



# Informal Science Education Program



To enter Informal Science Education (ISE) Project Monitoring System, please type your User Login and Password in the boxes below, then click on **Login**.

User Login:

User Login:	baseline
Password:	●●●●●●●●
<input type="button" value="Login"/> <input type="button" value="Reset"/>	

**OMB # 3145-0158 Expiration Date: 7/31/2009**  
**Informal Science Education (ISE) Project Monitoring System**

Sponsored by the  
National Science Foundation  
Conducted by  
Westat  
1650 Research Boulevard  
Rockville, Maryland 20850

### Privacy Notice

Information from this monitoring system will be retained by the National Science Foundation, a federal agency, and will be an integral part of its Privacy Act System of Records in accordance with the Privacy Act of 1974 and maintained in the Education and Training System of Records 63 Fed. Reg. 264, 272 (January 5, 1998). These are confidential files accessible only to appropriate National Science Foundation (NSF) officials, their staffs, and their contractors responsible for monitoring, assessing, and evaluating NSF programs. Only data in highly aggregated form, or data explicitly requested as "for general use," will be made available to anyone outside of the National Science Foundation for research purposes. Data submitted will be used in accordance with criteria established by NSF for monitoring research and education grants, and in response to Public Law 99-383 and 42 USC 1885c.

### Public Burden

Submission of the requested information is voluntary. Failure to provide full and complete information, however, may reduce the possibility for continuing support through the award/project subject to this survey. The public reporting burden for this collection of information is estimated to average 24.0 person hours for the baseline survey, 8.0 person hours for each annual update, and 16.0 person hours for the final update, including the time for reviewing instructions. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Suzanne Plimpton, Reports Clearance Officer for OMB Collection 3145-0158, National Science Foundation, 4201 Wilson Blvd., Suite 295, Arlington, VA 22230.

If you have any questions, contact: John Wells, 1-800-937-8281, ext. 2663 Fax: 800-254-0984,  
[isehelp@westat.com](mailto:isehelp@westat.com)

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[Contact Us](#)



This survey has been authorized by the National Science Foundation. While you are not required to respond, your cooperation will ensure that the results of this monitoring system are comprehensive, accurate, and timely.

## INSTRUCTIONS FOR COMPLETING THE ISE BASELINE SURVEY

The National Science Foundation (NSF) is collecting annual information from all of its Informal Science Education (ISE) projects. The purpose is to obtain data that can be used to evaluate the collective impact of the ISE portfolio of funded projects, to monitor participants' activities and accomplishments, and to obtain information that can inform the design of future ISE efforts.


Some of this information can be taken directly from your original ISE proposal. You should contact John Wells at Westat at 1-800-937-8281, ext. 2663 if you have any questions about how to respond to a particular item.

For guidance in using this system, click the Help button at the top of the screen. This will take you to a description of how to navigate the system, as well as a printable version of the Primer which contains additional information about how to address specific items.

**Please complete each of the following sections of the baseline survey as they pertain to your ISE project. A check mark to the left of a section indicates that the section is complete.**

<input checked="" type="checkbox"/> <a href="#">Information about the Lead Organization</a>	<input checked="" type="checkbox"/> <a href="#">Information about Individual Members of the Project Team</a>	<input checked="" type="checkbox"/> <a href="#">Information about Organizational Partners and Contractors</a>
<input checked="" type="checkbox"/> <a href="#">Information about the ISE Project</a>	<input checked="" type="checkbox"/> <a href="#">Information about Deliverables</a>	<input checked="" type="checkbox"/> <a href="#">Information about Project Impacts</a>

**Baseline Survey Status: Complete**

**Submit** 

You have now completed all six sections of the baseline survey. All information for your project has been recorded. Click on the Submit button above to submit your survey to NSF.



## Information about the Lead Organization

*This section collects information about the lead organization for your project, which is defined as the lead fiscal agent.*

### Question Guide

- Questions 1-2
- Question 3
- Question 4
- Question 5
- Question 6

### Questions 1-2

**\* Denotes required field.**

**\* 1. Lead organization name:**

**\* 2. Division/department:**

Save & Continue



## Information about the Lead Organization

### Question Guide

- Questions 1-2
- Question 3
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- Question 5
- Question 6

### Question 3

Which of the following best describes this organization? (Check one)

- Botanical garden and/or arboretum
- Children's museum
- College or university
- Community or youth organization
- Educational materials developer
- Educational outreach firm
- Exhibit designer/fabricator
- Evaluator/researcher
- History or art museum
- Independent film or media producer
- Library
- National or regional association or professional organization
- Natural history museum
- Nature or interpretive center
- Planetarium
- Public agency
- Radio station or organization
- Science research and development
- Science-technology center or museum
- Television station or organization
- Traveling exhibition manager
- Web/Software designer
- Zoo or aquarium
- Other not-for-profit (specify)
- Other for-profit (specify)



## Information about the Lead Organization

### Question Guide

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- [Question 3](#)
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- [Question 6](#)

### Question 4

In which Congressional district is this organization located:  
(Look it up at [House.gov](http://House.gov))

State  Dist No.

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## Information about the Lead Organization

### Question Guide

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### Question 5

Has this organization received any previous financial support from the ISE program?

Has this organization received any previous financial support from other programs of the National Science Foundation (i.e., other than ISE)?

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## Information about the Lead Organization

### Question Guide

- Questions 1-2
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### Question 6

Please provide the following contact information for this organization:

**\* Denotes required field.**

* PIPD name:	<input type="text" value="John Doe"/>
* Street address:	<input type="text" value="1001 Museum Drive"/>
* City:	<input type="text" value="Rockville"/>
* State:	<input type="text" value="Maryland"/>
* Zip code:	<input type="text" value="12345"/>
* Telephone: (###-###-####)	<input type="text" value="301-123-4567"/>
Fax: (###-###-####)	<input type="text" value="301-765-4321"/>
Email:	<input type="text" value="johndoe@moonmuseum.org"/>
Web address:	<input type="text" value="http://www.moonmuseum.org"/>



## Information about the Individual Members of the Project Team

*This section collects information about each individual Co-PI, named advisor, key team member, and consultant that will be making substantial contributions to your ISE project and that has an ongoing relationship in the development of project deliverables.*

*If you have questions concerning who would comprise an individual member of the project team, please call John Wells at Westat at 1-800-937-8281, ext. 2663.*

To add a Co-PI, advisor, key team member or consultant, click on the *Add An Individual* button below.

