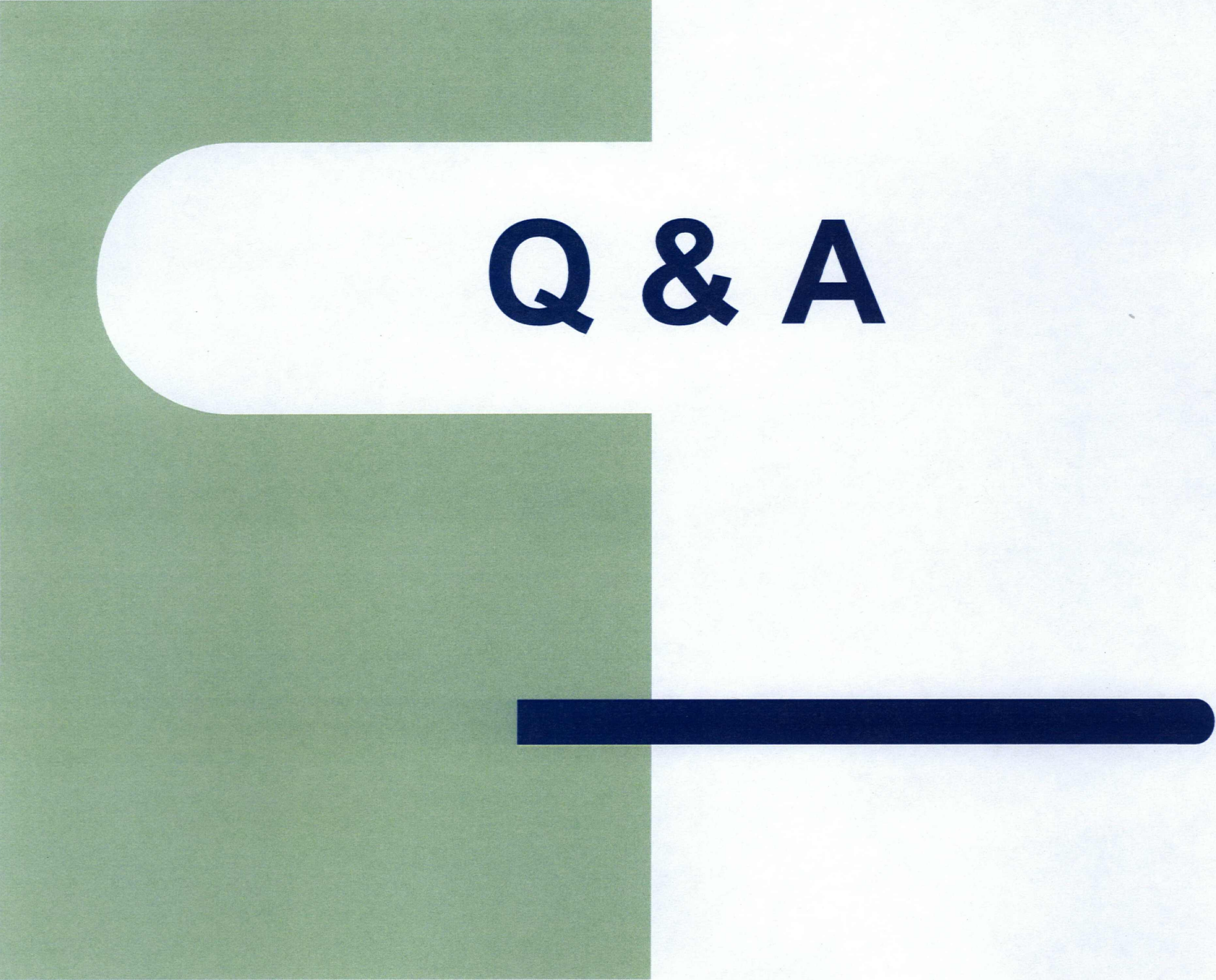
● Blogging is a great way to get the message out.



## Concluding Remarks

- Summarize as Segueway to Q&A





# Q & A