

Some Findings from the AISL Program's Online Project Monitoring System for Projects Funded Between FY 2006 and FY 2012

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AISL Online Project Monitoring System (OPMS)

- Online monitoring system completed by PIs
- Three surveys developed specifically for AISL
 - Baseline (anticipated activities and accomplishments)
 - Annual (project activities and reach for previous calendar year)
 - Closeout (project accomplishments over the entire grant)
- **NSF uses OPMS data to**
 - Examine project and program trends over time
 - Tell the story of how NSF funding effects the field and what effects those projects have
 - Respond quickly to questions from Congress and other stakeholders
- **OPMS data are also being used by SRI as part of its evaluation of the AISL program**




Putting the OPMS data collection in context

- More detailed information is available for projects funded since FY 2009
- Findings in this presentation are only for the following project types:
 - Full-scale Development
 - Broad implementation
 - Connecting Researchers and Public Audiences
 - Research
- **Baseline data about public audiences are reviewed here today**
 - We have comparable information about professional audience deliverables
- **In future years, we will also report data from the annual and closeout surveys**



Major Questions I'm Going to Address Today

- What types of institutions are participating in the AISL program?
- What types of public audiences are AISL projects targeting?
- How are projects expecting to reach public audiences?
- What methods are projects using to examine their impact on the public?



What types of institutions are participating in the AISL program?



A wide range of institutions are collaborating on AISL projects

- **Most projects include a combination of organization types**
 - 46 percent of projects are partnering with an informal science institution
 - 34 percent plan are partnering with at a media design and production firm
 - 34 percent are partnering with a college or university
- **Most projects anticipate reaching their audiences through informal learning institutions**
 - 39 percent will use a science-technology center or museum
 - 18 percent will use a 4-year college or university
 - 17 percent will use a natural history museum

The projects funded between FY 2006-12 encompass a total of 1,311 lead and partner organizations

Partner organization type	Number	Percent
Informal learning institutions	400	30.5
College or university	255	19.5
Media design and production	203	15.5
Education support services	82	6.3
Educational institution	32	2.4
Multi-category	16	1.2
Other	323	24.6

Most of the places projects anticipate using for public learning experiences are informal learning institutions

Public venue	Number	Percent
Science technology center/museum	418	29.0
4-year college or university	155	10.8
Public pre-K–12 district/school	114	7.9
Natural history museum	82	5.7
Zoo or aquarium	68	4.7
Children’s museum	65	4.5
Nature or interpretive center	55	3.8
Library	54	3.7

What types of public audiences are AISL projects targeting?

Youth, age 11-14 are the most prominently targeted age group (*n=241 projects*)

Age group	Number	Percent
Youth, age 11-14	130	53.9
Youth, age 15-18	115	47.7
Adults, age 19-54	93	38.6
Children, age 5-10	87	36.1
Adults, age 55 and older	77	32.0
Children, age 0-4	23	9.5

Projects expect to target a wide range of populations traditionally underrepresented in STEM (*n=241 projects*)

