

HUBBLE SPACE TELESCOPE CYCLE 17 EDUCATION & PUBLIC OUTREACH GRANT CALL FOR PROPOSALS

DEADLINE: Friday, 15 August 2008, 5:00 p.m. EDT

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PURPOSE

The National Aeronautics and Space Administration (NASA) and its Science (Mission) Directorate (SD) have established a comprehensive approach to providing education and public outreach (E!P) to enhance the public's understanding of space science. NASA and the SD have incorporated these objectives as integral components of all missions and research programs. The documents that establish the basic E!P policies and guidelines for NASA and the SD are as follows:

- The NASA Education Strategic Coordination Framework - A Portfolio Approach
<http://education.nasa.gov/pdf/121123main4SA%4A4Boo/let4final45.pdf>
- Explanatory Guide to the NASA Science (Mission) Directorate Education & Public Outreach Evaluation Factors & Version 3, April 2008
[http://nasascience.nasa.gov/researchers/education/public/outreach/explanatoryguide%to%smde%po%evaluation%factors%\(% \) 4EP" 4Guide54April% : %pdf](http://nasascience.nasa.gov/researchers/education/public/outreach/explanatoryguide%to%smde%po%evaluation%factors%(%) 4EP)
- Partners in Education - A Strategy for Integrating Education and Public Outreach Into NASA's Space Science Programs (March 1996)
<http://spacescience.nasa.gov/admin/pubs/edu/educov.htm>
- Implementing the Office of Space Science (OSS) Education/Public Outreach Strategy (October 1996)
[\[http://spacescience.nasa.gov/admin/pubs/edu/imp_plan.htm\]](http://spacescience.nasa.gov/admin/pubs/edu/imp_plan.htm)

These documents can also be found at <http://nasascience.nasa.gov/researchers/education/public/outreach>

In accordance with NASA's E!P policies of the Hubble Space Telescope Cycle 1A budget has been allocated for E!P funding. Space Telescope Science Institute (STScI) is announcing the opportunity for **accepted** Cycle 1A General Observers Archival and Snapshot Grants! AR! SAP' researchers and current Hubble Fellows to submit a proposal for an E!P supplement to the parent research program. Cycle science programs from previous cycles and Guaranteed Time Observers (GTO) are not eligible for an E!P supplement.

The spirit of the Cycle E!P Grant Program is to encourage collaborative efforts between professional astronomers, space scientists and professional educators that will broaden the knowledge and understanding of the latest Hubble Space Telescope discoveries. The Cycle 1A E!P proposal must have clear intellectual linkage to the science and/or science theme of the parent research program.

There are three Cycle 1A E!P funding categories:

- Individual: An E!P Cycle 1A science Principal Investigator or Co-Investigator may request up to \$750,000 for an E!P program. A current Hubble Fellow may also request up to \$750,000 for an E!P program.

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- A maximum of three science research programs can team together including Hubble Fellowships at \$75,000 each for up to \$375,000. *See Exceptions and Previous Funding*
- Programs may request up to \$250,000 but are not able to request a larger funding amount through a teamed effort.

The deadline for submitting an HST Cycle 17 E/PO proposal is Friday, 15 August 2008 at 5:00 p.m. EDT.

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ELIGIBILITY REQUIREMENTS

The following must be fulfilled in an HST Cycle 17 EPO proposal:

- an accepted HST Cycle 17 Grant Proposal number or current Hubble Fellowship with a copy of the science abstract in the Ancillary Documentation
- at least one HST professional astronomer/space scientist from each parent research program active in the development and implementation of the program
- at least one HST professional educator active in the development and implementation of the program
- the proposed EPO program focuses on education/public outreach in the CPO
- the proposed EPO program adheres to all elements of the proposal/evaluation criteria and budget guidelines

E/PO Principal Investigator, Co-Investigator & Team Members

E/PO Principal Investigator

The following is required to be eligible as EPO Principal Investigator:

- The astronomer/space scientist must have an accepted HST Cycle 17 science program or be a current Hubble Fellow
- The astronomer/space scientist must be affiliated with a CPO institution
- The astronomer/space scientist must have an active lead in administering and guiding the program through to the final report. For a teamed proposal, only one astronomer/space scientist can be designated as the EPO Principal Investigator.

Assigning an HST Cycle 17 science program Co-Investigator to Serve as E/PO Principal Investigator

If the Principal Investigator of a science program is not located in the CPO or chooses not to submit an EPO proposal, they may assign the science program number to a CPO Investigator so that they may submit or participate on an HST Cycle 17 EPO proposal. Any EPO proposal submitted by a science program Investigator must meet all the EPO Principal Investigator eligibility requirements.

