

AUBURN COSAM

COLLEGE OF SCIENCES AND MATHEMATICS

MEDIA KIT



COSAM



AUBURN
SCIENCES AND MATHEMATICS

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AFTER BECOMING AN ASSISTANT PROFESSOR AT AUBURN IN 2000, THOMAS WAS PROMOTED TO FULL PROFESSOR IN 2007 AND BECAME ASSOCIATE DEAN FOR RESEARCH AND GRADUATE STUDIES IN 2017. THOMAS HAS WRITTEN OVER 80 PEER-REVIEWED JOURNAL ARTICLES, OVER 350 CONFERENCE PRESENTATIONS, AND HAS GENERATED OVER \$17 MILLION IN EXTERNAL FUNDING. AS INTERIM DEAN IN 2021, THOMAS DEVELOPED CRUCIAL INITIATIVES AND ACTIVITIES TO IMPROVE THE COLLEGE'S EXCELLENCE CULTURE, SUCH AS EXPANDING OPPORTUNITIES TO ACKNOWLEDGE AND APPRECIATE THE CONTRIBUTIONS OF COSAM STAKEHOLDERS. HE HAS SERVED ON SEVERAL US AND INTERNATIONAL ADVISORY COMMITTEES AND WAS NAMED TO THE NATIONAL SCIENCE FOUNDATION ADVISORY COMMITTEE FOR MATHEMATICAL AND PHYSICAL SCIENCES IN 2021 AND TO THE NATIONAL ACADEMIES OF SCIENCES BOARD ON PHYSICS AND ASTRONOMY IN 2022. HE WAS OFFICIALLY APPOINTED DEAN OF COSAM IN MARCH 2023.

KEY EXECUTIVES

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EDWARD THOMAS JR.

DEAN OF AUBURN'S COLLEGE OF SCIENCES AND MATHEMATICS

KEY EXECUTIVES



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XIAOYING (MAGGIE) HAN

ASSOCIATE DEAN FOR ACADEMIC AFFAIRS, COSAM

AS THE ASSOCIATE DEAN FOR ACADEMIC AFFAIRS SINCE 2023 AND A PROFESSOR IN THE DEPARTMENT OF MATHEMATICS AND STATISTICS SINCE 2017, DR. HAN HAS MADE A SUBSTANTIAL IMPACT ON AUBURN'S COLLEGE OF SCIENCES AND MATHEMATICS. DR. HAN HAS WON VARIOUS AWARDS THROUGHOUT THE YEARS, SUCH AS THE AUBURN AUTHOR AWARD IN 2018, THE COSAM YOUNG FACULTY SCHOLAR AWARD, AND THE ESTEEMED MARGUERITE SCHARNAGLE ENDOWMENT (2018-2020). SHE HAS SHOWN EXCELLENCE IN RESEARCH THROUGH SECURING COMPETITIVE FUNDING LIKE THE SIMONS FOUNDATION COLLABORATION GRANT AND BY PUBLISHING INFLUENTIAL WORKS ON APPLIED MATHEMATICS AND STOCHASTIC DYNAMICS. DR. HAN HAS A PH.D AND M.A. FROM THE STATE UNIVERSITY OF NEW YORK AT BUFFALO AND HAS CONTRIBUTED TO AUBURN'S ACADEMIC ADVANCEMENT THROUGH INTERNATIONAL CONNECTIONS AND PROFESSIONAL ACCOMPLISHMENTS.

CORPORATE PROFILE

MISSION

"TO PROVIDE FOUNDATIONAL SUPPORT FOR ALL ASPECTS OF THE LAND-GRANT MISSION OF AUBURN UNIVERSITY THROUGH (1) IMPACTFUL COURSES AND CURRICULA, (2) FOREFRONT RESEARCH THAT ADVANCES THE MATHEMATICAL, PHYSICAL, AND LIFE SCIENCES, AND (3) OUTREACH AND SERVICE PROGRAMS THAT IMPROVE THE LIVES OF CITIZENS OF ALABAMA, THE NATION, AND THE WORLD."

VISION

"COSAM WILL ACHIEVE THIS MISSION THROUGH PROGRAMS THAT ARE RECOGNIZED FOR THEIR EXCELLENCE AND ADMIRED FOR THEIR INNOVATIVE DESIGN AND SPIRIT."