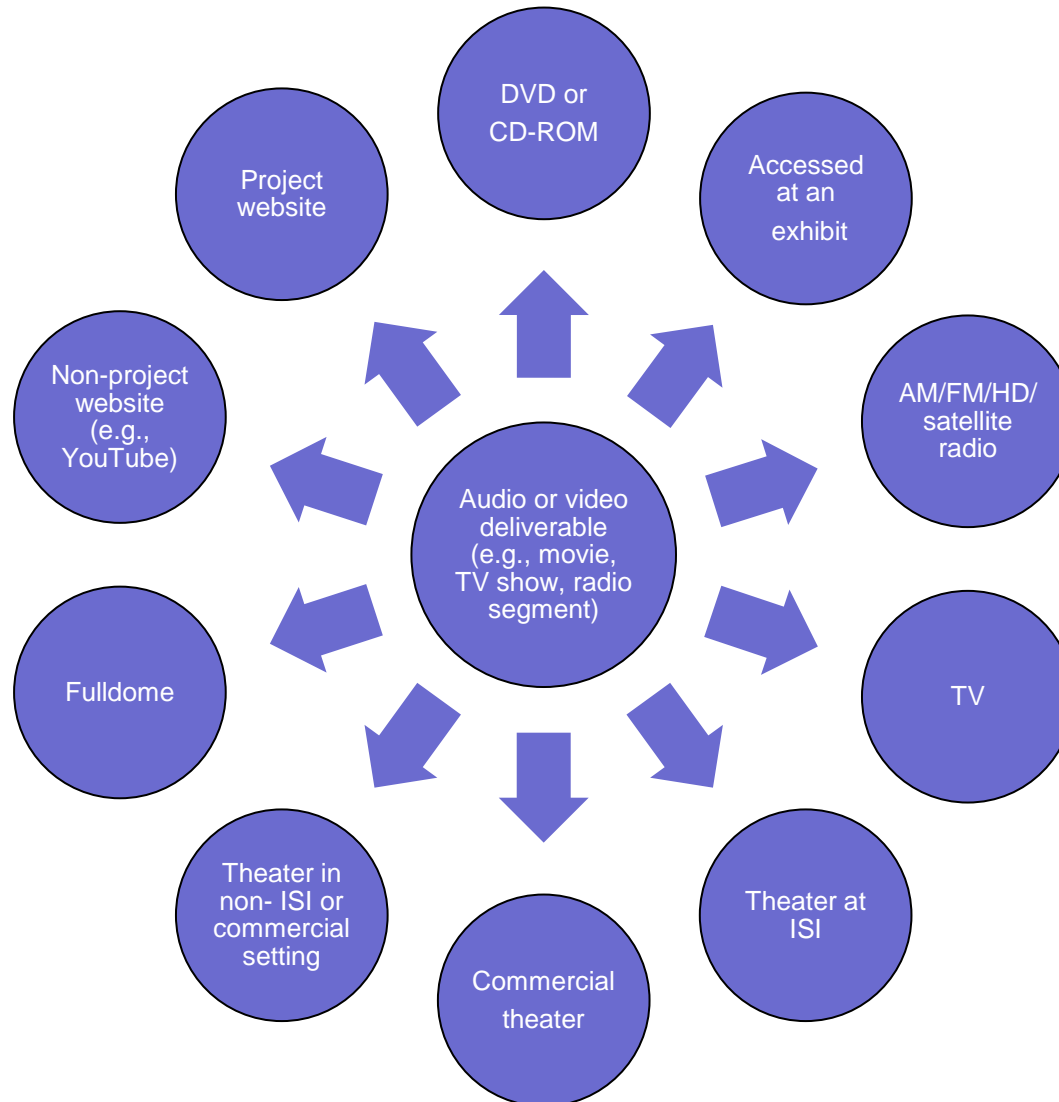
Public audience type	Number	Percent
Residents in an inner city	127	52.7
Ethnic groups	126	52.3
Low income individuals	125	51.9
Women/girls	109	45.2
Residents in a rural community	98	40.7
Racial groups	49	37.7
Persons with disabilities	42	17.4
English language learners	29	12.0

