Strengthen Texas, the Nation, and the World

Promote communication of discoveries
Enhance relationships with stakeholders
Enhance visibility of science on campus

WHAT WE’VE DONE

Public Outreach
The first issue of our new annual publication, *The Texas Scientist*, was created, printed and mailed out. It will hit mailboxes in early February. We look forward to collecting data from our alumni through an alumni survey that is advertised on the back page. This data will help guide the College’s on-going communication efforts by giving us a better understanding of the interests of our alumni and the connections they are seeking with the College.

Alumni Outreach
This Fall, the College increased focus on alumni outreach by working closely with departmental leaders to develop strategies for connecting with alumni and parents. Strategic outreach to key alumni groups, including FRI alumni and CNS alumni in the medical field, was a top priority of the External Relations and Development team in the Dean’s Office.

Your Department is Calling
The CNS Communications Office partnered with departments this Fall to develop email newsletter templates to enhance communications with students, faculty, parents and alumni. These departmental newsletters will be released beginning February 2014.

Visualizing Science
Our first annual Visualizing Science event will have a call for submissions in April, followed by winner announcements and a celebratory event in September 2014. Visualizing Science gives students an opportunity to submit unique images from their research that capture the excitement, beauty and complexity of science. Six images will be selected for printing on canvas and display in CNS buildings.