To provide or update information on a Co-PI, advisor, key team member or consultant listed below, click on the link in the matrix (in the column titled *Name of Individual*).

**Provide the following information about any individual Co-PIs, advisors, key team members or consultants that will be involved in the design and implementation of your project:**

Name of Individual	Information Complete?	
<a href="#">John Wells</a>	<input checked="" type="checkbox"/>	<input type="button" value="Delete"/>

*If you have completed adding and updating the individual members of your project team, please click the Submit button to the right.*

Submit  
Section





## Information about the Individual Members of the Project Team

Questions 1-5

\* Denotes required field.

\* 1. Name:

\* 2. What organization is this individual affiliated with?

\* 3. What role will this individual assume on your project?

4. What is this individual's email address?

\* 5. What is the anticipated level of effort for this individual (i.e., number of days spent working on the project)?





## Information about Organizational Partners and Contractors

*In this section, please provide information about each organizational partner or contractor, including (1) subawardees, (2) contractors that play a key role (e.g., evaluation firm, exhibit design firm), (3) dissemination sites (please list only the top 10 if more than 10), and (4) co-funders (who provide at least 10% of the total project budget).*

*If you have questions concerning who would comprise an organizational partner/contractor, please call John Wells at Westat at 1-800-937-8281, ext. 2663.*

To add an organization, click on the **Add A Partner/Contractor** below.

To provide or update information on an organization listed below, click on the link in the matrix (in the column titled Organizational Partner/Contractor Name).

Organizational Partner/Contractor Name	Information Complete?	
<a href="#">Research Enterprises, Inc</a>		<input type="button" value="Delete"/>
<a href="#">Exhibit Designers, Inc</a>		<input type="button" value="Delete"/>



## Information about Organizational Partners and Contractors

### Question Guide

- [Questions 1-2](#)
- [Question 3](#)
- [Question 4](#)
- [Question 5](#)

### Questions 1-2

**\* Denotes required field.**

\* 1. Organization name:

2. Division/department:

[Save & Continue](#)



## Information about Organizational Partners and Contractors

### Question Guide

- [Questions 1-2](#)
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- [Question 5](#)

### Question 3

Which of the following best describes this organization? (Check one)

- Botanical garden and/or arboretum
- Children's museum
- College or university
- Community or youth organization
- Educational materials developer
- Educational outreach firm
- Exhibit designer/fabricator
- Evaluator/researcher
- History or art museum
- Independent film or media producer
- Library
- National or regional association or professional organization
- Natural history museum
- Nature or interpretive center
- Planetarium
- Public agency
- Radio station or organization
- Science research and development
- Science-technology center or museum
- Television station or organization
- Traveling exhibition manager
- Web/Software designer
- Zoo or aquarium
- Other not-for-profit (specify)

- Other for-profit (specify)



## Information about Organizational Partners and Contractors

### Question Guide

- [Questions 1-2](#)
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### Question 4

Please provide the following contact information for this organization:

**\* Denotes required field.**

* Primary contact:	<input type="text" value="Larry Silverstone"/>
* Street address:	<input type="text" value="1234 Main St."/>
* City:	<input type="text" value="Washington"/>
* State:	<input type="text" value="District of Columbia"/> ▾
* ZIP code:	<input type="text" value="12345"/>
* Telephone: (###-###-####)	<input type="text" value="202-123-4567"/>
Fax: (###-###-####)	<input type="text" value="202-756-4321"/>
Email:	<input type="text" value="larrysilverstone@research.com"/>
Web address:	<input type="text" value="http://www.research.com"/>



## Information about Organizational Partners and Contractors

### Question Guide

- Questions 1-2
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- Question 5

### Question 5

Please describe this organization's role(s) on this project:

Will conduct a formative and summative evaluation of the project.

Save & Continue



## Information about the ISE Project

### Question Guide

- Questions 1-2
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- Question 6

### Questions 1-2

#### 1. Project Title:

The Earth's Moon

2. Please provide a short (500 words or less) abstract about your project. The abstract should include the primary strategic and target audience impacts, the deliverables that will achieve those impacts, and how they will do so. It should also identify the primary innovations that will occur as a result of your project.

The museum exhibit, "The Earth's Moon," aims to educate high school students and adults on a variety of topics pertaining to the moon, as well as on related concepts in astronomy. An educational website designed to accompany the museum exhibit will also be developed.

The intended impacts on the target audiences include increases in levels of interest and knowledge about the Earth's moon. The strategic

Save & Continue



## Information about the ISE Project

### Question Guide

- Questions 1-2
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### Question 3

Which of the following are the primary and secondary STEM content foci of your ISE project?

Project Focus	Primary (Check up to two)	Secondary (Check all remaining foci that apply)	N/A
Biological Sciences	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Computer/Information Sciences	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Engineering/Technology	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Geosciences/Environmental Sciences	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mathematics	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Physical Sciences	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Social/Behavioral Sciences	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Interdisciplinary	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Other (Specify) Astronomy	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

Save & Continue

### Information about the ISE Project

Question Guide

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#### Question 4

Please indicate the target audience(s) for this project? (Check one)

- Public audiences (for self-directed learning in informal settings)
- Professionals or institutions (for enhancement of informal learning knowledge, infrastructure, or systems)
- Both public audiences and professionals or institutions

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### Information about the ISE Project

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#### Question 4 (continued)

Please indicate the approximate proportion of project effort that is devoted to each target audience:

Public audience

Professionals or institutions

Total = 100%

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## Information about the ISE Project (Question 5)

Question Guide

▶ Question 5a

▶ Question 5b

▶ Question 5c-5d

▶ Question 5e-5f

▶ Question 5g

### Question 5a. Public audiences only

(FOR RADIO, TELEVISION, AND/OR THE INTERNET): Please indicate the methods that will be used to reach public audiences at home. For each method that your project is using, provide your best estimate of the number of individuals that will be directly reached (1) during the ISE grant award period *and* (2) up to 5 years after the ISE grant award period (including during the ISE grant award period).

