

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

**Connie K. N. Chang  
NSF I/UCRC Evaluator, Independent Evaluator**

**June 6, 2014  
NSF I/UCRC  
Evaluator Meeting**

# “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

# “FACTSHEET” PROJECT—DEFINITION

## 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 behinds”
  - 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

# “FACTSHEET” PROJECT—DISTRIBUTION

## 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

### 3. Professional Design of Wrapper

- ❖ Provide two or three concepts
- ❖ Reviews and edits
- ❖ Finalizing and delivery

### 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

# “FACTSHEET” PROJECT—SCHEDULE

## Schedule

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

## PI

- Connie K.N. Chang, Independent Consultant and Owner of Graphicacy, a DC-based creative analytic design firm, and Head of Graphicacy Government Services (<http://graphicacy.com/government/>)

# “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

**Connie K. N. Chang**

**I/UCRC Evaluator, Independent Consultant**

**[connie\\_chang\\_2000@yahoo.com](mailto:connie_chang_2000@yahoo.com)**

**<http://www.linkedin.com/in/connieknchang>**

**202-491-3356**