**How are projects
expecting to reach
public audiences?**

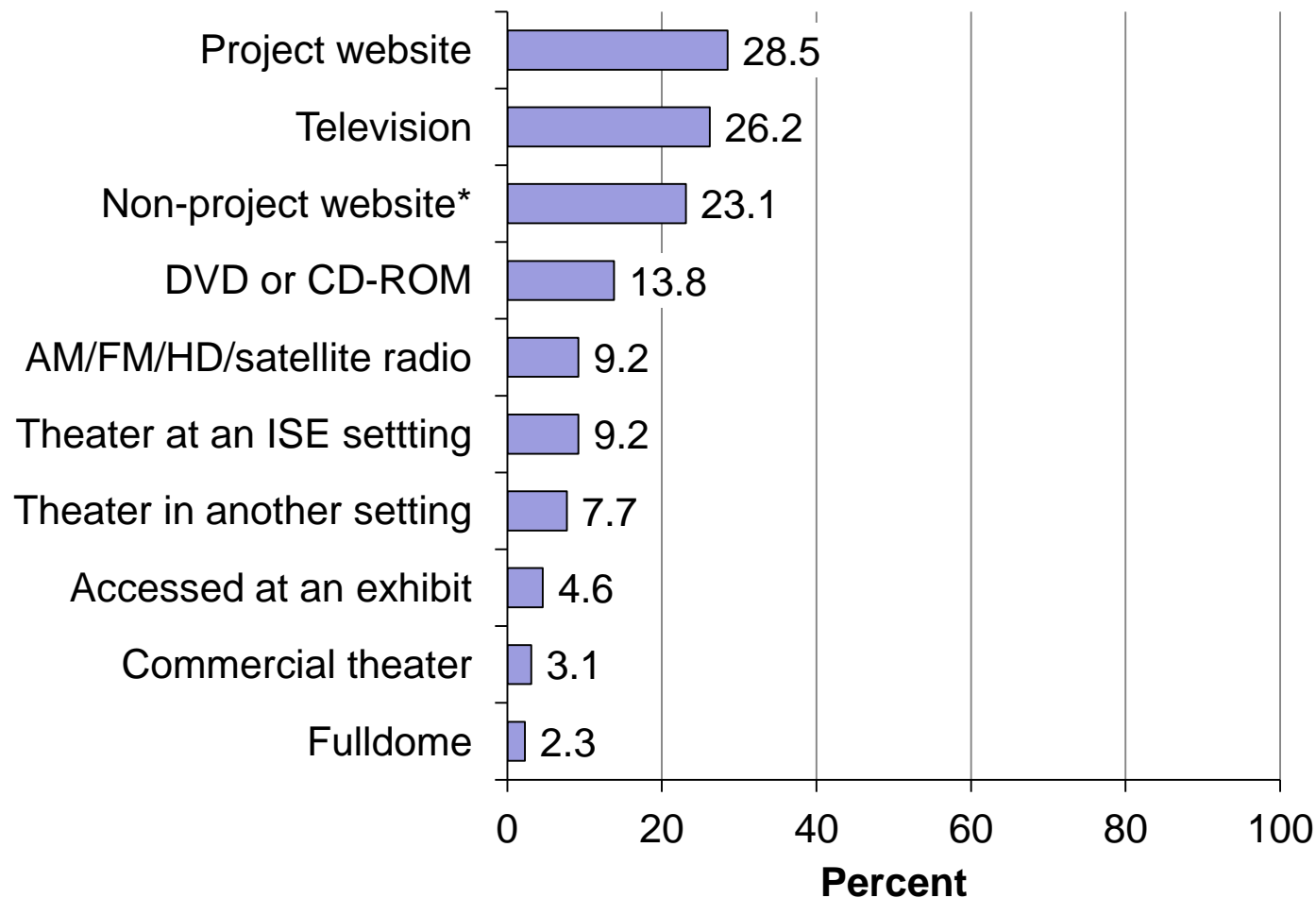
Projects expect to use a wide range of approaches to reach public audiences (*n=130 projects*)

Public audience deliverable type	Number	Percent
Project website	58	44.6
Programs, events, and activities	55	42.3
Audio or video	51	39.2
Exhibits	37	28.5
Resource materials and information sharing	34	26.2
Games/Information/communication technologies	29	22.3
Infrastructure development	6	4.6

Delivery methods example: *How audio or video deliverable types will reach public audiences*

