

CERTIFICATE IN STEM COMMUNICATION

The Certificate in STEM Communication is designed for STEM students who wish to supplement their primary programs of study with communication skills. The certificate is geared toward students who wish to learn effective ways to communicate complex science information across a variety of situations. The two required and two elective courses in the certificate will help students develop effective strategies for communicating STEM content to key audiences, and understand the diverse perspectives surrounding STEM issues.

The Certificate in STEM Communication aims to equip students interested in pursuing careers in STEM fields with enhanced communication skills, as well as a deeper understanding of the interpersonal, professional, and cultural contexts that shape STEM content.

Learning Objectives

Upon successful completion, students will be able to:

1. Understand the diverse perspectives that individuals and groups bring to STEM issues and the impact of these perspectives on effective STEM communication.
2. Articulate the role that communication plays in sharing STEM content in broader social, economic, and cultural contexts.
3. Develop effective strategies both for communicating STEM content to key audiences and for overcoming barriers to reaching those audiences.
4. Assess misinformation around STEM content and develop skills for countering it using source-based (sharing accurate information from trusted sources) and relational-based (emphasize building relationships and listening effectively) approaches.