A Guide to Writing 1-pagers:
Description, Ideas, and Template

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Talking to Your Program Director

One of the most common pieces of advice is
*"**Talk to your Program Director**"*

This provides an opportunity to:
- Introduce yourself, your research program, and specific project idea
- Seek guidance on the fit of your project idea within/across NSF
- Ask questions about the submission and review process

Best way to contact a Program Director?
- Email a 1-pager

What Is The Purpose of a 1-pager?

*A 1-pager is a **Tool** for both you and the Program Director.*

- 1-pagers help **YOU** <u>organize your ideas</u> before you talk to a Program Director

- 1-pagers help **PROGRAM DIRECTORS** determine fit to program for a project and prepare <u>useful feedback</u>

Before You Start

Do your homework…

- Peruse the NSF website (www.nsf.gov) to identify the most appropriate home for your research interests

- Read info on Directorate and Division websites to learn about the scientific priorities of specific programs

- Read relevant solicitations (e.g., 22-603 for Mid-Career Advancement)

- If you have never submitted to NSF, skim the intro chapter of the Proposal & Award Policies & Procedures Guide (PAPPG); NSF 23-1*

* New PAPPG (NSF 24-1) becomes effective May 20, 2024

What is a 1-pager?

A 1-pager should mirror the format of the NSF Project Summary of an NSF proposal and include:

- a brief overview,

- a statement of the **intellectual merit** of the proposed research activity, and

- a statement on the **broader impacts** of the proposed activity.

All NSF proposals are reviewed through use of the two National Science Board-approved merit review criteria: Intellectual Merit and Broader Impacts.

Some proposals have additional review criteria described in the funding opportunity as "Additional Solicitation Specific Review Criteria".

The Brief <u>Overview</u> of a Good 1-pager Includes…Overarching Questions

What is the 30,000-foot view of your project?

For example:
How do cells know when to stop dividing?

Things you may care about that can help answer that question:
special proteins called cyclins, gene regulation, epistasis, chemical signaling, DNA damage or degradation, the cell's internal clock, p53-p21-Cyclin/CDK-DREAM-CDE/CHR pathway

Tie the specifics of your system and study to a broader theoretical context, relevant to the program to which you are submitting

The <u>Intellectual Merit</u> of a Good 1-pager Includes...

A description of the project's potential to advance knowledge

Include
- The big picture of your research area
- Knowledge gaps you are addressing
- The hypotheses you will use to address this question
- Specific aims and what you are planning to do
- Any key preliminary data

If submitting to a 'special' solicitation (e.g., Mid-Career Advancement)
- Explain why your proposed work fits the solicitation

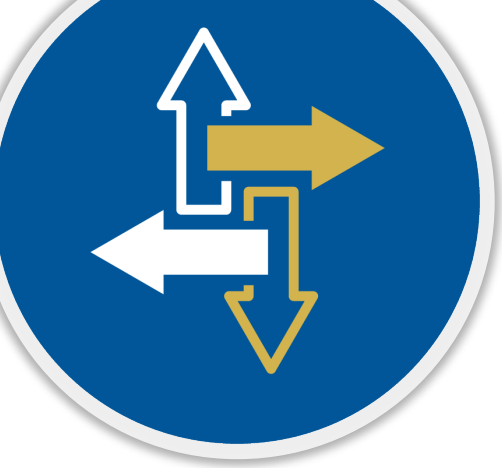# The Broader Impacts of a Good 1-pager Includes:

A description of the potential to benefit society and contribute to the achievement of specific, desired societal outcomes

Make sure to briefly describe your **Broader Impacts** so that we can provide feedback on this area as well

Need resources?
https://www.researchinsociety.org/guiding-principles
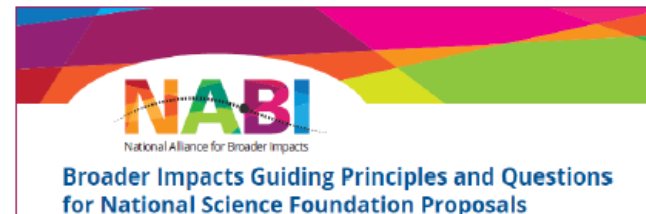
Good 1-pagers State How Your Ideas Align With the Program and Solicitation Requirements

Tell us how your project aligns with the scope of the program or unique solicitation

Program Directors will help you find the right program.

Include how you will address any unique solicitation-specific criteria

To be competitive, this additional information must be addressed in your proposal, so get feedback before you apply.

Be strategic and specific!

Use the 1-pager to tell us what you are proposing to do.

Keep background information to a minimum, use most of the page to explain your hypotheses and your approach(es).

General Dos and Don'ts

Dos	Don'ts
Present relevant info on the current state of the field	Waste half a page on general knowledge
Highlight overarching hypotheses and tightly focused specific aims	Bury the core goals and strengths of the project in dense text
Provide an overview of planned approaches or experiments	Get bogged down in experimental details
Explain your motivation	Skip over what the solicitation is asking for
Write clearly and avoid technical jargon	Make the font too small; it's OK if your 1-pager goes a bit over

What Do Program Directors Do With Your Query?

Usually, we will acknowledge receipt of your email, ideally within timeframe for useful feedback.

Behind the scenes, we may:
- Discuss the idea with other Program Directors
- Request feedback from other programs if the idea is interdisciplinary or may be a better fit elsewhere. ***Our goal is to find the best place for your proposed ideas.***

What You Should Expect in Response

Program Director follow-up usually includes:
- Feedback in an email message
- Possibly an invitation to schedule a phone or Zoom conversation. This provides an opportunity for you to ask specific clarifying questions about:
  - the solicitation, (including solicitation-specific criteria);
  - your proposal ideas and preparation; and
  - other NSF funding opportunities that may be appropriate for your project

If the proposal ideas are not a fit for the program, we will usually provide:
- Advice on other programs to consider
- Name(s) of the cognizant Program Director(s)

What to Do If You Don't Get a Response?

Responses to one-pager queries typically take a week to respond.

Do

Follow up

Don't

Assume we don't care

If you do not hear back within two weeks, then please send a gentle reminder—we all get busy and we don't want things to fall through the cracks!

An Example Template: Include the Following Helpful Information

First Name, Last Name, Organization Name, Email

Target Program, Potential Secondary Program(s)

Proposal Type (i.e. which solicitation): Research ("core"), CAREER, MCA, RAPID, EAGER, Conference, etc. (*Further information on these opportunities can be found in the PROPOSAL & AWARD POLICIES AND PROCEDURES GUIDE (PAPPG) and program solicitations.*)

Relevance to Program: 1-2 sentences about how your research fits the program goals

Brief Submission Running Title

Key Terms: up to 6 key words or phrases

Then add your 1-page Concept Outline: brief overview, intellectual merit, and broader impacts

Tell us what you think!

- Use the QR code to let us know your thoughts on the session and how we can improve.

- Your feedback will not be shared with anyone outside of NSF.

- Each session has a different QR code.

Questions?