Which of the following is your project using to reach the general public at home (Check <i>all</i> that apply):			(IF YES): Number of anticipated users, listeners and/or viewers	
	Yes	No	During the ISE grant award period	Up to five years after the ISE grant award period (including during the grant award period).
Internet	<input checked="" type="radio"/>	<input type="radio"/>	<input type="text" value="1000"/>	<input type="text" value="500"/>
Radio	<input type="radio"/>	<input checked="" type="radio"/>	<input type="text"/>	<input type="text"/>
Television	<input type="radio"/>	<input checked="" type="radio"/>	<input type="text"/>	<input type="text"/>
Other (Specify) <input type="text" value="ipod"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="text" value="2000"/>	<input type="text" value="500"/>

Save & Continue





## Information about the ISE Project (Question 5)

### Question Guide

- [Question 5a](#)
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- [Question 5c-5d](#)
- [Question 5e-5f](#)
- [Question 5g](#)

### Question 5b. Public audiences only

**(FOR PUBLIC SETTINGS):** Please provide the name, zip code and type of *each* organization (i.e., setting or location) in which your project will be reaching a public audience. For each setting/organization, provide your best estimate of the number of individuals that will be directly reached by the deliverables associated with this project (1) during the ISE grant award period *and* (2) up to 5 years after the ISE grant award period. If there are more than 10 settings, please provide information about the 10 largest or most significant.

If you have questions concerning what comprises a settings, please call John Wells at Westat at 1-800-937-8281, ext. 2663.

To add a new setting/organization, click on the *Add New Public Setting* button below.

**There are currently no organization/setting to display.**

[Add New Public Setting](#)

## Information about the ISE Project (Question 5)

### Questions 5b (continued). Public audiences only

**\* Denotes required field.**

Organization/Setting:

- \* **Name:**
- \* **Zip code** ( [find zip code](#) )
- \* **Type**

Estimate number of individuals that will be directly reached by your ISE project at the venue:

- \* **During the ISE grant award period:**
- \* **Up to five years after the ISE grant award period (including during the grant award period).**

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## Information about the ISE Project (Question 5)

### Question Guide

- [▶ Question 5a](#)
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- [▶ Question 5c-5d](#)
- [▶ Question 5e-5f](#)
- [▶ Question 5g](#)

### Question 5c-5d. Public audiences only

5c. Which of the following best describes the primary target public audience for this project? (Check *all* that apply)

- Children in Pre-K / Kindergarten
- Children in grades 1-5
- Youth in grades 6-8
- Youth in grades 9-12

5d. What are the most common categories in which this project will reach its target public audience? (Check *all* that apply)

- Individuals
- Families
- Parents

Other (specify):



## Information about the ISE Project (Question 5)

### Question Guide

- [Question 5a](#)
- [Question 5b](#)
- [Question 5c-5d](#)
- [Question 5e-5f](#)
- [Question 5g](#)

### Question 5e-5f. Public audiences only

5e. Please indicate which of the following school based categories of students and/or teachers this project also will target in a normal setting (e.g. through a field trip or professional development) if any: (Check *all* that apply)

- Children in grades 1-5
- Youth in grades 6-8
- Youth in grades 9-12
- College or university students
- Adult education students
- Teachers
- School or District Administrators
- None of the above

5f. Which of the following public audiences will this project target? (Check *all* that apply)

- Residents of isolated rural communities
- Residents of inner city urban environments
- Persons with disabilities
- Ethnic groups underrepresented in STEM
- Women/girls
- Groups with low socioeconomic status
- None of the above

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## Information about the ISE Project (Question 5)

Question Guide

- Question 5a
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- Question 5e-5f
- Question 5g

**Question 5g (continued). Public audiences only**

Select the locations in which the benefits associated with these deliverables are expected to occur. *(Check all that apply.)*

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Alabama              | <input type="checkbox"/> Alaska         | <input type="checkbox"/> American Samoa |
| <input type="checkbox"/> Arizona              | <input type="checkbox"/> Arkansas       | <input type="checkbox"/> California     |
| <input type="checkbox"/> Colorado             | <input type="checkbox"/> Connecticut    | <input type="checkbox"/> Delaware       |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Florida        | <input type="checkbox"/> Georgia        |
| <input type="checkbox"/> Guam                 | <input type="checkbox"/> Hawaii         | <input type="checkbox"/> Idaho          |
| <input type="checkbox"/> Illinois             | <input type="checkbox"/> Indiana        | <input type="checkbox"/> Iowa           |
| <input type="checkbox"/> Kansas               | <input type="checkbox"/> Kentucky       | <input type="checkbox"/> Louisiana      |
| <input type="checkbox"/> Maine                | <input type="checkbox"/> Maryland       | <input type="checkbox"/> Massachusetts  |
| <input type="checkbox"/> Michigan             | <input type="checkbox"/> Minnesota      | <input type="checkbox"/> Mississippi    |
| <input type="checkbox"/> Missouri             | <input type="checkbox"/> Montana        | <input type="checkbox"/> Nebraska       |
| <input type="checkbox"/> Nevada               | <input type="checkbox"/> New Hampshire  | <input type="checkbox"/> New Jersey     |
| <input type="checkbox"/> New Mexico           | <input type="checkbox"/> New York       | <input type="checkbox"/> North Carolina |
| <input type="checkbox"/> North Dakota         | <input type="checkbox"/> Ohio           | <input type="checkbox"/> Oklahoma       |
| <input type="checkbox"/> Oregon               | <input type="checkbox"/> Pennsylvania   | <input type="checkbox"/> Puerto Rico    |
| <input type="checkbox"/> Rhode Island         | <input type="checkbox"/> South Carolina | <input type="checkbox"/> South Dakota   |
| <input type="checkbox"/> Tennessee            | <input type="checkbox"/> Texas          | <input type="checkbox"/> Utah           |
| <input type="checkbox"/> Vermont              | <input type="checkbox"/> Virgin Islands | <input type="checkbox"/> Virginia       |
| <input type="checkbox"/> Washington           | <input type="checkbox"/> West Virginia  | <input type="checkbox"/> Wisconsin      |

