What are Highlights?

- Primary source of information for the Advisory Committee for GPRA

- Inform other A/Cs, COVs, OMB, Congress, taxpayers about NSF-funded activities

- Capture the essence of research and education at the frontiers and convey their excitement

- Highlight emerging opportunities and challenges

Why are Highlights Necessary?

- First and foremost – Annual reporting of highlights enables the AC/GPA to determine significant achievement of our long-term strategic goals

- NSF Performance and Accountability Report (PAR),

- Budget Request to OMB,

- NSF staff often use highlights in developing Congressional testimony,

- Used by OPLA staff in developing "Discovery" postings on the NSF website.

How to Tell the Story?

- Clear and concise

- Written for the Public

- Compelling images

- No text size limit…some highlights may be short, while others require more words

Writing Highlights

- Put the "news" up front; e.g., impact statements (quantitative or strong qualitative outcomes). Title and lead-in sentence should engage the reader.

- Identify PI and his/her campus, but avoid listing all project personnel. Note only the number of participating institutions if more than a few.

- Remember your reader will not be a scientist!

Highlights Text

- Describe the problem/issue that motivated the research

- What are the key knowledge gaps?

- Describe results--tell what was achieved and put it in the context of learning and impact on scientific knowledge

Highlight Text (cont.)

- What was the significant outcome?
- Describe approach and why it is unique
- How was frontier of research and knowledge expanded?
- Contributions to learning and workforce development?
- Broader societal impacts?

Summarize the Importance

Help the reader (AC/GPA member or general public) understand:

- Why is this result important?

- What impact on current scientific research?

- How will it benefit society?

Images

- Not required but nice to have…adds to the story!
- Always ask if a photo is available
- Caption and credits are important
- Get permission when possible
  - » Not required for AC/GPA database, but permission may be requested later if Highlight is used for other purposes.