Scientists, scholars, and researchers at Michigan State University help solve some of the world’s most pressing problems.

While the work you do is of great value to the public good, it can be challenging to help external audiences understand why it makes a difference.

Communicating your research in a way that is meaningful and compelling is important to you and to Michigan State. A more engaged, better-informed public will make better personal, policy, and funding decisions.

Communications and Brand Strategy, MSU’s central communications office, offers assistance with your public communications efforts.

Learn more about the Academic Communications Toolkit at cabs.msu.edu

Communicating research and scholarly work effectively can reap significant benefits:

• Increase scholarly metrics, including citations
• Boost scientific impact
• Enhance stature and reputation among peers and students
• Attract private funding and help satisfy public funding outreach requirements
• Create collaborative opportunities
• Help recruit postdoctoral and graduate students
• Counter public misperception about issues such as GMOs, vaccinations, and climate change
• Maintain public support for research funding at the national and state levels