



Virtual Residency Workshop 2021

“Broadening the Constituency via Outreach and Communication”

PANELISTS

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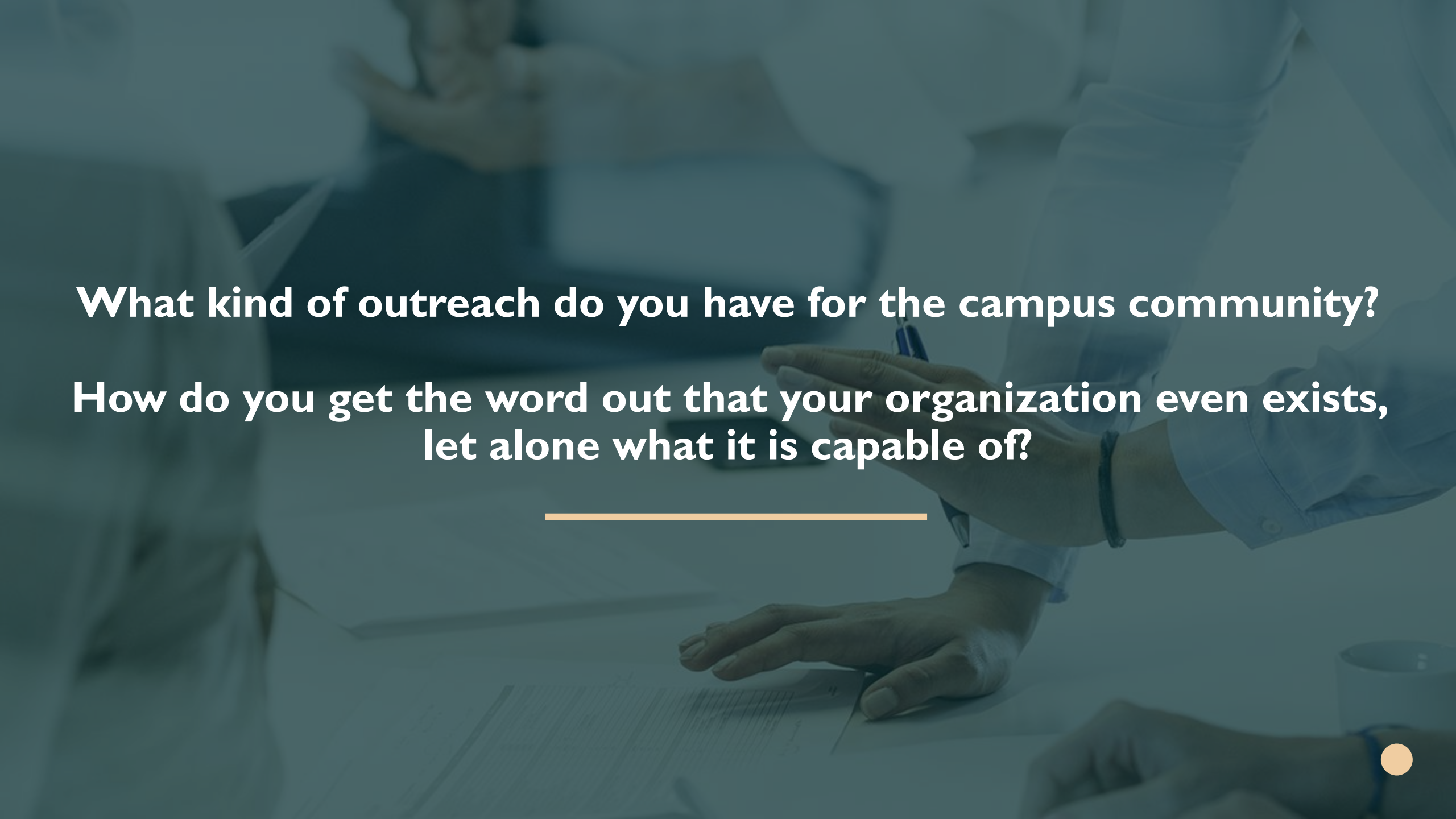
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A blurred background image showing several people in a meeting or collaborative work environment. They are wearing light blue shirts and are gathered around a table, with one person holding a pen and another pointing at a document. The image is overlaid with a semi-transparent dark blue filter.

How do you identify and recruit new researchers?



A blurred background image showing several people in a meeting or collaborative work environment. One person in the foreground is holding a pen over a document. The image has a dark blue overlay.

What kind of outreach do you have for the campus community?
**How do you get the word out that your organization even exists,
let alone what it is capable of?**



Discuss the outcomes including successes or challenges you have encountered while performing university community outreach or user recruitment and the impact on your outreach activities.



- **Outreach is part of everyone's job: How do you encourage the team to approach the user/research community (everyone) with respect and positive communication?**
 - **So you have had a successful outreach campaign and recruited new researchers. How do you keep your outreach going when you are overwhelmed or busy?**
 - **Can you identify some tools and resources that have helped you with your outreach and communication efforts?**
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Q & A

