

# Planning NSF Broader Impacts

IN 2025

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# Agenda



Defining Broader Impacts



Designing Broader Impacts



How NSF Reviewers Read



Shareout / Q&A



Writing Strategies for 2025



Questions?



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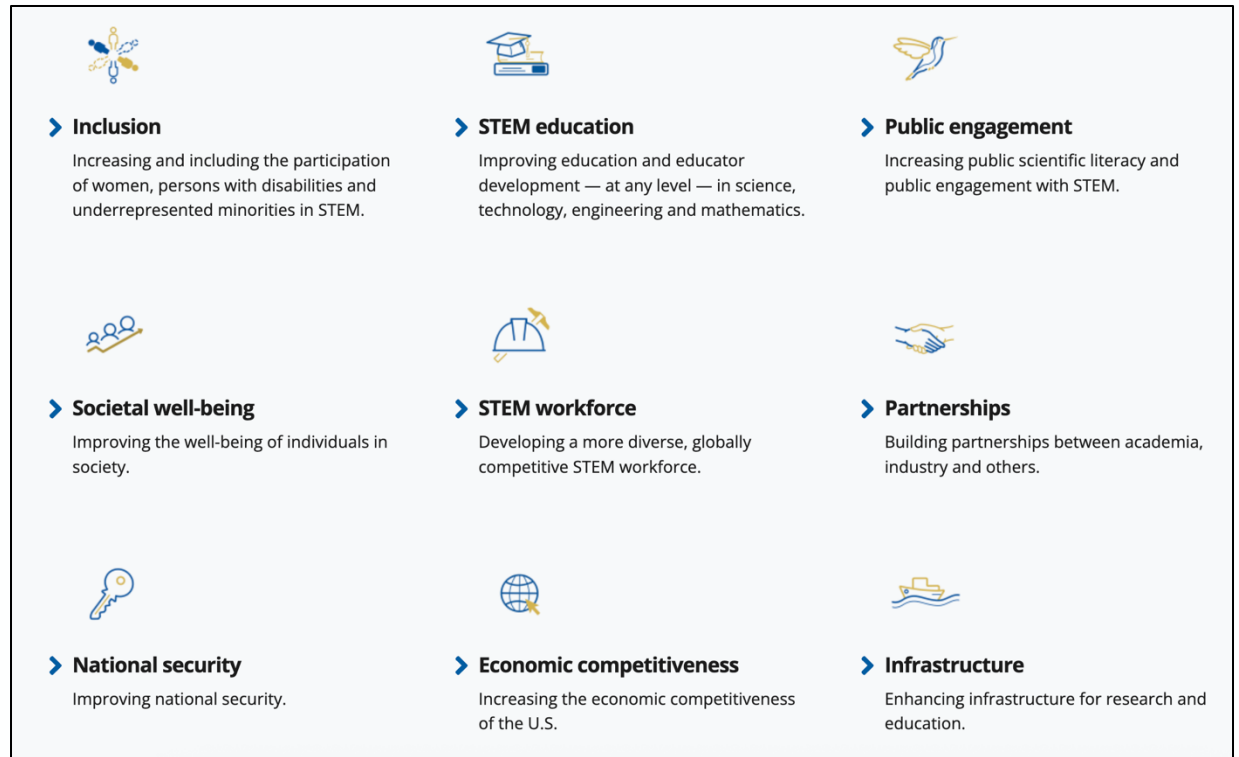
# Defining Broader Impacts



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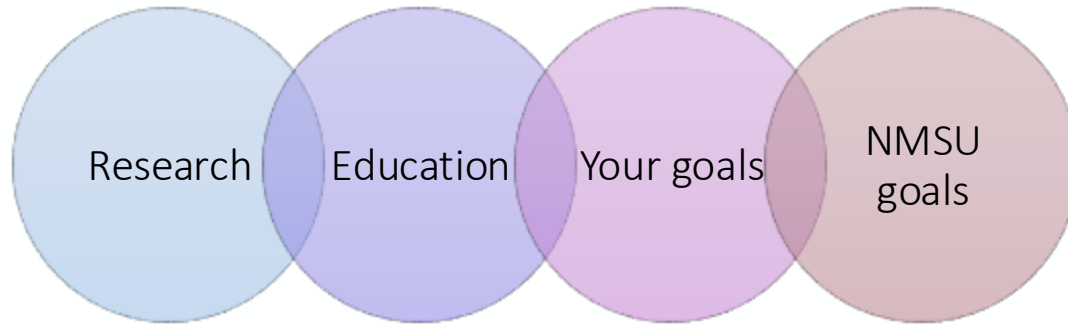
# What are broader impacts?