## Information about the ISE Project (Question 5)

Question Guide

- Question 5a
- Question 5b
- Question 5c-5d
- Question 5e-5f
- Question 5g

**Question 5g (continued). Public audiences only**

To select or update the counties for which benefits associated with your deliverable(s) are expected to occur, click on the link in the matrix below (in the column titled *State Name*).

State Name	Information Complete?
<a href="#">Maryland</a>	<input checked="" type="checkbox"/>

[Back to re-select states](#)



## Information about the ISE Project (Question 5)

### Question Guide

- [Question 5a](#)
- [Question 5b](#)
- [Question 5c-5d](#)
- [Question 5e-5f](#)
- [Question 5g](#)

### Question 5g (continued). Public audiences only

( [find county](#) )

### Maryland

Select all counties in the state of Maryland in which benefits associated with this project's deliverable(s) are expected to occur. (Check all that apply. To select multiple counties, hold down the "Ctrl" key as you make your selections.)

- Allegany County
- Anne Arundel County
- Baltimore City
- Baltimore County
- Calvert County
- Caroline County
- Carroll County
- Cecil County
- Charles County
- Dorchester County

[Save & Continue](#)



## Information about the ISE Project (Question 6)

### Question Guide

- Question 6a
- Question 6b
- Question 6c

### Question 6a. Professionals or institutions only

In which types of informal learning organizations will your project have the greatest impact? *(Check all that apply.)*

- Botanical garden and/or arboretum
- Children's museum
- Community organization
- History or art museum
- Magazines/Journals
- National or regional association
- Natural History museum
- Nature or interpretive center
- Planetarium
- Radio broadcaster or producer
- Science-technology center or museum
- Television broadcaster or producer
- Universities
- Zoo or aquarium
- Other (Specify)

Specify:





## Information about the ISE Project (Question 6)

Question Guide

- Question 6a
- Question 6b
- Question 6c

### Question 6b. Professionals or institutions only

**At what professional level is your project targeted?** *(Check all that apply.)*

For each professional audience that is checked, please provide your best estimate of the number of individuals that will be directly reached by the deliverables associated with this project (1) during the ISE grant award period and (2) up to 5 years after the grant award period.

Professional Audiences	Number of anticipated participants	
	During the ISE grant award period	Up to five years after the ISE grant award period
<input type="checkbox"/> Board members	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Directors, presidents, or CEOs	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Educators	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Exhibit designers	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Funders	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Media producers or disseminators	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Other professional staff	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Policymakers	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Researchers/evaluators	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Science journalists/writers	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Scientists, engineers, mathematicians	<input type="text"/>	<input type="text"/>
<input type="checkbox"/> Other (specify)	<input type="text"/>	<input type="text"/>
Specify: <input type="text"/>		

## Information about the ISE Project (Question 6)

Question Guide

- Question 6a
- Question 6b
- Question 6c

**Question 6c. Professionals or institutions only**

Which of the following best describes the geographic reach of the professional or institutional audiences for this project? *(Check one.)*

- National (i.e., all 50 states)
- Ten or more states
- 1-9 states

[Save & Continue](#)

## Information about the ISE Project (Question 6)

- Question Guide
- Question 6a
  - Question 6b
  - Question 6c

### Question 6c (continued). Professionals or institutions only

Select the locations in which the benefits associated with these deliverables are expected to occur. (Check all that apply.)

- |   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Alabama   | <input type="checkbox"/> Alaska                   | <input type="checkbox"/> American Samoa         |
| <input type="checkbox"/> Arizona              | <input type="checkbox"/> Arkansas                 | <input type="checkbox"/> California             |
| <input type="checkbox"/> Colorado             | <input type="checkbox"/> Connecticut              | <input type="checkbox"/> Delaware               |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Florida                  | <input type="checkbox"/> Georgia                |
| <input type="checkbox"/> Guam                 | <input checked="" type="checkbox"/> Hawaii        | <input type="checkbox"/> Idaho                  |
| <input type="checkbox"/> Illinois             | <input type="checkbox"/> Indiana                  | <input checked="" type="checkbox"/> Iowa        |
| <input type="checkbox"/> Kansas               | <input type="checkbox"/> Kentucky                 | <input type="checkbox"/> Louisiana              |
| <input type="checkbox"/> Maine                | <input type="checkbox"/> Maryland                 | <input type="checkbox"/> Massachusetts          |
| <input type="checkbox"/> Michigan             | <input type="checkbox"/> Minnesota                | <input checked="" type="checkbox"/> Mississippi |
| <input type="checkbox"/> Missouri             | <input checked="" type="checkbox"/> Montana       | <input type="checkbox"/> Nebraska               |
| <input type="checkbox"/> Nevada               | <input checked="" type="checkbox"/> New Hampshire | <input checked="" type="checkbox"/> New Jersey  |
| <input type="checkbox"/> New Mexico           | <input checked="" type="checkbox"/> New York      | <input type="checkbox"/> North Carolina         |
| <input type="checkbox"/> North Dakota         | <input type="checkbox"/> Ohio                     | <input type="checkbox"/> Oklahoma               |
| <input type="checkbox"/> Oregon               | <input type="checkbox"/> Pennsylvania             | <input type="checkbox"/> Puerto Rico            |
| <input type="checkbox"/> Rhode Island         | <input type="checkbox"/> South Carolina           | <input type="checkbox"/> South Dakota           |
| <input type="checkbox"/> Tennessee            | <input type="checkbox"/> Texas                    | <input checked="" type="checkbox"/> Utah        |
| <input type="checkbox"/> Vermont              | <input type="checkbox"/> Virgin Islands           | <input checked="" type="checkbox"/> Virginia    |
| <input type="checkbox"/> Washington           | <input type="checkbox"/> West Virginia            | <input type="checkbox"/> Wisconsin              |
| <input type="checkbox"/> Wyoming              |   |   |

