

UChicago Research Dissemination and Communications Program

Broadly share the goals and results of your research projects to maximize visibility and impact

Federal agencies require projects to demonstrate Broader Impacts, clearly showing advanced outcomes and/or societal benefits and how they will ultimately be put into action.

The University of Chicago Research Dissemination and Communications Program (UChicago RDCP) supports principal investigators (PIs) in developing Broader Impacts dissemination and communication strategies for their research. Offered in partnership with the Office of Research, University Communications, and UChicago Creative, program staff with deep experience in academic communications will partner with you during both the proposal development and award phases of research projects of all sizes to increase the impact of your research.

Proposal Phase

UChicago RDCP staff serve as thought partners during the proposal development phase and create comprehensive, multichannel dissemination and communications plans to incorporate into grant applications. By including UChicago RDCP in their proposals, PIs demonstrate a strong commitment to research dissemination and adherence to Broader Impact requirements.

Award Phase

UChicago RDCP collaborates with PIs to execute strategic communications campaigns throughout the duration of the research project, disseminating the results and Broader Impacts of the work to target audiences and capturing data to measure the scope of the outreach. Each plan is tailored specifically to the individual project and budget.

What This Program Entails

- Building a communications strategy focused on dissemination of knowledge
- Developing marketing and communications materials
- Overseeing communications launch
- Reporting on related data and metrics to effectively measure impact throughout all key stages of the project

Sample Components

- Communications strategy and planning
- Editorial development
- Graphic design
- Video and podcast production
- Brand identity
- Website development
- Digital/social media campaigns
- Photography
- Annual reports
- Media relations/press releases
- News stories

Project Examples

Recent projects by UChicago RDCP staff include:



Design and copywriting

As the Pritzker School of Molecular Engineering expanded its offerings, it needed a new suite of materials to be written and designed. This work spanned multiple projects and platforms including STEM outreach brochures and printed event materials to anniversary theme development, website design, graphics animation, and video production.



Brand identity development

In partnership with the Marine Biological Laboratory, a new brand identity was developed that paid homage to its past, while modernizing its logo and iconography. This evolution was carried out across multiple platforms and executions including websites, stationery, collateral, signage, and promotional items.



Video production, editing, and finishing

During the creation of the Weston Game Lab, researchers needed a way to explain the lab's mission and what it hoped to achieve with its research. This video helped bring to life the idea behind the lab, while emphasizing the importance of this type of scholarship to the world at large.



Design, copywriting, photography, video production, and editing

The UChicago Medicine Department of Surgery's Annual Report is a robust recruiting tool that gives potential residents and peer institutions an inside glimpse into life within the Department. Services provided for these report projects include copywriting, web design and development, photography, video production, editing, and print design and production.

Get Started

For more information about UChicago RDCP, questions about joining the program, or to request an introductory meeting, reach out to Melissa Sherwin at melissasherwin@uchicago.edu.

Learn more at creative.uchicago.edu/rdcp.