

New Faculty Welcome 2025

Dan Sui, Senior Vice President for
Research and Innovation

August 21, 2025



RESEARCH AND INNOVATION
VIRGINIA TECH.



NEW FACULTY WELCOME 2025

OFFICE OF RESEARCH AND INNOVATION

Planning and Proposal Development

Research Development Resources

Randy Heflin, Senior Associate Vice President,
Research and Innovation

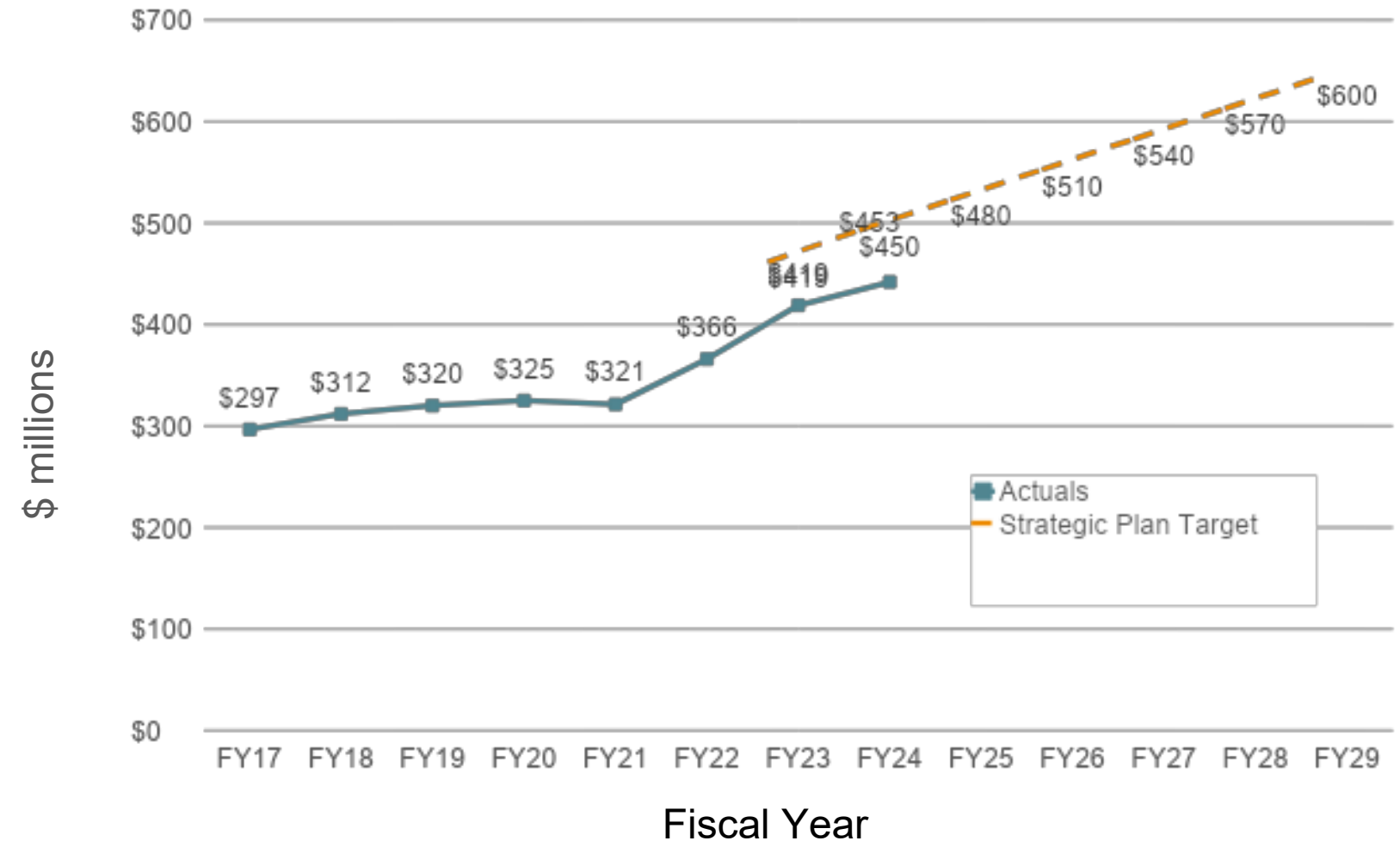



RESEARCH AND INNOVATION
VIRGINIA TECH.

External
research
expenditures
continue a
**strong upward
trajectory.**

Virginia Tech external research expenditures

NSF Higher Education Research and Development Survey





Research development in the Office of Research and Innovation

- The Office of Research and Innovation aims to ensure full-spectrum research development for the entire university research enterprise
- The objective is to make each phase of developing the research portfolio more efficient and effective – from the earliest stages of relationships with potential sponsors to awards being made