"the potential to benefit society and contribute to the achievement of specific, desired societal outcomes."



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# Broader Impacts in CAREER proposals



- "NSF recognizes that there is *no single approach* to an integrated research and education plan."
- "think creatively about the reciprocal relationship between the proposed research and education activities and how they may inform each other."
- "Reflect the proposer's own disciplinary and educational interests and goals, as well as the needs and context of his or her organization."

# Broader Impacts Across NSF Programs

Your project's broader impact activities don't need to be a separate add-on to your research. Your project can have broader impacts through:

- Your research activities.
- Activities directly related to your research.
- Activities that are supported by, but complementary to, your research activities.

Examples: [https://nsf-gov-resources.nsf.gov/2022-09/Broader\\_Impacts\\_0.pdf](https://nsf-gov-resources.nsf.gov/2022-09/Broader_Impacts_0.pdf)



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# Designing Broader Impacts

LET'S WRITE!



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## Research Products

What will you create?

Who Will benefit?



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# Shareout / Questions



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# How NSF Reviewers Read

No faith-based evaluations!!!



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# Two Evaluation Criteria

**Intellectual Merit:** The Intellectual Merit criterion encompasses the potential to advance knowledge; and

**Broader Impacts:** The Broader Impacts criterion encompasses the potential to benefit society and contribute to the achievement of specific, desired societal outcomes.

The following elements should be considered in the review for both criteria:

- What is the potential for the proposed activity to
  - Advance knowledge and understanding within its own field or across different fields (Intellectual Merit); and
  - Benefit society or advance desired societal outcomes (Broader Impacts)?
- To what extent do the proposed activities suggest and explore creative, original, or potentially transformative concepts?
- Is the plan for carrying out the proposed activities well-reasoned, well-organized, and based on a sound rationale? Does the plan incorporate a mechanism to assess success?
- How well qualified is the individual, team, or organization to conduct the proposed activities?
- Are there adequate resources available to the PI (either at the home organization or through collaborations) to carry out the proposed activities?

