

Introduction

This year, The Science Coalition (TSC) celebrated its 25th anniversary and 20th consecutive year of honoring members of Congress who support fundamental research with the Champion of Science Award. TSC's "Thanks to Science" campaign was woven throughout both new and signature initiatives, all of which focused on growing support for federally funded fundamental research and demonstrating how innovations in our daily lives are built from these discoveries.

TSC's efforts focused on communicating the value of fundamental research and the need for predictable and robust federal funding by:

- Fostering Relationships and Engaging with Congress and the Administration
- Engaging with Student Researchers
- Developing Content and Highlighting Our Institutions and Researchers
- Honoring the 2019 Champions of Science
- Raising Awareness of the Critical Importance of Robust, Predictable Federal Research Investment
- Explaining the National Impacts of Sequestration
- Promoting Women in STEM

2019 ANNUAL REPORT

2019 BY THE NUMBERS



25 PRESS
RELEASES
& MEDIA
STATEMENTS



21 MEMBERS
OF CONGRESS
TOOK PART IN
DC ACTIVITIES



25 EARNED
MEDIA STORIES
MENTIONED TSC



16 EVENTS
HOSTED



139
INFOGRAPHICS
& RESOURCES
CREATED



9 FEDERAL
RESEARCH
AGENCIES
ENGAGED



It was a landmark year for The Science Coalition. Along with our signature programming, **The Science Coalition undertook new, innovative initiatives including the Fund It Forward Student Video Challenge and launched exciting activities to highlight the contributions of women in STEM.** The coalition also contributed to the most important budget discussions in Washington, D.C., which centered on opening the federal government after a protracted shutdown, lifting discretionary budget caps to avert devastating sequestration cuts, and highlighting the importance of timely appropriations. The coalition created new and compelling resources for media and lawmakers, including one-pagers to illustrate the impacts of sequestration on the research enterprise in each state, and kept the national conversation focused on the need for robust and predictable investment to sustain America's research ecosystem."

HEATHER BENÉ
TSC President,
University of
Colorado
Boulder



FOSTERING RELATIONSHIPS & ENGAGING WITH CONGRESS & THE ADMINISTRATION

ENGAGING WITH CONGRESS

TSC regularly engaged with congressional staff to increase awareness of the importance of fundamental research on Capitol Hill and position TSC as a resource through the release of newsletters, statements, invitations to events, and one-pagers.

RESULTS:

- 25 statements targeted to congressional staff
- 5 infographics highlighting observances and university discoveries
- 535 congressional offices that received newsletters, releases, and content around the coalition's activities

ENGAGING WITH THE ADMINISTRATION

TSC engaged with **representatives from all key federal research agencies** through external events.

These include:



TSC hosted its first agency official Headliner event. From left to right: Matt Peterson of North Carolina State University with Dr. Chavonda Jacobs-Young, Administrator at the Agricultural Research Service, U.S. Department of Agriculture

“2019 started off with the longest government shutdown in history while universities and research agencies also faced a looming threat of crippling sequestration cuts if Congress did not act. These cuts would have put billions of dollars in federal research funding at risk, and The Science Coalition proactively spoke out on the harms of both. **Through state impact research and a resounding public voice, The Science Coalition has been at the forefront of communicating the economic value of fundamental science research,** like that conducted at our nation's leading research universities.”

STEVE
GERENCSEK
Interim TSC
President, Brown
University



FOSTERING RELATIONSHIPS & ENGAGING WITH CONGRESS & THE ADMINISTRATION

EVENTS

TSC hosted **6 Headliner events, with 5 members of Congress and 1 agency official**, in 2019. These events provide the opportunity to cultivate new relationships with federal decision makers.

TSC played a critical role in planning the **annual AAU-APLU-TSC joint meeting**. Speakers included:

- Dr. J. Stephen Binkley, U.S. Department of Energy
- Liz Johnson, Office of Senator Mitt Romney (R-UT)
- Jon Knott, Office of Senator Joe Manchin (D-WV)
- Dr. Ben Reinke, Senate Committee on Energy and Natural Resources
- Dr. Adam Rosenberg, House Committee on Science, Space, and Technology



From left to right: Angela Phillips Diaz of UC San Diego, Representative Mike Levin (D-CA), and Nicole Carlotto of the University of California system at a Headliner happy hour



ENGAGING WITH STUDENT RESEARCHERS

This year, TSC launched the **Fund It Forward Student Video Challenge**. Undergraduate and graduate students from TSC universities created videos to share their research and explain why Congress should prioritize federal investment in fundamental research.



DEVELOPING CONTENT & HIGHLIGHTING OUR INSTITUTIONS & RESEARCHERS

TSC created one-pagers and other collateral to share the economic impact of unpredictable federal funding, highlight innovations that resulted from fundamental research, and raise awareness of federal research agency partners. The one-pagers were shared with key reporters, members of Congress, congressional staff, and other external stakeholders, and are valuable tools for TSC members' direct advocacy efforts.

Through targeted engagement, the TSC one-pagers led to **9 earned media pieces** in prominent news outlets, including *NPR* and *POLITICO*.



