Who am I proposing to?

NASA is the premier funding agency for Earth and space science research:
- 80000 annual Research and Analysis (R&A) budget
- 800-900 programs between R&A and R&I each year

NASA’s science research programs are managed by the Science Mission Directorate (SMD), which has 4 divisions:
- Earth Science
- Astrophysics
- Mars Science
- Information Science

Research Opportunities in Space and Earth Science

At the end of the day you need to convince the panel that:
- The research is very important
- It is directly relevant to NASA’s mission
- It is directly relevant to the solicitation
- Your proposed methodology is both feasible and appropriate
- You will deliver valuable results
- It is well worth the investment

Types of R&A Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific/Technical/Management</td>
<td>Relevant to NASA’s mission, supports research, development, and operations</td>
</tr>
<tr>
<td>Budget Justification</td>
<td>Presents budget for proposed research, development, and operations</td>
</tr>
<tr>
<td>Table of Contents</td>
<td>Provides an overview of the proposal</td>
</tr>
</tbody>
</table>

Evaluating panel will use:
- Relevant to NASA’s mission
- Costs, benefits, and outcomes
- Program fit

Types of R&R Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific merit, relevance, cost</td>
<td>Relevant to NASA’s mission, supports research, development, and operations</td>
</tr>
<tr>
<td>Provide a detailed workplan describing who does what and when</td>
<td>Provides a clear, detailed plan for the research</td>
</tr>
<tr>
<td>Describe your methodology and identify your assumptions</td>
<td>Provides a clear, detailed plan for the research</td>
</tr>
</tbody>
</table>

Relevance to NASA

- Basic research that extends our knowledge of fundamental processes
- Unique opportunities that typically occur once per mission
- Overlap among programs is common, but each program has unique research goals

ROSES-2009

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary of Solicitation (3 pages)</td>
<td>Provides an overview of the proposal</td>
</tr>
<tr>
<td>REDR-Planning Support (10 pages)</td>
<td>Provides a clear, detailed plan for the research</td>
</tr>
<tr>
<td>NASA Strategic Objectives</td>
<td>Relevant to NASA’s mission</td>
</tr>
</tbody>
</table>

Appendix

- A. Earth Science Research Programs
- B. Astrophysics Research Programs
- C. Planetary Science Research Programs
- D. Astronomy Research Programs

Evaluating panel will use:
- Relevant to NASA’s mission
- Costs, benefits, and outcomes
- Program fit

Suggestions when you are writing

- Write clearly and simply—avoid jargon
- Organize your proposal well and follow the Guidelines for Proposers
- Provide the reader with a clear summary of the proposal
- Thoroughly review and cite the relevant literature
- Use graphics and tables effectively for impact
- Don’t “supersize” your proposal
- Make sure your proposal is well-focused and relevant

Suggestions when writing Proposals for NASA

- Follow the instructions in the solicitation
- Provide a clear statement of the problem
- Demonstrate the feasibility of the approach, especially if looking for grants
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- Ensure that your proposal will be funded
- Provide a clear statement of the problem
- Demonstrate the feasibility of the approach, especially if looking for grants

Well Structured and Articulate

- Provide a clear statement of the problem
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- Demonstrate the feasibility of the approach, especially if looking for grants
- Ensure that your proposal will be funded

Supporting Information

- References
- Appendices
- Web site for submission of proposal via NSPIRES
- Budget Justification
- Statement of how the funds will be used properly
- Justify travel—why are those 4 conferences/year needed?
- Provide detailed budgets for all Co-Is, subcontractors, etc.
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ROSES-09—Astrophysics Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Program Scope</td>
<td>Relevant to NASA’s mission, supports research, development, and operations</td>
</tr>
<tr>
<td>2. Programmatic Information</td>
<td>Provides a clear, detailed plan for the research</td>
</tr>
<tr>
<td>3. Summary of Key Information</td>
<td>Provides a clear, detailed plan for the research</td>
</tr>
</tbody>
</table>

What the Review Panel wants...

The Review Panel is primarily interested in the scientific merit of the proposal:
- Why should the Review Panel care?
- How will the money be spent?
- Where you should start…
- What you should expect…
- Your proposal must be well-focused and relevant
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The Guidebook – Section 2

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Overview</td>
<td>Relevant to NASA’s mission, supports research, development, and operations</td>
</tr>
<tr>
<td>2.2 Standard Proposal Style Formats</td>
<td>Provides a clear, detailed plan for the research</td>
</tr>
</tbody>
</table>

The Guidebook – Section 1.7

- Follow the instructions in the solicitation
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- Ensure that your proposal will be funded
- Provide a clear statement of the problem
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- Ensure that your proposal will be funded

Suggestions: Before you start writing...

- Sit down, think through, and plan the research before you start the proposal
- Demonstrate the feasibility of the approach, especially if looking for grants
- Ensure that your proposal will be funded
- Provide a clear statement of the problem
- Demonstrate the feasibility of the approach, especially if looking for grants
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