AUBURN UNIVERSITY'S COLLEGE OF SCIENCES AND MATHEMATICS (COSAM) CONSISTS OF 5 DEPARTMENTS; BIOLOGICAL SCIENCES, CHEMISTRY & BIOLOGY, GEOSCIENCES, MATHEMATICS & STATISTICS, AND PHYSICS. COSAM ALSO CONSISTS OF SEVERAL OFFICES, SOME INCLUDING ADVANCEMENT, COMMUNICATIONS & MARKETING, AND INCLUSION, EQUITY, AND DIVERSITY. COSAM CONTAINS 2,000 UNDERGRADUATE STUDENTS, 400 GRADUATE STUDENTS, AND HAS 17 ENDOWED SCHOLARSHIPS, PROFESSORSHIPS, EMINENT SCHOLARS AND CHAIRS. AUBURN COSAM HAS ALSO GENERATED MORE THAN \$19.1 MILLION IN NEW RESEARCH AWARDS IN FY 2021.



Fact Sheet

COSAM STUDENTS

COSAM STUDENTS HAVE BEEN RECOGNIZED AS USA TODAY ACADEMIC ALL STARS, GATES ABD GOLDWATER SCHOLARS AND MANY MORE.

 [Auburn Cosam Website](#)

 [COSAM Instagram](#)

 315 Roosevelt Concourse,
Auburn University



PROFESSIONAL SCHOOL PLACEMENT RATES

75%
OF COSAM STUDENTS ARE BIOMEDICAL SCIENCES MAJORS

30%
ACCEPTED INTO PROFESSIONAL SCHOOLS 30 PERCENTAGE POINTS HIGHER THAN THE NATIONAL AVERAGE.

98%
GRADUATES REPORTED THEY ARE BETTER PREPARED THAN THEIR PEERS.

85TH PERCENTILE
PPAC USERS EARNED AN AVG. MCAT SCORE OF 512, 11 POINTS HIGHER THAN THE NATIONAL AVG.



STUDENT DEMOGRAPHICS

STUDENT TYPE

 **85%**
UNDERGRAD

 **16%**
GRADUATE



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MEDIA PITCH

Media Pitch for Auburn University College of Sciences and Mathematics (COSAM)

Subject: Highlighting Auburn University COSAM Contributions

Dear News Outlet,

I hope this email finds you well. I am reaching out to suggest a potential news story idea for your news outlet, featuring the groundbreaking work being conducted through Auburn University's College of Sciences and Mathematics (COSAM).

Our COSAM researchers and students are proud to have made ground breaking research, discoveries, and broad contributions to scientific innovation that has had a significant positive impact on the reputation of Auburn COSAM. One example that stands out is a recent dinosaur fossil discovered by an Auburn COSAM assistant professor, which perfectly aligns with your outlet's commitment to sharing educational discoveries with the world.

Check out some of our latest news stories:

1. [Palaeontologists make major dinosaur discovery in remote mountains of northern Canada](#)
2. [Auburn paleoclimatologist seeks to extract fire records through \\$1 million NSF award](#)
3. [Auburn researchers hard at work pioneering energy-related advancements of future](#)

We would love the opportunity to discuss Auburn COSAM's contributions and future growth plans in more detail to discuss a potential morning television segment or interactive article targeting children. Thank you for considering featuring Auburn COSAM in your publication.

Best Regards,

Caroline Parks

Social Media Strategist

Auburn University College of Sciences and Mathematics

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NEWS OUTLETS

GOOD MORNING AMERICA

BROOKS LANCASTER,

✉️ BROOKS.LANCASTER@ABC.COM
EMAIL

GOOD MORNING AMERICA IS A DAILY MORNING NEWS AND TALK SHOW THAT AIRS ON ABC TELEVISION NETWORK.

AUBURN FOX 10 NEWS

RANDY MERROW

✉️ NEWS@FOX10TV.COM

FOX10 NEWS MOBILE ALABAMA, YOUR TRUSTED SOURCE FOR LOCAL NEWS WEATHER AND SPORTS COVERING THE ALABAMA, PENSACOLA FLORIDA AND MISSISSIPPI GULF COAST.

EAGLE EYE TV

SUBMIT TIP THROUGH
ONLINE FORM AT

🌐 WWW.EAGLEYE AUBURN. COM/PAGE/NEWS-TIP

EAGLE EYE TV IS AUBURN'S ONLY STUDENT-RUN TELEVISION STATION LOCATED ON THE FIRST FLOOR OF THE AUBURN UNIVERSITY STUDENT CENTER, SUITE 1105. EAGLE EYE TV HAS A VARIETY OF CONTENT IN NEWS, SPORTS, AND ENTERTAINMENT.

