



AUTONOMY RESEARCH CENTER FOR STEAHM

Increasing Engagement for ARCS Through Public Relations and Communications

ARCS BY THE NUMBERS

34 NASA-Supported Research Projects

27 Faculty Members From CSUN STEAHM Disciplines

3 Postdoctoral Researchers

Building A Diverse & Inclusive STEM Workforce:

20+

Interns At NASA

113

Undergraduate Student Researchers

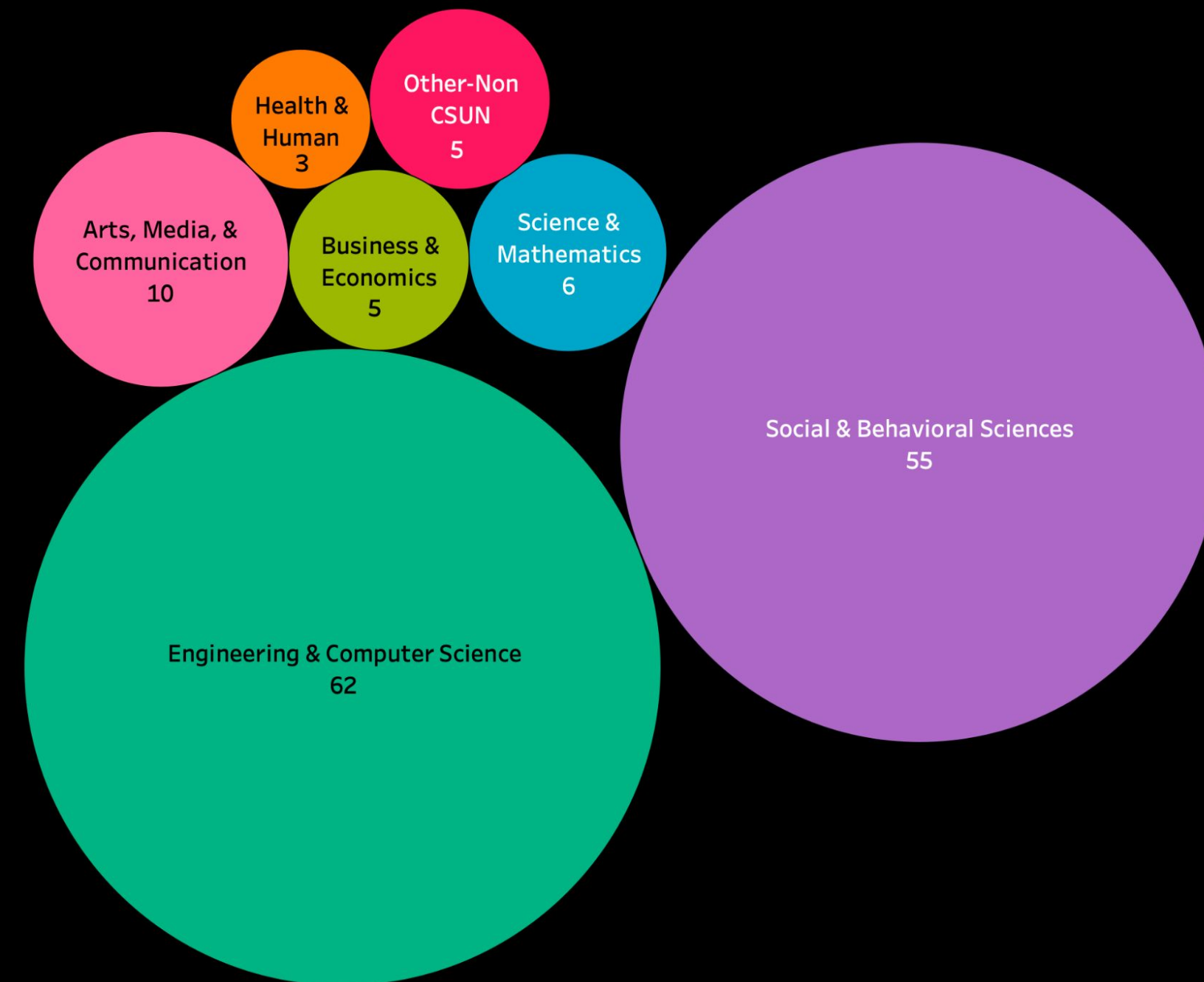
33

Graduate Student Researchers

\$4M Additional Grants/Gifts

7 Research Areas

ARCS Participants are from a variety of colleges!



Research Team

- ARCS Fellows: Keiana Samoy and Socorro de Castro
- CSUN Advisor: Professor Joe Bautista, MFA
- Collaborators: Sarah Hwang, Andila Wijekulasuriya, and Christina Mena

Research Objective

The Public Relations and Communications team is facilitating research to increase ARCS' visibility, recognition, and reputation as a transdisciplinary research center on campus, in the community, and beyond.

Research consists of identifying the types of students ARCS attracts to improve outreach to academic disciplines that lack participation.

Research Approach

This project intends to use a variety of tactics such as social media, traditional media, earned media, and more for internal and external communication to help supplement the Public Relations and Communications team.

This project intends to gather student information through surveys to generate a database to analyze the demographics and diversity of ARCS participants.

By developing ARCS through communication strategies, public relations, and various media, the program will have a steady influx of student participants and sponsors for years to come.



ARCS
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