C-MORE EDventures: Request for Proposals

C-MORE EDventures is venture capital for educational activities. All C-MORE personnel are encouraged to propose projects that address one of more of C-MORE's education goals:

A. Increase scientific literacy in microbial oceanography.
B. Produce leaders in the next generation of microbial oceanographers (undergrads through post-docs) by providing state-of-the-art training.
C. Increase the number of underrepresented minorities, including Native Hawaiians and Pacific Islanders, pursuing careers in the ocean and earth sciences, and related disciplines.

Scientific research projects may be proposed by students and post-docs under Goal B (that is, as part of their training). Faculty may not submit scientific research proposals under this solicitation.

Review criteria are modeled after those of the National Science Foundation (NSF), whose two key criteria (intellectual merit and broader impacts) are stated as:

• What is the intellectual merit of the proposed activity? How important is the proposed activity to advancing knowledge and understanding within its own field or across different fields? How well qualified is the proposer (individual or team) to conduct the project? (If appropriate, the reviewer will comment on the quality of prior work.) To what extent does the proposed activity suggest and explore creative, original, or potentially transformative concepts? How well conceived and organized is the proposed activity? Is there sufficient access to resources?

• What are the broader impacts of the proposed activity? How well does the activity advance discovery and understanding while promoting teaching, training, and learning? How well does the proposed activity broaden the participation of underrepresented groups (e.g., gender, ethnicity, disability, geographic, etc.)? To what extent will it enhance the infrastructure for research and education, such as facilities, instrumentation, networks, and partnerships? Will the results be disseminated broadly to enhance scientific and technological understanding? What may be the benefits of the proposed activity to society?

Additional Review Criteria: We particularly encourage proposals that:
1. Bridge research and education (ex. workshops, educational outreach, training of scientists)
2. Involve multiple C-MORE partner institutions (ex. travel for collaborative research)
3. Are written by graduate students and post-docs
4. Foster partnerships between members of C-MORE and other scientific and/or educational communities
5. Are innovative and may lead to external funding (“proof-of-concept”)

All proposals must include a coversheet, project description (3 pages max), and itemized budget (1 page max). The project description should include separate statements on intellectual merit and broader impacts, and explain how additional review criteria are addressed. Projects are normally limited to $10K, and smaller projects are more likely to be funded. If this is a collaborative project, the proposal should be written as such and/or contain letters of support from collaborators. Please refer to the EDventures website for examples of previously funded proposals (members only). Note: funded EDventure proposals will be posted on a C-MORE members only website.

Additional guidelines
• Summer training should be submitted during the April deadline (exceptions can be made if necessary). Lower priority will be given to proposals requesting funds to extend trainee support as a summer stipend.
• Proposals that request funds for C-MORE personnel salary support are not recommended.
• Budget should be transparent, comprehensive, and should reflect a collaborative effort (if applicable).

Please email your proposals or inquiries to barb@hawaii.edu. For proposals that arise outside of these deadlines as targets of opportunity, please contact paulkemp@hawaii.edu.

Reporting: All award recipients are responsible for submitting a brief report, including photos, no later than 60 days after the project is completed. This report will be made publicly available on the C-MORE website. In addition, all awarded projects are required to submit a C-MORE highlight for the annual review.
**COVER SHEET FOR EDVENTURE PROPOSALS**

**CLOSING DATE**
04/29/2011

<table>
<thead>
<tr>
<th>AUTHOR NAME: FIRST, MIDDLE, LAST</th>
<th>INSTITUTION</th>
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<tr>
<td>Lydia Jeanne Baker</td>
<td>UH Manoa</td>
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<tr>
<th>DEPARTMENT</th>
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<tbody>
<tr>
<td>Oceanography</td>
<td>510-225-8472</td>
<td><a href="mailto:bakerlyd@hawaii.edu">bakerlyd@hawaii.edu</a></td>
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<tr>
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<tbody>
<tr>
<td>2343 Oahu Ave</td>
<td>Honolulu</td>
<td>HI</td>
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**TITLE OF EDVENTURE PROPOSAL**

SCIENCE COMMUNICATION WORKSHOPS FOR C-MORE GRADUATE STUDENTS AND POST-Docs AT MBARI

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<tr>
<th>REQUESTED AMOUNT</th>
<th>PROPOSED START DATE</th>
<th>GOALS ADDRESS (CHECK ALL THAT APPLY)</th>
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<tr>
<td>$ 620</td>
<td>05/01/2011</td>
<td>✔ A. Increasing scientific literacy in microbial oceanography</td>
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**LOCATION OF PROPOSED WORK**

MBARI, Monterey CA

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<th>LOCATION OF PROPOSED WORK</th>
<th>GOALS ADDRESS (CHECK ALL THAT APPLY)</th>
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<td>MBARI, Monterey CA</td>
<td>✔ B. Produce leaders in the next generation of microbial oceanographers</td>
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<td></td>
<td>☐ C. Increase representation of underrepresented minorities</td>
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**NAME AND CONTACT INFORMATION (INSTITUTION, PHONE NUMBER, EMAIL) OF COLLABORATORS**

1)

2)

3)

4)