NATIONAL GEOGRAPHIC

EMAIL FOR INQUIRY OR
INTERVIEW REQUEST

✉️ PRESSROOM@NATGEO.COM

THE NATIONAL GEOGRAPHIC SOCIETY HAS INSPIRED GLOBAL INTEREST IN GEOGRAPHY, ARCHAEOLOGY, NATURAL SCIENCES, AND CONSERVATION, BECOMING ONE OF THE LARGEST NONPROFIT SCIENTIFIC AND EDUCATIONAL INSTITUTIONS.

DISCOVER MAGAZINE

EMAIL EDITORIAL STAFF

✉️ EDITORIAL@DISCOVERMAGAZINE.COM

DISCOVER MAGAZINE REPORTS DEVELOPMENTS IN SCIENCE, MEDICINE, TECHNOLOGY, AND THE WORLD AROUND US. THEY CONNECT THE GENERAL PUBLIC WITH THE GREATEST IDEAS AND MINDS IN SCIENCE.



SOCIAL MEDIA POSTS



@COSAMAU

⋮

DINO DISCOVERIES

Thomas Cullen, Department of Geosciences Assistant Professor



INSTAGRAM

"HISTORY IN THE MAKING! 🦕 THOMAS CULLEN HAS UNCOVERED A GROUNDBREAKING DINOSAUR FOSSIL, ADDING A NEW PIECE TO THE PUZZLE OF EARTH'S ANCIENT PAST. 🌎 DIVE INTO THE INCREDIBLE STORY AND LEARN HOW THIS DISCOVERY IS SHAPING WHAT WE KNOW ABOUT PREHISTORIC LIFE. 🦕🌟"

🔗 LINK IN BIO TO READ THE FULL ARTICLE!
 #AUBURNCOSAM #FOSSILDISCOVERY
 #DINOSAURSCIENCE #AUBURNRESEARCH
 #SCIENCEMATTERS"

LINKEDIN



Auburn University College of Sciences and Mathematics (CO...

1,425 followers
2w •

🔥🌍 Auburn University is paving the way for a sustainable energy future! Through cutting-edge research and a commitment to innovation, Auburn is addressing global energy challenges and preparing students to lead in a rapidly evolving industry. Discover how Auburn is shaping the future of energy: [Read the full article here.](#) #SustainableEnergy #AuburnResearch #FutureEnergy #Innovation



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@COSAMAU

🔥 Breaking new ground in paleoclimatology! Auburn's Richard Vachula secures a \$1M NSF grant to unlock Earth's ancient fire history from soil and sediment records. 🔥🌍

Read more: [COSAMAU NEWS](#) #AuburnResearch #COSAM
 #Paleoclimatology #NSFGrant

TWITTER

3-WEEK SOCIAL MEDIA STRATEGY

MON	TUE	WED	THU	FRI	SAT	SUN
INSTAGRAM POST DINOSAUR DISCOVERY GRAPHIC 12 PM	2	LINKEDIN POST NSF GRANT ARTICLE 2 PM	4	TWITTER POST FUN FACT FRIDAY 11 AM	6	7
INSTAGRAM STORIES DITL OF A COSAM STUDENT ALL DAY	9	FACEBOOK POST ALUMNI SUCCESS STORY 1 PM	TWITTER POST THROW BACK THURSDAY 12 PM		INSTAGRAM STORY REPOST CONTENT ON STORY 11 AM	14
LINKEDIN POST PROMOTE SUCCESSFUL COSAM EVENT 12 PM	INSTAGRAM POST CAROUSEL OF STUDENT ACCOMPLISHMENTS 11 AM	17	TWITTER POST TOOMER'S TOILET PAPER MATH EQUATION 2 PM	FACEBOOK POST THANKING OUR DONORS 12 PM		INSTAGRAM POST THANKFUL THOUGHTS FROM COSAM FACULTY 11 AM



STAY IN TOUCH



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SCIENCES (COSAM)

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DEVELOPED BY OPEN AI IN THE PREPARATION OF
THIS ASSIGNMENT. CHAT GPT WAS USED IN THE
FOLLOWING WAY(S) IN THIS ASSIGNMENT
BRAINSTORMING, GRAMMATICAL CORRECTIONS,
AND OUTLINING.**