E/PO Co-Investigator

The Co-Investigator of an HST Cycle 17 EPO program must be a professional educator. While this automatically fulfills the required criteria of having an education partner, the proposal must still demonstrate an active collaborative effort between the astronomer/space scientist and the professional educator. The following are eligible to serve as EPO Co-Investigator:

- An educator with at least five years experience in EPO education and currently active in the education community, or
- An educator with at least five years experience in an informal science institution (e.g., planetarium, museum, science center, etc.) and currently active in the education community.

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E/PO Team Members

Proposals may include as many team members as necessary from various backgrounds to ensure the success of a proposed program. All team members must have clearly stated roles and responsibilities in the program description of the proposal. Additionally, if there are salary budget requests for any team member, there must be a clear description of the essential need for that team member included in the budget narrative. *See Budget Guidelines*.

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EXCEPTIONS AND PREVIOUS FUNDING

Only accepted Cycle 1A science programs are eligible for the Cycle 1A E!P" funding supplement. Cycle science programs from previous cycles and Guaranteed Time Observers (GTOs) are not eligible for an E!P" supplement.

Science Program Numbers

A Cycle 1A science program number can only be used once for an E!P" proposal. If multiple E!P" proposals are submitted under the same Cycle 1A science program number, the Principal Investigator for the number in question will be contacted to verify which E!P" proposal is eligible for review. All other E!P" proposals will be disqualified.

E/PO Teamed Funding

Cycle 1A science programs whose topic or science foundations are similar may combine their efforts and submit a teamed E!P" proposal. A maximum of three science research programs can team together including Hubble Fellowships. Each for up to three treasury programs are not eligible for a teamed effort. A teamed proposal must:

- have one E!P" Principal Investigator designated from a parent science research program who fulfills all the Principal Investigator eligibility requirements
- have at least one Co-PI member from each parent science research program active in the development and implementation of the proposed E!P" program
- meet all the Cycle 1A proposals requirements

Previous Funding Through HST Cycle E/PO Grant Program

- Any Principal Investigator who has received previous funding through the Cycle E!P" Grant Program but is not yet required to submit a final report must include a brief progress report in the Ancillary Documentation citing the program's current status
- Any Principal Investigator who is required to submit a final or interim report from previous Cycle E!P" funding but has not done so will be ineligible for Cycle 1A E!P" funding

SAA policies prohibit offering a grant for the sole purpose of generating a potentially marketable retail for-profit end product such as a video, CD-ROM (slide set, poster or computer software). Grants can be awarded for an educational activity that might incorporate the use and assessment of a developed product. Example- A proposed program may involve the development of an educational product but this product could be part of a larger activity and could be distributed either for free or at cost.

In addition, it is strongly encouraged that any person participating in a program with a salaried position in a for-profit company sign a non-disclosure agreement to avoid potential conflicts of interest directly related to intellectual property rights of other E!P" team members and/or partnering institutions. If an individual company is unwilling to comply with this request, it is usually not advisable to proceed with the proposed partnership.

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ELEMENTS OF THE PROPOSAL

An Online Cover Page must be submitted for all E!P" proposals+ #he online cover page can be found at <http://cycle-epo.stsci.edu/propform.shtml>+ #he following information must be provided-

- Individual (Primary or Co-Principal Investigator) designation
- Science Research Program Number
- Science Research Program Title
- Astronomer/Space Scientist from the Science Research Program
- E!P" Principal Investigator Information
- E!P" Co-Principal Investigator Information
- E!P" Team Members
- E!P" Title (*limited to 100 characters*)
- Program Category
- Target Audience
- Evaluation Type
- Budget (*in dollars*)
- Institutions* Authorizing Official (*need signature*)
- E!P" Abstract (*limited to 250 words*)

The following is included on the Online Cover Page for data collection only and is not required-

- Institution's underserved/underrepresented classification
- E!P" Proposal Guidance/Consulting Information

A completed Online Cover Page must be printed from the Web site, signed by the Institutions* Authorizing Official and attached to an original of the E!P" proposal as well as the 3 copies+ (*See Panel Review Process*) If you are experiencing difficulty using the form, please contact program staff at cyclestepo@stsci.edu

The following is limited to ten (10) single-sided, numbered pages with a font size no smaller than eleven (11) points+

Key Elements

- A clear description of the proposed program's development, including goals and objectives+
- Proposals using an existing E!P" resource or product must describe how it will be built upon or taken advantage of to enhance the understanding of science, mathematics, and/or technology education+
- Identification of the target audience, including how the team intends to reach the target audience+
- A clear description of the roles and responsibilities of every team member+
- A timeline/list of milestones of the proposed program+

