

KAVLI SCICOMM ESSENTIALS Certificate

Based on strong interest from Kavli Institute members to develop communications and public engagement knowledge and skills, The Kavli Foundation's Science and Society team launched the "Kavli SciComm Essentials" Series. A diverse set of experts deliver sessions in the Kavli SciComm Essentials series - a curriculum of virtual science communication and public engagement webinars and workshops.

The Kavli Foundation honors the time and effort community members make as they participate in this program with the ***Kavli SciComm Essentials Certificate***.

The Kavli SciComm Essentials Certificate will:

1. Support Kavli Community members in developing a well-rounded set of skills that are necessary to support effective ways to share your science and/or engage people with you and your science.
2. Provide flexibility in the types of trainings you can choose to help tailor the experience to your needs and preferences
3. Provide a tangible mechanism to be professionally recognized. The foundation will share the certificate with your respective Kavli Institute Director, and it can be listed on your C.V.

Eligibility for this certificate will require participation in a minimum of six sessions - at least two sessions from each of the three categories.

If you are interested in participating in the Certificate program, please notify Lauren Budenholzer at lbudenholzer@kavlifoundation.org.

Please note that the current curriculum includes events through fall of 2023 and is being updated as the curriculum evolves. The certificate requirements can be met over multiple years.

DESIGNING FOR PEOPLE

Science communication and engagement is centered on relationships that people build and nurture with each other. These workshops and webinars focus on the human elements essential to effective communication and engagement, such as building trust, incorporating empathy, and strengthening our awareness of how personal experiences can shape viewpoints, including our own.

- Creating Connections
- A Compassionate Scientist's Toolkit[∪]
- Learning is Personal, Insights into How People Learn, or Make it Personal
- Media Interviews: Webinar and Discussion[∪]
- Connecting with Diverse Audiences or Culturally Relevant SciComm Webinars[∪]
- Building a Community: Mobilizing your Peers and Leveraging your Resources[∪]
- Understanding People's Relationship with Science: A Conversation with Polling and Survey Experts[∪]

DEVELOPING YOUR PRACTICE

How can you develop a communication or engagement practice in your own setting? In this group of webinars and workshops, participants can learn from a variety of evidence-based approaches to create a tailored engagement plan.

- Modern Science Deserves Modern SciComm: An Evidence-Based Approach to Sharing your Science
- Identifying Concrete Communication Goals to Increase Impact
- Connecting with Diverse Audiences or Culturally Relevant SciComm Deeper Dive Trainings
- Sensemaking 101: Your Public Engagement Action Plan[∪]
- The Power of Narrative
- DEI and PES: Connections between Research and Practice[∪]

IMPLEMENTATION

We should never downplay the impact of good aesthetics and smooth program execution when working with external audiences. These workshops and webinars will support the development of visual design and presentation skills that can draw people into your work.

- Media Interviews: Workshop (2022)
- How to Give a Good Talk[∪]
- Data Visualization[∪]
- From Intention to Impact: Ways to measure and evaluate strategic science engagement[∪]
- Correction to Connection: Effective strategies for addressing misinformation about science[∪]
- Social Media for Basic Scientists[∪]

[∪] - Webinar sessions marked with this symbol will be made available to watch on our website after they occur. Watching these sessions can count towards completion of the Certificate.

SAMPLE CURRICULUM

Education Focus

- Learning is Personal
- Understanding People's Relationship with Science: A Conversation with Polling and Survey Experts^U
- The Power of Narrative
- DEI and PES: Connections between Research and Practice^U
- How to Give a Good Talk
- Data Visualization

SAMPLE CURRICULUM

Community Partnerships Focus

- Creating Connections
- Building a Community: Mobilizing your Peers and Leveraging your Resources^U
November 2, 2021
- Sensemaking 101: Your Public Engagement Action Plan^U
- Culturally Relevant Science Communication October
- How to Give a Good Talk
- Data Visualization

SAMPLE CURRICULUM

DEI Focus

- A Compassionate Scientist's Toolkit^U
- Culturally Relevant Science Communication^U
- Culturally Relevant Science Communication
- DEI and PES: Connections between Research and Practice^U
- How to Give a Good Talk
- Data Visualization

SAMPLE CURRICULUM

Media Skills Focus

- Media Interviews: Webinar and Discussion^U
- Understanding People's Relationship with Science: A Conversation with Polling and Survey Experts^U
- The Essentials Online
- The Power of Narrative
- Media Interviews: Workshop
- How to Give a Good Talk