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## Information about the ISE Project (Question 6)

### Question Guide

- [Question 6a](#)
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### Question 6c (continued). Professionals or institutions only

To select or update the counties for which benefits associated with your deliverable(s) are expected to occur, click on the link in the matrix below (in the column titled *State Name*).

State Name	Information Complete?
<a href="#">Maryland</a>	
<a href="#">Minnesota</a>	
<a href="#">Montana</a>	

[Back to re-select states](#)



## Information about the ISE Project (Question 6)

Question Guide

- [Question 6a](#)
- [Question 6b](#)
- [Question 6c](#)

**Question 6c (continued). Professionals or institutions only**

### Maryland

Select all counties in the state of Maryland in which benefits associated with this project's deliverable(s) are expected to occur. (Check all that apply. To select multiple counties, hold down the "Ctrl" key as you make your selections.)

Allegany County	▲
Anne Arundel County	
Baltimore City	
Baltimore County	
Calvert County	
Caroline County	
Carroll County	
Cecil County	
Charles County	
Dorchester County	▼

Save & Continue



## Information about Project Deliverables

*This section collects information about each major deliverable that your project is designed to produce.*

To add a deliverable, click on the *Add A Deliverable* button below.

To provide or update information on a listed below, click on the link in the matrix (in the column titled *Deliverable Name*).

Deliverable Name	Information Complete?	
<a href="#">The Earth's Moon Museum Exhibit</a>		<input type="button" value="Delete"/>
<a href="#">The Earth's Moon Website</a>		<input type="button" value="Delete"/>



## Information about Project Deliverables

### Question Guide

- [Questions 1-2](#)
- [Question 3](#)
- [Question 4](#)
- [Question 5](#)

### Questions 1-2

**\* Denotes required field.**

\* 1. What is the name or title of the deliverable?

The Earth's Moon Museum Exhibit

\* 2. Please provide a brief description (1-2 sentences) of the deliverable and discuss any innovative aspects of this deliverable.

The deliverable will be a museum exhibit focusing on the history of efforts to explore and learn about the Earth's moon. An innovative aspect of

Save & Continue



## Information about Project Deliverables

### Question Guide

- Questions 1-2**
- Question 3**
- Question 4**
- Question 5**

### Question 3

Please indicate the category that best describes the deliverable type:

- Collaborative/consortium/network
- Conference/seminar/meeting
- Educational technology
- Exhibition (permanent)
- Exhibition (traveling or temporary)
- Educational program (other than TV or radio)
- Film/Video
- Professional development
- Publication
- Radio program
- Research (not including the evaluation component of this project)
- Software
- TV Show/Series
- Web site/cyber infrastructure
- Other (specify)

Specify





## Information about Project Deliverables

### Question Guide

- [Questions 1-2](#)
- [Question 3](#)
- [Question 4](#)
- [Question 5](#)

### Question 4

Please indicate whether the deliverable is a primary or secondary focus of the project:

- Primary (i.e., at least 25 percent of your ISE project effort)
- Secondary (i.e., less than 25 percent of your ISE project effort)

[Save & Continue](#)



## Information about Project Deliverables

### Question Guide

- [Questions 1-2](#)
- [Question 3](#)
- [Question 4](#)
- [Question 5](#)

### Questions 5

Based on your project timeline, please identify the projected status of this deliverable at the end of each year of the project:

By the end of Year 1:

By the end of Year 2:

By the end of Year 3:

By the end of Year 4:

By the end of Year 5:

[Save & Continue](#)



## Information about Project Impacts

*This section collects information about each impact that your project is designed to achieve. In completing this section, you will be asked to distinguish between public audience impacts, professional audience impacts, and strategic impacts.*

1. [PUBLIC AUDIENCE IMPACTS](#)
2. [PROFESSIONAL AUDIENCE IMPACTS](#)
3. [STRATEGIC IMPACTS](#)



## Information about Project Impacts

### [Impact Menu](#)

#### 1. PUBLIC AUDIENCE IMPACTS

*Public audience impacts* refer to the outcomes that you expect to emerge as a result of an informal learner's participation in your project's deliverables. These impacts should be specific, realistic, measurable, and achievable through your project's deliverables and strategies. When determining impacts, it should be noted that these do not include such factors as the number of participants; rather, an impact is defined as what occurs as a result of their participation. Examples of impacts include (1) gains in knowledge or acquisition of new skills (e.g., viewers have increased comprehension of specific scientific concepts when compared with non-viewers), (2) changes in behavior (e.g., access website following museum visit), and (3) changes in attitudes (e.g., survey results indicating greater interest in science).

To add a *public audience impact*, click on the *Add A Public Audience Impact* button below.

**There are currently no Public Audience impacts to display.**

[Add A Public Audience Impact](#)





## Information about

[Go Back](#)

### Public audience imp

#### 1. Specify a public au

High school s  
their level c

#### 2. Please indicate the

For definitions of the impact categories and examples, [click here](#).

