

Outreach Plan Spring 2018

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Problem Statement

The goal of this outreach plan is to build upon the plan and objectives that the BRC Liaison Program has in place, with an emphasis on the need to establish systematic access to researchers, to create a systematic approach to promotion, to connect with departmental staff to facilitate this, and to find researchers early on in their work. Since grad students are a direct link to researchers and faculty, I consulted with current grad students from different departments to get ideas on how to effectively accomplish this.

Objective

Based on the feedback from different Grad Students on what forms of promotion they found effective, I will focus this outreach plan on four forms of communication:

- 1. *(Posters:*** In addition to the current posters, new flyers with “tear-away” pieces will be created. These new flyers should also have less text and only highlight key aspects. The tear away pieces will have contact information for Research IT. The new posters will be strategically placed in locations that are mostly populated by grad students and researchers as well as locations where the offered services are relevant
- 2. *(Mailing) List Servers:*** The services Research IT offers will be promoted in list servers specific to different departments. The services promoted on the list servers should also be relevant to the possible needs of that specific department (civil engineering, MCB, etc.). Research IT can also use this platform to promote the biweekly reading groups.

- 3. Newsletters:** Department newsletters can promote Research IT services under “Professional Development,” “Services,” or other relevant sections. Research IT can also use this platform to promote the biweekly reading groups.
- 4. Social Media (Facebook & LinkedIn):** These social platforms can primarily serve as a community for individuals who currently use Research IT services and for prospective customers. They will keep Research IT users updated on the services offered and the biweekly reading groups. While they won’t be the main form of promotion, they are an easy-to-use platform that Research IT service-users can utilize to share Research IT news with their colleagues.
- 5. Additional Communication:** A beneficial form to communicate directly with researchers and faculty is to attend their lab group/ project meetings. This implies previous communication with professors or postdocs in research and finding out what days they hold their project/ lab group meetings. A representative, or Outreach Intern, can be responsible for reaching out to professors/postdoc students/ grad students and finding out the necessary times and dates. They should then attend the meeting, assess what areas the research team can improve on, and offer specific tools and resources. This would allow for an intimate conversation of the problems and would combine the perspectives of both the students and professors.

The underlined components of these objectives and following methods are tasks that must be completed by the Outreach Intern and individuals who may be helpful in carrying out these tasks.

Method

Posters

Upon talking to the grad students about what forms of flyering they found effective, I discovered that most of them only read flyers that were posted in locations that were convenient for them. One GSI stated that most grad students avoid Sproul since most of the organizations that promote there are more centered on the undergraduate experience. Locations which the grad students stated they read most flyers include:

- Math grad student: Evans Hall (math department building) and outside the Evan Hall classrooms
- Civil Engineering grad student: Bathroom stalls-including work facility bathrooms- on the doors of O'brien, where he conducts most of his work, and upper level of O'brien, where most Grad students work

- Civil Engineer grad student: Bathroom stalls, bulletin boards, next to the elevators in Davis Hall (civil engineering department building), Engineering Library, Bechtel
- Global Studies grad student: Outside of Professor's offices

After speaking with █████ Christopher about how certain posters are meant to appeal to different research departments, I believe it is best to strategically place research-specific posters in buildings that relate to that research. E.g. █████ Miller, a civil engineering grad student, stated how his research group at CGRL recently got in touch with Research IT to use their super-computer/ savio resources. Thus, it may be effective to place posters advertising this Research IT savio resource in similar civil engineering buildings and facilities, such as Davis Hall, where professors and grad/ postdoc students in research can conveniently learn about the resource.

Attached are maps of the campus color coded for departments/ buildings in engineering, arts and humanities, math and sciences, and libraries. There is an additional map with buildings color coded specific to different engineering disciplines. We will build upon these by making additional color coded maps for different arts & humanities disciplines, life and physical sciences disciplines etc. It would also be beneficial to make a color coded map of different research facilities on or around campus. These maps will be used to help determine where to place specific posters based on what information specific audiences will find most relevant to their course of work.

