

# NSF CRITERIA:

## SUCCESSFULLY COMMUNICATING BROADER IMPACTS

When you submit a proposal to the National Science Foundation, reviewers evaluate it using two criteria that all proposals must clearly address. The first is “Intellectual Merit” which most researchers have little difficulty substantiating. However, the second criterion—requiring PIs to frame the broader impacts of the proposed research—has proven to be problematic for many.

This Webinar will empower you with step-by-step tools to successfully identify, distill and communicate your project’s broader impacts to the NSF reviewers, improving your funding chances. Our NSF Funding expert will also discuss how to incorporate ideas and examples of “broader impact” beyond those cited in NSF’s 2007 publication, Merit Review Impacts Criterion: Representative Activities.

Successfully obtaining an NSF grant is a challenge, and more and more researchers are performing excellent work. How well your proposal addresses the issue of impact can make all the difference in obtaining funding over another with research of an equal caliber.

## 5 Key Take-Aways:

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- ✓ A solid understanding of how to weave “broader impact” ideas and examples into your proposal’s narrative
- ✓ Effective strategies for identifying and communicating your research’s broader impacts
- ✓ Proven ideas on how to articulate a broad set of impacts effectively
- ✓ An enhanced grasp of how to highlight the benefits within the proposal’s framework
- ✓ Suggestions on building networks and communicating with funding agency

## This Webinar is Perfect for PIs Who Want To:

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- ✓ Want additional research training, confidence and comfort in turning the potentially abstract concept of impact into specifics, without undermining research excellence
- ✓ Have insufficient details on what framework will help them realize those impacts effectively
- ✓ Lack clarity on direct versus indirect impacts
- ✓ Consider NSF’s Merit Review Broader Impacts Criterion: Representative Activities as exhaustive when NSF indicates otherwise

## Presented by:

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Martin Butler, has led a research grant consulting business for the past 15 years, providing independent advice, writing, mentoring and coaching services to universities, colleges, institutes of technology, research centers and researchers. Since 1996, he has impacted more than 2,000 researchers from the United States, Canada, Europe, Asia, Africa and Australia. He's contributed to the successful development of grant applications totaling over \$1 billion in funding for researchers across all disciplines and sectors and at all career stages. Individual research projects have used his guidance to obtain from \$5,000 to \$2 million to date. You can learn more about Mr. Butler at [www.thebutlers-associates.com](http://www.thebutlers-associates.com).