Customer Seeds Focus- The project is expected to be based on a clearly expressed, compelling mutual need between SA&A and the audience+ Note- Evidence of target audience need is required for () E!P" projects+

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K-12 Education: Proposals targeting E91> education7including informal science venues7must be aligned with and lin/ed to nationally recognized and endorsed education standards+ *Proposals must include a citation of the specific national educational standard(s) the proposed program would align with.*

NOTE: It is expected that programs targeting K-12 education have an educator(s) from the appropriate K-12 community participating in the development and execution of the program.

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Publications that fully define national education standard content areas are-

- [National Science Education Standards](http://www.nap.edu/readingroom/books/nse.html) (<http://standards.nctm.org/>)
- Principles and standards for school mathematics (<http://standards.nctm.org/>)
- [American Association for the Advancement of Science & AAAS' Project 31 Benchmark/s](http://www.aas.org/proect/31/Benchmark/s) (<http://www.aas.org/proect/31/org/tools/benchmark/bolframe.html>) and
- National Educational Technology Standards & SET (Project) (<http://cnets.iste.org/currenstand/cstand9netss.html>)

College/University Education: Programs targeting undergraduate/graduate astronomy/space science for science majors will not be considered.

General Public: Proposals targeting the general public must address the potential impact the proposed program could have. Additionally, proposals must demonstrate the potential for broader impact through replication. It is important to include potential attendance numbers and/or other related statistical information to demonstrate the potential impact.

Web Development: Proposals that involve developing a website must include the following information-

- Who will design and program the website
- Who will host the website
- Who will the website be maintained
- The cost incurred to develop and maintain a website in the budget spreadsheet/narrative

Evaluation Plan: Proposals must have a clear, detailed evaluation plan describing how the program will be assessed for effectiveness. The evaluation plan should be appropriate to the scope of the proposed program. Additional information about evaluation can be found at <http://cycle9epo.stsci.edu/evaluation.shtml>.

Dissemination Plan: Proposals must have a clear, detailed plan describing how the results of the program will be disseminated to a broad audience, specifically on a national level. The dissemination plan should be appropriate to the scope of the proposed program.

Budget Spreadsheet and Narrative

The following must be itemized in a table/spreadsheet-

- An itemized list of each budget item for which funding is requested
- Any waiver or reduction of institutional overhead
- Any matching funds/in-kind contributions/or other opportunities to leverage for broader range effect
- All entries must be rounded to the nearest dollar

NOTE: Budgets do not require signatures at the time of proposal submission.

The following must be addressed in the budget narrative (*see Budget Guidelines for additional details*)-

- A brief justification of each budget item listed in the table/spreadsheet
- An explanation of any waiver or reduction of institutional overhead and/or

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- An explanation of any matching funds/in-kind contributions or other opportunities to leverage for broader range effect

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Ancillary Documentation

The following should be included in this section-

- Science Research Program Abstract
- Curriculum Vitae & List of All Team Members (*five-page limit per team member*) - A CV should be included for each team member participating in the proposed program. Each CV should include in outline form the education history, employment history, and a sample list of publications, courses/shops/presentations/classes relevant to the proposed program.
- Equipment Certification where applicable. [See Budget Guidelines. See Appendix B for an Equipment Certification form.]
- Any documentation that could provide additional support to the proposed program such as:
 - Letters of support demonstrating secure collaborations and commitment of all parties
 - A list of previous NASA Education & Public Outreach grants the Principal Investigator has received during the past five years
 - A progress report on currently active NASA Cycle 17 Education & Public Outreach grant projects

If you have any questions about proposal submissions or the Call for Proposals, please contact program staff at cyclestepo@stsci.edu.

BUDGET GUIDELINES

The spirit of the NASA Cycle 17 Education & Public Outreach Grant Program is to encourage collaborative efforts between professional astronomers, space scientists and professional educators that will broaden the knowledge and understanding of the latest Hubble Space Telescope discoveries. The NASA Cycle 17 Education & Public Outreach proposal must have clear intellectual linkage to the science and/or science theme of the parent research program.

Each item on the budget spreadsheet must be accompanied by a clear justification in the budget narrative. Any budget requests that are a substantial proportion of the entire budget should be clearly justified as an essential component of the program.