In these buildings, poster placement should target these locations with an emphasis on floors primarily occupied by grad/postdoc students:

- Bathroom stalls near grad/ postdoc student work facilities
- A few random bathrooms
- On the walls/ doors near the entrance to the facility
- Outside of main/ big classrooms
- On the walls next to the elevator/ in the elevator
- Outside professor's offices

An additional plan should be made to determine which floors in the buildings are primarily occupied by grad and postdoc students, e.g. upper floors of O'Brien and P2SL lab in the Department of Civil Engineering. Posters should also be replaced or updated either as needed or every month.

(Mailing) List Servers

Some departments have list servers which send information to grad students on specific focuses within the department. For example, one of the civil engineering grad students was a member of a water related list server. This is a good way to advertise Research IT resources that are specific to different departmental research or resources which Research IT consultants believe may benefit certain departmental disciplines.

In addition, we may promote the biweekly reading groups in these list servers. The grad student studying global studies stated that their current department newsletter/ list server publishes information on talks that are occurring in their department. She believed receiving information on upcoming researchers who will be discussing their work is relevant to the information on “talks” that she currently receives. However, one grad student stated he’d be interested in hearing this news if it was relevant to the line of work he is in. Thus, news of the biweekly reading groups should be sent in specific list servers where the featured guest’s work is relevant to the department the list server will be sent to.

To gain access to these list servers, we must communicate with the administrator of the departments we are targeting. In addition, we may work with the Grad Student Government so that they may post the information on our behalf.

Newsletters

Most of the grad students interviewed mentioned they are members of newsletters which update them on information in their department every week. Those who had newsletters in their department found this mode of communication one of the most effective forms for receiving information.

To establish our constant connection with different departmental newsletters, we must get in touch with department administrators. Upon talking to the four grad students, I was able to get the information of some faculty, however, more work will need to be done to connect with different departments. We may also try communicating with grad student advisors who may have more information on those in charge of the different newsletters. The CEE department newsletter, for example, is prepared and sent by [REDACTED]. It informs the students on different opportunities in an organized fashion. To get in contact with [REDACTED], I was advised to email [REDACTED] @cee.berkeley.edu and [REDACTED] e at [REDACTED] @berkeley.edu. The AAO civil engineering- academic affairs office sends these weekly newsletters and has an office in the 7th floor of Davis. The Global Studies department also has helpful newsletters, which are sent by [REDACTED], available at

[REDACTED]@berkeley.edu. Other departments should have similar academic affairs offices who send newsletters, thus, the next step is to get into contact with them.

Information about Research IT services may be listed under the “professional development” section or “services” section. Grad students also mentioned they are attracted to sections that state *FREE*. Thus, a tactful form of communicating Research IT services would be as “*FREE resources*,” before the description. The previous ideas about promoting the biweekly reading groups in the list servers is also relevant to departmental newsletters.

Additional notes were to attach Research IT flyers in the email rather than embedding them within the email text and to include links to the Research IT web page rather than flooding the section in the newsletter with information. For your reference, I’ve attached an example of the undergrad newsletters for the College of Engineering.

Social Media

When talking to the grad students about using social media for Research IT promotion, I discovered that most of them only read news and information from people or organizations they know. Thus, Research IT will mainly focus on using social media to create an intimate community within their service users who can then choose to share information about Research IT with their colleagues. Receiving information from well-known associates who use Research IT services rather than directly from Research IT can help establish the same feeling as receiving information by word of mouth. I’ve attached examples of Facebook and Linkedin profiles for your reference as well.

We can promote Research IT services by creating weekly posts and highlighting the positive impact Research IT resources have had in the research projects we serve. This social media component requires the creation of a Research IT profile in both social media platforms, following our clients’ profiles, and keeping the profile active by making weekly/biweekly posts.

Facebook

Facebook is a well known social media platform used by various college communities and organizations to create spaces for individuals of similar interests, major, or class year. Examples of “facebook groups” used by Berkeley students include the official UC Berkeley page, Berkeley Engineering, 2018 Berkeley Chemistry Graduate Students, etc. While most of these groups are private, we can suggest that our services will benefit

members of the group and that Research IT is a UC Berkeley funded organization. Other potential organizations to add include research centers, such as NFS, the Berkeley masters program group, the middle eastern studies department group, and the political studies department group. However, at first, we will simply follow individuals and organizations who currently use Research IT services.