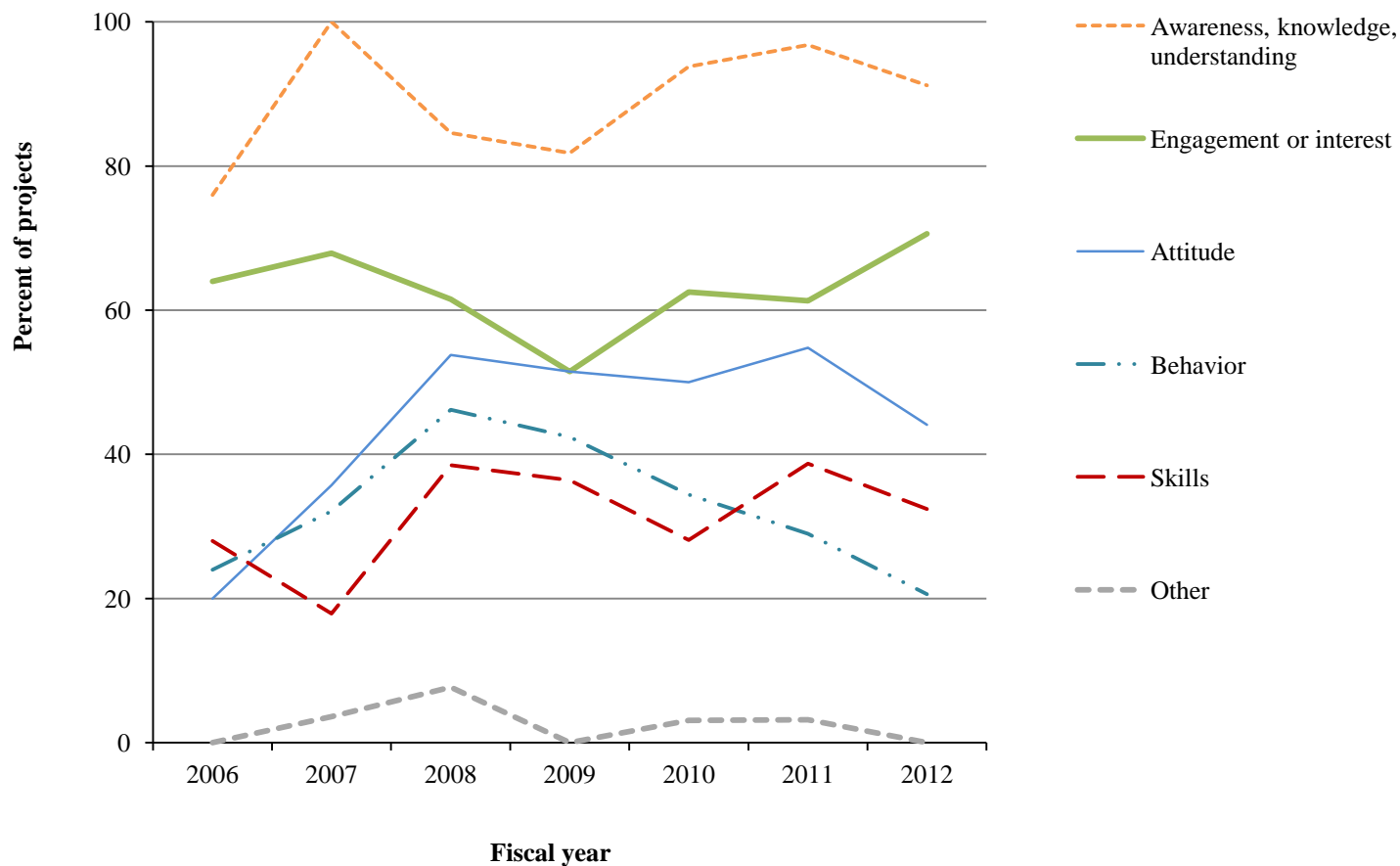


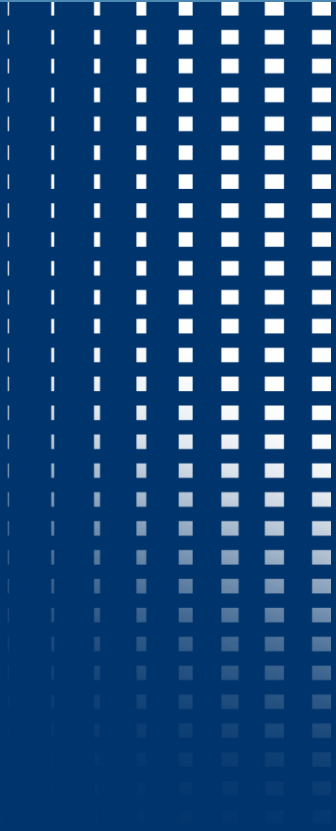
Websites and TV are the most common ways projects expect to deliver *audio and video* to public audiences



*Non-project website = YouTube, FaceBook, etc.