Expanding research development support



Steve McKnight
Vice President for Strategic
Research Alliances



Randy Heflin
Senior Associate Vice President for
Research and Innovation

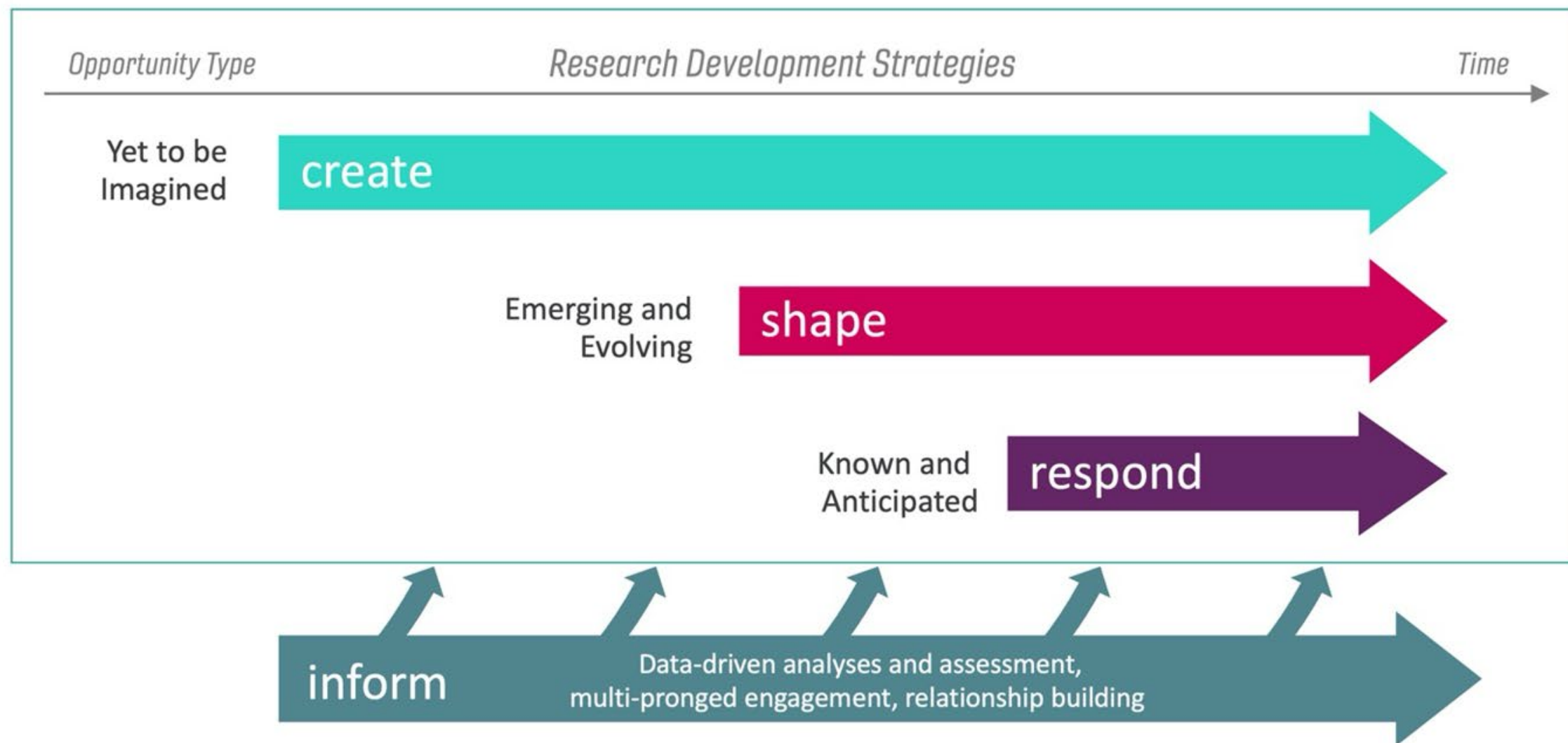


Jon Porter
Associate Vice President for
Strategic Research Alliances



Eleanor Nelsen
Senior Research
Development Coordinator

Advancing research development across multiple timelines



Supporting proposals at all scales



FOUNDATIONAL SUPPORT

Develop and provide high-impact tools and resources applicable to diverse faculty and a range of proposals.

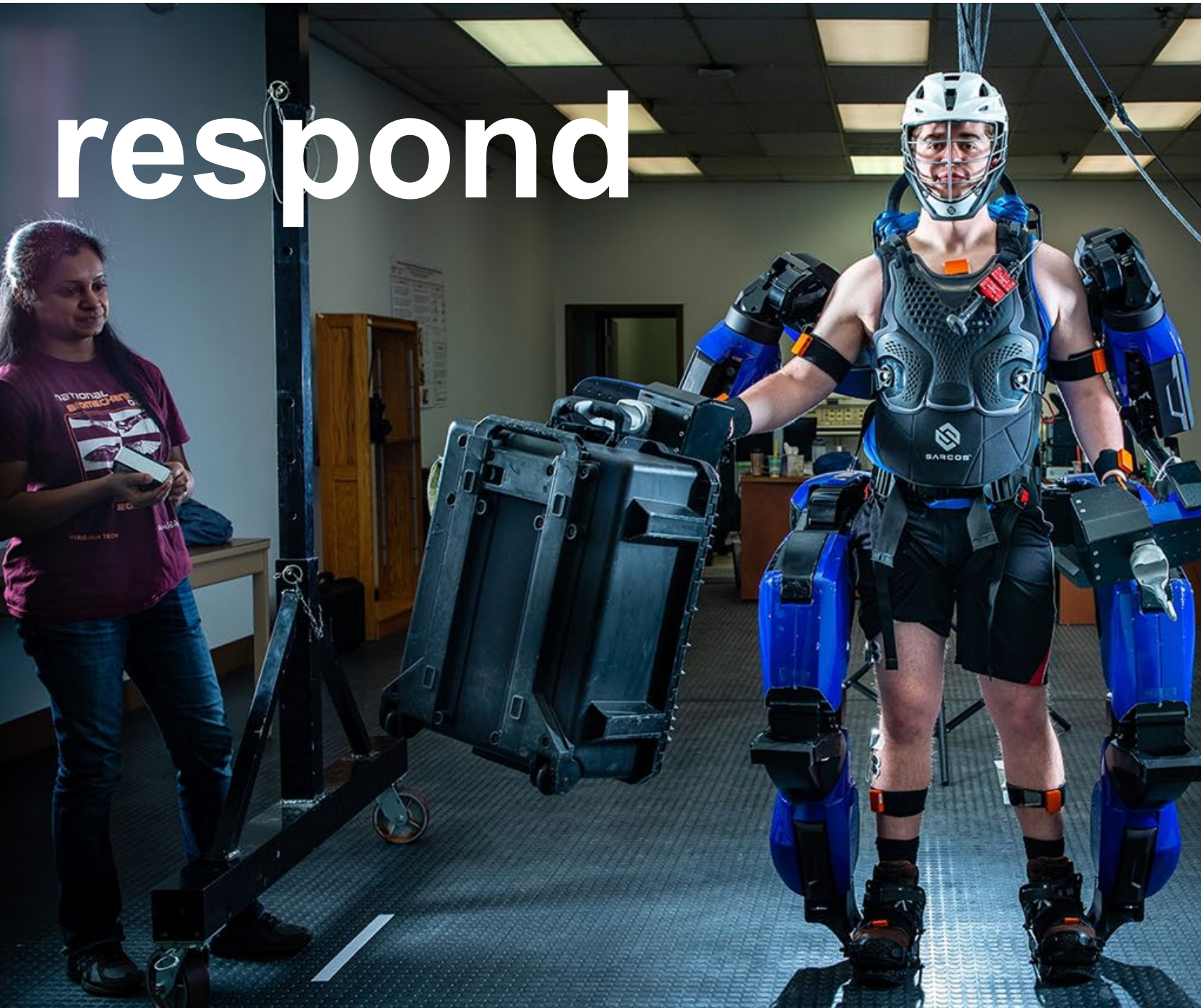
- On-demand **resources**.
- **Training** and events.
- Connections to **external resources**.



TARGETED SUPPORT

Lower barriers to leading large, complex proposals through services that allow faculty to focus on building collaborations and technical concepts.

respond



- Funding Institutional – customizable and searchable database of funding organizations and solicitations
- Proposal development support – in many colleges, departments, and institutes
- VT-FAST
- Example successful proposals – proposal library, colleagues and ADRs
- Proposal Development Institute
- NSF CAREER Award workshop
- NIH R01 Proposal Workshop
- Research Development Seminar Series (video archive)
- Limited Submissions
- Red Team review
- Cost-sharing and institutional commitment

Newest on-demand resources

<https://www.research.vt.edu/research-development/resources.html>

University-wide Proposal Library (~70 proposals)

- https://www.research.vt.edu/content/research_vt_edu/en/research-development/resources/proposal-library.html

Hanover Research Consultants

- Proposal Review and Grants Learning Center
- Perform a limited number of reviews of individual proposals each year

Publication Academy / Higher Ed +

- Video Tutorials on Wide Range of Topics of Academic Research and Careers
- Aimed at Various Levels – Faculty, Postdocs, Graduate Students, and Undergrads

Virginia Tech Institutes

Investment

- Fralin Life Sciences Institute (FLSI)
- Institute for Creativity, Arts, and Technology (ICAT)
- Institute for Critical Technology and Applied Science (ICTAS)
- Institute for Society, Culture, and Environment (ISCE)

Thematic

- Fralin Biomedical Research Institute (FBRI)
- Virginia Tech National Security Institute (VTNSI)
- Virginia Tech Transportation Institute (VTTI)

Shared Facilities:

<https://www.research.vt.edu/about/institutes/investment-institutes/research-institute-facilities.html>

Fralin Life Sciences Institute research infrastructure facilities

All labs are housed in Steger Hall on the Blacksburg campus

Facility for Advanced Imaging and Microscopy (FAIM)

- Advanced instrumentation for live cell imaging
- Equipment use and training
- Consultation and experimental design

Mass Spectrometry Incubator (MSI)

- Proteomic services
- Targeted small molecule detection
- Custom methods development

Flow Cytometry Laboratory (FCL)

- Cell imaging, quantification, and sorting applications
- Equipment use and training
- Method development and consultations

Genomics Sequencing Center (GSC)

- Next generation and Sanger DNA sequencing
- Sample QC
- Consultation and experimental design