When creating facebook posts, it is important to include a clear subject, a contact person, and to avoid using a lot of text. Appealing pictures and phrases are also essential for an effective post.

LinkedIn

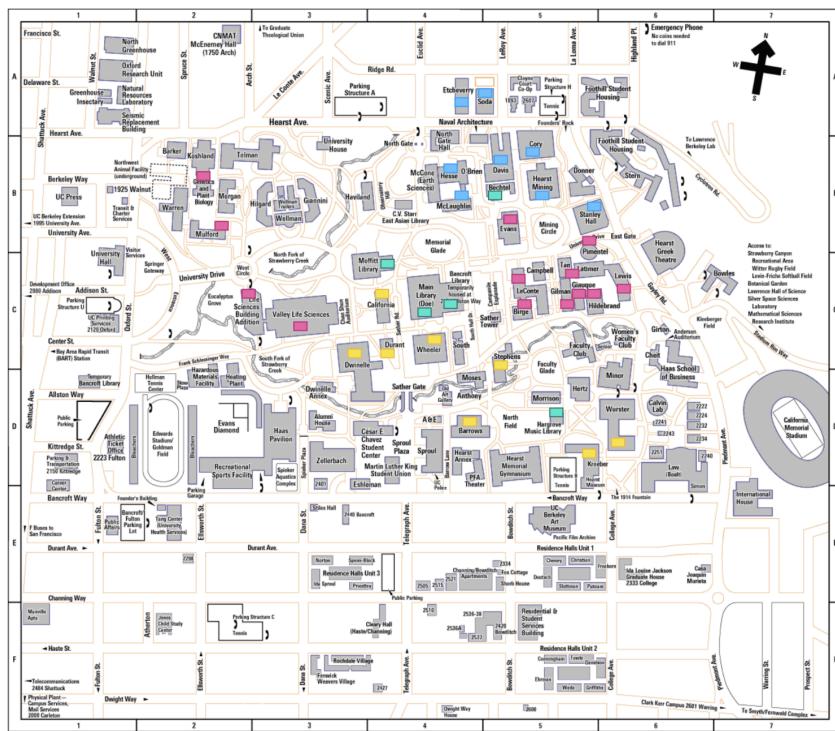
Upon talking to the grad students, LinkedIn is also widely used for professional development by graduate/ postdoc students and by some professors. Research IT can benefit by creating a LinkedIn account where they can focus on reaching out to Berkeley students and professors who can potentially utilize our services. The same guidelines listed under *Facebook* apply for adding potential members and making posts.

Documentation

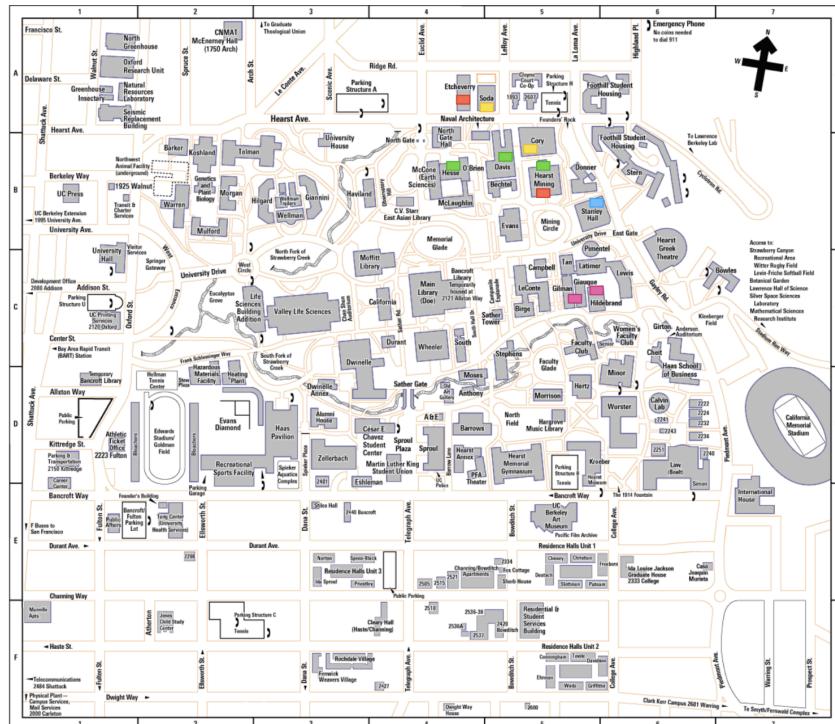
- Maps of campus
- Newsletter example
- Facebook group example
- LinkedIn profile example
- Questions and Responses from GSI's

