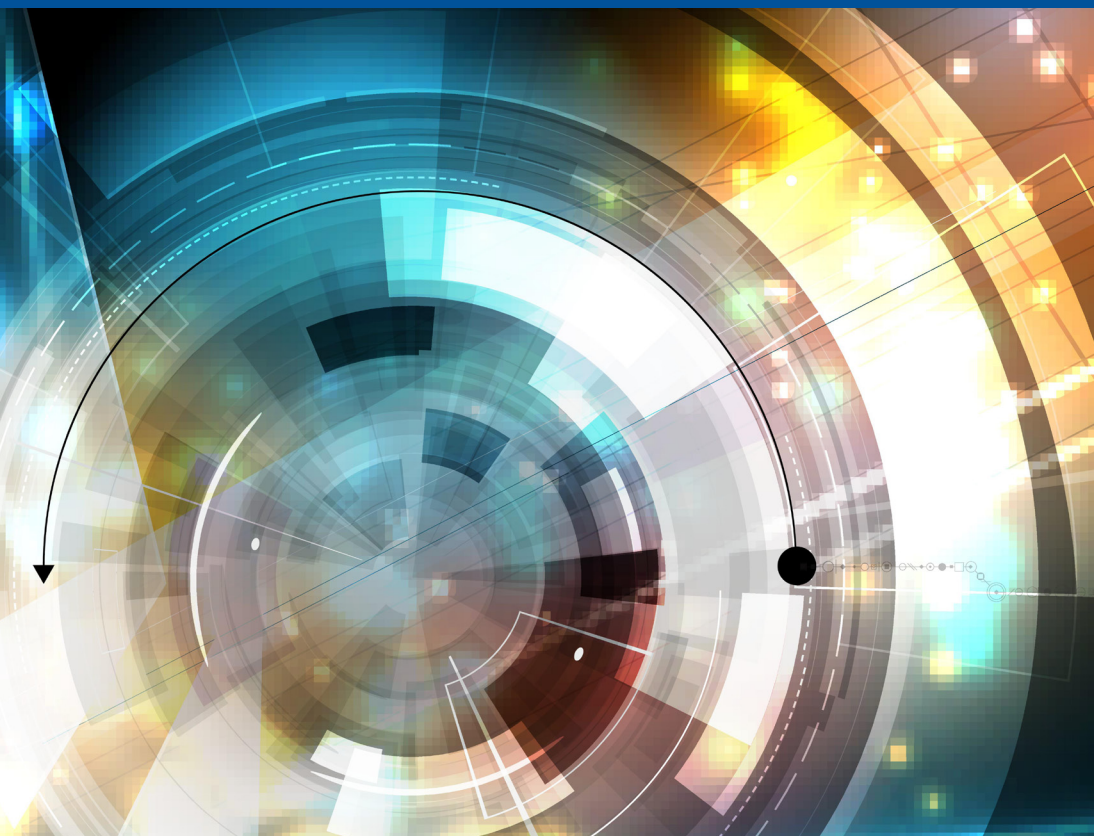


Research Communications Initiative

*Enhancing research impact through
innovative communications*



2018 RCI KIT

www.sigmaxi.org

SIGMA XI
THE SCIENTIFIC RESEARCH HONOR SOCIETY

RCI Partnerships

The Research Communications Initiative

Sigma Xi's Research Communications Initiative (RCI) helps researchers and their organizations increase the impact of their work. Our talented science communication professionals collaborate with researchers to create custom communication solutions to achieve the scientific and business objectives of our partner institutions.

The Communications Challenge

In recent years, there has been a growing sense of urgency to make research results available to general audiences. While research institutions have known for years that broadcasting their scientific achievements can strengthen their brand, researchers worldwide now recognize that broader dissemination of their results is an essential part of the research process. Indeed, public and private funding agencies, including the National Science Foundation and the National Institutes of Health, are asking for more outreach from their grant recipients.

Beyond making research data more readily accessible to those who need it most, researchers are communicating their findings in ways that are more straightforward and more useful to audiences outside their fields of expertise. However, not all researchers have the time, experience, or resources to communicate successfully through nontraditional channels. Increasingly, institutions are promoting their research programs by collaborating with third parties to develop high-quality communication solutions.

Science is not finished until it's communicated.

—Sir Mark Walport, UK chief scientist

How RCI Can Help

We work with researchers and communications staff from RCI partnership institutions to produce custom feature-length articles, blog posts, animations, infographics, social media campaigns, and videos that appeal to general audiences. RCI partners receive the support they need to create compelling content that highlights the results of their peer-reviewed investigations. The RCI network offers unrivaled creativity and versatility to execute the vision of any institutional communications office. Our goal is to help researchers and institutions effectively convey the value and importance of their contributions to communities of interest.