Funding Limits: There are three NASA Cycle 17 Education & Public Outreach funding categories-

- Individual NASA Cycle 17 Education & Public Outreach Principal Investigator, Co-Investigator & Fellow may request up to \$1,000,000 for an Education & Public Outreach program. A current Hubble Fellow may request up to \$1,000,000 for an Education & Public Outreach program.
- Teamed NASA A maximum of three science research programs can team together & see Eligibility section 7 including Hubble Fellows at \$1,000,000 each for up to \$3,000,000.
- Treasury Programs may request up to \$2,000,000 but are not able to request a larger funding amount through a teamed effort.
& see Eligibility Requirements

Salary Support: Funding requests for salary can be made in accordance with the Hubble Space Telescope Science Institute's [General Grant Provisions](http://www.stsci.edu/institute/broglagrants4provisions.html) (<http://www.stsci.edu/institute/broglagrants4provisions.html>) document.

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Equipment: Funding requests for the purchase of equipment & an item costing over \$10,000 with a useful life of more than two years must include detailed justification for the equipment including how it will be incorporated as an essential component of the E!P" program. Any requests for equipment must also be accompanied with an Equipment Certification (see Appendix B6) which assures the equipment will be used strictly for educational purposes, both during the program and once the program is complete. @ard ware, such as computers, telescopes, etc., should be ancillary to the E!P" program rather than the primary use of funding. Any funding request for the purchase of equipment can be no more than 20% of the total E!P" budget including cost sharing and in-kind contributions. It is not the intent of the E!P" program to purchase equipment for general use in schools, museums, planetariums, or other institutions and requests will be evaluated on a case-by-case basis.

Travel: Funding requests for travel can be made in limited circumstances, including for the purpose of disseminating information about E!P" programs, activities, and to support participation in planning and/or implementation of E!P" programs, activities. It is not the intent of the grant program to provide substantial funding for travel, and requests will be evaluated on a case-by-case basis.

Stipends, Tuition and Honorarium: Funding requests for stipends can be made for educators participating in programs, activities. Funding requests for tuition are not allowed. Funding requests for honorarium are not allowed.

Meals/Refreshments: Funding requests for meals, refreshments can be made in limited circumstances, including meals that are an integral part of a program & e.g., morning meals, per diem, or to furnish a reasonable amount of refreshments to participants, attendees of a program. It is not the intent of the grant program to provide substantial funding for meals, refreshments and requests will be evaluated on a case-by-case basis.

Institutional Overhead: The budget for E!P" grant programs is limited, and it is requested that institutional overhead be reduced or waived by the submitting organization, since, in many cases, such activities will be of direct value to local educational and/or public science institutions.

Other: It is not possible to anticipate all types of budget requests. Any items not covered within the call for Proposals will be evaluated on a case-by-case basis, subject to legal restrictions, SA&A policy, and the spirit of the @%# . ycle E!P" program.

If you are unsure about the suitability of a particular budget item, please contact program staff at cyclestepo@stsci.edu.

INQUIRIES AND ASSISTANCE FOR THE PREPARATION OF E/PO PROPOSALS

Process Inquiries: Inquiries regarding the proposal process should be made directly to the @%# . ycle E!P" Grant Program at cyclestepo@stsci.edu.

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PROPOSAL REVIEW PROCESS

Proposal Submission and Deadline: The following must be received by the Office of Public Outreach by Friday, 12 August 2008, at 2:00 p.m. EDT:

- One online .over Page with appropriate signatures
- One unbound original and signed online .over Page
- Six bound copies of the online .over Page and original proposal stapled or clipped

All materials must be mailed to:

Space Telescope Science Institute
Office of Public Outreach
5A: Martin Drive
Baltimore, Maryland 21218
AST-EP Grant

Proposals received after the deadline or that do not meet eligibility requirements will not be reviewed for funding. The E/PO Principal Investigator will be notified via email in such circumstances.

Evaluation Criteria (<http://nasascience.nasa.gov/researchers/education/public/outreach/explanatory/guide/to/smd/epo/evaluation/factors/>) (4EP) (4Guide) (April 2008) - pdf version 3, updated April 2008 -

The principal elements considered in evaluating an E/PO proposal are its intrinsic merit, relevance to SAA's objectives, and its cost. **The failure of a proposal to be rated highly in any one of these elements is sufficient cause for the E/PO proposal to be declined.** Intrinsic merit and relevance are equally weighed and are approximately twice that of cost. SAA also has a strong interest and commitment to meeting the needs of underserved and underrepresented groups in E/PO. As part of this commitment, we will use the program balance factors of pipeline and diversity in selecting among E/PO proposals of essentially equivalent overall rating based on Intrinsic Merit, Relevance, and Cost Factors noted above.