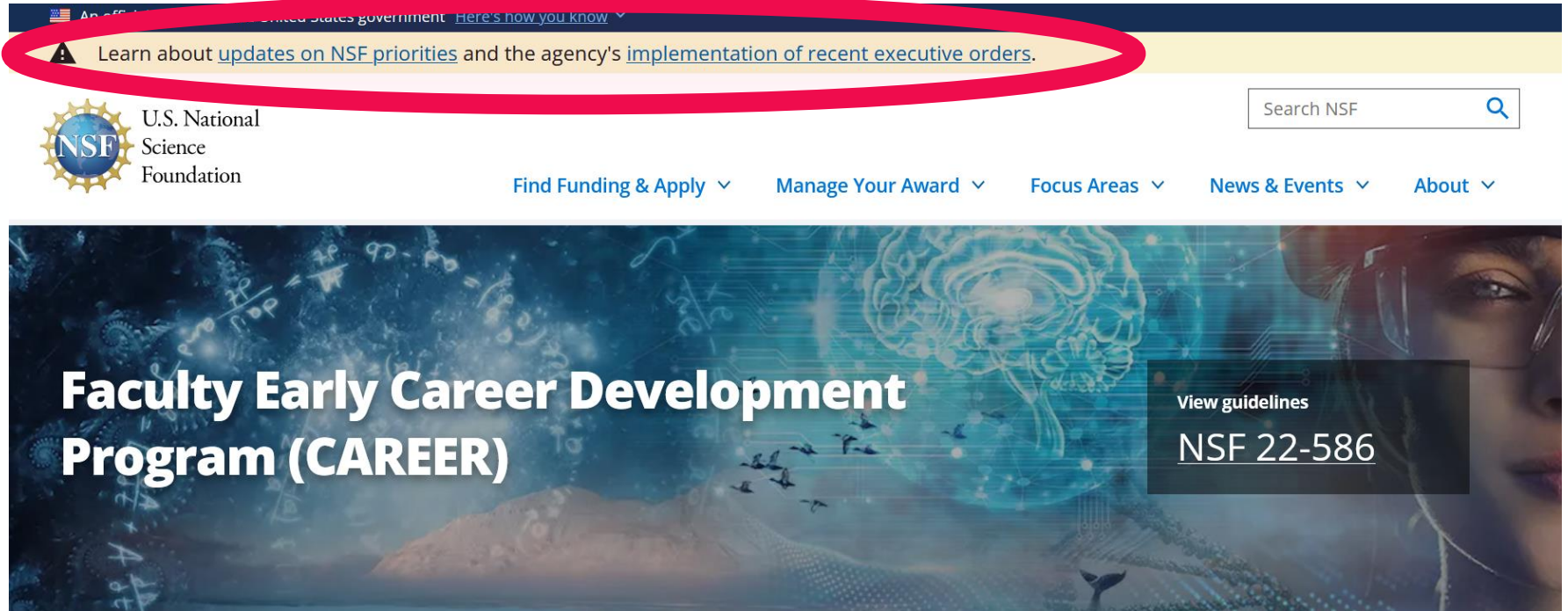


# Writing Strategies for 2025



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# NSF Responses to Executive Orders



The image is a screenshot of the NSF website. At the top, a red oval highlights a yellow banner with a warning icon and the text: "Learn about [updates on NSF priorities](#) and the agency's [implementation of recent executive orders](#)." Below this is the NSF logo and the text "U.S. National Science Foundation". To the right is a search bar labeled "Search NSF". Below the logo are navigation links: "Find Funding & Apply", "Manage Your Award", "Focus Areas", "News & Events", and "About". The main banner features a blue background with mathematical symbols and a woman's face. The text "Faculty Early Career Development Program (CAREER)" is prominently displayed. A dark box on the right contains the text "View guidelines NSF 22-586".

Learn about [updates on NSF priorities](#) and the agency's [implementation of recent executive orders](#).

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**Faculty Early Career Development Program (CAREER)**

View guidelines  
NSF 22-586



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# NSF Implementation of Recent Executive Orders

This page provides information regarding recent executive orders and their impact on the U.S. National Science Foundation community.

This page is being updated as new information becomes available; please check back regularly for updated information.

**Page last updated: April 18, 2025**

## On this page

- [Updates on NSF priorities](#)
- [Information for panelists and reviewers](#)
- [Information for proposers](#)
- [Information for NSF awardees](#)
- [Submit your questions](#)
- [Frequently asked questions](#)

## Is there a list of keywords I should avoid in my proposal to make it compliant with the executive orders?

NSF does not recommend using a keyword-based approach. Instead, focus on the substance of your proposal.

## Have the NSF merit review criteria changed?

No, NSF continues to apply the statutorily required Intellectual Merit and Broader Impacts review criteria, as well as any solicitation-specific review criteria.



# Writing Strategies

#1: Change the rhetoric not the mission!

#2: Substance over style

#3: Remember that reviewers are people

#4: Check the LIVE solicitation frequently



# Change the rhetoric not the mission

## NM Workforce/Industry Needs

<https://edd.newmexico.gov/wp-content/uploads/2021/11/Empower-and-Collaborate-New-Mexicos-Economic-Path-Forward-summary-report.pdf>

## NM Economic Landscape

<https://www.bls.gov/eag/eag.nm.html>

## Southern NM Educational Info

<https://cca.nmsu.edu/index.html>



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# Substance Over Style

How are you recruiting?

How are you selecting  
students?

Who are your partners?

Solid Educational/Outreach  
Plan

Who is impacted?

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## Word Choice



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# Remember that Reviewers are People



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# Check the LIVE solicitation frequently



**i** Active funding opportunity  
This document is the current version.

## NSF 22-586: Faculty Early Career Development Program (CAREER)

Includes the description of NSF Presidential Early Career Awards for Scientists and Engineers (PECASE)

### Program Solicitation

#### Document Information

##### Document History

- **Posted:** April 15, 2022
- **Replaces:** [NSF 20-525](#)

##### Create a PDF

To save a PDF of this solicitation, select [Print to PDF](#) in your browser's print options.



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# Questions?

DON'T FORGET THE SIGN-IN SHEET



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