

**Formal Report on Results of Audeamus 2013:
“SCORE Project – Scientific Outreach and Research Engagement”**

The overall purpose of the SCORE project was to develop a resource to encourage undergraduate research students to develop and share multimedia outreach based on their own research accomplishments. The original intent was to purchase several pieces of specialty audio-video equipment and establish a semi-formal office to “check-out” these items to interested students, while simultaneously developing an online distribution platform to disseminate the outreach product and Biology 481-based a training course to educate biology students in outreach production.

I am very pleased to say that the project has succeeded beyond our expectations. In the few months since the program’s instigation it has already supported outreach content development by over a dozen students from a number of distinct majors, and fifteen students (and counting) have signed up for the Biology 481: SCORE course to be offered this fall. Student interest and creativity has been incredible, with a number of students expressing specific interest in developing outreach videos, blogs, photo-essays and lesson plans.

We have also produced a rapidly growing online distribution base including not only a SCORE Facebook page (www.facebook.com/radfordscore), but also a Tumblr page (<http://radfordscore.tumblr.com>), a Vimeo page (<https://vimeo.com/radfordscore>), and a Flickr page (www.flickr.com/photos/radfordscore). We will also initiate a Twitter feed and a formal Radford University webpage within the next month. Since we began posting online in June 2014, we have organically amassed over 100 unique followers, a number we expect to grow rapidly with new outreach plans and word-of-mouth expansion during the 2014-2015 school year.

Additionally, the SCORE program has expanded far beyond its initial objects in a variety of ways. The program has been absorbed into the Office of Undergraduate Research and Scholarship, receiving an official office location (706B Fairfax), thousands of dollars in additional funding for equipment, and two specifically designated part-time student employees for the 2014-2015 school year. SCORE has also been asked to participate in the new Accelerate program, and we are working to develop interactions with a number of other programs, including high school recruitment, and the Virginia Science Festival.

SCORE has also experienced a high demand for student involvement, not only within biology, but also beyond our department and even beyond CSAT itself. We have already worked with students in departments including biology, chemistry, physics, geology, geospatial sciences, psychology and graphic design, and we hope to expand to include a variety of other departments over the coming year. Based on the interest we have already received and the involvement of students, I believe there is sufficient demand to develop an outreach training course capable of serving not only biology students and science majors, but students from across the university. To this end, the official designation of the project has been changed from “Scientific Outreach & Research Engagement” to “Scholarly Outreach & Research Engagement” to better encompass the broader reach of our program.

In summary, the SCORE program has accomplished all of its initial goals, and has expanded beyond them. We expect that the program will be able to continue to develop and evolve over the next several years, hopefully becoming an integral component of Radford’s undergraduate scholar experience.