Broader Impact Statement: Example Two for Discussion (May 2010)

Liesl Hotaling

Please comment on your thoughts/evaluation of the following broader impact example. What are the merits? If you were a panelist, would you consider this a robust BI activity? Why or why not?

The core educational objective of this proposal is to develop a 12th grade ocean science module for the XXX Department of Education that meets the science Standards of XXX, the national Ocean Literacy Standards, and the NASA GLOBE project.

A majority of the research data supporting this module will be coming from regional (XXXXX) and global ocean observations (ARGO, NASA). The ultimate goal is to have the module incorporated into the XXXXX 12th grade science curriculum and for the module to be disseminated nationally under the guidelines of NASA GLOBE. In addition, map visualizations that result from this project will be made available through a partnership with XXXXX in XXXX which serves several XXXX visitors per year. This is an aggressive educational objective that will require meaningful communication between XXX, NASA GLOBE, 12th grade XXXX science teachers, me and my graduate students. Because of this need we are partnering with The Centers for Ocean Science Education XXXXX to facilitate the educational objective. We will work with the COSEE XXX evaluator to….

Britt Holbrook

This is also an example of a good BIC response — and this one has something example one lacks ….

Sharon Franks

The statement proposes to create a "module"… but it doesn't describe what is meant by or included in the module. There is no evidence presented that the module is needed, or that something like it doesn't already exist. The first sentence may need revision: What does it mean that the module "…meets the… NASA GLOBE project.?

In the second paragraph, second sentence, writing about the "ultimate goal" for distribution sounds hopeful but perhaps more like wishful thinking than concrete planning. This could be improved by saying how this team will get the module approved for inclusion in the curriculum. If GLOBE has made a commitment to distribute what is created, this should be included. Without more concrete plans a reviewer would not be able to have much confidence that the goal will be realized.

The statement about making map visualizations "available" isn't very compelling in terms of an effective dissemination plan. Making something available in no way assures that that the thing will be used in any beneficial way. It could sit, forever on a CD is someone's drawer (but hopefully not in anyone's drawers!). The plan would be much more compelling if it explained what the organization that serves XXXX visitors per year will do with the visualizations

Maybe the statement has been truncated and included an explanation of how COSEE would facilitate the effort; it's not clear from what's posted.

Chris Parsons

If you're proposing on an education project such as this it's helpful to think in terms of SMAART project objectives. SMAART objectives are Specific, Measurable, Audience-directed, Ambitious, Realistic and Time-bound. This BIC sounds ambitious and should be applauded for that. What about the other SMAART criteria?