



Latham Science Communication Project

4-1-2019

Getting to UI Biology Department's Distinguished Faculty

Tyler Jackson
University of Iowa

Copyright © 2019 Tyler Jackson

Hosted by Iowa Research Online. For more information please contact: lib-ir@uiowa.edu.

Getting to UI Biology Department's Distinguished Faculty

By Tyler Jackson



Logo for the Getting to Know UI Biology Department's Distinguished Faculty Individual Project. Recording giving my summary and reflection of the project is also shown to the right.


The individual project I executed was a way to spark interest and express appreciation for a few of the retired professors at the Biology Department of the University of Iowa. The most influential moment for this project came from the first semester of the Latham Fellowship Program. As part of the requirements for the Latham course, all Latham Fellows had to complete a profile story for a person of their choosing. This assignment offered me a potential direction for an individual project idea, especially since the person I used for the profile story was a retired professor at the University of Iowa. Interviewing and relaying the work of retired professors to others became a sort of obsession of mine and decided to take it the next step further with the Getting to know UI Biology Department's Distinguished Faculty individual project.

The project was meant to help raise awareness for the achievements the Emeritus faculty had made to the biology department and present some interesting facts for students to learn about. This project obviously didn't come together in one day, in fact, it took a whole semester to get this project on the road. The project began by planning out the Spring semester during the Winter break and choosing candidates for the project. By the end of Winter break, I had chosen Joseph Frankel, John Menninger, and Jonathan Poulton. When Spring semester came around, interviews were carried out during January and February. As in the first semester, I disseminated what I learned to the public in the form of profile stories. I did need a little assistance with how to make some of these profile stories the most effective they could be. That was thanks to the help of all three professors, Richard Lewis, and Latham Fellow Nicolas Psihoyos. The pictures of each professor are shown below and are ordered as follows: Joseph Frankel, Jonathan Poulton, and John Menninger. Now on to the event phase.



Photographs of all three professors. From left to right: Joseph Frankel, Jonathan Poulton, and John Menninger


April 8th was the tentative date for the Meet-and-Greet event I wanted to carry out in addition to the profile stories and I was certainly nervous for it. It included an advertising phase 1-2 weeks prior to the date of the event, which I used to publicize the profile stories along with the event. Platforms included social media (Twitter and Facebook) where Latham Fellows Tim and Rikki, Lori Adams, and Steve Kehoe helped spread the word. I also had Steve help me out with sending advertisements out to students and faculty alike via email and through the University of Iowa Department of Biology's website. Lastly, I had digital signage and flyers posted all over the Biology Building and Biology Building East for people to look at (digital signage seen below).



Getting to
Know UI
Biology
Department's
Distinguished
Faculty
Spring 2019

**Guess who studied with Dr. Francis Crick
and Dr. Matthew Meselson? Breeds
Daylilies? Became a protozoologist?**

**Monday, April 8
4:00-5:00 PM
Iowa City Public Library
Meeting Room A**



Professor Joseph Frankel Professor Jonathan Poulton Professor John Menninger

Meet three acclaimed retired professors from the Department of Biology and learn about their interesting careers and backgrounds.
This event is open to the public.

Check out each professor's profile story at stem-o-sphere.org!

FREE PIZZA AND REFRESHMENTS!

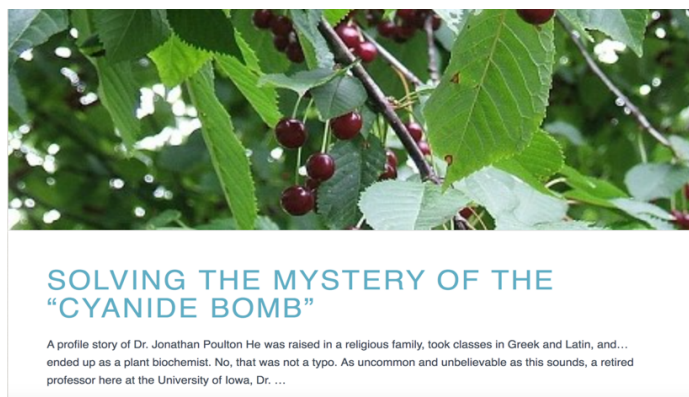
Digital signage used for the advertising of the event.

The event itself entailed a 30 minute formal presentation part and a 30 minute casual part. The formal part consisted of 10 minute speeches by each of the three professors featured at the event highlighting some of the interesting aspects of their careers. The last 30 minutes are

devoted to the casual setting and this is the part of the event where people could walk around and talk to each of the professors personally. This was certainly a face-to-face aspect of the event. The number of people that were able to attend the event was 15, which wasn't as many as expected, but I was satisfied. A small clip for the three talks is shown below. Each professor ended up talking a bit longer than planned but it was ok because the audience certainly enjoyed listening! I was able to extend some of the time at the end for a mock casual part so it wasn't all that big of a deal that the formal part was longer.

The project success was evaluated two ways. One of these ways was how well the profile stories reached out to others. The way to do this was by figuring out the number of people that viewed these stories and this could be accomplished with the help of Stem-O-Sphere blog editor Michael Westphal with digital analytics. A total of 109 views were recorded for the three profile stories combined! The progress and page for Stem-O-Sphere are shown below. The other way I evaluated the success of the project was through a survey given to attendees of the event. The turnout was great on this and I was able to take in some feedback if one were to pursue a project similar to this (or even if I wanted to again). The last bit of feedback I received was from the professors and this was mainly to determine whether or not the project well in their opinions. They appreciated the project very much but also agreed that perhaps the guidelines for the 30 formal presentation during the event be more defined. I think the event has the potential to be something bigger if one were to sponsor the event like UIBIO or the Department of Biology.

Twitter	Impressions	Engagement	
Emeritus Thread	191	5	
Stemosphere Blog	Page Views	Unique	Avg Time (mm:ss)
Tyler Jackson	83	64	0:12
Of Humble Beginnings	57	49	2:33
Cyanide Bomb	37	31	1:52
Cigs for Microscope	25	21	2:25



Final evaluation of success of profile stories shown on the top. One example of the published profile story on the Stem-O-Sphere blog site (stem-o-sphere.org - Be sure to check it out)!