CREATING AN INTRODUCTORY FLIER

Create a concise, one-page flier to summarize what you can offer to your STEM Learning Ecosystem to use in introducing yourself to a particular audience (i.e., potential partners, collaborators, other researchers, policymakers, or youth and families).

Time Required

- » 4-7 hours in total:
- » 1-3 hours for gathering information and content, and
- » 3-4 hours to design, edit, and export for accessibility.

Materials

- » Design software (such as Canva, InDesign, Photoshop, Illustrator, or another program)
- » High-resolution images, graphics, and logos

Flier Content

- » Title
- » Briefly describe **what** STEM learning opportunities you would like to offer in the community, along with **who** is involved and how to contact you and your team, **when** you would like to offer these opportunities and **why**, and **how** youth would benefit from participating.
  - Be concise. Remember you are not trying to condense all of the information down into one page, but instead highlighting the key takeaways from this research/project. It should be a "snapshot" of your project (i.e. short and readable).
  - Be sure to tailor your flier for the specific audience you intend to reach. Sometimes, this means you may need to create multiple versions of a flier.
  - Avoid technical language and jargon so that someone with no prior knowledge can quickly understand the goals and key takeaways of the project.
- » High-resolution images and graphics that help illustrate your main goals or points, such as:
  - A graphic representing your team, partnership, or program
  - 2-3 interesting and compelling Images, and/or
  - 1-2 simple diagrams, and,
    - — Colorful images can help make the document more engaging
    - — Avoid complicated diagrams
- » Provide relevant information about yourself, your organization, and your funder(s), including:
  - Contact information,
  - Links to the websites of participating organizations
  - Logos for project, funders, and partners
  - Required language or acknowledgment from funders, including the award number

Design Tips

- » Create a simple, minimalistic document that is easy to read and encourages the reader to learn more.
  - Check the readability statistics of your text. Aim for a 6th- to 8th-grade reading level.
  - Use a design software such as Canva, InDesign, Photoshop, Illustrator, or another graphic design program to arrange your content.
  - Arrange your key statements as bullet points so that the reader can quickly scan it for the most critical points.

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» Export your flier as a share-able file (e.g., PDF).

- Compress your graphics and images to keep the file size as small as possible.
- Test your exported file to ensure that it meets Web Content Accessibility Guidelines (WCAG) international standards and correct any issues.
- Test your exported file to ensure that hyperlinks open properly.

Example Flyer

» View the STEM Career Connections Flyer

References

» Awware (2021). One-pager: how-to, types and examples. https://awware.co/blog/one-pager/

» AGU Sharing Science. Tips for Creating a One-Pager. https://www.lpi.usra.edu/education/scientist-engagement/resources/AGU-Toolkit-Creating-a-One-Pager.pdf