Most projects are seeking to enhance their public audiences' knowledge of and/or interest in a STEM topic



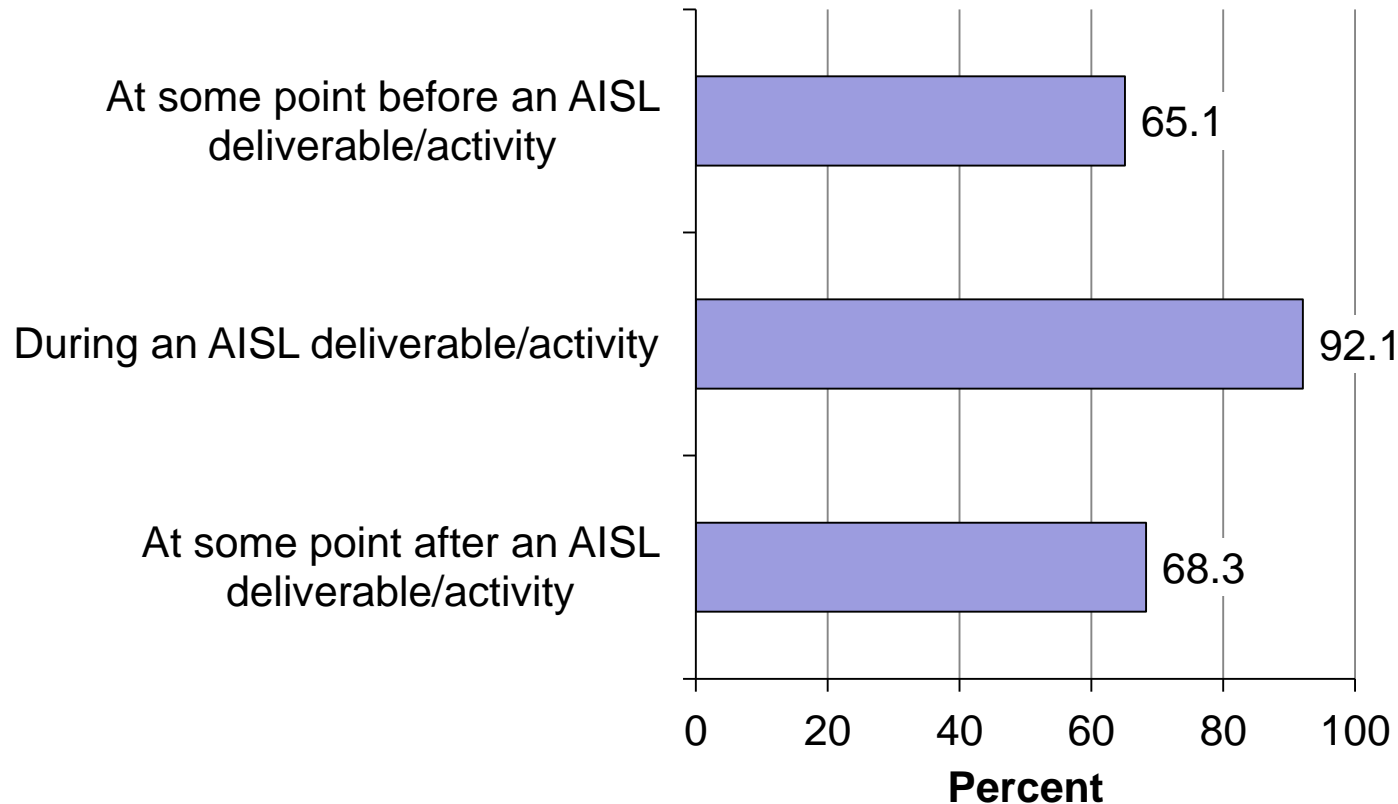


What methods are projects using to examine their impact on the public?

