

## **Short Course: Scientific Communication Workshop**

### **Overview**

With the expanse of social media as a primary communication tool, scientific communication now occurs through many different outlets. Scientists also have access to a wider range of people now and can directly communicate with the public. Although many scientists have perfected their peer-to-peer communication skills, there is still a need to improve how we communicate with non-technical audiences.

This workshop will introduce some of the research on what limits understanding of scientific communication, support why we need to broaden our communication, and lead participants through an exercise to develop a plan for communication to a targeted audience. Participants will be encouraged to share their successful experiences and lessons-learned with the class.

**Class Location and Time:** Class starts at 8:00 am in the University Club room in the Hilton Garden Inn hotel and last approximately 4.5 hours with time built in for a break.

**Instructor:** Dr. Ruth Sofield, Western Washington University. Any questions concerning the class, please contact Ruth at: [ruth.sofield@wwu.edu](mailto:ruth.sofield@wwu.edu).