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Expanding Reach: Event-Based Outreach Strategies for Core Facilities

As research core facilities continue to evolve as hubs of innovation and collaboration, proactive outreach is key to increasing visibility, forging partnerships, and securing support. This session will highlight how institutions are using event-based outreach to connect with diverse audiences—from internal researchers to external stakeholders.

Speaker Bio

Rebecca Fitch has over 17 years of experience within the university research community, with a strong background in research support and facility management. She began her career at UT in 2011 as the histology core facility manager at the Dell Pediatric Research Institute. In 2014, she transitioned to a lab manager role on the main campus, where she managed research operations in Dr. John Wallingford's lab.

After a brief hiatus, Rebecca returned to UT Austin in 2023 as a program coordinator for the Center for Biomedical Research Support. In this role, she provided vital administrative and project management support, driving initiatives in professional development and collaboration across the university's research community. Since May 2024, Rebecca has been a key member of the research core facility team within the Office of the Vice President for Research, where she continues to contribute her expertise in program coordination, event planning, and outreach.

