

Strategic SciComm 101 Workshop Resources & Reading Materials

1. Strategic SciComm 101 Worksheet – bit.ly/SC101-worksheet
2. Submit your *SciComm Strategy* (to win a 30-minute personalised feedback session!) – bit.ly/SC101-strategy
3. Understanding Science Communication – [Mountain Climbing Analogy](#)
4. Understanding Strategic Science Communication, Logic Models, & Evaluation – [How to evaluate public engagement projects and programmes](#)
5. Developing Realistic Outcomes for your Science Communication - [Generic Learning Outcomes](#)
6. Strategies for Incorporating Science Communication within your PhD Journey – [Practical Science Communication Strategies for Graduate Students](#)
7. Hacks for making your Science Communication more Strategic – [Considerations for effective science communication](#)
8. Strategic Considerations for Science Communication – [AAAS Communication Fundamentals](#)
9. Understanding Different Aims of Science Communication – [Why Science Communication, and Does It Work? A Taxonomy of Science Communication Aims and a Survey of Empirical Evidence](#)
10. Science Writing Resources –
 - a. [World Federation of Science Journalists](#)
 - b. [National Association of Science Writers](#)
 - c. [The Open Notebook](#)
11. Public Engagement Resources –
 - a. [Alan Alda Centre](#)
 - b. [National Co-ordinating Centre for Public Engagement](#)
 - c. [The Story Collider](#)
12. Science Communication Updates & Opportunities –
 - a. [Science Writing News Roundup](#)
 - b. [The SciCommer](#)
13. Science Communication Research –
 - a. [Public Communication of Science & Technology Network](#)
 - b. [SciCommSci Club – The Science of Science Communication](#)