- Select One -
- Select One -
- 3. Awareness, knowledge, or understanding
- Engagement or interest
- Attitude
- Behavior
- Skills
- Other

#### 3. Which of the following evaluation designs and data collection methods/sources will be used to demonstrate that this impact has been attained? (Check all that apply.)

*This list of study designs and data collection methods is not meant to be exhaustive. Please review the list and check off all study designs and data collection methods that pertain to this impact. Use the "other" category for designs or methods not included in the list below.*

#### Study Design:

- Qualitative, no comparison group
- Quantitative, no comparison group
- Quasi-experimental
- Experimental
- Other (specify)

ata collection methods/sources will be used  
ed? (Check all that apply.)

ods is not meant to be exhaustive. Please  
data collection methods that pertain to this  
methods not included in the list below.

**Data Collection Methods:**

**Administrative/participation data:**

- Museum attendance (e.g., for specific exhibits)
- Program attendance (e.g., number participating in youth programs/professional development sessions)
- Number of viewers (e.g., for a movie, radio program, or television show)
- Website hits
- School records (e.g., grades, test scores, course enrollment)
- Other (Specify)

**Data collected via the Web/E-mail:**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Web logs by study subjects
- Other (Specify)

**Data collected via Telephone:**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Semi-structured or informal interviews
- Other (Specify)

**Face-to-face and observation data collected AT informal science education venues/programs:**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Semi-structured, or informal interviews (e.g., exit interviews)
- Tracking and timing studies
- Direct observations of visitors'/participants'/educators' conversations and/or behavior
- Other (Specify)

**Other data collected AT informal science education venues/programs:**

- Recording visitors'/participants'/educators' conversations and/or behavior
- Diaries/journals/records maintained by study subjects while at the informal science education venue/program
- Problem-solving tasks/sorting tasks/drawing tasks/concept maps
- Learner artifacts
- Think aloud techniques/protocols
- Other (Specify)

**Data collected OUTSIDE of informal science venues/other educational settings (e.g., in a participant's home):**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Semi-structured, or informal interviews
- Direct observations of subjects' conversations/behavior outside of the informal science venue
- Diaries/journals/records maintained by study subjects outside of the informal science education venue/program
- Other (Specify)

**Other:**

- Other (Specify)

**None:**

- None

**4. What indicators will you use to determine whether this impact was achieved? (see primer for additional details on project impacts) (List up to 5.)**

1.

2.

3.

4.

5.

Save & Continue

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---

## Information about Project Impacts

[Impact Menu](#)

### 2. PROFESSIONAL AUDIENCE IMPACTS

*Professional audience impacts* refer to the outcomes that you expect to emerge as a result of participation by ISE professionals in your project. These impacts should be specific, realistic, measurable, and achievable through your project's deliverables and strategies. Examples include acquisition of new knowledge or skills, and the development or implementation of specific practices that are designed to improve an institution's ability to engage informal learners.

To add a *professional audience impact*, click on the *Add A Professional Audience Impact* button below.

**There are currently no *Professional Audience impacts* to display.**

Add A Professional Audience Impact



## Information about Project Impacts

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### Professional audience impact

1. Specify a *professional audience* impact on the ISE field that your project is designed to achieve:

Designers of planetarium exhibits will learn how to create websites related to their exhibits.

2. Please indicate the appropriate category for this particular impact.

For definitions of the impact categories and examples, [click here](#).

3. Which of the following evaluation designs and data collection methods/sources will be used to demonstrate that this impact has been attained? (Check all that apply.)
- This list of study designs and data collection methods is not meant to be exhaustive. Please review the list and check off all study designs and data collection methods that pertain to this impact. Use the "other" category for designs or methods not included in the list below.
- Study Design:**
- Qualitative, no comparison group
  - Quantitative, no comparison group
  - Quasi-experimental
  - Experimental
  - Other (specify)



**Data Collection Methods:**

**Administrative/participation data:**

- Museum attendance (e.g., for specific exhibits)
- Program attendance (e.g., number participating in youth programs/professional development sessions)
- Number of viewers (e.g., for a movie, radio program, or television show)
- Website hits
- School records (e.g., grades, test scores, course enrollment)
- Other (Specify)

**Data collected via the Web/E-mail:**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Web logs by study subjects
- Other (Specify)

**Data collected via Telephone:**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Semi-structured or informal interviews
- Other (Specify)

**Face-to-face and observation data collected AT informal science education venues/programs:**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Semi-structured, or informal interviews (e.g., exit interviews)
- Tracking and timing studies
- Direct observations of visitors'/participants'/educators' conversations and/or behavior
- Other (Specify)

**Other data collected AT informal science education venues/programs:**

- Recording visitors'/participants'/educators' conversations and/or behavior
- Diaries/journals/records maintained by study subjects while at the informal science education venue/program
- Problem-solving tasks/sorting tasks/drawing tasks/concept maps
- Learner artifacts
- Think aloud techniques/protocols
- Other (Specify)

**Data collected OUTSIDE of informal science venues/other educational settings (e.g., in a participant's home):**

- Questionnaire/survey
- Formal assessment/test
- Focus groups
- Semi-structured, or informal interviews
- Direct observations of subjects' conversations/behavior outside of the informal science venue
- Diaries/journals/records maintained by study subjects outside of the informal science education venue/program
- Other (Specify)

**Other:**

- Other (Specify)

**None:**

- None

**4. What indicators will you use to determine whether this impact was achieved? (see primer for additional details on project impacts) (List up to 5.)**

1.

2.

3.

4.

5.

Save & Continue

## Information about Project Impacts

[Impact Menu](#)

### 3. STRATEGIC IMPACTS

*Strategic impacts* refer to a longer-term outcome affecting the field of informal STEM education in addition to the public or professional impacts on target audiences. Strategic impacts may be achieved through new approaches, strategies, models, findings, or other means designed to advance the systems or institutions that promote informal learning. These outcomes may not be measurable within your project's time frame.

To add a *strategic impact*, click on the *Add A Strategic Impact* button below.