Because RCI products are licensed under the Creative Commons – Attribution/No derivatives guidelines, partnership institutions are able to distribute them through unlimited channels. RCI partners have the added option of publishing them as part of a special section within Sigma Xi's award-winning magazine *American Scientist* and on the Society's digital platforms, reaching thousands of scientists, engineers, and science enthusiasts who make up the magazine's loyal audience. Partners' stories can also be shared with our large social media network, which spans a variety of sites, including Twitter, Facebook, YouTube, Google+, and LinkedIn.



RCI Partnerships

How to Become an RCI Partner

Sigma Xi establishes RCI partnerships through an ongoing enrollment process. Institutions and individuals interested in supplementing their communications resources by partnering with RCI can contact us directly.

Sigma Xi, The Scientific Research Honor Society
P.O. Box 13975
3200 East NC Highway 54, Suite 300
Research Triangle Park, NC 27709
Phone: 800-243-6534
Fax: 919-549-0090

What to Expect

RCI partners conduct research that has both intellectual merit and the potential to yield important benefits to society. We provide a convenient process and a distinguished platform to share scientific developments of key importance to your institution. We focus on four main elements.

SCIENTIFIC INTEGRITY

RCI partners are immediately connected to an **honorable brand** built on ethics and integrity. Sigma Xi's distinguished history of service to science and society extends more than 130 years, and the organization comprises more than 250,000 inducted members and hundreds of chapters worldwide.

EXCEPTIONAL TALENT

We employ and collaborate with **leading communications professionals**. RCI partners have access to a network of science communicators who will develop content, designs, and digital strategies to achieve organizational and individual scientific and business objectives.

EDITORIAL EXCELLENCE

Our commitment to **editorial excellence** has been central to the success of *American Scientist* throughout its 100-year history. *American Scientist* is routinely recognized for **trustworthy, engaging** science and engineering content that is valued by researchers, educators, and the science-interested public. RCI partners can expect the highest standards of ethics from all of our staff and collaborators.

SUBSTANTIAL AUDIENCE

Over its many years of service, Sigma Xi has cultivated a **diverse audience** consisting of scientists, engineers, administrators, educators, students, and science supporters. RCI partners gain access to **hundreds of thousands** of potential audience interactions through the Society's communication channels, including *American Scientist*, the Sigma Xi website, newsletters, blogs, and social media.

American Scientist is now the world's
journal of record for communicating
the fun of creation and discovery
of science.

—Roald Hoffmann, Nobel Laureate in Chemistry

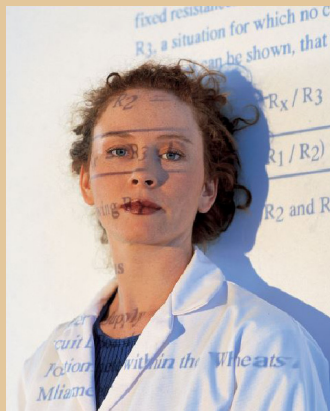
RCI Partnerships

How It Works

RCI provides custom solutions to meet the communications needs of our partners. We proudly support both institutions and individuals. The following examples illustrate the range of services we offer.

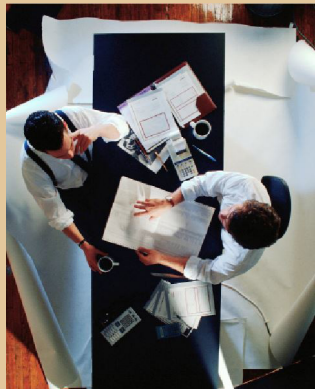
EXAMPLE 1

A researcher receives a grant that provides support for her to perform outreach as part of the funding criteria. To fulfill her commitment, she proposes to write about her work for a general audience. Although she has published several articles in academic journals, the prospect of writing regularly for a wide readership outside her field is daunting. Rather than taking on the burden of starting and promoting her own blog, she approaches RCI to guide her through the process and give her a platform for sharing her ideas. In addition, she requests support for generating illustrations, infographics, and even videos to enhance the quality and impact of her RCI-hosted blog posts. Eventually, she gains a loyal audience and the writing experience to comfortably launch her own blog.



EXAMPLE 2

An institute has recently launched a new research program and would like to promote it to the scientific community to attract qualified faculty and students. The institute plans to highlight the work of one of the researchers in the program by publishing an article on its website. The small communications staff on site is eager to facilitate the project, but they are already fully tasked with ongoing communications activities—press releases, newsletters, social media, blog posts, and much more—and would benefit from outside editorial support to help the researcher craft a well-developed narrative. The institute approaches RCI to help shape the article into a compelling story about the importance of the scientist's work and the institute's commitment to supporting it. Ultimately, the institute enters into a long-term partnership with RCI that produces multiple articles annually to share the continuing success of the program.



