

TOPICS FOR TALKS & TRAININGS

Keynotes & Plenaries

- Drawn to Nature: Women, Science and The Art of Details
- Drawn to Science: Exploring Historical and Contemporary Synergies Between Drawing, Creativity, and Science
- Making a Career of Creativity
- Phenomenal Women: Finding Solidarity to STEM the Tide of Bias in Science
- Leveraging Scicomm Research Insights to Enhance Institutional Capacity
- Rethinking Creativity: How Art and Creativity Enhance Science & Scicomm
- Use Your Power for Good: An Applied Framework for Overcoming Institutional Injustices Impeding Scicomm in the Academy
- Why Facts Don't Work (Alone): Making Connections for Effective Science Communication
- Words Matter: Historical & Modern Perspectives on Equitable, Effective Writing Instruction in the Sciences

Invited Talks & Panels

- Actually Taking Action: Things Faculty Can Do to Support Minoritized and Nontraditional Graduate Students
- Ethical Ways for Scientists to Use Images & Work with Artists
- Ethical, Evidence-Based Approaches to Teaching and Assessing Scicomm in Higher Education
- Leveraging Grad Student Training to Build Institutional Scicomm Capacity
- Rethinking Creativity: How Art and Creativity Enhance Science and Scicomm
- Evidence-Based Ways to Overcome the Boogie Man of Thinking You're a "Bad Writer"
- Rhetoric, the Science of Science Communication & Talking Effectively about Climate Change
- Science Information, Misinformation, and You
- Sharing Values, Goals, and Stories for an Evidence-based Approach to Making Science Matter
- The Ecologically True Story of the Tortoise and the Hare
- Why Facts Don't Work (Alone): Making Connections for Effective Science Communication
- Various career talks about scicomm and/or art-science integration

Workshops & Short Courses

Listed roughly in recommended order/increasing order of skill/experience levels.

Communicate for Change: SciComm Trainings

- Applied Principles of Science Communication
- Assessing Scicomm for Impact
- Broader Impacts that Work
- Creative Approaches to Grant Writing (week-long residency/workshop)
- Demystifying the Media (3-part series)
- Ethical Use of Images for Scicomm
- Foundations of Evidence-Based Scicomm

- Getting Clear on Why You're Sharing Science: The Role of Goals & Values in Effective Scicomm
- Mentoring Scientific Writing Efficiently and Effectively
- SciComm STEP: Sparking Transitions for Experienced Professionals (2-days in-person or 6 weeks online)
- Seeing Science: Visual Strategies for Dealing with the Scicomm Reality that Facts (Alone) Don't Work
- Setting Boundaries & Self-Determined Metrics to Enhance Your Scicomm Career
- Sketching for Scientists: A Sketching & Journal Basics Workshop for Curious Minds
- Storytelling for Research & Conservation Impacts

Enhancing Academia Trainings

- Designing Curriculum Design for Graduate Student Scicomm & Broader Impacts
- Drawn to Science: Evidence-Based Methods for Reintegrating Drawing Instruction in Field & Lab Courses
- Enhance Your Mentees' Writing by Enhancing Your Feedback
- Evidence-Based Practices for Better Mentorship
- Mentoring Scientific Writing Efficiently and Effectively
- Narratives + Evidence: Leveraging Narrative Structures and Scicomm Literature for Effective Grant Writing
- Reckoning with Career Sustainability in Higher Ed: Setting Integrated Personal and Professional Goals
- Storytelling to Enhance Your NSF GRFP Statements
- Thinking Like a Writer: Writing Mindsets for Grad School Success

CLARIFICATIONS

- Task-based trainings (e.g., SEO, social media, film editing, presentations) abound, particularly for scicomm professionals at the entry level. Many of these trainings use a webinar format in which participants listen to a speaker share their knowledge, approach, etc. While these trainings are valuable in their own right, beyond-beginner scicomm practitioners need trainings that account for them as a whole person-as-practitioner. In Bethann's trainings, participants can expect a shared-learning environment that is fast-paced, hands-on, and interactive (engaging with other participants in multiple modalities).
- Bethann's trainings are oriented toward genuinely enhancing participants' mindsets and transferable skills at an advanced level.
- Participants leave Bethann's trainings with detailed action items they have self-defined *and* an advanced mindset they can reflect on and apply over the long term in their work as scicomm practitioners.
- Compensation should include the session fee along with travel costs (lodging, meals, travel expenses) and a day rate for time spent in transit.
- Bethann's talks and trainings are available in-person or online. All facilitation is adaptable to online settings using current best practices for interactive learning online.

SPEAKER/TRAINER BIO



For nearly two decades, Bethann has developed programs to enhance science communication (scicomm) skills among scicomm professionals and scientists at all career stages. She has trained 6,000+ people in ethical scicomm and is a leading co-founder of several initiatives to support scicomm professionals in all sectors. These include: [Meteor: The \(Overly\) Honest Podcast about SciComm with Impact](#), [SciComm STEP: Sparking Transitions for Experienced Professionals](#), the [UW Science Communication Initiative](#), and the Ecological Society of America's [Communication and Engagement Section](#). She was recently (2024) [elected an Early Career Fellow of the Ecological Society of America](#) for "her pioneering work in science communication and her research focused on institutional-level social change." Bethann has an MFA in creative writing and was a science essayist/journalist, outdoor educator, nonprofit director, and multi-media artist in former lives. Bringing all this expertise to the table, she is now on the faculty of the Department of Zoology and Physiology at the University of Wyoming, where her scholarship and teaching sit at the intersections of art-science integration, ethical leadership in STEM, organizational change, and scicomm theory and practice. Bethann also leads/consults on graduate student success, academic writing, strategic planning, ethical leadership initiatives, and scicomm for agencies, nonprofits, and universities across North America. Her most recent book, *Teaching and Mentoring Writers in the Sciences*, was published by University of Chicago Press in 2025. Connect to her work and resources at www.commnatural.com, www.uwyo.edu/wysci/, and her newsletter [School of Good Trouble](#).