Based on your goals and expertise, content and design of your proposal, your RFP, etc.:

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| --- | --- |
| What do you aim to change/impact?   * building science knowledge in the population * providing access to X for underrepresented groups * growing a pipeline-people who can X * improving science teaching quality   WHY? What need are you addressing? |  |
| What ages/grades/stage of life/population?  early childhood, elementary, middle, secondary, postsecondary, community college, teachers, community members, the general public, etc.  WHY? How does that align with your impact aim and your research? |  |
| What location?  in school, out of school, after school, at MSU, in communities, formal or informal, museum, etc.  WHY? |  |
| What research can guide the design of your outreach/education component? What is known about what “works” in this area?  Evidence about how teachers learn practice or about how young children become engaged in science or how grad students learn to do research . . . |  |
| What will you do with people?  (present, train, engage, collaborate, design, etc.).  WHY? |  |
| Who can you work with? Who has expertise and/or access:  MSU centers? Education faculty?  Extension faculty? Schools? Etc. etc.  Why? |  |
| How will you know if you are successful?  Assessment/evaluation/research design for broader impacts |  |
| Do you have a stated or implicit theory of change? If we do XXX then XX will change because . . . . (Inputs/Outcomes) |  |