



NSF: Efficiently promoting the progress of science, health and national defense



Client Situation

The National Science Foundation (NSF) was created to promote the progress of science, to advance national health, prosperity, and welfare, and to secure the national defense. The agency is tasked with keeping the United States at the leading edge of discovery in areas from astronomy to geology to zoology. In addition to funding research in traditional areas, as well as numerous projects that may seem like science fiction, the agency works to ensure that all research is fully integrated with education so that today's revolutionary work will serve as training for tomorrow's top scientists and engineers.

The world of science is dynamic, and also one that is reliant on timely information sharing. It is vital that NSF remain in constant communication with its agency partners—the scientific community, Congressional staff and interested members of the general public. The mass of vital communication has consistently proven to be a draw on resources, and the agency needed an easy solution for providing stakeholders with immediate and transparent access to key information.

Solution

On November 19, 2007, the MyNSF system was replaced and all current subscription options were transferred to the National Science Foundation Update system provided by GovDelivery.

NSF is part of a tight-knit group of federal agency partners and looked to leverage those partnerships in improving its proactive communication. The GovDelivery Network assumes the public may be interested in related agencies' work and allows subscribers to sign up from multiple sources the first time they register as a subscriber. NSF subscribers are exposed to subscription topics from the National Aeronautics and Space Administration, Library of Congress, Los Alamos Laboratory and Energy.gov. Conversely, loyal users of these agencies' resources have been exposed to NSF's subscription topics, and NSF is now able to reach and attract a brand new audience.

Results

In August 2010, the National Science Foundation was recognized as an *Excellence in Communications Award* recipient for using leading-edge digital communication channels to promote the progress of science, health, and national defense, reaching a vast audience with more than 4-million subscriptions.

There are now more than 121,000 individuals receiving NSF Updates on nearly 200 unique topics including the *NSF Current Newsletter*, funding opportunities, new multimedia offerings, and upcoming events. Between January 1, 2010 and March 31, 2011, 93.5-million relevant messages were delivered directly to subscribers.