**There are currently no Strategic impacts to display.**

[Add A Strategic Impact](#)



## Information about Project Impacts

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### Strategic impact

1. Specify a *strategic* impact on the ISE field that your project is designed to achieve:

2. Which of the following dissemination methods do you plan to use to share information about your project and findings within the field? (Check all that apply.)

- Journal articles
- Meeting/conference presentations
- Websites/online communication
- DVD or other media
- Publications
- Workshops
- Other1 (specify)
- Other2 (specify)

Save & Continue



# Informal Science Education Program

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This survey has been authorized by the National Science Foundation. While you are not required to respond, your cooperation will ensure that the results of this monitoring system are comprehensive, accurate, and timely.

## INSTRUCTIONS FOR COMPLETING THE ISE BASELINE SURVEY

The National Science Foundation (NSF) is collecting annual information from all of its Informal Science Education (ISE) projects. The purpose is to obtain data that can be used to evaluate the collective impact of the ISE portfolio of funded projects, to monitor participants' activities and accomplishments, and to obtain information that can inform the design of future ISE efforts.

Some of this information can be taken directly from your original ISE proposal. You should contact John Wells at Westat at 1-800-937-8281, ext. 2663 if you have any questions about how to respond to a particular item.

For guidance in using this system, click the Help button at the top of the screen. This will take you to a description of how to navigate the system, as well as a printable version of the Primer which contains additional information about how to address specific items.

**Please complete each of the following sections of the baseline survey as they pertain to your ISE project. A check mark to the left of a section indicates that the section is complete.**

<input checked="" type="checkbox"/> <a href="#">Information about the Lead Organization</a>	<input checked="" type="checkbox"/> <a href="#">Information about Individual Members of the Project Team</a>	<input checked="" type="checkbox"/> <a href="#">Information about Organizational Partners and Contractors</a>
<input checked="" type="checkbox"/> <a href="#">Information about the ISE Project</a>	<input checked="" type="checkbox"/> <a href="#">Information about Deliverables</a>	<input checked="" type="checkbox"/> <a href="#">Information about Project Impacts</a>

Baseline Survey Status: **Complete**

Submit 

You have now completed all six sections of the baseline survey. All information for your project has been recorded. Click on the Submit button above to submit your survey to NSF.

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## Baseline Survey Print Menu

Information about the Lead Organization	<a href="#">HTML</a>	<a href="#">PDF</a>
Information about Individual Members of the Project Team	<a href="#">HTML</a>	<a href="#">PDF</a>
Information about Organizational Partners and Contractors	<a href="#">HTML</a>	<a href="#">PDF</a>
Information about the ISE Project	<a href="#">HTML</a>	<a href="#">PDF</a>
Information about Deliverables	<a href="#">HTML</a>	<a href="#">PDF</a>
Information about Project Impacts	<a href="#">HTML</a>	<a href="#">PDF</a>





## Glossary of Terms and Phrases

**Anticipated level of effort:** The number of hours spent per year on project-related activities by a project team member.

**Deliverable:** A material produced by the project that is designed to lead to the project's intended impacts. A project may have numerous deliverables. Examples of deliverables for public audiences include an exhibition (permanent or traveling); film or video; educational program, kit, or materials; radio program or series; software; television program or series; web sites. Examples of deliverables for professional audiences include collaborative, consortium, or network; conference, seminar, or workshop; media programs; professional development; publication; research study; web site.

**Formative evaluation:** This type of evaluation begins during program development and continues throughout the life of the program. Its intent is to provide information to monitor and improve the deliverables by assessing whether they are being developed and implemented as planned as well as to assess progress in meeting goals. Formative evaluation is done at several points in the developmental life of a program and its activities.

**Impact:** See Measurable impact.

**Indicator:** For the purpose of this collection, an indicator is defined as a series of statements that break down the sub-components of a public or professional audience impact.

**Individual member of project team:** Any individual (e.g., Co-PI, named advisor or consultant) who will making substantial contributions to your project and that has an ongoing relationship in the development of project deliverables.

**Lead organization:** The lead fiscal agent for an ISE-funded project.

**Measurable impact:** The ultimate result of improvement that a project is designed to achieve. An example would be to enhance target audience knowledge of a specific content area.

**Organizational partner/contractor:** An organizational partner or contractor includes (1) subawardees, (2) contractors that play a key role (e.g., evaluation firm, exhibit design firm), (3) dissemination sites, and (4) co-funders (who provide at least 10% of the total project budget).

**Professional audience impact:** A benefit expected to emerge as a result of participation by ISE professionals in your project. These impacts should be specific, realistic, measurable, and achievable through your project's deliverables and strategies. Examples of professional audience impacts include acquisition of new knowledge or skills, and the development or implementation of specific practices that are designed to improve an institution's ability to engage informal learners.

**Project focus:** The specific subject area in which the project is seeking to increase knowledge within the target audience.

**Public audience impact:** A benefit expected to emerge as a result of an informal learner's participation in your project. These impacts should be specific, realistic, measurable, and achievable through your project's deliverables and strategies. When determining impacts, it should be noted that these do not include such factors as the number of participants; rather, an impact is defined as what occurs as a result of their participation. Examples of impacts include (1) gains in knowledge or acquisition of new skills (e.g., viewers have increased comprehension of specific scientific concepts when compared with non-viewers), (2) changes in behavior (e.g., access website following museum visit), and (3) changes in attitudes (e.g., survey results indicating greater interest in science).



**Quasi-experimental design:** This type of evaluation design involves the comparisons of outcomes for intervention participants with outcomes for a comparison group chosen through methods other than randomization.

**Randomized controlled trial:** Also referred to as an "experimental" study design, this type of evaluation design measures an intervention's effect by randomly assigning individuals (or groups of individuals) to an intervention group or a control group and subsequently comparing the outcomes of those two groups.