Sponsor and corporate engagement

Office of Strategic Research Alliances

Contacts and engagement with federal agencies, foundations, companies, and other academic institutions

Steve McKnight and Jon Porter

LINK + LICENSE + LAUNCH

Corporate Partnerships and Foundations, Intellectual Property, Start-Up Company Formation

Brandy Salmon and Brad Fravel



Shape, create and inform

- Convene workshops or bilateral meetings with sponsors around emerging research topics
- Participate in agenda-setting activities by agencies, think-tanks, professional societies, NASEM
- Advocate development of new research programs at sponsors and agencies
- Build collaborative alliances to generate interest and momentum for new and emerging research
- Annual assessments of federal research budgets and spending (overall, agency, program, and award-level trends)



Shape, create and inform

- Promote awareness of Virginia Tech research interests, priorities and talent
- Organize faculty visits to research agencies and program managers
- Host agency visits to Virginia Tech
- Annual analysis of HERD, Federal Survey on Research, etc. to inform comparative standing
- Understanding the persona of successful proposers



NEW FACULTY WELCOME 2025

OFFICE OF RESEARCH AND INNOVATION

Office of Sponsored Programs

Pre-award and Summit

Lauren Magruder, Director of Pre-award



RESEARCH AND INNOVATION
VIRGINIA TECH.

How can the OSP Pre-Award team help you?

At the Proposal Stage

- Reviews the Request for Proposal (RFP)
- Creates the budget in accordance with PI specifications
- Assists PI in completing sponsor forms
- Ensures appropriate reviews have taken place (COI, Export Control, Contractual, for example)
- Prepares cover letter/Reps-Certs/Sub forms
- Obtains all required signatures on proposal documents
- Reviews proposal for compliance with RFP
- Submits proposal to sponsor, or provides approval for PI to submit

After Submission

- Works with faculty to correct or resolve any issues in the proposal package
- Submits updates or revisions to the original proposal
- Coordinates answers to sponsor regarding proposals
- Files all after-submission communication
- Transmits award documents to Contracts team
- Answers questions from Contracts/Post-award

When should you initiate your proposal in Summit?

As soon as
possible.

- As soon as you find an opportunity you want to apply to, initiate the proposal in Summit.
 - <https://summit.cloud.vt.edu/>
- This does the following:
 - Places your proposal on the Pre-Award calendar
 - Puts your proposal in your Pre-Award Associate's queue
 - Allows Sponsored Programs to do a RFP review
 - Allows Sponsored Programs to get Contracts get involved if needed
 - Lets Sponsored Programs review to see whether it is a Limited Submission opportunity
- Please contact the following with any questions:
 - Lauren Magruder, Director of Pre-Award
Lmagrude@vt.edu or 540-231-8054



NEW FACULTY WELCOME 2025

OFFICE OF RESEARCH AND INNOVATION

Office of Sponsored Programs

Contracts and Agreements

Daniel Cockrum, Director of Contracts and Agreements



RESEARCH AND INNOVATION
VIRGINIA TECH.

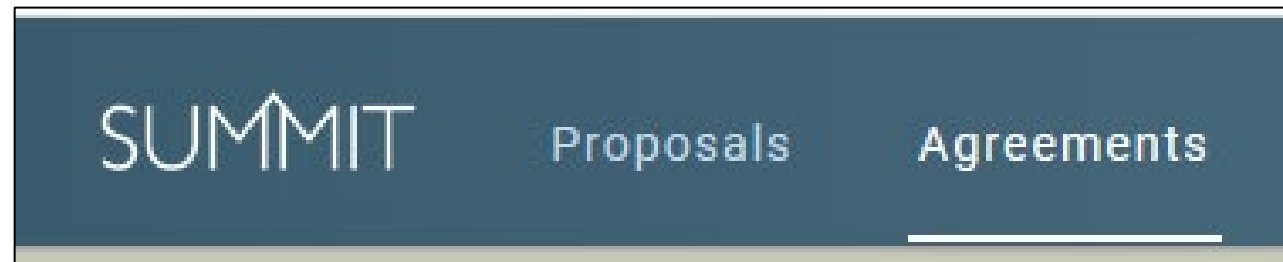
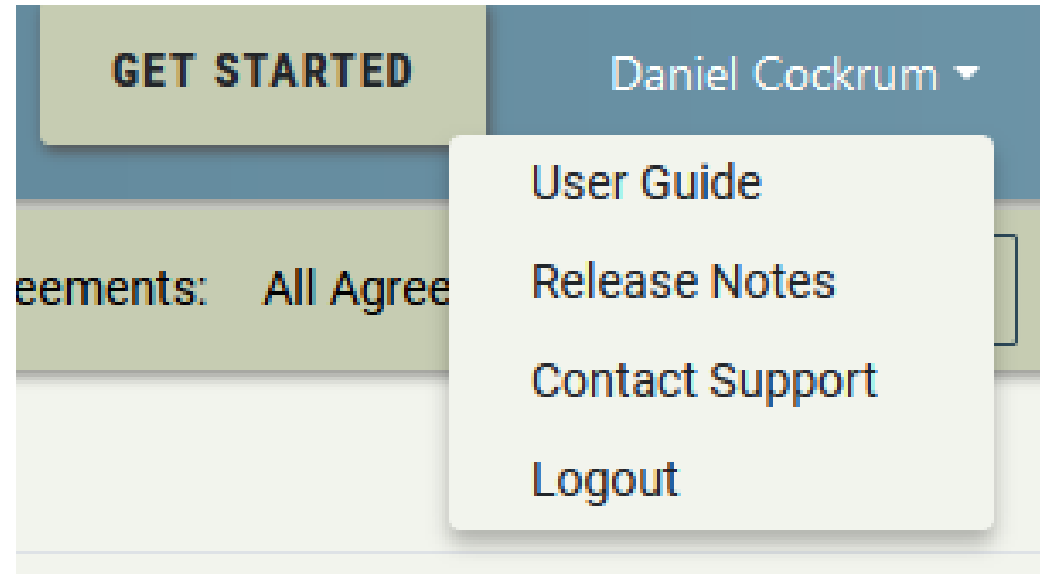
Office of Sponsored Programs - Contracts and Agreements

The Contracts Team reviews and executes many types of research-related contracts and agreements. Contracts and agreements are initiated in the following ways:

- Emailing ospcontracts@vt.edu or ospawards@vt.edu with sponsor acceptance of award for proposed funded agreement.
- **Summit Agreements**
(<https://agreements.summit.cloud.vt.edu/agreements>)
for most other agreement types.

Refer to the **Contracts and Agreements** page (<https://osp.vt.edu/industry/contracts-agreements.html>) for additional guidance.

Office of Sponsored Programs - Summit Agreements



Office of Sponsored Programs – Post-Award

The Post-Award team is responsible for managing and administering research projects after they have been established.

