Perceptions of science communication in the College of the Environment

Results of the 2015 winter quarter survey
Compiled by Jennifer Davison
We asked over 1,000 faculty, research staff, postdocs, and graduate students to participate.

Total participation = 319
In summary:

- Responses seemed to reflect the extent of the “bell curve” of opinions about science communication and outreach.
- Our initiatives address, overall, the interests of our constituents, with some opportunities to refine our focus.
- There is low awareness and use of College science communication resources, and relatively high interest in them.
- There is a broad desire to learn more about what is offered by the College, around campus, and in the community.
- Funding and time are cited as challenges.
- Inclusion of research staff and undergrads is desired.
- Better integration with departments is desired.
- Multi-day training might best be supplemented with shorter workshops and seminars.
How do you spend your time?

- Faculty
  - Research: 50%
  - Teaching: 30%
  - Outreach: 20%
  - Administration: 10%
  - Other tasks: 0%

- Staff
  - Research: 60%
  - Teaching: 30%
  - Outreach: 10%

- Students
  - Research: 80%
  - Teaching: 15%
  - Outreach: 10%

COLLEGE OF THE ENVIRONMENT
UNIVERSITY of WASHINGTON
What audiences do you want to communicate with?

![Bar chart showing interest levels of different audiences.](chart)

**Mean:**
- **FACULTY (n=67)**
- **STAFF (n=80)**
- **STUDENTS (n=175)**

**Other audiences:**
- Industry
- Family/friends
- Agencies
- Community groups
- NGOs
- Special needs audiences
- International audiences
- Science teachers
- Artists and designers
- “Everyone we can”
What resources are you aware of?

Mean:
- FACULTY (n=67)
- STAFF (n=80)
- STUDENTS (n=175)

Other resources:
- Pac Sci/Aquarium
- UW News
- PCC
- WA Sea Grant
- Sandbox
- Science by Design
- COMPASS
- Student symposia
- Open seminars
- CEV, CC
- Lab websites
- Visualization courses
What resources do you use?

Other resources:
- UW Libraries
- Dept-specific communication resources
- NSF Fellowship
- AAAS fellowship
- Science Inside Out
- Advisors
What resources would you be interested in?

Very interested

Interested

Somewhat interested

Not interested

**Mean:**
- **FACULTY** (n=67)
- **STAFF** (n=80)
- **STUDENTS** (n=175)

**Other interests:**
- P&T adjustment
- Proposal training
- Funding for conferences
- Online savvy
- Classroom resources
- Podcasts
- Blog
- Visualization communication
- Scholarships
- Work Study
- Train the trainer