RCI Partnerships

Upon receiving a request from a potential RCI partner, we initiate a five-step process:

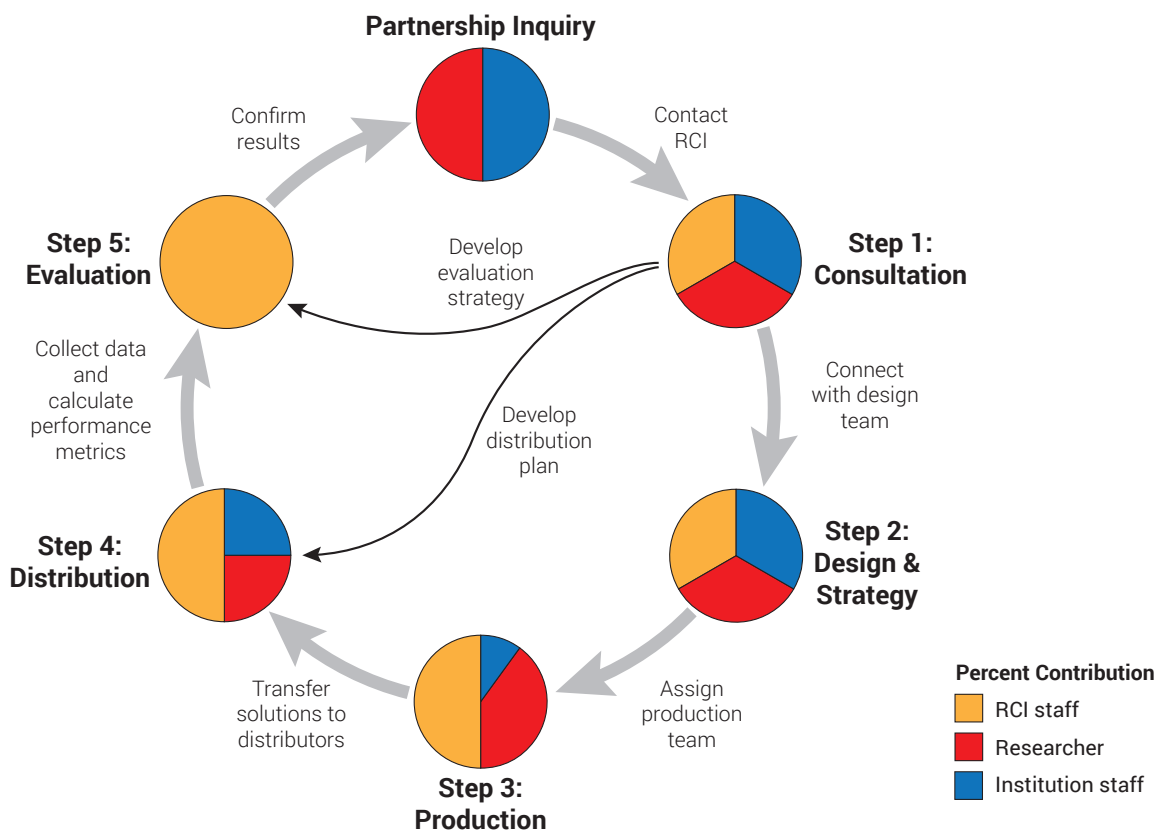
Consultation: An RCI project manager consults with the partner to establish the goal of the project. They identify areas of research that qualify for the partnership. The RCI project manager works with the partner to determine the scope and budget for the project.

Design & Strategy: An RCI project manager and the partner assemble a package of products designed to achieve the goals of the partnership. The partner is assigned a team of science communication professionals to develop a production strategy. For example, researchers who are writing feature-length articles will meet with editors to plan the manuscript preparation process.

Production: An RCI project manager oversees the production process while the partner researchers and other staff work directly with their RCI communications team.

Distribution: The products are published, emailed, and shared via social media according to the strategy developed in step 1. The final products will also be delivered to the researchers for their personal and professional use.

Evaluation: An RCI project manager will prepare a detailed impact assessment using data analytics to summarize the initial reach of the project and audience dissemination statistics. Additional metrics can be selected in step 1.



RCI Partnerships

Partnership Options

Institutional researchers from partner organizations select from a suite of print, online, and audio/video solutions.

