



# **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](http://www.nsf.gov) and "Science, Engineering, and Education Innovation" at [www.research.gov/seeinnovation](http://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.