Summer School Communications

KATIE DORSEY, ROLANDA JUNDT, MICHELLE PRICHARD, DAWN STRINGER

ARM Communications

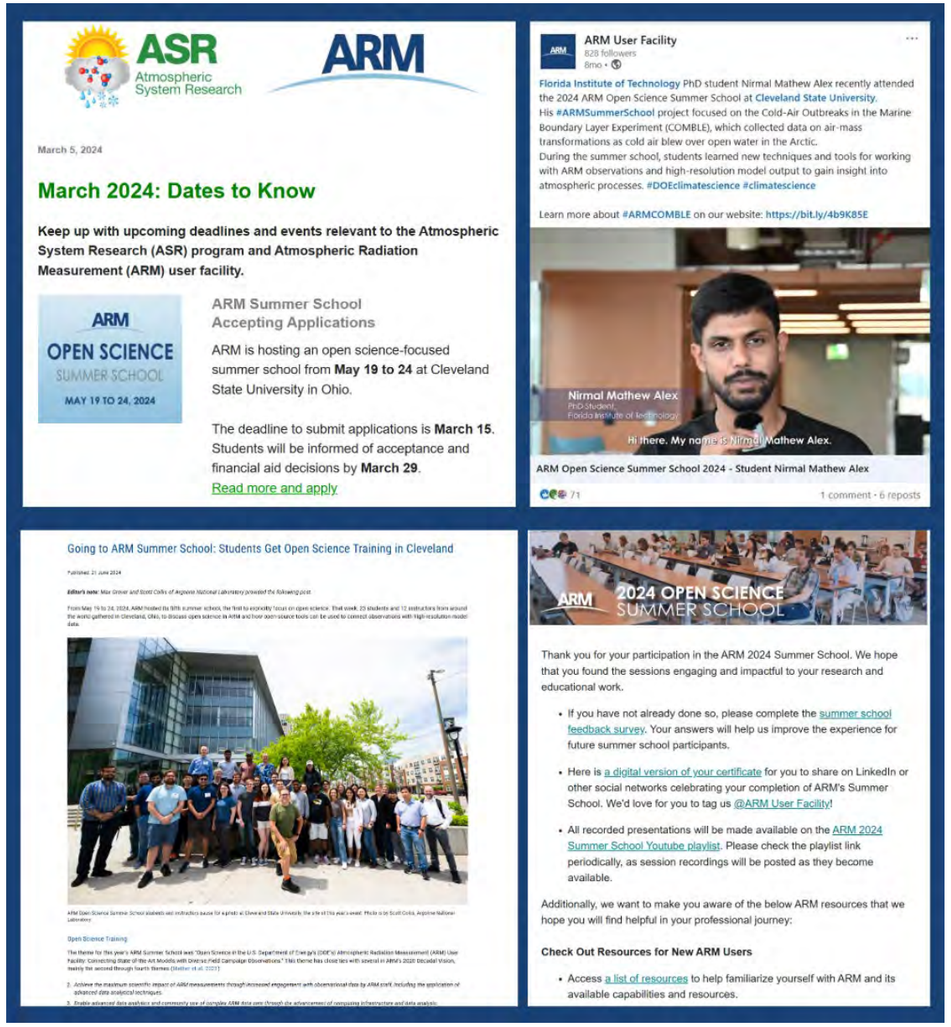
Pacific Northwest National Laboratory

What's Our Role?

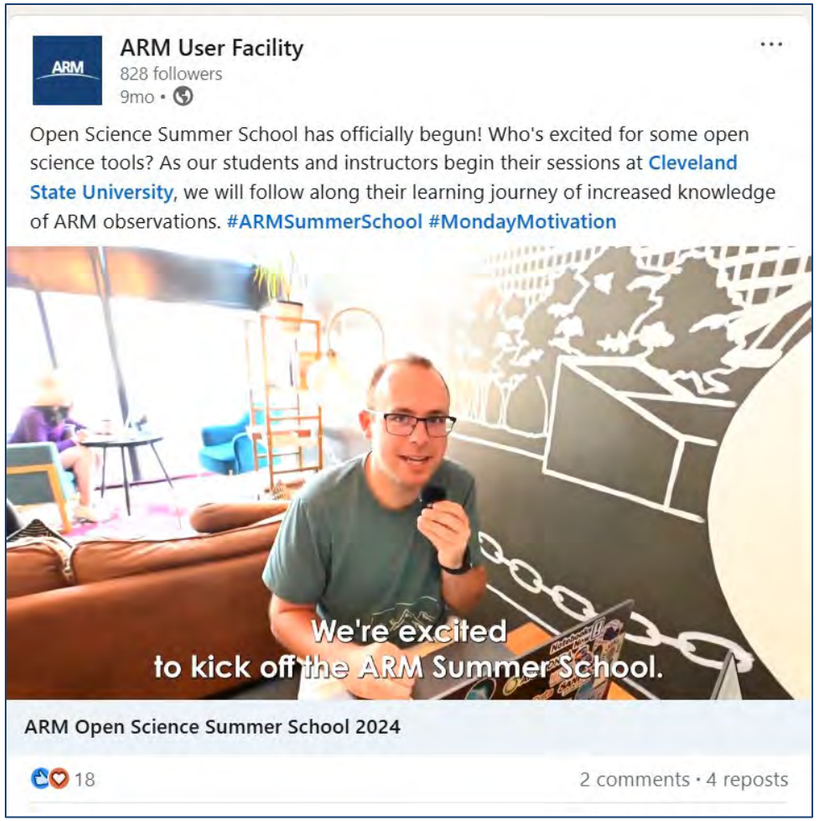
- Provide communications support to:
  - Contribute to workforce of the future
  - Increase number of applications received
  - Increase ARM data users
    - Continue working with ARM and downloading data
  - Encourage engagement with ARM social platforms, in particular LinkedIn
    - Facilitating connections between students and existing ARM users
    - Increasing their visibility in the ARM community

How Do We Do That?