HONORING THE 2019 CHAMPIONS OF SCIENCE

TSC honored a record **11 members of Congress** with the Champion of Science Award — an honor that recognizes members of Congress committed to growing investment in federally funded fundamental research. The 2019 awardees were bipartisan and bicameral:

- **Senator Cory Gardner (R-CO)**
- **Senator Lisa Murkowski (R-AK)**
- **Senator Jack Reed (D-RI)**
- **Senator Jeanne Shaheen (D-NH)**
- **Representative G.K. Butterfield (D-NC)**
- **Representative Tom Cole (R-OK)**
- **Representative Eddie Bernice Johnson (D-TX)**
- **Representative Frank Pallone (D-NJ)**
- **Representative Scott Peters (D-CA)**
- **Representative Mike Simpson (R-ID)**
- **Representative Fred Upton (R-MI)**

CHAMPIONS OF SCIENCE D.C. RECEPTION

- More than **150 attendees** comprised of congressional staff, federal research agency representatives, university representatives, and other stakeholder organizations joined the event.
- **5 members of Congress** attended the event to receive their Champion of Science award and provide remarks.
- **Dr. France Córdova, Director of the National Science Foundation**, and **Dr. Francis Collins, Director of the National Institutes of Health**, both delivered remarks to recognize their agencies' partnerships with universities across the country.
- TSC executed paid promotions, including a full-page ad in *The Washington Post*, which was delivered to all 535 members of Congress and committee offices.



Senator Jeanne Shaheen (D-NH) receives the 2019 Champion of Science award

REGIONAL EVENTS & REENGAGING FORMER CHAMPIONS OF SCIENCE



From left to right: Steve Gerencser, Brown University; Dr. Walter Koroshetz, National Institute of Neurological Disorders and Stroke, National Institutes of Health; Congressman Fred Upton (R-MI); Rebecca Cunningham, University of Michigan; and Patrick Lindsey, Wayne State University

- TSC hosted two events in Washington, D.C. to honor Representative Fred Upton (R-MI) and Representative Mike Simpson (R-ID). **More than 100 collective attendees participated.**
- TSC also honored Representative Scott Peters (D-CA) at UC San Diego and Representative Frank Pallone (D-NJ) at Rutgers University.
- TSC member institutions conducted outreach to reengage with past Champions of Science to thank them for their continued advocacy in and out of Congress. TSC members met with Senator Ron Wyden (D-OR), awarded in 2003; Senator Chuck Schumer (D-NY), awarded in 2008; Representative David Price (D-NC), awarded in 2013; and former Representative Kevin Yoder (R-KS), awarded in 2016.



RAISING AWARENESS OF THE CRITICAL IMPORTANCE OF ROBUST, PREDICTABLE FEDERAL RESEARCH INVESTMENT

TSC proactively released statements on federal funding for scientific research throughout the fiscal year 2020 appropriations process.

By routinely addressing the need for sustained, predictable, and robust federal funding, TSC positioned itself as a resource for policymakers and key opinion leaders. TSC released **25 statements**, and this proactive voice in Washington, D.C. and across the country led to **25 mentions in stories from key outlets**.



“ There are thousands of scientists, researchers, and students across America — like those mentioned in the president’s State of the Union — who are making giant leaps in science and discovery backed by federal investment.

Sadly, more than \$1.3 billion in fundamental scientific research and its promise of innovation was put on hold during the last government shutdown, leaving America’s research universities scrambling to keep projects solvent and threatening our nation’s global leadership in science and technology.”

**— Heather Bené, President
The Science Coalition**



“ Dr. Droegemeier is a strong voice for science and federal research funding and is ideally suited to oversee continued growth of essential federal research programs.”

— The Science Coalition



“ The report really reinforces what we already know to be true. Federal investment in scientific research fuels innovation, drives national and local economies, and secures the United States’ place as a global leader.”

**— Steve Gerencser, Interim President
The Science Coalition**



EXPLAINING THE NATIONAL IMPACTS OF SEQUESTRATION

The threat of sequestration cuts loomed over federal discretionary spending this year, and **TSC urged congressional action to reach a budget** deal to increase discretionary spending limits. Without raising the budget caps, these cuts would have had serious implications for federal research agencies, universities, regional economies, and American scientific innovation.

- TSC determined an estimated **\$5.1 billion** in sequestration cuts would have directly affected federal research agencies and programs of specific interest to TSC institutions.
- TSC further broke down these numbers to create **50 state one-pagers**, plus Washington, D.C., which calculated the cuts to federal funding at core research agencies.

THANKS TO TSC'S ADVOCACY EFFORTS:

POLITICO

POLITICO highlighted TSC's state-by-state one-pagers in its Budget and Appropriations newsletter.



AL.com published a piece showing the estimated \$41.3 million cut to federal research investment in Alabama.

Y'all Politics

Mississippi's *Y'all Politics* published a piece highlighting the \$9.2 million the state stood to lose.

RESULTS: Congress and the administration struck a deal to raise the caps and avoid devastating cuts that would hinder innovation and stunt the growth of both regional and national economies.



PROMOTING WOMEN IN STEM

This year, celebrating women in science, technology, engineering, and mathematics (STEM) was a top priority for TSC. Through revamped and new initiatives, the coalition featured women who have opened — and continue to open — doors for women in STEM. TSC also highlighted the role universities and colleges play in promoting diversity in the talent pipeline.

IN 2019, TSC:

- Highlighted **26 trailblazing women with ties to TSC institutions** whose profound accomplishments paved the way for women in STEM fields today as a part of Women's History Month.
- Launched a **podcast pitching initiative with female senior research officers** to share insights on their work, being a woman in STEM, and new innovations supported by federal research funding.
- Created a **new webpage** showcasing how TSC member institutions encourage and support women in STEM fields.
- Executed a paid digital promotion to celebrate the **United Nations' International Day of Women and Girls in Science** to drive a targeted audience to TSC's new women in STEM webpage.