- Review your established awards in the **Award Management System**
(<https://secure.research.vt.edu/post/#/admin/grants>)
- **Training** for the Award Management System can be found at this link:

https://video.vt.edu/media/Award+Management+System+--+Principal+Investigator+View/1_kh0m8rol

Office of Sponsored Programs training and professional development

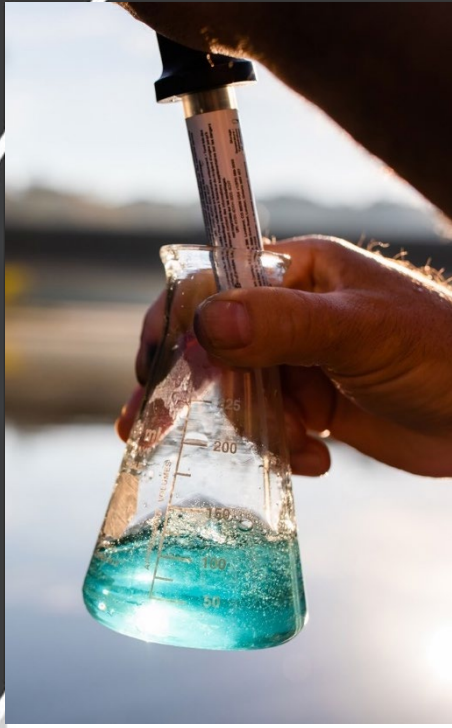
Featured on the training page:

- OSP video channel
- On-demand resources
- Training programs

research.vt.edu/osp/training.html

Scan to join
Principal
Investigator
Bootcamp





Research Integrity, Ethics, and Compliance

Lisa M. Lee

Senior Associate Vice President

Director, Scholarly Integrity and Research Compliance



RESEARCH AND INNOVATION
VIRGINIA TECH.

Scholarly Integrity and Research Compliance

MISSION

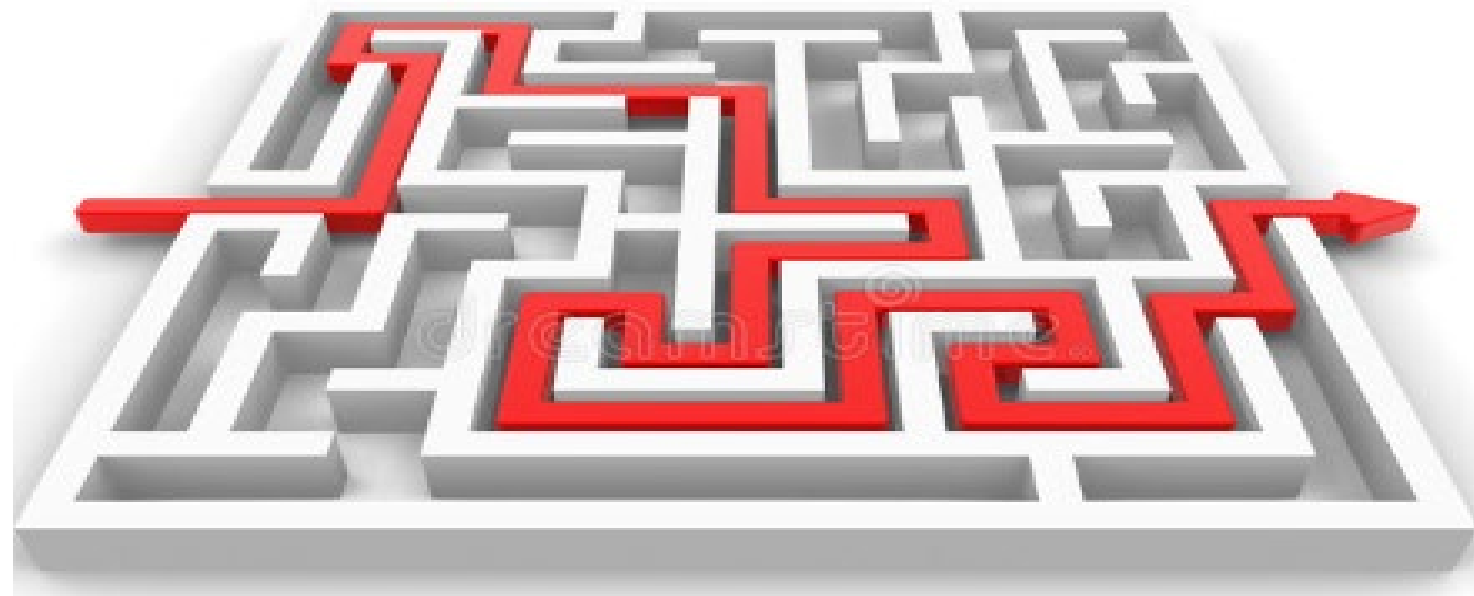
Scholarly Integrity and Research Compliance facilitates scholarly excellence by fostering ethical decision-making and ensuring research regulatory compliance



Requirements for conducting research

Regulations, state laws, federal laws, Virginia Tech policies

- ✓ Research funded
- ✓ Protocol written
- ✓ Staff hired
- ✓ Supplies ordered



Start research

$N \Rightarrow 100$

Office of Research and Innovation

Scholarly Integrity and Research Compliance

Presidential Postdoc(s)
First-gen Intern(s)

Office & Administrative
Manager

**Integrity & Human
Research**
Barbara DeCausey,
MPH, MBA



**Animal Care
Program and
Biosafety**

**Export and Secure
Research
Compliance**
John Talerico, MBA



**Research Conflict of
Interest Program
(MPAC Support)**

**Human Research
Protection Program
(IRB Support)**

**Animal Resources
and Care Division**

**Animal Care and Use
Program
(IACUC Support)**

**Export Control and
Sanctions Program**

**Research Security
Program**

**Research Integrity &
Consultation
Program/RIO
(RIO Support)**

**Privacy & Research
Data Protection
Program**

**Institutional
Biosafety Committee
Program
(IBC & IRE Support)**

**Environmental
Health and Safety
(University partner)**

**Industrial Security
Program**

Research Integrity and Consultation Program

- Professional development trainings addressing research ethics and integrity (RCR Training)
 - Investigator Series/NSPIRE
 - RISE Lecture Series)
- Certification for NSF and NIH RCR training requirement
- Research ethics consultation service
- Research Integrity Officer



Iris Jenkins, Ph.D.
Director, Research Integrity
and Consultation Program;
Research Integrity Officer



Jill O'Quin, Ed.D.
Training and
Development Specialist



Samantha Brodie, M.A.
Administrative Specialist

Research Conflict of Interest Program

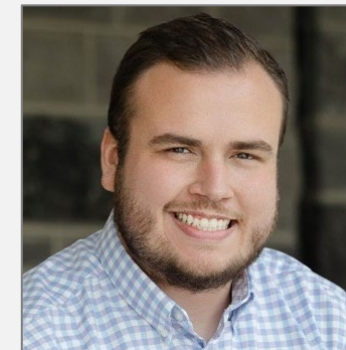
- Management Plan Advisory Committee (MPAC)
- Assessment and management of research conflicts of interest to ensure objectivity in research
- Disclosure system for conflicts of interest and commitment
- SBIR/STTR guidance for entrepreneurial researchers



Cristen Jandreau, Ph.D.
Director, Research Conflict of Interest Program



Alivia Vest
Research Conflict of Interest Coordinator



Ben Evans, MPA
Research Conflict of Interest Coordinator



Lisa Heckert, MBA
Administrative Specialist

Privacy and Research Data Protection Program

- Assess and manage privacy protections based on data sensitivity
- Ensure researchers have access to resources that keep data secure and compliant with university, state, and federal regulations
- Balance open-data requirements and data protection
- Oversight of privacy reviews for IRB
- Support researchers
 - 1:1 consultations
 - Training, class presentations



Julie Cook

Director, Privacy and Research
Data Protection Program

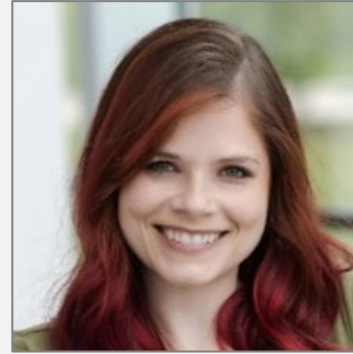


Samantha Brodie, MA

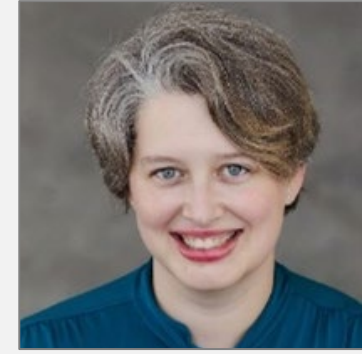
Administrative Specialist

Human Research Protection Program

- Institutional Review Board (IRB)
- Ensure ethical and compliant research involving human participants
- Support researchers and IRB
 - Weekly office hours
 - 1:1 consultations
 - Training, class presentations



