

Public Impact Fellows

Transformative Direction 2: Designing and Developing Knowledge



The Public Impact Fellows initiative was created to support University of Denver faculty in disseminating their scholarship and research to public venues. The inaugural cohort of Public Impact Fellows (PIFs) was selected based on their interest and capacity for disseminating their work publicly and their ability to describe how such training would benefit their work and the community. Faculty from across disciplines and career stages were encouraged to apply. 19 were selected for the first cohort.

Objectives

- Empower faculty to meet their personal goals, which include becoming more strategic with public outreach, proactively sharing research and expertise with external audiences and increase comfort level when speaking to the public
- As a group, increase the amount of research and scholarship that is disseminated through publicly-accessed mediums
- Increase grant funding from external sources

Workshops

- Defining your audience and crafting an “impact statement” that distills research into a 2-3 sentence sound byte
- Developing news judgment—what makes a good story or media expert
- How to write an op-ed
- On-camera media training
- Defining your personal brand and using social media as an effective tool
- How to write effective grant proposals
- Engaging with elected officials to influence policy

Outcomes

- 5 PIFs were among the 10 most-featured DU faculty members in the media last quarter
- 26% of all DU research stories covered by the media last quarter involved PIFs
- After op-ed workshop, faculty members published pieces on CNN.com, the *Washington Post* and the *Denver Post*
- Involving multiple stakeholders in workshops, including Advancement and Institutional Partnerships



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