



## Ideas

What is your big idea that will make a significant contribution to the field? Is it novel and cutting-edge?

All NSF proposals are evaluated using the criteria of intellectual merit and broader impacts. Remember to consider all the positive impacts of your big idea, from the research and the outreach activities.



## Integration

The integration of research and education is a specific additional consideration of CAREER proposals.

What are your plans to develop a highly integrative and effective research and education career? How do your research agenda and education goals feed back into one another?



## Impact

How will the completion of this work (the integrated research and education plan) make the world a better place? Why should your idea, your plan to successfully complete the work, and (specifically) you be funded?

Part of the impact only you are positioned to make is likely also something that makes you different from the rest of the applicants. It is *your* responsibility to persuade the reviewers that this difference is important and you are the one who has it.

“I am the \_\_\_\_\_ person” and this is the foundation from which I will be a leader in my field.



## Identity

While budget support for senior personnel is now allowed, YOU are the core of the intellectual contribution. You can include senior personnel as helpers as long as their role and the amount of support is limited.



## Infrastructure

While CAREER is a solo award, you still need a team behind to apply and complete the work. Your team includes your department chair, senior faculty mentors, sponsored programs and business office folks, and others who help mentor you, keep you energized and focused, and handle the administration the proposal and award processes.



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