Samantha Bowling, M.A.
Interim Director, HRPP



Sarah Henderson, M.S.
QA/QI Coordinator



Lacey Doyle, M.A. Ed.
Protocol Coordinator



Andrea Nash, M.S.
Protocol Coordinator



Brandi Evans, MHP
Protocol Coordinator



Danielle Short, M.S.
Administrative Specialist

Animal Resources and Care Division

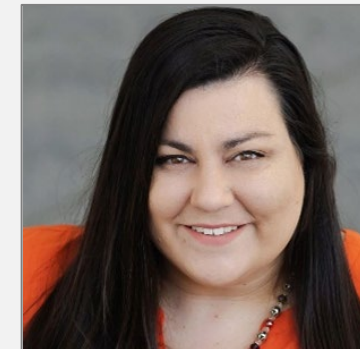
- Research support
 - Veterinary care
 - Husbandry
 - Training
 - Procurement
- Facility management
 - Environmental monitoring
 - Biosecurity
 - Equipment maintenance
- Supports IACUC compliance oversight
- Consultation and collaboration



Katie LaVallee, DVM
Attending Veterinarian and
Director



Karen Hall
Animal Care and
Operations



Erin Kinder
Business Manager

Animal Care and Use Program

- Institutional Animal Care and Use Committee (IACUC)
- Ensure ethical and compliant use of vertebrate animal species in teaching and research
- Support researchers and IACUC
 - Weekly office hours
 - 1:1 consultations
 - Training, class presentations



Stephanie Trout, M.S.
Director, Animal Care and Use Program; IACUC Administrator



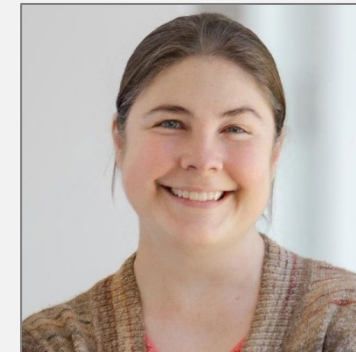
Becky Burns, M.S.
Protocol Coordinator



Kim Skroupa
Protocol Coordinator



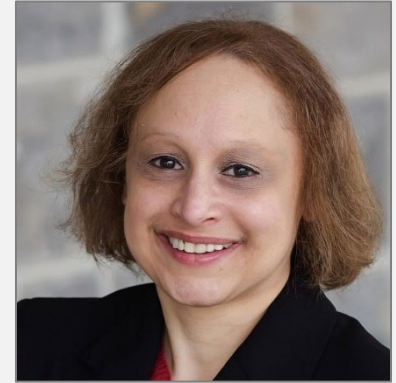
Illex Star, M.S.
Protocol Coordinator



Lynn Chandler
Senior Administrative Specialist

Institutional Biosafety Committee Program

- Institutional Biosafety Committee (IBC) and Institutional Review Entity (IRE)
- Ensure ethical and compliant research involving biohazardous agents
- Support researchers and IBC and IRE
 - Office hours
 - 1:1 consultations
 - Laboratory training
 - Class presentations



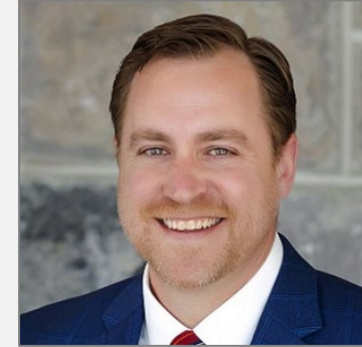
Regina Allen, Ph.D.
Institutional Biosafety Committee
Program Director and Institutional
Biosafety Committee Administrator



Ling Chen, Ph.D.
Senior Protocol Coordinator

Export and Secure Research Compliance

- Ensures university-wide compliance with export controls, sanctions, and research security laws and regulations
- Research security programs cover
 - Cybersecurity
 - Foreign Travel Security
 - Research Security Training
 - Export Control Training
 - Institutional Certification
- New requirements and procedures for mitigating foreign influence



Mike Kendrick
Export Controls and Sanctions



Tim Leake
Industrial Security



TJ Beckett
Research Security

Administrative and Office Management



Ann Thornhill
Office and
Administrative Manager

Questions and Discussion



VIRGINIA TECH

Technology Commercialization

Resources



Mark Mondry

Director, LAUNCH

Mark's extensive engineering, legal, and executive business experience shares a common theme of creating, developing, and commercializing new technologies. As a patent attorney in Silicon Valley and Washington DC, he helped create and grow extensive global patent portfolios, managed dozens of patent litigations, and drafted and negotiated hundreds of licensing and transactional contracts spanning the entire innovation spectrum. As an executive in the medical devices industry, he held leadership positions in operations, business development, and new product development in multi-national Fortune 100 companies and founded or helped build several startups and spinouts, including growing a young medical device startup to a successful IPO.



MEET YOUR INSTRUCTORS

Grant Brewer

Executive Director, LICENSE

With two decades of experience in commercialization of highly technical business opportunities, Grant provides the practical experience one gains through doing things the wrong way and learning things the hard way. Unfortunately for Virginia Tech, Grant has been learning this way for almost 10 years in his current role.

Grant's professional experiences range from bench -top research assessment to directing FDA approved pharmaceutical manufacturing. He has been involved in multiple start -up companies, many of which achieved success through strong exits and sales revenues.

A ONE-STOP SHOP FOR PARTNERS

LINK



LICENSE

Advancing
corporate partnerships

Patenting and licensing
technologies



LAUNCH

Propelling
Startup creation from
research





Meet our team.

A large, dark red triangle on the left side of the slide, pointing towards the center. Two thin black lines intersect to form an 'X' shape, with the text positioned to the right of the intersection.

**Want to increase the societal
impact of your research?**

We are here to help.

Technology commercialization's Contribution to our Land Grant Mission

Pursuing commercialization ...

- + is a way of increasing impact from your research
- + potential financial gain for VT's inventors
(refer to university policy 13000)
- + attracts diverse and talented faculty, graduate students and post (fly-wheel effect) -docs
- + compliance with federal Bayh -Dole Act

LICENSE

- + Focus on translating technologies to market.
- + Coordinates with VTIP
- + Invention disclosure process
- + Patent application process
- + Licensing process
- + Distributing licensing revenues
- + LICENSE Tech Transfer Bootcamp professional development workshop

LAUNCH

- + Mentoring for exploratory innovation and spin -out creation
- + Proof -of-Concept fund program
- + NSF I-Corps courses and mentoring
- + Presidential Postdoc Innovation Fellowship program
- + LAUNCH Startup Labs professional development workshop (7 sessions)


Key topics



Meet policy 13000

- + Who owns my invention?
- + What happens when we disclose an invention?
- + How is success shared?





Virginia Polytechnic Institute and State University

Policy on Intellectual Property

No. 13000

Policy Effective Date:
12/5/1986

Last Revision Date:
3/22/2021

Policy Owner:
Dan Sui

Policy Author: (Contact Person)
Laurel Miner

Affected Parties:
Undergraduate
Graduate
Faculty
Staff
Other

1.0 Purpose
2.0 Policy
3.0 Procedures
4.0 Definitions
5.0 References
6.0 Approval and Revisions

1.0 Purpose

Publicly (state) supported universities have the multiple missions of teaching, research, support of the public interest and fostering of economic development of the area/state in which they are located.

