



Strategic Communications and Dissemination at NORC

Effective communications can support the success of any research project. Whether developing websites, tools, and publications to document and share findings, or disseminating results and findings to key audiences, communications support helps strengthen the reach and impact of any research investment. NORC partners with clients to understand their specific communications goals and offer custom support to reach them. Through a range of customizable offerings including strategy and branding, public relations, data visualization, event support, publications, and digital development, NORC helps ensure your research results reach the people, communities, decision makers, and others who can benefit from the insights created.

NORC PROVIDES A WIDE RANGE OF STRATEGIC COMMUNICATIONS SERVICES TO FIT YOUR SPECIFIC NEEDS:

- communications strategy and planning
- secure data dissemination and access
- digital development and publications support
- public relations, promotions, and outreach
- information design and data visualization

We draw on our team's decades of experience in data science, publishing, design, digital strategy, journalism, and marketing to design and execute comprehensive communications plans or deliver high-quality targeted services that meet a range of budgets. We also work closely with subject-matter experts and leading research experts to make sure the information disseminated and represented visually is accurate, secure, and complete.

Whether you want to communicate your research findings broadly or to a targeted audience, we will partner with you to turn complex research into clear and effective communications campaigns.

Strategic Communications and Dissemination at NORC

Communications Strategy and Planning

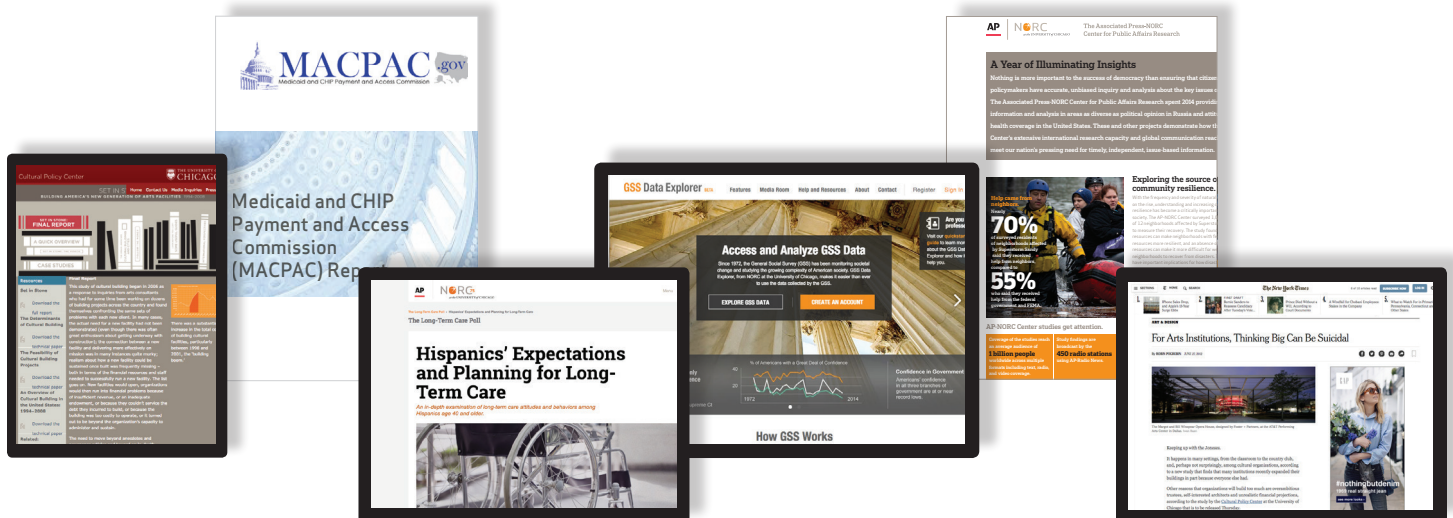
An effective and innovative communication strategy is an essential step in the process of turning quality research into actionable information. Through one-time workshops or longer-term collaborations, NORC helps its clients identify communications goals at the outset of a project to increase the project's reach and monitor its impact. As with our research, NORC takes a scientific approach to our communications planning, target audience identification, brand and logo creation, respondent communications, project design, and messaging platform creation to determine the most effective communication methods to share your project findings.

Secure Data Dissemination and Access

Getting data securely into the hands of our clients and the broader research community is important to our mission. NORC effectively disseminates data and knowledge internally and externally through traditional means like scholarly reports and presentations, as well as through innovative data platforms such as the NORC Data Explorer. NORC also understands the importance of secure, remote data access and disclosure avoidance. We have proven expertise in collecting, managing, and providing access for the analysis of sensitive and confidential data through solutions such as the NORC Data Enclave. When appropriate, NORC also creates public use data files which are made available through established archives.

