

# SCIENCE COMMUNICATION AND OUTREACH SKILLS - MICRO-CREDENTIAL

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This micro-credential develops researchers' skills in science communication and public outreach. Participants will learn to convey scientific concepts clearly through storytelling, demonstrations and incorporating audience feedback. Learners will create elevator pitches, develop outreach projects and present at a "Reverse Science Fair" for high school students, demonstrating their ability to engage and have meaningful conversations with non-scientist audiences about their research.

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## Eligibility

- CU Boulder students (including degree-seeking and nondegree/ACCESS)
- CU Boulder employees
- Occasionally, scientists that are CU affiliates, but not in position on campus, such as the scientists of the NSF Funded National Solar Observatory participate in the class and should be eligible for the micro-credential.

## Delivery Mode

In-person

## Credit Status

Noncredit

## Academic Level

- Graduate
- Professional

## Time to Completion

One semester

## Fee

No

## Requirements

- Attend all class sessions and required outreach event
- Complete weekly assignments (pitch drafts, reflection exercises, analogy exercises)
- Develop an outreach project and present at the Reverse Science Fair
- Submit final poster or demonstration materials

## Criteria

- Communicate scientific concepts clearly using plain language
- Design and present an engaging outreach project
- Use storytelling frameworks (e.g., ABT) effectively
- Incorporate analogies, demonstrations and visual aids
- Respond to audience feedback in real-time

## Skills

- Audience feedback
- Elevator pitch
- Inclusive communication
- Outreach design
- Public engagement
- Science communication
- Storytelling