**Strategic impact:** A long-term outcome affecting the field of informal science education in addition to the public or professional impacts on target audiences. Strategic impacts may be achieved through new approaches, strategies, models, findings, or other means designed to advance the systems or institutions that promote informal learning. It may not be measurable during the grant period.

**Summative evaluation:** This type of evaluation assesses the project's success in reaching its intended impacts. It takes place after the deliverables have been implemented and the time frame posited for change has occurred. Summative evaluation collects information about outcomes and related processes, strategies, and activities that have led to them and is an appraisal of worth, value, or merit. This type of evaluation is often used for decision-making purposes (e.g., whether to continue funding, whether to disseminate the program to other settings) and is usually conducted by an external or otherwise objective and unbiased evaluator.

**Target audience:** A target audience is defined as the specific segment of the population that is intended to receive exposure to or otherwise benefit from the project. There may be more than one target audience in a single project.





## Informal Science Education Program



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NSF Informal Science Education (ISE) Program Primer [\[PDF\]](#) [\[Word\]](#)

## Help

### General Navigation

After logging in, you should begin by clicking on a section name, all of which are listed in blue, in the initial screen. The system allows you to complete the sections in the initial annual, annual update, and final annual forms either in sequential order or in whichever order you prefer. After a section has been completed, a checkmark will appear next to that section name listed at the top of every screen. In addition, each screen shows the report status, listed in red immediately below the section names. Unless you have completed all questions in all sections of a report, the status will be listed as Not Complete.

For each individual question in the system, you are asked to provide information either through the use of text fields, drop-down menus, or by checking boxes, or a combination of these. After entering and/or selecting the appropriate information for a question, you should click on Save & Continue at the bottom of the screen. This will automatically save the information entered for the current question and will automatically go to the next question.

On each screen and in each form in the system, a Question Guide appears on the left side of the screen. It provides a list of all questions in that particular section of that form. A red bar with a checkmark to the left indicates that the particular question has been completed. A blue bar with an arrow indicates that you have entered the screen for that particular question but have not yet completed it. A black bar in the Question Guide indicates that question either 1) cannot be accessed because prior questions in that section have not been completed or 2) is not applicable based on your responses to a prior question.

You should answer questions within a particular section in sequential order; however, you may skip to any question you have already answered within a particular section by clicking on the appropriate bar in the Question Guide. You may also access sections you have already completed by clicking on that section's link in the menu at the top of each screen.

At any time while completing the system, you may return to a previous screen or question by clicking on the Back button on your Web browser.

In addition to the section links, there are several additional links at the top of every screen in the system. The following links will allow you to navigate through the system:

**Home:** This links back to a main menu, which appeared when you first entered the system. If you click this link while answering a question, you will be taken out of that question. To return to that question, click the Back button on your browser.

**Print:** This links to a screen that presents a variety of options for printing. Printing functions are described in detail under Printing below.

**Glossary:** An alphabetized listing of key terms and their definitions is provided here.

**Help:** If you have questions about the system, try this link.

**Downloads:** You may use this link to download paper versions of screens contained in the system. Examining the system on paper prior to completing it will likely make it easier for you to gather all documents or other information you will need to answer the questions contained within.

**Sign Out:** This will automatically log you out of the system and link you back to the login page.

### **Final Submittal**

Once you have successfully completed all questions in all sections, the data must be submitted to the system. A final submission of data is your last step in completing a report. After the final submission of a report, access to the system will be denied. For example, if you successfully complete the initial annual report and click the final submittal button, you will be automatically logged out of the system. If you attempt to log in again, you will be taken to the annual update form. In the event that you need to reopen the system after a final submission, you must contact the webmaster to make a request. (jsehelp@westat.com)

### **Text Entry**

Many screens have text boxes, as indicated above, in which you should supply information in narrative form. Please provide complete answers to open-ended questions. Since there are no text formatting or editing tools (e.g., spell check) built into the system, it may be easier for you to type your answer in a word processing program, format and edit it, and then copy and paste it into the appropriate text box. Most word processing software should work for these purposes.

## **Printing**

If you would like to print the information entered into the system, you should click on the Print link, listed in blue, at the top of any screen. This will provide you with a variety of options for printing. You will find a list of all sections in the form you are currently in the process of completing (i.e., initial annual, annual update, or final annual). The status (i.e., whether or not the section has been completed) is listed to the immediate left of each section name. A checkmark indicates that that section has been completed, and an x indicates it is incomplete. You cannot view or print a section until you have completed it.

For sections that have been completed, a print report and a view report icon both appear to the immediate right of the section name. Clicking on the print report will begin printing a list of all questions and their respective responses for that section. Clicking on the view report will provide you with a preview of what the printed document will look like.

Otherwise, for each completed or uncompleted section, you may return to that section by clicking on the link containing the section name in the column labeled, for example, View Initial Annual Form.

## **Logging Out/Saving Information**

If you are unable to complete an entire section or form at one time, you may complete part of the section or form by clicking on Save at the bottom of any question and then log out by clicking on the Sign Out link, in white, at the top of any screen. This will return you to the main log in screen, which asks for the user name and password. All information entered up to that point will be saved.

As stated above, you may only partially complete the system, log out, and enter the system later to complete any remaining information. When you reenter the system, you will be taken to the introductory screen, which lists the section names for that form. When clicking on a section, you will be taken directly to the first question not answered in that section. For example, if you complete only Items 1 and 2 of the Information about the Lead Organization section, you will be automatically taken to Item 3 of that section.

## **Contact**

If you have any questions, contact: John Wells, 1-800-937-8281, ext. 2663 Fax: 800-254-0984, [isehelp@westat.com](mailto:isehelp@westat.com)





## Informal Science Education Program



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### Downloads

Download a printable version of the primer for the Informal Science Education (ISE) project management system.

(To save a Word or PDF file, right click the link and choose "Save Target As")

NSF Informal Science Education (ISE) Program Primer [\[PDF\]](#) [\[Word\]](#)

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