Scholarly activities in a University setting create Intellectual Properties (IPs). IPs include research papers, books, software programs, new inventions, journal articles, etc.

With regard to research data, results, and related materials for projects conducted at the university, under the auspices of the university, or with university resources, please refer to Policy 13015, "Ownership and Control of Research Results."

The University's mission includes dissemination of IPs in the most efficient and effective manner possible. The identification and optimization of opportunities for the industrial/commercial utilization of some IPs is also part of this mission, as is the protection of the ownership rights of both the individuals and the University.

While many IPs are best disseminated by publication and placing in the public domain, there are a significant number that are most effectively handled by protection under the IP laws (i.e., patenting and copyright) and licensing (or other transfer) to private sector entities, with attendant financial considerations.

This Policy is designed to establish the rationale and the mechanisms to:

1. Establish ownership criteria and resolve ownership questions if such arise.
2. Define the responsibilities, rights and privileges of those involved.
3. Develop basic guidelines for the administration of the IP Policy.

This Policy applies to all employees, students, and all other persons or entities using University resources pursuant to this policy.

2.0 Policy

2.1 Organization

The Intellectual Properties Committee (IPC) membership shall be as stated in the By-Laws of University Council.

The invention disclosure process

- + Not “just housekeeping” or mandatory paperwork (although it is required by law);
- + Initiates the process for ultimately protecting your intellectual property.
- + Also available through online disclosure portal



VT VIRGINIA TECH. **CONFIDENTIAL** VTIP DISCLOSURE NO. (ASSIGNED BY VTIP)

INTELLECTUAL PROPERTY (IP) DISCLOSURE

TITLE AND DESCRIPTION OF INTELLECTUAL PROPERTY

TITLE OF IP DISCLOSURE: _____

BRIEF DESCRIPTION OF IP: _____

IN ADDITION, PLEASE BE SURE TO ATTACH a **comprehensive description of the IP to this form**, including a detailed description of experimental results, figures and/or tables that support your conclusions and proposed uses. Please feel free to add short statements indicating other possible conceptual uses, in addition to the ones that you have already demonstrated. Review of the disclosure and protection of the intellectual property will be delayed without a comprehensive description.

RELEVANT SPONSORSHIP AND OTHER AGREEMENTS

YES NO

☐ ☐ 1. WAS THIS IP DEVELOPED WITH THE USE OF ANY **EXTERNALLY SPONSORED (Private or Public) GRANT/ CONTRACT FUNDS?** IF YES, PLEASE IDENTIFY ALL AGREEMENTS BELOW AND ATTACH A COPY OF THE AWARD LETTER OR CONTRACT COVER SHEET THAT INDICATES THE GRANT OR CONTRACT NUMBER.

AGENCY OR SPONSOR	GRANT/CONTRACT	VT FUND NO.	PRINCIPAL INVESTIGATOR
_____	_____	_____	_____

☐ ☐ 2. WAS THIS IP DEVELOPED USING ANY **VT INTERNAL FUNDS?** IF YES, IDENTIFY SOURCE: _____

☐ ☐ 3. HAVE YOU ENTERED INTO ANY **OTHER AGREEMENTS** (I.E. MATERIAL TRANSFER AGREEMENT (MTA), MEMORANDUM OF UNDERSTANDING, CONSORTIUM AGREEMENT, OR CONSULTING AGREEMENT) WHICH MAY GRANT RIGHTS OF ANY SORT IN THIS IP TO A COMPANY OR PARTY OUTSIDE VIRGINIA TECH? IF YES, PLEASE ATTACH.

DATES OF CONCEPTION, REDUCTION TO PRACTICE, AND PUBLIC DISCLOSURE
(See Definitions)

DATE THIS IP WAS CONCEIVED? _____

HAS THE **CONCEPTION** BEEN DOCUMENTED? ☐ YES ☐ NO IF YES, WHERE? _____

HAS THIS IP BEEN **REDUCED TO PRACTICE**? ☐ YES ☐ NO IF YES, WHEN? _____

HAVE YOU **PUBLISHED** OR **PLAN TO PUBLISH** YOUR IP? ☐ YES ☐ NO

IF YES, PLEASE ATTACH ANY ABSTRACT, POSTER, PUBLICATION, PRESENTATION, OR WEBSITE THAT CONTAINS THE IP.

EXPORT CONTROL

EXPORT CONTROL: IS THIS IP LIKELY TO HAVE ANY EXPORT CONTROL SENSITIVITY? ☐ YES ☐ NO

- PLEASE CHECK YES IF YOU BELIEVE THE IP MAY BE SUBJECT TO EXPORT CONTROLS (E.G. INTERNATIONAL TRAFFIC IN ARMS REGULATIONS, EXPORT ADMINISTRATION REGULATIONS, NUCLEAR REGULATORY COMMISSION).
- IF YOUR PROJECT IS NOT CONSIDERED FUNDAMENTAL RESEARCH AND REQUIRED THE ESTABLISHMENT OF A TECHNOLOGY CONTROL PLAN OR FACULTY AGREEMENT WITH THE OFFICE OF EXPORT AND SECURE RESEARCH COMPLIANCE (OESRC), PLEASE CHECK YES.

VT DISCLOSURE CONFIDENTIAL Page 1 REVISED 09/02/20



Obligations to disclose in faculty handbook

- + The university asserts its right to the results of research funded wholly, or in part, with university resources.
- + “Creation of intellectual property (IP) must be disclosed to the university by submitting an IP disclosure form.”



LAUNCH resources:

- + Proof -of-Concept fund (\$50k grants)
- + VIPC commercialization funding
- + NSF I-Corps courses and mentoring
- + Presidential Postdoc Innovation Fellowship program
- + LAUNCH Startup Labs



LICENSE

Grant Brewer

Executive Director, LICENSE Center for
Technology Commercialization

grantb76@vt.edu

540 -231-6648

LAUNCH

Mark Mondry

Director, LAUNCH Center for new Ventures

mmondry@vt.edu

540 -231-4131



NEW FACULTY WELCOME 2025
OFFICE OF RESEARCH AND INNOVATION

Communicating Results

Lindsey Haugh

Senior Director of Marketing and
Communications, Research and Innovation



RESEARCH AND INNOVATION
VIRGINIA TECH.

Marketing and communications

Research and Innovation Marketing and Communications Team



Lindsey Haugh
Senior Director



Travis Williams
Assistant Director



Kathy Acosta
Graphic Designer



Charles Chalmers
Coordinator, Social Media



Bobby Hash
Digital Media Specialist

- Research institute and
+ Commonwealth Cyber Initiative communicators
- + College communicators
- + Central communicators



RESEARCH MONTHLY

June 2025

Research that Matters



From the medicine we take, food we eat, and roads we travel to the phones in our pockets, pets cured of cancer, and national security we enjoy, every experiment, analysis, and breakthrough is working together to make our world better, safer, and more enjoyable.

Virginia Tech research strengthens the economy, improves the workforce, and enhances everyday life.

Funding this work is critical to our efforts to drive health, technology, security, and more toward a stronger community, commonwealth, and country.

