

Strategic Communications for a Veterinary Diagnostic Laboratory

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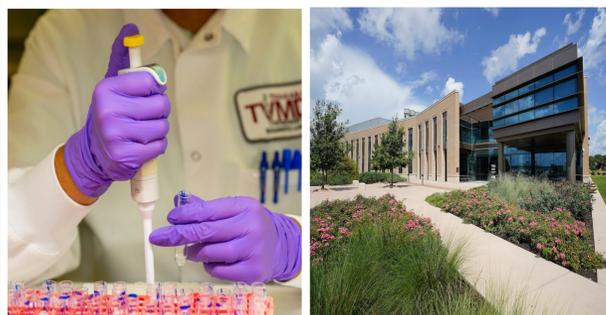


TEXAS A&M UNIVERSITY
College of Agriculture
& Life Sciences

Strategic science communication enhances diagnostic services by improving accessibility and understanding for veterinarians and the public, supporting animal and public health.

Introduction

- TVMDL supports animal and public health through veterinary diagnostic testing and educational outreach.
- TVMDL processes **200,000+** accessions and runs **1 million+** tests each year.
- Student Communications Assistant at TVMDL College Station (Aug. 2024 – Dec. 2025).
- Participated in a 10-week Science Influencers Mini Program internship.
- Conducted structured self-assessment to enhance professional communication performance.



Purpose

To strengthen science communication skills by refining technical writing, visual messaging, and information organization to enhance readability, audience engagement, and TVMDL's public credibility among diverse audiences.

Procedures

- Collaborated with diagnosticians, laboratory supervisors, and technicians to gather source material
- Conducted reflective evaluation of previously published communication products
- Assessed and refined interview and information-gathering techniques

August 2024

Long paragraphs
Wordy
Little to no breathability

October 2025

Bullet points
Table-style visual
Breathable spacing
Concise/Clear

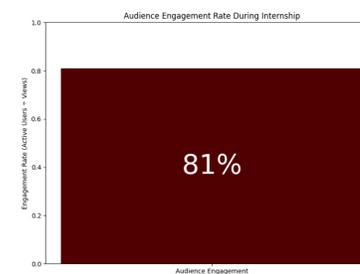
- Improved organization and translation of technical information for target audiences
- Revised articles to enhance readability through:
 - Concise paragraphs
 - Clear headings
 - Selective use of bullet lists
- Established groundwork for multimedia initiatives, including:

Results

- Authored nine strategically formatted news-style articles during a 10-week internship period.
- Developed three additional informational articles for TVMDL's online educational library, expanding accessible veterinary diagnostic resources (published post-internship).
- Improved writing efficiency enabled:
 - Faster turnaround
 - More consistent publication scheduling
 - Increased overall content productivity



Measured Audience Engagement



Rate of 81%, indicating that the majority of readers actively interacted with veterinary diagnostic communication content during the internship period.

Internship outcomes supported transition into a **full-time Communications Specialist role** (January 2026), reflecting demonstrated effectiveness in veterinary science communication and audience engagement.

Expanded professional responsibilities to include:

Blackleg (Clostridial myositis) Disease Cycle

- Scientific illustrations
- Process flow diagrams

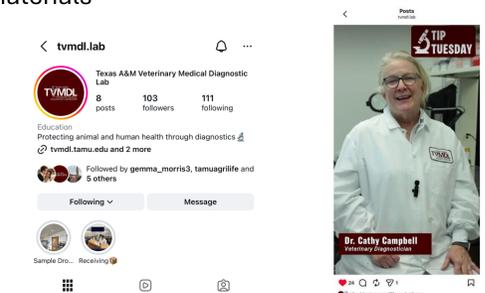
Equine Infectious Anemia (EIA) Transmission

- Branded graphic materials

Results Continued

Enabled exploration of new communication platforms and formats

- Launching TVMDL's official Instagram presence
- Developing recurring multimedia content
- Creating video-based science communication materials



Summary

- Strengthened **professional development** as a science communicator
- Demonstrated **measurable impact** in audience engagement and educational outreach
- Improved writing efficiency and strategic information-gathering practices
- Applied **audience-centered messaging** to translate laboratory science for diverse audiences
- Built connections between laboratory diagnostics, veterinary professionals, and public understanding
- Prepared to advance accessible, credible science communication supporting TVMDL's mission

Collaborators and Disclosures

- Mentor: Mallory Pfeifer, TVMDL Communications Program Manager
- This internship was supported by the U.S. Department of Agriculture National Institute of Food and Agriculture (USDA NIFA), REEU Program.