NSF Highlights

View the new website at:

http://www.research.gov/seeinnovation
A highlight shows...
• an exciting outcome of an NSF-supported project
• transformative results
• impacts of this outcome, including benefits to society, economy, industry, nation, region, science & engineering

Audiences include...
• Congress, other federal and state policymakers
• business & industry
• general public
• NSF (briefings, speeches, websites -- such as www.nsf.gov and "Science, Engineering, and Education Innovation" at www.research.gov/seeinnovation)

When writing a highlight...
• DO write short, straightforward sentences that articulate a single point. DON’T use long sentences with multiple clauses.
• DO use simple language. DON’T use complicated scientific terminology.
• DO write for a public audience. DON’T write the way you do when publishing in science journals. The public is interested in high-level impacts/benefits, not deep science.