



Call for Applications: *Enhancing your Media Presentation Skills in School and Child Health-Related Topics*

A. KEY DATES

- March 15, 2017 Call for Applications posted
- April 26, 2017 Deadline for Submitting Applications
- May 19, 2017 Applicants notified of decision
- June 14, 2017 Accepted applicants return signed contract
- Sept 15-16, 2017 Initial training begins (continues through fall semester)
- TBD, Spring 2018 CSCH hosts showcase event

B. PURPOSE

The Collaboratory on School and Child Health (CSCH: csch.uconn.edu) is sponsoring media training for affiliates interested in enhancing skills in effective dissemination and promotion of their work. CSCH is pleased to partner with Drs. Rory McGloin and Stephen Stifano in the Department of Communication (comm.uconn.edu), who will lead attendees throughout the fall semester in developing knowledge of effective communication and using skills to produce a TED-style video presentation.

Key topics covered include:

- The fundamentals of communication and mastering presentations
What is communication?; How do you increase self-awareness of your communication?; What does audience analysis using a persuasive standpoint look like?; What are best practices for effective public speaking?
- Writing, Organizing, and Delivering an Effective Presentation
How do you find the right balance - the art of science and storytelling? What are effective organizational strategies? What are the elements of effective delivery?
- Integrating multimedia into your presentation
Why is multimedia important? What are the hallmarks of effective presentation media? How can you use your presentation media seamlessly and gracefully?

All participants will record a TED-type talk by the end of the fall semester. Selected video will be used to facilitate dissemination efforts consistent with the CSCH mission, which is to facilitate innovative and impactful connections across research, policy, and practice arenas relevant to school and child health. CSCH serves as a central resource to university and external partners engaged in efforts that inform healthy, safe, supportive, and engaging environments for all children. Additional dissemination will occur through a CSCH showcase event to be held in spring 2018,

during which some attendees will be invited to share their videos and participate in discussion.

C. REQUIREMENTS FOR PARTICIPATION

To participate, applicants must commit to participation in all training activities (see below). In addition, participants must be willing to have their final video presentation be included in CSCH dissemination efforts. And, for those participants invited to participate in the CSCH showcase event, participants must be willing to continue improving the presentation to prepare the best final product.

Section and Purpose	Timeframe and Structure
Preparation	<p style="text-align: center;">Summer</p> <p><u>Independent work:</u> refine ideas for presentation content, identify audience (who will your content appeal to?), and brainstorm ideas for final delivery/video style</p>
Part 1: The fundamentals of communication and mastering presentations	<p style="text-align: center;">Fri 9/15 (3 p.m. -6:30 p.m.) & Sat 9/16 (9 a.m. -12:30 p.m.)</p> <p><u>Large Group:</u> Required initial training and instruction for how to develop an effective message to integrate into your video presentation.</p>
Part 2: Writing, Organizing, and Delivering an Effective Presentation	<p style="text-align: center;">Mid-Sept – Mid-Oct</p> <p><u>Independent work:</u> Preparation of presentation content and organizational structure, audience analysis, identify delivery “style”, and brainstorming of supplemental visuals for video</p>
Part 3: Integrating effective visuals into your presentation	<p style="text-align: center;">Mid-Oct to Mid-Nov</p> <p><u>Small group:</u> Dates TBD – 2 hour small group workshops (2 mtgs). Training on use of visuals in presentations, presentation of video best practices, first “draft” presentations shared and discussed</p> <p><u>Independent work:</u> iteratively work to produce “draft” videos for group feedback</p>
Part 4: Final feedback and preparations	<p style="text-align: center;">Mid-Dec:</p> <p><u>Large group:</u> Date TBD. Final presentation and feedback</p>
Completion	<p style="text-align: center;">Mid-Dec to Mid-Jan</p> <p><u>Independent work:</u> complete any remaining edits to presentation, and for those selected, continue preparation for showcase event (date TBD – approximately end of March)</p>

D. ELIGIBILITY AND APPLICATION PROCESS

By the time of submission, an eligible applicant must be an InCHIP member, with CSCH affiliation (<http://csch.uconn.edu/contact.html>). Preference will be given to applicants who hold an appointment at UConn with responsibilities that include an active line of research and scholarship in school and child health-related topics. Generally, these appointments are faculty appointments that are tenured or tenure-track faculty, in-residence research faculty, clinical faculty, other research faculty, research scientists/scholars, and adjunct faculty. Post-doctoral scholars and graduate students are not eligible to apply.

Applications must be submitted online by **April 26, 2017**. Click [here](#) or cut and paste the following url to apply:

https://uconn.co1.qualtrics.com/SE/?SID=SV_a48GydekMBF3uC1

The application must include the following:

- a. Applicant Information – name, title and position, description of research and scholarship line, biosketch (NIH or NSF format preferred)
- b. Presentation Information – proposed title, description of content and intended audience, alignment with CSCH mission, key references
- c. Agreement to fully participate in training schedule and produce final presentation with CSCH permission to use in dissemination efforts

E. REVIEW CRITERIA

Up to 20 total spaces are available, with review of applications completed by a committee comprised of members of the CSCH Steering Committee and Drs. McGloin and Stifano.

Criteria for application review and selection include:

- Must be CSCH affiliate by time of application
- Alignment of the proposed presentation with the CSCH mission
- Degree to which the proposed presentation is innovative, relevant, and timely in moving forward a research and scholarship agenda in school and child health
- Commitment to enhancing media presentation skills
- Agreement to fully participate in training and produce deliverables according to the specified timeline

F. CONTACT

For questions not addressed in this call for applications, please contact CSCH Program Coordinator Helene Marcy at Helene.marcy@uconn.edu.