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SciComm - Effective Science Communication

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## Training Undergraduates to Sell It: #SciComm in an Ecology Course

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***Training Undergraduates to***



***sell it***

***#SciComm in an Ecology course***

Image Credit: <http://www.textbookdollars.com/blog/science-students-sell-used-college-textbooks/>

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SciComm 2016



ScienceofPeople.com

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<http://blogs.nature.com/naturejobs/2013/01/28/getting-an-internship-in-science-journalism/>



*Soft Skill?*





**NO!**

# Essential Transferable Skill

“Students would be better served by an education that is integrated with the **job market** they will encounter post-graduation, and one that provides not only technical skills but also the soft **skills** that are most in demand by employers such as **communication...**”

# Undergraduates... #SciComm 'natives'?



SCIENTIFIC  
AMERICAN®

 *Cross-Check*

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# What Should We Teach When We Teach Science Communication?

We just began a new undergraduate program in Science Communication at my school, Stevens Institute of Technology, and I'm agonizing over what to teach.

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By John Horgan on February 20, 2014  10

<http://blogs.scientificamerican.com/cross-check/what-should-we-teach-when-we-teach-science-communication/>





**#SciComm**

**Videos**



**Blog Posts**

**Science  
Journalism**



# #SciComm in a senior Ecology course

Course-based undergraduate research experience (CURE)



***Ecosystem services at the  
wildland - urban interface:  
involving undergraduates in  
ecological investigations***

# #SciComm Oral Presentations

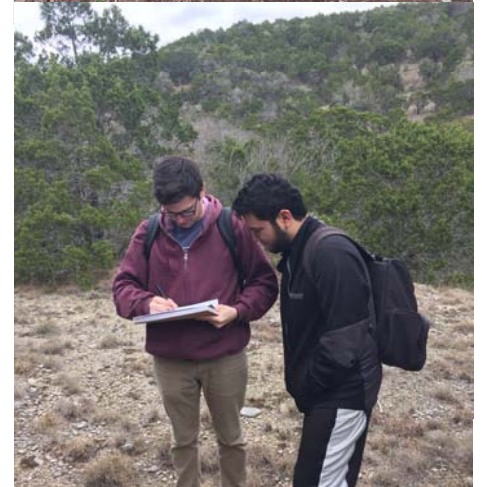
## Pre- assignment

“Summarize the Results of an ecological research project related to the effects of urbanization on ecosystems. The research summaries will be presented orally to the class - 5 minutes per group.”



# #SciComm Oral Presentations

## Post- assignment



# #SciComm Blog Posts

## Pre-assignment

**“Nature, it’s all Around Me”**

**“Plants & Plots”**

**“Desperately Seeking Species:  
A Look Into the Ecological Methods  
of Determining Diversity”**

*Everyday, we think that evolution  
Is about development and urbanization  
And we forget to work on the technology  
That will help us preserve earth’s biodiversity.*

*So put away your iPhone,  
And let’s start lesson number one.*

# #SciComm Blog Posts

Post-assignment



# **FUTURE #SciComm** with undergraduates



# Want to collaborate?



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<http://news.unl.edu/newsrooms...>