Intrinsic Merit

- **Quality, Scope, Realism, and Appropriateness:** Projects and activities have a clear intellectual link to the science and/or science theme of the parent research proposal, are clearly organized, consistent with the requested budget, have clear lines of management responsibilities, and demonstrate a high probability for successful implementation.
- **Continuity:** Projects and activities draw from audiences that have demonstrated interest in SAA and connect participants to the next level of engagement.
- **Partnerships/Sustainability:** Projects and activities leverage and achieve sustainability through their intrinsic design and the involvement of appropriate local, regional, and/or national partners in their design, development, or dissemination. As appropriate, key aspects of projects and activities are replicable, scalable, and demonstrate potential for continuation beyond the period of direct SAA funding.

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Note: Science Mission Directorate E/PO projects/activities require the active involvement of the research team and participation partners with appropriate expertise.

- **Evaluation:** Projects and activities document their intended outcomes and use metrics to demonstrate progress toward and achievement of these outcomes and annual performance goals. Evaluation methodology is based on reputable models and techniques appropriate to the content and scale of the targeted activity, product, or program.

Note: Proposals to continue or extend previously funded SMD efforts are required to provide evaluation results of the prior effort.

Relevance to NASA's Objectives

- **Customer Needs Focus:** Projects/activities have been designed to respond to a need identified by the education community, a customer, or a customer group. Note: Evidence of target audience need is required for all projects.
- **Content:** Projects and activities use NASA content, people or facilities to involve educators, students, and/or the public in NASA science, technology, engineering, and/or mathematics.

Note: Proposals that focus on Elementary/Secondary education must demonstrate alignment with appropriate educational standards.

Cost

- **Resource Utilization:** The adequacy, reasonableness, and realism of the proposed budget including demonstration of effective use of funds.

Program Balance Factors

- **Pipeline:** Through the use of NASA Earth and space science, projects/activities/products make a demonstrable contribution to attracting diverse populations to careers in science, technology, engineering, and mathematics.
- **Diversity:** Through the use of NASA Earth and space science, projects/activities/products reach identified targeted groups. They contribute to the involvement, broad understanding, and/or training of underserved and/or underutilized groups in science, technology, engineering, and mathematics.

Panel Review: The panel review is held approximately February 10-11 after the proposal submission deadline. A panel review team performs a formal evaluation of all complete proposals. The panel review team is composed of members of the education, scientific, and NASA communities who are recruited based on professional expertise in their field as well as their knowledge of astronomy, space science, and education/public outreach.

Award Notification: Award notification letters will be sent to the Principal Investigator approximately February 18-19 after the panel review. In addition to an award notification letter, Principal Investigators will receive a Panel Review Comment Sheet which will provide detailed feedback from the panel review team regarding the proposal.

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The Cycle 17 Education & Public Outreach Grant Program reserves the right to make adjustments to any portion of the proposal based on the panel review team's comments and suggestions, including adjustments to the proposed budget and acceptance of only a portion of the proposal. The Program has oversight and approval authority of the review process, and concurrence on the final selections will be provided by NASA.

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APPENDIX A

In order to categorize and facilitate the review panels and process, the Cycle EIP grant program requires that proposers identify their target audience and program category as described below.

TARGET AUDIENCE

The Cycle EIP Grant Program has identified two categories of target audiences that must be identified as the primary focus of proposed activities on the online cover page:

K-14 Formal Education: A program that targets EIP science, mathematics, and/or technology education, including professional development and/or training teachers for careers in EIP education & pre-service teachers' at one of the following types of educational institutions in the United States:

- EIP
- University/College
- Community College or
- Informal Science and/or Technology Institution

NOTE: for proposals targeting K-12 formal education, see Elements of the Proposals section.

Informal Science: A program that targets the general public at one of the following types of informal science and/or technology institutions in the United States:

- Science Center
- Museum
- Planetarium
- Parks and Recreation or
- Other (please specify e.g., Libraries, Community Groups, Counting Organizations, etc.)

Both: A program that targets both EIP Formal Education and Informal Science (*See above*)

PROGRAM CATEGORY

All proposals must identify the program category on which it will focus:

Curriculum Development for example-

- Lesson Plans
- Teacher Guides

Multimedia Development for example-

- Website
- Video/Animation

Outreach for example-

- Exhibits
- Shows
- Astronomical Observing & general public'

Research Opportunity for example-

- Labs
- Astronomical Observing & students/educators'

Training/Workshop for example-

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- Professional development course
- Demonstrations
- Teaching tools demonstration

Other &Please specify'