Maps:

- Engineering
- Art & Humanities
- Math & Sciences
- Libraries



- Biology Eng
- Chemistry Eng
- Civil Eng
- Electrical Eng & CS
- Mech, IEOR, MSE Eng



Example Marketing Material:

Facebook

The screenshot shows the official Facebook page for UC Berkeley. The cover photo is a scenic view of the Berkeley campus with the city skyline in the background. The left sidebar includes links for Home, About, Videos, Photos, Posts, Events, Notes, Community, and a green 'Create a Page' button. The main content area features a video player showing a speech by Carol Christ, a 'College & University in Berkeley, California' section with a 'ABOUT UC BERKELEY' thumbnail, and a 'Community' section with statistics: 466,723 likes, 466,185 followers, and 61 friends checked in. There are also sections for 'Videos' and 'Photos'.

LinkedIn Page

The screenshot shows the LinkedIn page for the Berkeley Art Museum and Pacific Film Archive (BAMPA). The header includes a logo, a 'Follow' button, and a 'See jobs' button. The 'About us' section describes BAMPA as the visual arts center of the University of California, Berkeley, with a mission to inspire imagination and open critical dialogue through art and film. It highlights their annual Karbo Poppy Moletsane exhibition. Below this, there are sections for 'Recent update' (a video thumbnail for 'Karbo Poppy Moletsane on Process and Portraiture'), 'Get exclusive insights on 450,000+ public & private companies', and 'Recent updates' (another video thumbnail for 'Karbo Poppy Moletsane on Process and Portraiture'). A sidebar on the right lists promoted posts for 'Emily Spear For Judge' and 'Find & Flip Homes', along with other museum profiles like SFMOMA San Francisco and The Museum of Modern Art.

Newsletter

[View this email in your browser](#)

Engineering Student Services

Berkeley ENGINEERING

Monday, April 30, 2018

Hello Emily,

Here at ESS, we are dedicated to not only support you in your academic and professional endeavors, but to also celebrate your accomplishments. We have collected a list of students and photos that showcase some of the amazing things Engineering students are doing. The display is in the hallway of Bechtel Engineering Center, 2nd Floor.

If you would like to be included please fill-out [please fill out this form](#) and attach your picture.

In this Issue

1. Undergraduate Research Poster Session - Today, April 30
2. Puppies on the Patio
3. Jacobs Spring Design Showcase
4. Graduating Seniors Career Center Survey
5. Job/Internship Opportunities
6. Contests/Challenges Opportunities

1. Undergraduate Research Poster Session

Engineering Student Services is pleased to present the Spring Undergraduate Research Poster Session. Today! Monday, April 30, Noon-2pm, HMMB Lobby. Undergraduate students (ranging from freshmen to seniors) will be presenting their research on a wide range of projects across the College of Engineering. Stop by to see what your peers have been working on.

2. "Paws" Before Finals

Is the stress of finals and projects and papers getting to you? Did you know just one short pet visit is proven to increase feel-good endorphins and decrease stress levels? [Come de-stress Wednesday, May 2, 12-2pm, Bechtel Patio with Puppies on the Patio](#). You'll find the most adorable and friendliest therapy dogs! Refreshments will be provided. Dogs brought to you by Alliance of Therapy Dogs, sponsored by Engineering Student Services and Theta Tau Engineering Fraternity.

3. Jacobs Spring Design Showcase

[Jacobs Spring Design Showcase](#): On Wednesday, May 2, and