

COMPASS

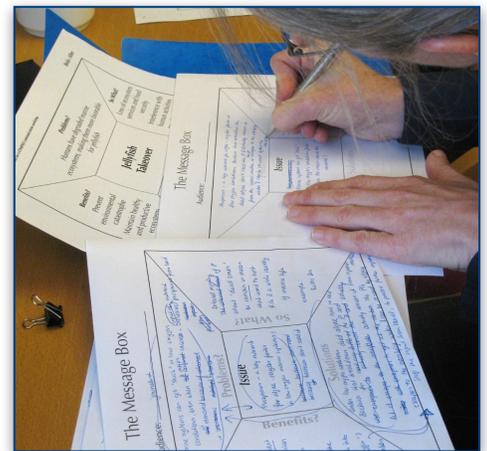
COMPASS helps scientists build the knowledge, skills, and networks they need to effectively engage in the public discourse about the environment. Our trainings prepare scientists to share what they do, what they know, and, most importantly, why it matters in clear, lively terms. Our team's deep knowledge about environmental topics, our potent connections in the journalism and policymaking worlds, and our passion to support scientists to share their insights beyond their peers, sets us apart. Since 2000, we've trained thousands of scientists from a range of career stages (from graduate students to senior faculty and other professionals) and institutions (academia, government, non-profits, and industry) in North America and a number of other countries around the world.

Our Trainings

Grounded in the latest research on science communication, our in-depth, highly interactive, and personalized trainings will empower you to find the relevance of your science for the audiences you most want to reach – journalists, policymakers, the public, leaders within your institution, and even other scientists. We can help you set your engagement goals and motivate you to reach them. COMPASS trainers are pioneers in the practice of science communication – we understand the complexities of public understanding and decision-making about environmental topics, and bring our insights and relationships to help you consider how, when, and to whom your science is most relevant, and how to best engage.

All COMPASS trainings feature the Message Box, a simple but powerful tool to help you distill what you know and why it matters for your particular audience. Building on that core, we offer a range of options to help you hone and enhance your engagement skills. We can combine, customize, and tailor options to fit your needs.

Rates listed are for academic institutions.



Our Offerings

Quick Dips: Introductions to Core Engagement Tools

One- to Two-Hour Message Box Training (starts at \$1,500 fee, plus travel costs)

Perfect for larger groups, such as a lunchtime offering at a scientific conference or guest department speaker, this session introduces you to The Message Box and walks you through hands-on practice and small group feedback from your peers, colleagues, and the COMPASS trainer. You will be able to share what you learn with your colleagues, while also getting in-person COMPASS expertise and advice.

Partial-Day Trainings (\$2,000-\$8,000 fee, plus travel costs)

Expanding upon the Message Box Training, we can provide your group (of any size) with more hands-on exercises and interactive message development. In a session of up to six hours, we can delve deeper into the Message Box, provide an introduction to engagement with non-scientists, or touch upon social media and how it can help you expand your network and the reach of your science. You will leave this session with more experience and practice with the Message Box and increased confidence when communicating your science with any audience. We will customize this session to suit your needs and goals.

Deeper Dives: Learn, Practice, Establish Goals and Network

The longer the training, the more impactful the experience. Longer trainings are a blend of introducing engagement tools, meeting and workshopping with external trainers (hand-selected journalists and policymakers relevant to your work), hands-on practice and feedback, and thinking through your goals. We limit our group size to ~20 for these trainings, to maximize practice and interaction, but we are happy to discuss options for accommodating larger groups. Participants will leave with more confidence in communicating their message to any audience and deeper relationships with their peers and the trainers, often leading to future engagement opportunities.

One- to Two-Day Trainings (\$12,000-\$24,000 fee - depending on length and customization, plus \$500/external trainer/day, plus travel costs)

You'll develop and put your newfound skills to the test through hands-on exercises with COMPASS and top-notch external trainers. Depending upon your needs and desired outcomes, these external trainers will be professional journalists, policymakers, or a combination and will be selected in conjunction with you from our extensive network of experts. There to help introduce you to their world and provide context and feedback, these experts act as master question-askers and know the social or political context to help you not only perfect your communication skills for different scenarios and different audiences, but can also help you develop a relationship with their community. Our program includes pre-workshop consultations with leaders, and a survey of all workshop participants to better understand their science, communication goals, and needs. This enables us to design a custom and personalized experience for each participant.

