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We will start momentarily at 2pm ET



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CHEMISTRY HAIKU OF THE DAY!



“Oh lovely π bond!
I am the electrophile
Come and capture me.”

a) critical

The Organic
CHEMISTRY HAIKU
Project Dr. Steven A. Lindgren

5-7-5

GOT A CHEM HAIKU...SHARE IT WITH US FOR THE CHANCE TO
HAVE IT ANNOUNCED ON AIR FOR ALL TO ENJOY!

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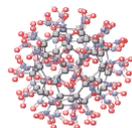
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Thursday, October 18, 2012

The Sweetest Day and the Chemistry of Sweetness

Sally Mitchell
Dr. Sara Risch



Thursday, October 25, 2012

Nanomaterials and the Quantum World Around Us

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ONE WORD



TO DESCRIBE ACS WEBINARS...THANK YOU FOR THE SUBMISSIONS!

interesting, informative, fascinating, entertaining, educational, excellent, outstanding, **engaging**, varied, wonderful, **stimulating**, awesome, inspiring, informational, fantastic, intriguing, useful, professional, illuminating, helpful, free, convenient, insightful, fabulous, **enlightening**, accessible, well-prepared, unique, **timely**, terrific, superb, **eclectic**, spellbinding, resourceful, precise, invigorating, exciting, habit-forming, enthusiastic, engrossing, energizing, edutainment,, diverse, creative, convenient, breadth, available, brilliant...**BRAINSNACK**... yum!

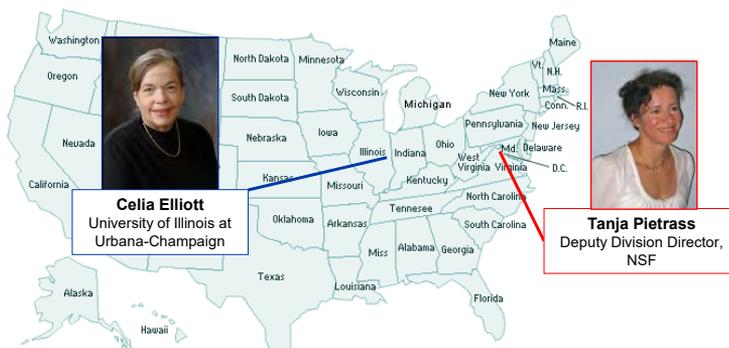
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ACS WEBINARS™ TODAY! October 11, 2012



More Tips from the Trenches: Successful Project Summaries



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**More Tips from the Trenches:
Successful Project Summaries**



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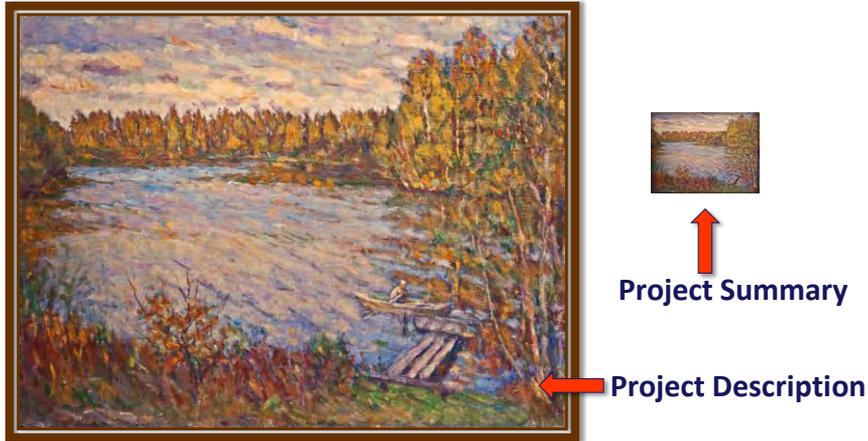
First, let's define our terms...

A project summary is a stand-alone document in a formal multi-part proposal that presents a snapshot of the goals, methods, and expected outcomes of the project

Different agencies call this document different names (abstract, executive summary)

It's always much shorter than the technical description (1 page or less—NIH ≤ 30 lines)

The project summary does for the full proposal what a picture postcard does for a famous painting



Anton S. Barkhatkov (1917-2001). Near the lake. 1977

Poll Question #1

How important is the project summary to the success of your proposal?

- a) Not as important as the technical description**
- b) Not as important as the overall budget**
- c) Not as important as having a novel method**
- d) Critical**

How important is the project summary to the success of your proposal?

I'd say critical.

It's usually the first thing that most program officers and reviewers read, and first impressions are powerful.

