Thank you for your continued support of The Science Coalition (TSC).
The active involvement of your institution makes a difference in the effectiveness of our activities.

The Science Coalition is unique in its use of public relations and communications to illustrate the value of federal investments in basic research across all fields of science. TSC’s activities over the last several months are evidence of how important and impactful this can be.

**University Leaders, Senators Discuss Importance of Scientific Research to Economy**

On March 31, university leaders and U.S. Senators gathered for a roundtable discussion at the Capitol on the vital role university-based scientific research plays in fueling innovation and sparking economic growth. The event was organized by the Senate Democratic Steering and Outreach Committee, chaired by Sen. Mark Begich (D-AK), and included participation by Sens. Daniel Akaka (HI), Benjamin Cardin (MD), Kay Hagan (NC), Bernard Sanders (VT), and Debbie Stabenow (MI) and the following university leaders: Joseph Aoun, president of Northeastern University in Boston, Mass.; James Clements, president of West Virginia University; Daniel Fogel, president of the University of Vermont; Allan Gilmour, president of Wayne State University in Detroit, Mich.; Michael Johns, chancellor of Emory University in Atlanta, Ga.; Wallace Loh, president of the University of Maryland; Samuel Stanley, president of Stony Brook University in Long Island, NY; and Randy Woodson, chancellor of North Carolina State University.

The university leaders discussed the many ways in which federally funded university-based research helps fuel the economy – from being local economic engines to helping drive industrial innovation to enabling America to compete in the global economy. TSC organized a pre-event planning breakfast among the participating universities and distributed a press release to DC-based policy and industry media. Some of the participating institutions also publicized their participation through local press releases and campus news stories, including Stony Brook University, the University of Maryland and West Virginia University. View photos from the pre-meet and event on TSC’s Flickr page >>

**TSC Conducts Public Opinion Research to Develop Messaging**

TSC, in conjunction with the Association of American Universities (AAU), Association of Public and Land-grant Universities and several other organizations in the higher education and science communities, commissioned a public opinion research project to aid in the development of messaging when talking about scientific research with Members of Congress, Hill staff and other policymakers. The research was conducted by Public Opinion Strategies, led by Bill McInturff, and Greenberg Quinlan Rosner, led by Anna Greenberg.
The research was divided into two parts: focus groups in Columbus, OH and Charlotte, NC in late January and early February, and a national Internet survey in February. The results were presented at numerous joint meetings among the planning organizations. TSC is applying the outcomes from the research to its communications and activities. One such activity is the development of “research and the economy toolkits” containing data and facts about scientific research and the economy – including state-specific information – for dissemination by TSC members to new Members of Congress later this spring.

TSC is using the public opinion research to develop “toolkits,” contained in the folder to the right, on scientific research and the economy to distribute to new Members of Congress.

TSC Organizes Communications Around Federal Budget Issues

TSC conducted various outreach activities related to federal budget issues – both the release of President Obama’s fiscal year 2012 budget in February and the prolonged battle over continued funding for the remainder of the 2011 fiscal year.

- On February 10, TSC sent an e-mail newsletter to science legislative assistants and staff of key science-related committees in advance of the release of President Obama’s fiscal year 2012 budget. TSC outlined the ways in which federal funding in scientific research produces a strong return on investment. “The Science Coalition agrees that we must begin to cut the federal deficit and learn to live within our means. Yet, we must do this in a smart way that allocates money where we have the best chance of earning that money back in ways that improve our lives, grow our economy and secure our future,” the newsletter read. Read the full message >>

- On February 14, TSC released a statement from current President Chris Carter on President Obama’s budget. “Research-driven innovation is essential for improving the economy and building a better future for America,” the statement read. “While we are encouraged by the President’s budget, we also recognize this is only the first step and that Congress must weigh the value of what is gained from federally funded, university-based research against the need to rein in spending. When making this determination, we hope lawmakers will remember the critical role basic scientific research plays in America’s economic success.” The statement was quoted in an article in Inside Higher Ed. Read the full statement >>

- TSC also drafted an op-ed template on the link between federal funding of scientific research and economic growth – citing our “Sparking Economic Growth Report” – for use by our member universities with state and local press. James W. Tracy, Vice President of Research at the University of Kentucky, used the template as the basis of a piece published February 28 in the Lexington Herald Leader. “Basic research discoveries contribute to the economy — by improving efficiency, saving lives, launching companies and creating entire industries,” Tracy wrote. “A report by The Science Coalition, a group to which UK belongs, illustrates the connection between federal research funding and the economy by highlighting 100 companies — including two UK companies — formed as a result of discoveries from federally funded, university-based research.” (Read the full report here.)
Headliner Breakfast Series

Upcoming Events
- **May 4**: TSC hosts another Headliner Breakfast with Rep. Randy Hultgren (R-IL), a member of the House Science, Space and Technology Committee.
- **May 17**: TSC is a co-sponsor of “A National Summit on Advancing Clean Energy Technologies,” organized by The Howard Baker Forum, Bipartisan Policy Center and Lawrence Livermore National Laboratory. Dr. Shirley Ann Jackson, president of Rensselaer Polytechnic Institute (a TSC member) is participating. The event will take place at the Ronald Reagan Building.

LATE 2010 ACTIVITIES
Reception Recognizing Chairman Obey
On December 7, 2010, TSC, the Association of American Medical Colleges, Association of American Universities and Association of Public and Land-grant Universities hosted a reception in recognition of House Appropriations Committee Chairman David Obey, who retired last year. Chairman Obey always understood how critically important scientific research is to our nation’s future. The well-attended event was held in the House Appropriations Committee hearing room and featured remarks by then-Speaker Nancy Pelosi and University of Wisconsin-Madison Chancellor Biddy Martin. View photos from the event on TSC’s Flickr page >>

America COMPETES Act Communications
TSC released communications surrounding the America COMPETES Reauthorization Act of 2010, which was passed late last year. On December 20, 2010, TSC sent an email newsletter to science Congressional staff urging reauthorization of COMPETES, similar to an earlier communication in October 2010. Also in October, then-TSC President Deborah Altenburg authored an op-ed for the Tennessean newspaper encouraging lawmakers to renew the COMPETES Act. Upon passage of the legislation, TSC also released a statement applauding lawmakers. “The America COMPETES Act has tremendous implications for future job creation, economic growth and American competitiveness abroad,” the statement read. The statement was quoted by the Science Insider blog. Read the full statement >>

IN CASE YOU MISSED IT
“To accelerate the next innovation wave, the United States must invest ambitiously in basic and applied research.”
-- Harvard President Drew Faust and MIT President Susan Hockfield, Boston Globe, March 14

TSC Social Media
TSC is on Facebook, Flickr and Twitter! Be sure to follow us:
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