Two+ Day Trainings (\$24,000+ fee, plus \$500/external trainer/day, plus travel costs)

Please contact us if you are interested in offering a training longer than two days. We are happy to discuss your needs and goals and work with you to develop a custom training. We find these are the most impactful experiences, not only empowering scientists as individuals, but helping build a community of the participants.

Lectures and Plenaries

Pairing a lecture or plenary - featuring COMPASS staff, scientists and external trainers - with a training is a great opportunity for anyone in your university or at your organization or community to learn more about science communication and engagement, hear directly from the journalists or policymakers, and reach a much larger audience than those participating in the training itself. COMPASS staff are also available to give lectures on a range of science communication topics. (\$1,000-\$2,000 fee, plus travel costs if stand alone)

What makes a COMPASS training unique?

If you are a scientist whose research relates to the environment or the connections between people and environment, and you want your science to make a difference, our trainings are for you. We will help you distill your message and explore the social context of your science, motivate you to articulate and work toward your goals for engaging with society, and help you navigate your own journey as you incorporate "engagement" into your career. COMPASS' vision is to see more scientists engage, and engage effectively, in the public discourse about the environment.



What do you - and your institution - get out of our trainings?

Participating in a COMPASS training gives you the opportunity to workshop your science in a practical way, reflect on the "so what" of your science, meet journalists and policymakers whose work is relevant to your science, and become part of a community of scientists who encourage and support each other to get out of their labs and engage with the real world. Institutions hosting a training benefit by a) empowering their scientists to be better communicators, which leads to leadership, funding, and recognition, b) demonstrating their commitment to engagement (which is attractive to graduate students and donors), and c) building community across programs and departments.

Curriculum to Meet Your Needs

Our trainings are customized to meet your needs. Prior to a training, we'll talk about the components you'd like to incorporate, which could include:

- Knowing how to be an effective source for journalists, including pitching your story and developing on-camera skills.
- Learning to navigate policy opportunities such as meeting with legislative and agency staff, or testifying before Congress or your state legislature.
- Learning to use social media to access and engage valuable new networks.
- Developing storytelling, opinion writing, blogging, or other writing and communication skills.
- Learning how to promote an upcoming paper for maximum impact, while anticipating and minimizing potential backlash.
- Refining your goals for engagement, and leveraging your networks to help you achieve those goals.
- Much more! Contact us to discuss.



What Past Participants Say

“This is not just another communication training. COMPASS brings tools and techniques, but also the opportunity for intensive practice with nationally known journalists. And scientists trust COMPASS: their staff were trained as scientists, so they have an understanding of our perspective and experience. Because they know the science, they never asked us to change our message, but helped us translate it for different audiences.”

Dr. Diana Wall
Colorado State University

“I’ve been engaging with external audiences about my research on controversial forest management issues for nearly 40 years, but this was the best opportunity I’ve had to participate in a critical evaluation of the whole communication process with a group of research peers and media experts... Simply hearing what a ‘day in the life of a journalist’ is like will change the way I react to the next email or phone request for an interview.”

Dr. Tom Veblen
University of Colorado, Boulder

“Four well-known, leading reporters accompanied COMPASS and helped with the workshop. These leading journalists discussed how the media is changing and the importance of communicating science to the public and to policymakers. They shared their personal perspectives on what makes a good science story and how to get our stories told.”

Dr. John Reganold
Washington State University

“It was a big eye opener hearing from the journalists that my passion for the topic is a part of the story. I’ve always thought that my science should be kept separate from me as a person. So one of the most valuable things for me from the training is realizing we can’t be afraid to be an individual, even if we represent an agency.”

Dr. Libby Jewett
NOAA Ocean Acidification Program

Contact Us to Learn More

For further details on our trainings, or to discuss how we could customize our offerings to meet your needs, please contact us at trainings@COMPASSscicomm.org.