

COMMUNICATING SUCCESSFULLY TO LAY AUDIENCES

10:30 am - 12:00 pm | Wednesday, February 19, 2025

VIA ZOOM

Regardless of their field, all academics have phrases, jargon, and modes of expression. How we talk among ourselves rarely translates into an easily understood message for the layperson. Indeed, we may not even recognize the specialized forms of communication we use in our 'tribe'. However, federal and state funding agencies increasingly require a layperson summary statement. Moreover, proposals for many private foundations may have layperson reviewers in positions of influence – clear communication with them is essential even as you are conveying your ideas to experts. And there is always the chance encounter with a university administrator, politician, or key community member. In this interactive webinar, we start by providing tips on effective communication for the layperson, and then 'dissect' volunteered short layperson summaries to provide further insight into reaching the layperson.

NSF CAREER applicants often partner with a variety of community stakeholders, including center and organization directors, superintendents of Independent School Districts, and members of the community. Some of these stakeholders may want a layperson summary to review the proposed research and educational plans before agreeing to a letter of collaboration.

For more information or questions, contact Scholarly.Awards@utsa.edu.

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