Let’s Talk
Broader Impacts

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WHAT IS BROTHER IMPACTS?
Broader Impacts = Societal benefits of research
Suggested Areas of BI

• Full participation of women, persons with disabilities, and underrepresented minorities in STEM
• Improved STEM education and educator development at any level
• Increased public scientific literacy and public engagement with science and technology
• Improved well-being of individuals in society
• Development of a diverse, globally competitive STEM workforce
• Increased partnerships between academia, industry, and others
• Improved national security
• Increased economic competitiveness of the United States
• Enhanced infrastructure for research and education
WHY IS BI IMPORTANT?
National Science Foundation

• Has an annual budget of about $7 billion
• CONGRESS requires all proposals to be reviewed on intellectual merit and broader impacts
• NSF receives 44,000 proposals and funds 11,000 each year
Broader Impacts: Not just NSF

- **NIH**—R25; R41/R42
- **USDA**—AFRI: Integrated Research, Education, and/or Extension
- **USAID**—Focused on outreach & education
- **Foundations**: Support your outreach & education with foundation funding. Examples:
  - Gelfand Family Charitable Trust
  - Weinberg Foundation, Inc
  - Kauffman Foundation→KC STEM Alliance
WHERE DOES BI FIT IN MY PROPOSAL?
Broader impacts and your proposal

- Project Summary & Abstract (if awarded)
- Project Description: “Broader Impacts of the Proposed Work”
- Special Information and Supplementary Documentation
- Postdoc Mentoring Plan
- Data Management Plan
- Letters of Collaboration
- Biosketch
- Budget & Justification
- Annual Report
HOW DO I WRITE MY BI PLAN?
Important Points to Remember:

• Your research can be the broader impact
• BIAs can be directly related to your project
• BIAs can be supported by or complementary to the project

The BEST broader impacts plans are seamlessly integrated into the research.

--NSF Program Officer
Step 1: Outreach Goal(s)

- Full participation of women, persons with disabilities, and underrepresented minorities in STEM
- Improved STEM education and educator development at any level
- **Increased public scientific literacy and public engagement with science and technology**
- Improved well-being of individuals in society
- Development of a diverse, globally competitive STEM workforce
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Step Two: Broader Impacts Activities

• Increased public scientific literacy and public engagement with science and technology
  1. Create a weekly science podcast
  2. Write a weekly science blog related to the podcast
  3. Present your research in a Science Café, TED Talk, or organize a weekly science presentation for the public
  4. Host a public open house in your lab in conjunction with your talk
Step Three: Evaluation

1. Create a weekly science podcast and write a weekly science blog related to the podcast: Track subscribers and hits on the website and run Google Analytics

2. Present your research in a Science Café, TED Talk, or organize a weekly science presentation for the public: Surveys

3. Host a public open house in your lab in conjunction with your talk: Hold focus groups with participants
Helpful Hints

• Approach it the same way as your research—find the right fit
• Look at what is already happening on campus and partner when appropriate
• Think budget and evaluation from the beginning
• Anticipate reviewer objections and address them head on
• Be programmatic—no lists
• And…
DON’T WAIT UNTIL THE LAST MINUTE!!!!
WHO CAN HELP ME WITH MY OUTREACH PLAN?
Broader Impacts Network
University of Missouri
Connecting Researchers and Resources in Unique Ways

Training & Evaluation

Collaborations

Researcher Consultations
This work is supported by the National Science Foundation under grants MCB-1408736, MCB-1313197, and IIA-1437105.
Broader Impacts Intensive Training
MU Bond Life Sciences Center
October 22-23, 2015

QUESTIONS?

Registration opens soon
Broaderimpacts.missouri.edu