- Summer school announcements in newsletters and on ARM social
- Content during the summer school for social and YouTube
- Articles on the website and in the newsletter about the student projects
- Amplification with host institutions
- Student participation certificates
- Follow-up survey and emails to stay in touch



2024 Summer School Recap



Pre-Event

- 5-6 months: Share applications opening/closing on website and social
- 1 week: Welcome overview video from EOC

During Event

- Daily video or photo posts
  - Student and instructor participation
  - Study break (after hours activity) photo post
  - Last day post from Scott and congratulations group photo post

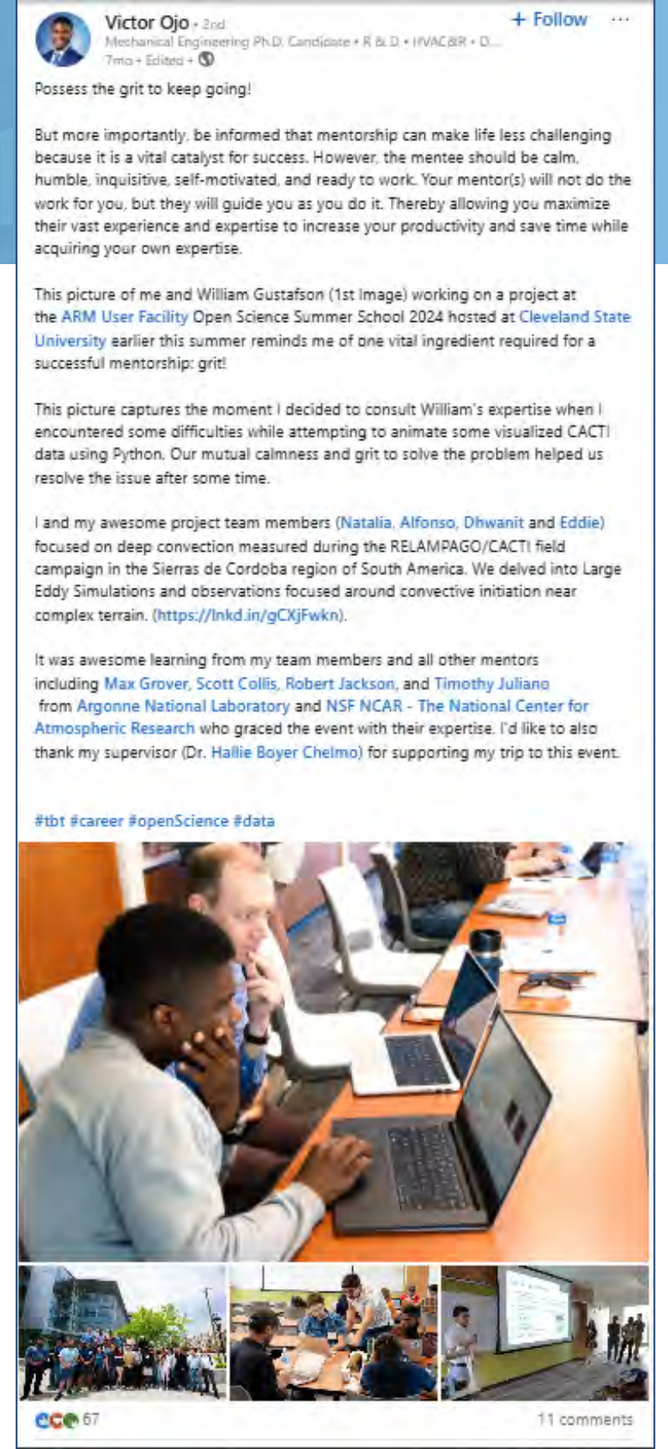
Post-Event

- Following week: Recap video and promotion for next year's school
- Five weeks: Student interview video #1, overview blog
- Six weeks: Student interview video #2
- Two months: Student interview video #3, student project blog
- Four months: Ya-Chien Feng student-to-instructor article

What Does Success Look Like?

- Student testimonials
- Students continue to use ARM data
- Students become a part of ARM infrastructure
- Students engage with ARM on social platforms and share about ARM
- Students gain an ARM mentor

- Students learn about summer schools through:
  - ARM and ASR news emails (**6**)
  - ARM website (**2**)
  - Instagram page (**2**)
  - Google/ChatGPT (**2**)
  - AGU conference (**1**)
  - Word of mouth (professors and colleagues and former summer school students!)



Any questions?