PRINT OPTIONS

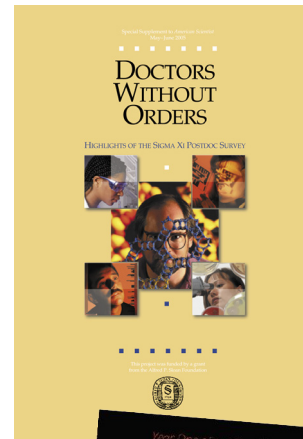
(published as a special section in *American Scientist*)

Special features (articles, sections)

Crafted in *American Scientist's* style with RCI editorial support

Custom inserts

Booklets produced as part of the partnership may involve working with science writers in addition to RCI editorial support



ONLINE OPTIONS

(published on AmericanScientist.org, RCI digital platforms, and/or institutional sites)

Digital features (articles, sections, and blogs)

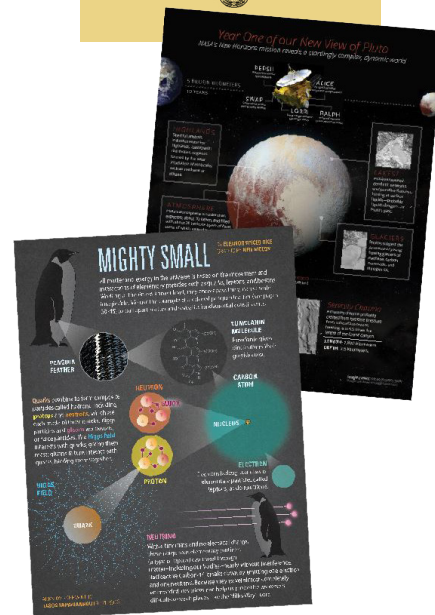
Crafted in *American Scientist's* digital style

Digital infographics, photo slideshows, and animations

Produced by graphic artists, multimedia experts, and animators in collaboration with institutional researchers

Social media campaigns

Strategized by RCI social media experts and featuring institutional researchers



AUDIO & VIDEO OPTIONS

(hosted by AmericanScientist.org, RCI digital platforms, and/or institutional sites)

Podcasts

Produced by professional podcasters and featuring institutional researchers

Webinars

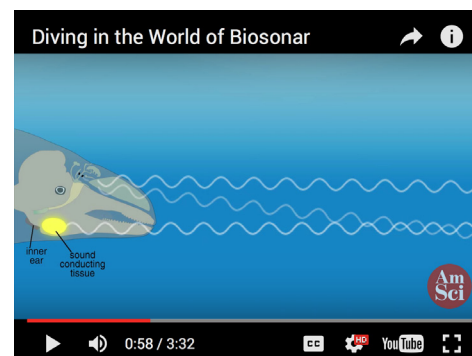
Strategized by RCI staff and featuring institutional researchers

Animated videos

Produced by graphic artists, multimedia experts, and animators in collaboration with institutional researchers

Documentaries

Produced by documentary filmmakers in collaboration with institutional researchers



RCI Partnerships

ADVERTISING OPTIONS

Institutions may also incorporate Sigma Xi and *American Scientist* advertising placements into their partnership packages:

Print Options

- Color or black & white ads (1, 2/3, 1/2, 1/3, 1/4, or 1/6 page)
- Cover positions (Inside Front Cover, Inside Back Cover, Back Cover)
- Sigma Xi annual meeting program book
- Sigma Xi mailers

Online Options

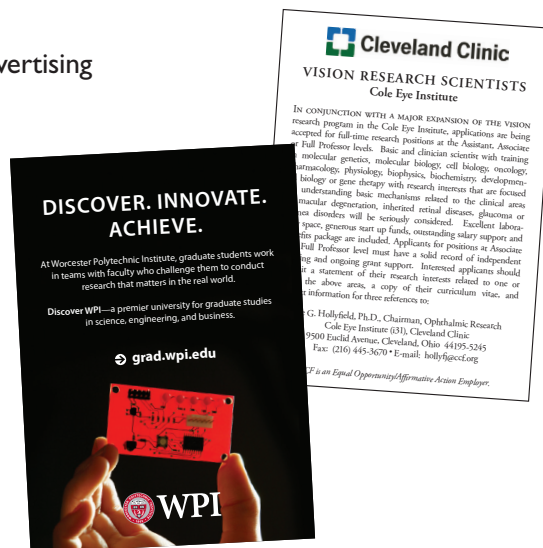
- American Scientist* website
- American Scientist* Online eNewsletter
- Sigma Xi member eNewsletter

Live Event Options

- Sigma Xi annual meeting exhibits
- Sigma Xi chapter science cafés
- Sigma Xi professional development workshops
- American Scientist* seminars and lectures

Pricing of custom solutions and other inquiries relating to Sigma Xi's RCI opportunities can be directed to:

Jamie L. Vernon
Executive Director and CEO
1-800-243-6543
executiveoffice@sigmaxi.org



Sigma Xi, The Scientific Research Honor Society is the international honor society of scientists and engineers. The Society has maintained a distinguished history of service to science and society for more than a century. Researchers whose work spans the disciplines of science and technology comprise the membership of the Society. Sigma Xi chapters can be found at colleges and universities, government laboratories, and industry research centers around the world. More than 200 Nobel Prize winners have been members. The Society is based in Research Triangle Park, North Carolina.