

Support Services for ASRC Researchers

The policies and procedures below are an update to the CUNY ASRC support request protocol and are intended to maximize the success of every initiative's ability to communicate with the communications, marketing, and events team at the CUNY ASRC. The purpose of this memo is to outline the procedures and timeline of how the team can help promote and share your event, research, etc. Below you will find a list of the type of support that our team provides and how to proceed when you would like to reach out for a social media post, mailing, press release, event space request, etc. We provide the following types of support to CUNY ASRC researchers:

- **Building Operations:** manages operations of administrative and scientific support activities, and develops and implements plans for continuous operational improvement
- **Community Outreach and Youth Education:** in-person and virtual field trips and tours at the IlluminationSpace Hub for youth (ages six to 16), volunteer opportunities, hands-on activities, immersive technology. Local school and community organizations, programs, and partnerships. Community science programs, citizen science (Community Sensor Lab) and participatory research. Research opportunities for high school, undergrads and community college students. STEM education pedagogy, outreach and broader impacts strategies for grant writing.
- **Digital Media:** social media (Twitter, Facebook, LinkedIn, Instagram), creating new CUNY ASRC webpages for the Initiatives' websites, writing, and posting, CUNY ASRC news articles, CUNY ASRC Newsletter content (quarterly), photography, and videography
- **Event Organization:** space requests, updating the CUNY ASRC Events page and the Center's digital monitors, sending out Pardot emails and eMailings/event flyers, creating registration forms and Zoom links, managing the Listserv mailing list, and physical event set-up/AV assistance
- **Funding and Development:** identify, contact, solicit and steward CUNY ASRC donors, CUNY ASRC Giving webpage
- **Media Relations:** media requests, marketing materials, media training, writing press releases and articles, media advisories, story pitching, IS Hub Science Communications Academy, Science Communications Fellowship, and research communications broader impact opportunities

Request Procedure:

1. Make members of Comm's team (listed below) aware of external events in monthly meetings or via venue request form, social media request form etc., with as much advance as possible.
2. Fill out the [Venue Request form](#) (attach any flyers, a description, contacts etc.) Once completed, we will reach out to you to discuss the scheduling/content for

social media posts, mailings, flyers, or registration links etc., and confirm your space request.

3. If it requires social media, you will be asked to fill out the [Digital Media Request form](#)
4. If it requires media outreach or, such as press releases, or media preparation assistance, you will be asked to fill out the [Media Outreach Preparation form](#)
5. If you have received a media request of any kind that requires access to the ASRC building, you must contact communications to have the media outlet/reporter vetted and cleared. Contact Shawn Rhea at srhea@gc.cuny.edu.

Once you have filled out one of the above forms, a member of the Comms team will reach out and can schedule a consultation to discuss the strategy and scope of the support that you need, if you anticipate that this is an event that will require multiple requests and/or multiple members of the Comms team's support. It may take anywhere from one week to one month to develop a communications strategy, based on the level of support needed.

For support in developing a full communications strategy, complete one of the above forms and request a meeting at least 30 days prior to the event or activity. Week-long events/larger conferences will need multiple months notice.

Types of Support

Building Operations

Building Operations is responsible for administering various aspects of building safety, access, and up-keep. This can include requests related to: maintenance/facilities, Cleared4 access, on-hiring/safety training for new-hires or students, building up-keep etc. Building Operations will also assist in areas of event organization and the Comms Team's requests in order to keep the ASRC community within CUNY safety guidelines.

Community Outreach and STEM Communications

Community Outreach and STEM Communications provides support for activities and program development for the CUNY ASRC Illumination Space and the CUNY ASRC Sensor CAT. We provide support for events, programming, partnerships, and projects involving youth and local community organizations. We are currently building out more programming around immersive STEM technology and participatory (community engaged) research. We also help develop broader impact youth and community programs, as well as education and teaching resources. Inquiries and support requests can be made directly to Kendra Krueger (Outreach & Education Manager) kkrueger@gc.cuny.edu

Digital Media

Digital Media supports the CUNY ASRC's digital presence by promoting its community through social media, the Center's official website and [news](#) section, a quarterly [newsletter](#), and photography and videography. We can help you and your team promote recent published work, events, and anything that you would like to share with internal

and or external audiences. Digital Media services are also available to photograph and film CUNY ASRC faculty, students, postdocs, equipment, facilities, and labs. While each initiative is in charge of managing and maintaining their initiative's webpages, we are available to create new pages for the initiative's sections. **Please submit your digital media requests to <https://bit.ly/3GXWhxe>**

Events Organization

Events Organization provides support with managing CUNY ASRC events, from physical setup with caterer and AV technician's needs, to online preparation of digital signage, Zoom links for hybrid events and registration forms. We can also help promote your events through the CUNY ASRC's main internal listserv or a specific list, pardot emails, CUNY ASRC digital display monitors, and the CUNY ASRC [Events](#) page.

Please submit your venue requests to <https://bit.ly/3x7csUo>

Fund Development

Fund Development supports all aspects related to securing private (non-public) support at the CUNY ASRC, primarily through individuals, foundations, and companies. This may include assisting with contact between directors and donors, to creating content and messaging for the CUNY ASRC, to helping strategize, identify, cultivate, solicit and steward donors.

Media Relations

Media Relations supports faculty and student research and accomplishments by connecting and preparing them to engage with external audiences. We provide press release writing support, media monitoring and reporting, brand identity adherence, content development (written and video), media outreach and coordination, and media training for the GC Sciences, including the ASRC. **All requests for media support should be submitted <http://bit.ly/3Vx1UbC> (also mentioned above in procedures).**

If you have any questions regarding the above protocols, please contact one of the following:

CUNY ASRC Community Support Team

Mark Hauber, Executive Director

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Shawn Rhea, Director of Science Media Relations and Community Outreach

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Kendra Krueger, Outreach/Education Manager

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