The BI Criterion: 

*From Activity to Impact*

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The spirit of Broader Impacts has always been part of NSF culture

Researchers want their projects to make a difference
The big challenge...

Desire:
Create unique, innovative, impactful, evidence-based public engagement activities with strong evaluation plans.

Reality:
- No money
- No time
- No expertise
- No resources
Adopt a BI Identity
Create new norms
Build a Better BI-Cycle
Support PIs & Reviewers
Vision

- BI & Broadening Participation are a vital to proposals, review & reporting
- Integrated BI and Intellectual Merit
- Evaluate the long-term impacts of BI
- Enhanced pathways to STEM careers

Achievable
Substantive
Assessable
Personal
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