MPS Communications & Branding

Nadège Aoki, Amanda May & Swati Sureka, MPS Comms Team Josh Chamot, Karen Pearce & Lisa-Joy Zgorski, OLPA



Communicating MPS science is critical to building the NSF brand



INSPIRE

Leveraging multiple audiences, messages, and mechanisms



INFORM







Promoting scientific literacy and sustained engagement



RECRUIT





Filling the pipeline with the next generation of scientists



BUILD TRUST

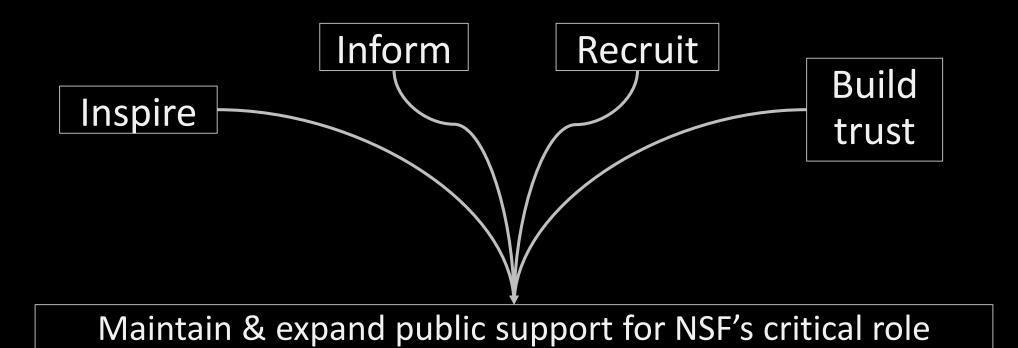


Source: Hill TV

Highlighting NSF's expertise in scientific decision-making



GALVANIZE SUPPORT





THANK YOU!

Please get in touch at mpscomms@nsf.gov.