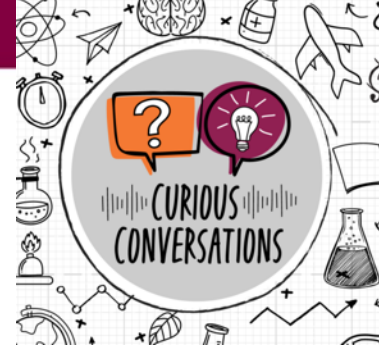
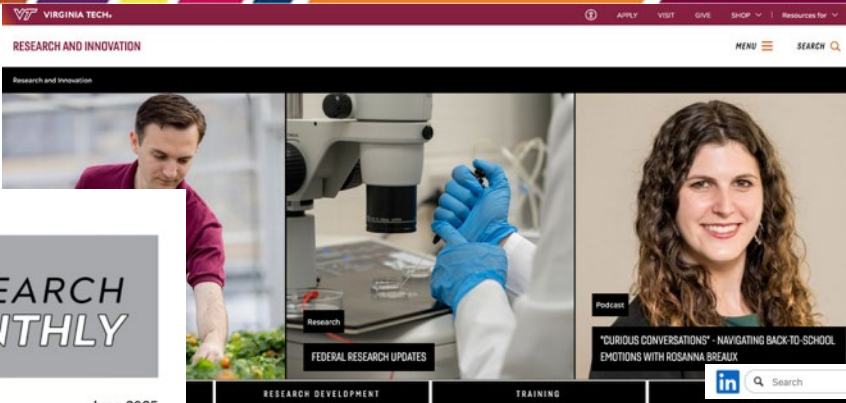
Learn how an investment in Virginia Tech research is an investment in making life better.

BY THE NUMBERS

* May 1-31, 2025

MAXIMUM VALUE OF NEW AWARDS
\$13.5M
NEW RESEARCH

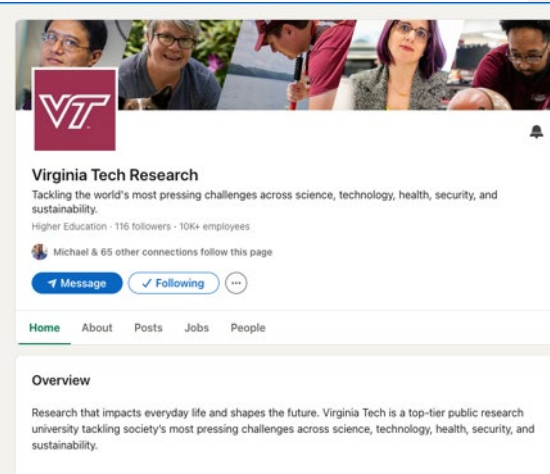
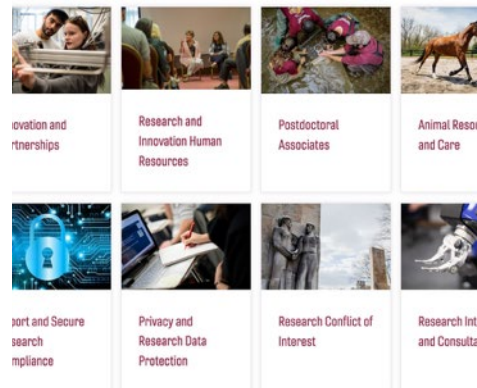
NEW AWARD HIGHLIGHTS



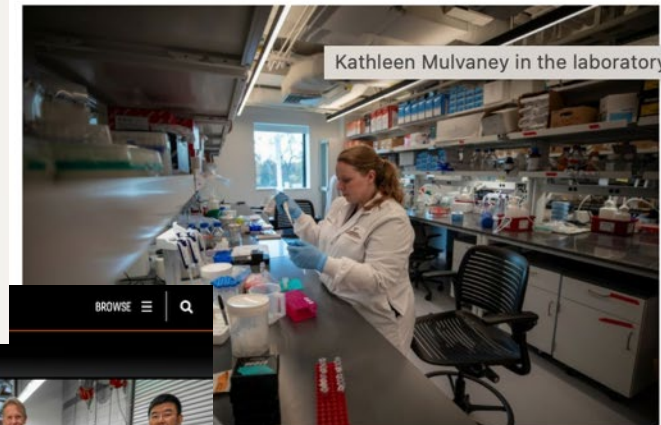
VT VIRGINIA TECH®

FOCUS ON RESEARCH

From the editor: Virginia Tech's federally sponsored research expenditures are rising, fueled in part by a growing health portfolio and interdisciplinary collaborations addressing the most pressing health challenges facing humans, animals, and the environment.



Virginia Tech research continues to grow federal support



Kathleen Mulvaney in the laboratory

responsible for almost half of the growth in federally sponsored research at Virginia's institutions of higher education in fiscal year 2024, according to the National Science Foundation's latest Higher Education Research Survey. [Read more](#)

Research News

Understanding and predicting deadly tumor metastasis

Shenglin Mei's research aims to identify the metastatic progression, not only in cancer cells, but

RESEARCH



LATEST IN RESEARCH



NEWS

VIRGINIA TECH GLOBAL IMPACT





Case Study:
Sinking land increases risk
for thousands of coastal
residents by 2050