And it may be the *only* thing that some reviewers read.—*cme*

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Even though it usually comes first in the proposal document, don't write the project summary until last

The project summary must present the entire scope of the project, which may have (probably has) evolved as you were writing



12

Map the summary to your technical project description

Present the same concepts

In the same order

Using the same terminology

So that reviewers remember them



Same concepts,
same words,
same order

Give the reviewer a
guide of what's to come

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To whip up a perfect project summary...

follow the recipe!

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Celia's Foolproof Project Summary

Ingredients:

What problem will you study and why is it important?

What methods will you use and why did you choose them?

What results do you expect and how will you analyze them?

How will funding your project benefit the agency?

Assemble ingredients in this order. Don't add ingredients or omit any. Measure carefully.

Taste frequently and adjust seasonings.

Allow to rest before serving.

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Special note for summaries for National Science Foundation proposals

The project summary must specifically discuss

➔ intellectual merit

➔ broader impacts

Use the recipe to write the first two paragraphs

Start a new paragraph with ***Intellectual Merit:*** and discuss the importance, feasibility, and likely success of the project

Start the final paragraph with ***Broader Impacts:*** and explain the collateral benefits of the project—training of students, applications to other fields, translation to new technologies

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The project summary must “stand alone”

No figures

No tables

No references



No complex equations

No unfamiliar acronyms

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Poll Question #2

How much time should you allow to write a good project summary?

- a) <3 hours; don't overthink it
- b) 1–2 days
- c) At least 3 times as much time as you *think* it should take
- d) A week

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How much time should you allow to write a good project summary?

Whether you write fast or slow,
a clear,
concise,
compelling project summary
will take more time than you expect and
will probably require *multiple* revisions

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Don't write a partial project summary



Don't just cut-and-paste the first few paragraphs of the research plan and call it the summary—bad idea!

Must describe the *entire* project—hypotheses, goals and objectives, methods, data analysis, significance, intellectual merit*, broader impacts*, and benefits to the agency

Omissions and ambiguities in the summary raise immediate questions in reviewers' minds about the whole project

**for NSF proposals*

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Don't assume everybody reading your summary will be an expert in your narrow field—some will, but some won't, and they'll all have equal votes



Advice from NIH:

“This section should be informative to other persons working in the same or related fields and insofar as possible understandable to a scientifically or technically literate reader.”

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Get rid of irrelevancies and discursions; eliminate introductory fluff*



Project summaries are always constrained by word or page limits

Don't waste precious space on any idea that is not directly relevant to your project, no matter how “interesting” it might be

Delete, rephrase, clarify, quantify

***In fact, eliminate *all* fluff; reviewers appreciate conciseness**

<http://online.physics.uiuc.edu/courses/phys496/Spring12/Lectures/Fluff.pdf>

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If your project is funded, the summary may be made public



Do not include any confidential or proprietary information

Don't put anything in the project summary that you wouldn't want to see on the agency's website

The summary should make you look good to prospective collaborators, other scientists, and other funders

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To recap...

Follow the rules—witlessly

Map your summary to your technical narrative

Follow the four-ingredient recipe

Aim for the three Cs: *clear, concise, compelling*

Write for a technically literate reader

Leave out proprietary information

Plan for time to revise and polish



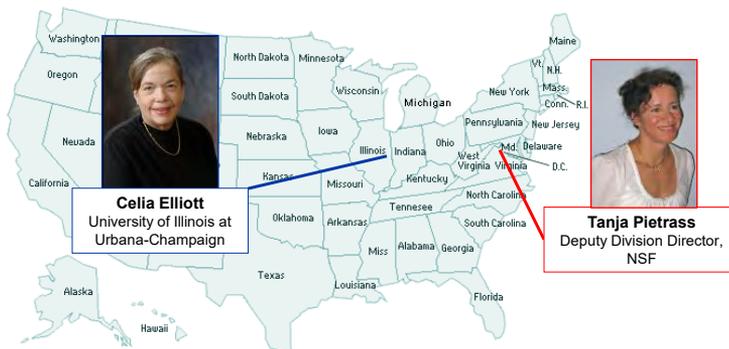
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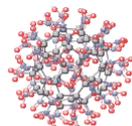
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Creating Successful Research Proposals: Tips from the Trenches



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ACS LISTENERS CHEMISTRY HAIKUS



Electrons travel
Between energy levels
Producing wavelengths of light
Chanda Strom

5-7-5

J-E-L-L-O
Colorful tasty dessert
Cold-set polymer.
Rashi Grewal

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