“FACTSHEETS” PROJECT: STRATEGICALLY COMMUNICATING NSF I/UCRC’S VALUE TO STAKEHOLDERS

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“FACTSHEET” PROJECT—MOTIVATION

“Grow the U.S. innovation capacity by developing long-term partnerships among industry, academe, and government”

“Leverage NSF funds with industry to support and train the next generation workforce within a global context”

- NSF I/UCRC mission statements*

- Key motivation for the “Factsheet Project” is to:
  - Communicate the value of the NSF I/UCRC program to its stakeholders in a more strategic, content-rich, and targeted manner

* NSF I/UCRC Program Brochure, November 2013
A FACTSHEET:
- is a written document of a few pages in length
- reduces complex ideas, technical language, economic terminology or jargon into simple, direct language with appropriate graphics
- delivers messages effectively and strategically

A FACTSHEET:
- helps distal important aspects of a program
- focus can be on certain benefits to a particular stakeholder or sector or initiative; specific program outcome or impact (e.g., research amplification); concept (e.g., boundary spanner); or issue (project management)
- allows program managers to tailor the communication of aspects of interest to a target audience
- brings in outside material to shape the story
“FACTSHEET” PROJECT—WORK PRODUCTS

- Factsheet
  - fingertip facts conveyed in written, storytelling form
  - strategic “leave be hind”
  - use data and information culled from forty years of NSF I/UCRC evaluation activities, statistics, findings, and experience
  - tailor to the interests of a target audience

- Wrapper
  - glossy pocket folder that wraps around and holds the Factsheet/s in a tiered fashion, one behind the other
  - can serve as a space-limited, communication vehicle for high level program facts (e.g., mission, constituency, relevant statistics, public version of the logic model diagram, and web address)

- Factsheet template
  - professionally designed that the current and all subsequent Factsheets would follow to create a single look or brand
The Factsheet and Wrapper ...

- Can be placed on the program web page and the evaluation web page (NCSU) for easy access

- Can be printed out and distributed for communication, marketing, and recruitment purposes by NSF Program Staff, Center Management, and Center Evaluators

- Can be distributed together at:
  - boot camps
  - annual meetings
  - outreach meetings
  - planning grant workshops
  - semiannual IAB meetings
  - official meetings with Congressional staff
  - other venues
FACTSHEET” PROJECT—DELIVERABLES

Three Stages of Work

1. Factsheet Content
   - Gather sources/research
   - Creation of the first draft
   - Reviews and edits
   - Finalize and deliver

2. Professional Design of Factsheet
   - Template design
     - Provide two template design concepts
     - Reviews and edits
     - Finalize and deliver
   - Design of Factsheet with approved content
     - Turn parts of approved content into one or at most two graphics
     - Reviews and edits
     - Finalize and deliver

3. Professional Design of Wrapper
   - Provide two or three concepts
   - Reviews and edits
   - Finalizing and delivery
Schedule

- Project begins at time of Award
- Project expected to be completed Award + three months

PI

**“FACTSHEET” PROJECT—YOUR HELP**

- Assistance from NSF I/UCRC Program staff, NSF I/UCRC Evaluation Team, and Center Evaluator are necessary to ensure that this project launches successfully and produces a useful product.

- In order to generate content, the PI will need ...
  - to have an accurate accounting of evaluation studies and findings
  - to know how these studies and findings map to the program logic model
  - to tap into the reservoir of knowledge, experience, guidance, and ideas of Center Evaluators, as necessary
  - the cooperation of Center Evaluators to help disseminate the Factsheet and Wrapper to their Centers
  - the cooperation of NSF I/UCRC Program staff for help with reviewing the content

- Thank you in advance for your support!
QUESTIONS?
CONTACT INFORMATION

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