**PROJECT SUMMARY (250 WORDS OR LESS)**

I request funds to support attending the "Science Communication Workshop for C-MORE Graduate Students and Post-Docs" at MBARI on May 23, 2011. It will provide me with an excellent opportunity to learn to communicate my work to a broader audience. Previous workshops have provided attendees with useful information on how scientists can affectively communicate with the general public—whether speaking in a classroom setting or to a policy maker or reporter, or by writing for a scientific blog, or podcasting. Due to scheduling conflicts, I was not able to attend the meeting held at the University of Hawaii at Manoa, and would greatly appreciate the opportunity to attend a similar workshop at MBARI. I propose to reinforce what I’ve learned at the workshop by assisting in compiling more complete descriptions of the research conducted by workshop participants, suitable to be added as an extension to the bios listed under the C-MORE “People” tab.
Science Communication Workshop for 
C-MORE graduate students and post-docs at MBARI

a C-MORE EDventures proposal by Lydia Baker

Summary
Funding provided by EDventures would allow me to attend the “Science Communication Workshop for C-MORE Graduate Students and Post-Docs”, put on by the Communication Partnership for Science and the Sea (COMPASS) at Monterey Bay Aquarium Research Institute (MBARI) on May 23, 2011. This workshop, as a part of C-MORE’s professional development training program (PDTP), will provide instruction in how to successfully communicate scientific research with the general public. While there are various educational opportunities to learn to effectively communicate research with our peers, there are very few chances for a junior scientist to learn how to translate their research findings to a general audience. Learning how to communicate what I study to the general public, whether in person, through television interviews, or by blogging and podcasting, would not only be an experience that would aid me in properly representing my research as a C-MORE student, but would also be a valuable skill that will benefit me throughout my career.

Background
The COMPASS workshop was developed in 1999 as a collaboration between scientists and communication professionals who were dissatisfied with the lack of scientific understanding by the public and in policy making. The founders of COMPASS recognized the potential impact scientists could have if they were instructed in how to effectively communicate their research to non-scientists. They believed that scientists could take on the critical, yet unrealized role of fostering greater public understanding of oceanographic issues. With this thought in mind, COMPASS created a basic outline for their science and communication workshop, which could be tailored for the needs of various scientific organizations.

The goal of the scientific communication workshop created by COMPASS for the junior scientists of C-MORE is to develop graduate students’ and post-docs’ ability to bridge the worlds of science, journalism, and politics. Junior scientists will be taught how to compose, structure, and strengthen their message to enhance the impact that their research has on society. After completing the all-day session, a scientist is expected to have gained the communication skills needed to be effective in discussing their research with reporters, classes, and policy makers (to name a few). The very capable staff of both COMPASS and CMORE, whose instructors include scientific professionals, policy makers, educators, and communication specialists, will work together to achieve these goals.

The goals outlined by COMPASS are achieved through a series of informational sessions, writing sessions, and role-playing exercises. As part of the information sessions, participants are educated about the perspectives and goals journalists often have when interviewing a scientist. The participants are then given the opportunity to do mock interviews with a reporter to practice how to respond after realizing the reporter’s motivation. The workshop also helps to develop writing skills
for scientists writing for non-scientists, which enhance a participant’s ability to communicate through new media (e.g. podcasting or blogging).

A similar all-day workshop prepared by COMPASS and sponsored by C-MORE was given at the University of Hawaii at Manoa on Sept 24, 2010. This event was highly rated by its participants; all 19 participants would recommend the workshop to their peers. Unfortunately, I was already scheduled to attend a workshop at Bigelow Laboratory’s Single Cell Genomics Center on the subject of Redefining Microbial Genomics, and was unable to attend both. I believe the COMPASS workshop would be very useful for my career development, and I hope that EDventures can provide funding for me to participate in the workshop in Monterey.

**Intellectual Merit**

Being able to communicate ones science to a broader audience can only serve to aid in my scientific career. Participation in this workshop would assist me in preparing presentations for both the scientific community as well as the community a large as it will increase my communication skills and teach me how to better promote my research. The skills gained in the COMPASS workshop will broaden my perspective on my own research, which is likely to increase the quality and clarity of my work as well as increasing the quality of meeting presentations, the success rate of publications, and greater success in employment interviews. This workshop would also help to prepare me to communicate my science to those participating in various outreach activities organized by CMORE, thereby giving me a greater opportunity to influence those thinking of entering a career in science.

**Broader Impact**

I propose to use the skills learned at the COMPASS workshop to improve the information provided about graduate students and post docs on our website. To achieve this I would organize an update for the C-MORE “people” tab by gathering a more complete statement about the research performed by the post-docs and graduate students who participated in the C-MORE COMPASS workshop. Junior scientists will be encouraged to write a synopsis of their research for a more general audience with special attention that the narrative of their research reflects the lessons learned in the COMPASS workshop. I could serve as the managing editor for these statements as well as ensure that the statements be submitted to the C-MORE webhost to be added as a link for each student’s website summary.

**Budget Narrative**

My participation in the workshop is already paid for through previous grants written by Shellie Bench et al. and should include various meals provided through the workshop. I therefore do not require funds for either registration fees or per diem to attend this workshop. I also have family in the Monterey Bay area, so I would not require funds to pay for lodging. Airfare from Honolulu to San Jose is approximately $520 during that part of the year (taken from kayak.com). Transportation to and from the airport, as well as to the conference itself would be needed; I have found that the most efficient and cost effective way to do this would be through a car rental company (estimated cost: $100, taken from priceline.com). Although the experience is likely to have a major impact on my career skills, the total cost estimate is a very modest $620; actual costs will depend on fluctuating airfare and car rental costs.
### Itemized Budget

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<tbody>
<tr>
<td>Airfare (HNL to SJC)</td>
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<tr>
<td>Transportation (to and from SJO and MBARI)</td>
<td>$100</td>
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<tr>
<td><strong>Total</strong></td>
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