Communications

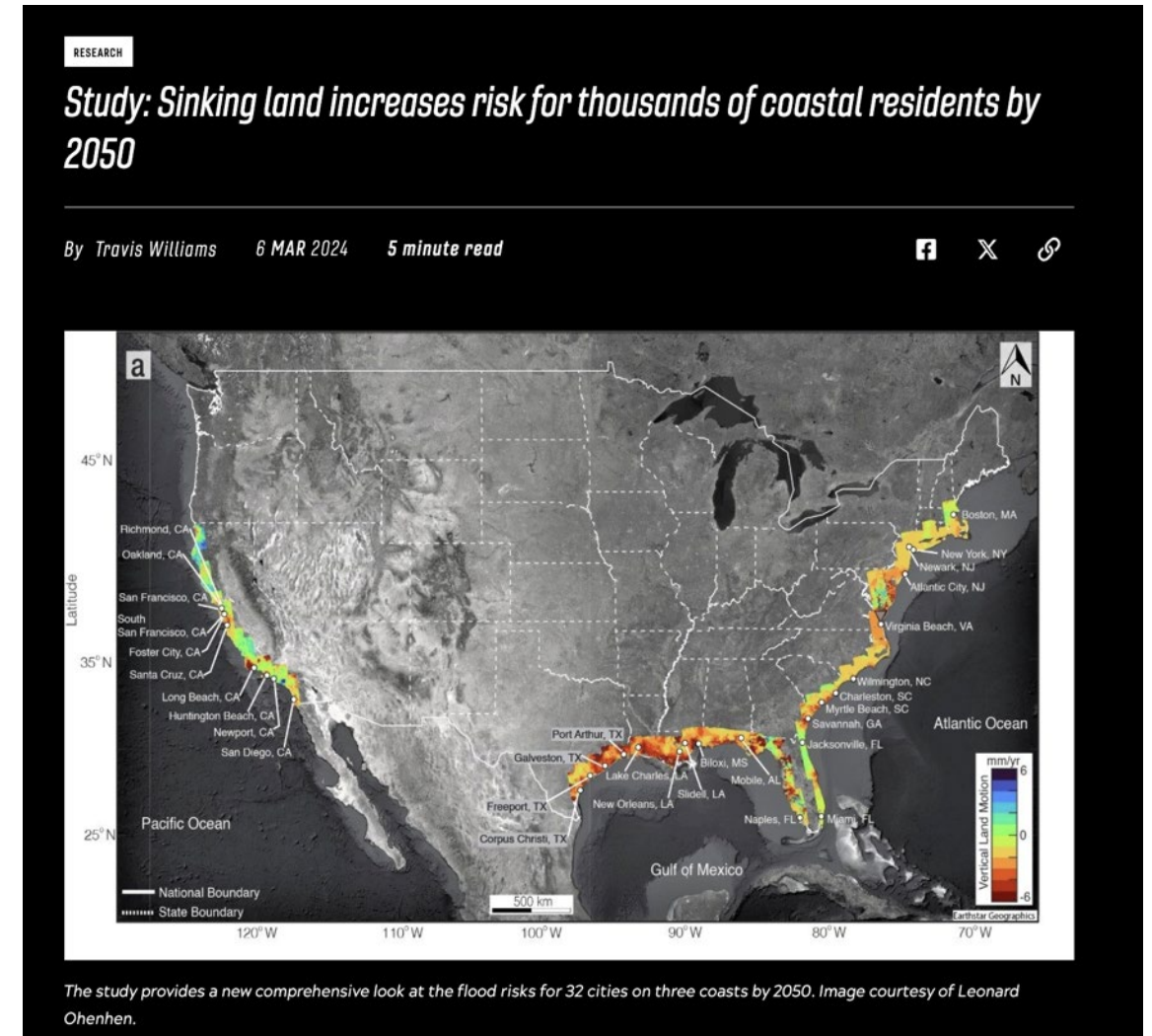
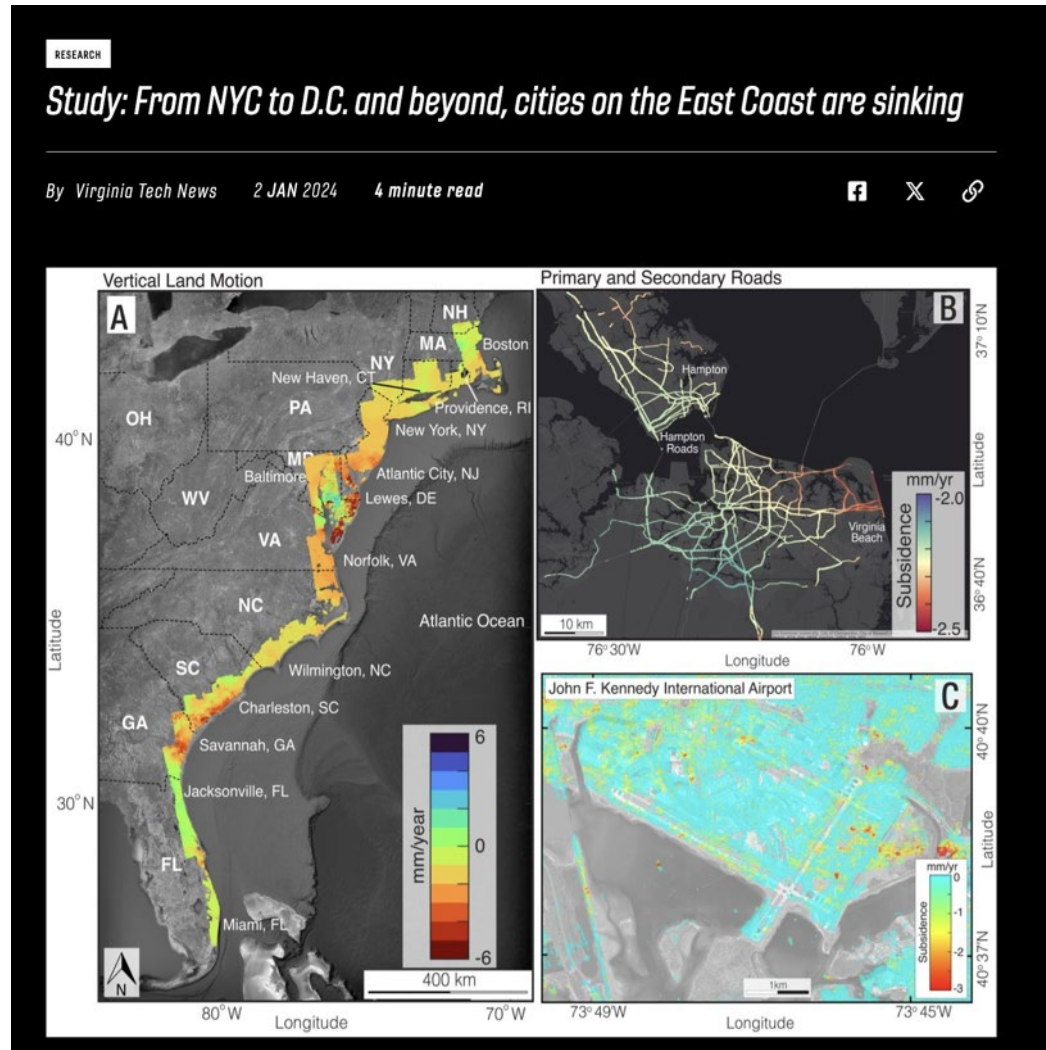
Timeline

- Dec. 19: Researcher contacted communications team about two upcoming papers: PNAS and Nature
- Jan 2: Story published in PNAS / VT News story / Direct pitch / media coverage
- Feb. 22: Nature embargo date set for March 6, VT News writer engaged
- Mar. 3: Story loaded to EurekAlert under embargo / Media outreach under embargo
- Mar. 7: Embargo lifts / VT News story published / media coverage begins

Angles

- Major cities on the U.S. Atlantic coast are sinking, particularly hard-hit population centers such as New York City and Long Island, Baltimore, and Virginia Beach and Norfolk
- Sinking land increases risk for thousands of coastal residents by 2050
- “The study projects that in the next three decades as many as 500,000 people could be affected as well as a potential 1 in 35 privately owned properties damaged by flooding. The study also highlights the racial and socioeconomic demographics of those potentially affected.”

Owned Media: Virginia Tech News Headlines



The study provides a new comprehensive look at the flood risks for 32 cities on three coasts by 2050. Image courtesy of Leonard Ohenhen.

Earned Media: Top tier outlets

The New York Times

New Data Details the Risk of Sea-Level Rise for U.S. Coastal Cities

A new study of sinking and rising land along American coasts offers a more specific understanding of potential flooding in 32 coastal cities.

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'The impacts are real': New satellite images show East Coast sinking faster than we thought



abc NEWS

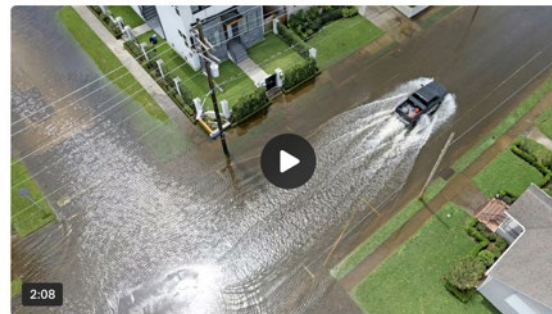
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Coastal US cities are sinking as sea levels continue to rise, new research shows

Several regions face increased flooding from the double threat.

By Julia Jacobo
March 6, 2024, 11:01 AM



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Where sinking cities are pushing sea level rise into overdrive



By Rachel Ramirez, CNN

4 minute read · Published 11:00 AM EST, Wed March 6, 2024



Cars travel through floodwaters in Boston at high tide during a winter storm and strong onshore winds on January 13. Erin Clark/The Boston Globe/Getty Images

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The East Coast Is Sinking

New satellite-based research reveals how land along the coast is slumping into the ocean, compounding the danger from global sea level rise.

A major culprit: overpumping of groundwater.

By Mira Rojanasakul and Marco Hernandez Feb. 13, 2024



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- Research in progress
- Visual opportunities to capture research in action
- Research results (published research)
- Desire to be a media expert



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