Digital Development and Publications Support

Since today's audiences receive information in many different ways, it is important to use a full array of communications vehicles. NORC produces and edits high quality publications that convey important research findings and analysis in a clear and effective way. NORC experts are skilled at using data visualization and information design to analyze, understand, and disseminate data. We can help write and edit articles for academic publications and journals. We also have extensive experience designing, developing, managing, and enhancing websites and other digital media that support a wide range of functions and content topics. NORC's websites reflect best practices in a number of disciplines including software and infrastructure engineering, user interface design and usability, and Section 508 compliance.



Public Relations, Promotions, and Outreach

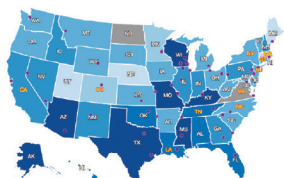
We will help elevate your story to your target audiences, including research communities, media, government entities, and the general public. Our strong understanding of the federal government landscape and deep relationship with national journalists enable us to provide customized government affairs and media relations support. NORC is skilled in providing custom media training sessions, conference planning, presentations, and event support to share your findings. To promote your research findings across all appropriate digital channels, we offer social media and digital strategy services.

Additionally, we are home to The Associated Press-NORC Center for Public Affairs Research, which conducts fast, in-depth research on topical issues. The AP-NORC Center combines NORC's worldwide research capacity with the authority and communications reach of The Associated Press.

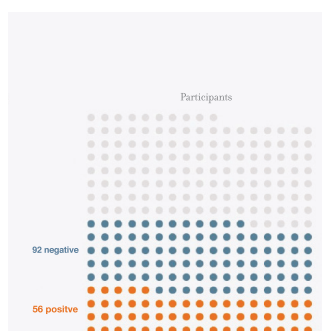
Information Design and Data Visualization

In a world filled with increasingly complex and abundant data, the ability to translate information into visual representations is essential in helping audiences understand important subject matter. NORC has the capability to apply design principles to the analysis, presentation, and dissemination of both qualitative and quantitative information. This work includes static and interactive graphics and charts, dashboards, and geospatial representations which make essential information more understandable, accessible, and actionable.

Exploration of interactive health plan score: health conditions vs. health plan scores



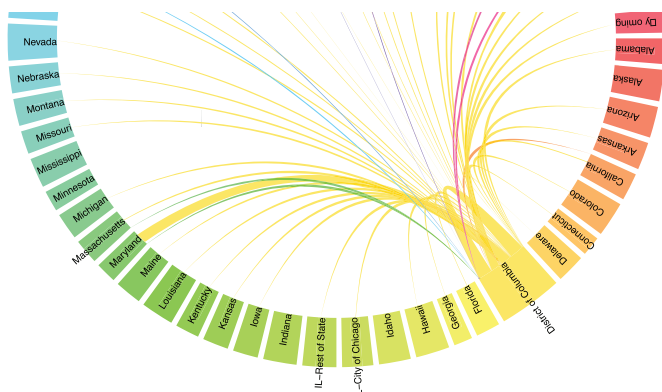
Screen shot of interactive exploratory Hepatitis C contraction database



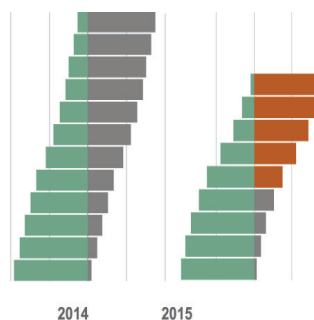
Social network map of drug usage forums



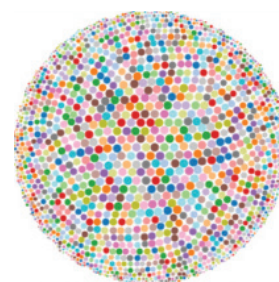
National Immunization Survey 2013 estimation areas: sampled vs. true



Office of Business Development comparison reporting



Screen shot of a school data dashboard exploration, showing state elementary schools' diversity score



**Start a conversation.
Contact us.**

Jeffrey Hackett, Director of Business Development
hackett-jeffrey@norc.org (312) 759-4266

Lindsay Arends, Senior Communications Manager
arends-lindsay@norc.org (312) 357-7032

NORC at the University of Chicago is an independent research institution that delivers reliable data and rigorous analysis to guide critical programmatic, business, and policy decisions.