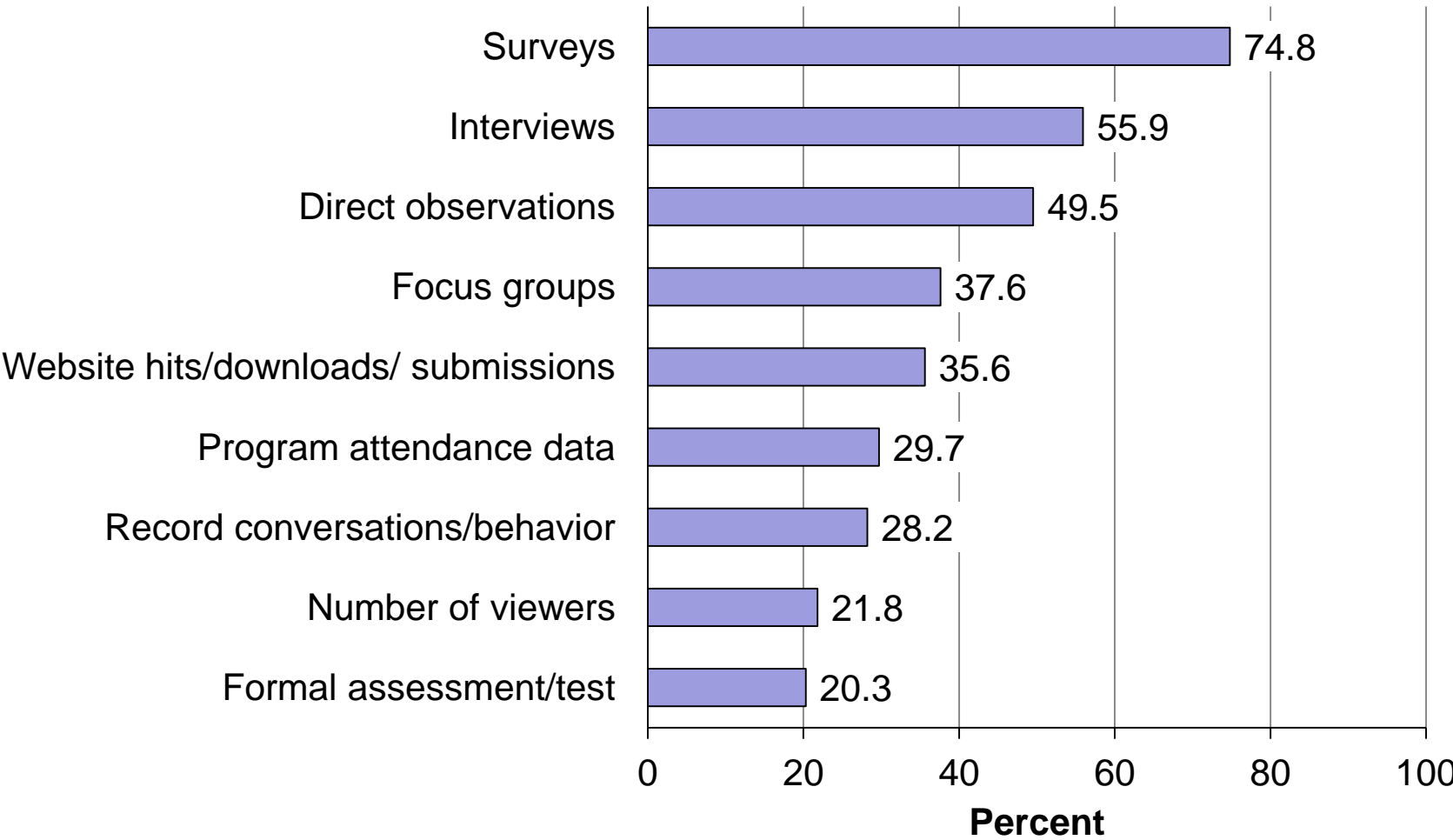
Projects are planning to use multiple approaches to assess their public audience impacts (*n=196 projects*)

Study design	Number	Percent
Qualitative, no comparison group	146	74.5
Quantitative, no comparison group	135	68.9
Quasi-experimental	54	27.6
Experimental	22	11.2
Other	28	14.3
None (impact not measured during grant award)	19	14.6

Two thirds of projects plan to collect participant data before and/or after an AISL deliverable/activity



Surveys and interviews are the most prominent methods that projects expect to use to examine participant outcomes





What are examples of other questions that can be addressed using OPMS data?

- How many people participate in ISE-funded science cafés in given year?
- Which ISE projects are reaching an international audience?
- How many ISE-funded museum projects are targeting youth—and what strategies are these projects using to engage this population?
- What are the most significant accomplishments of ISE projects focusing on biological sciences?
- What are the anticipated and actual impacts of ISE projects employing games and other information and communication strategies?
- What data collection activities are ISE projects using to assess the impact of their video products?

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