



Success Story

National Semiconductor Science in Action

Nimble Press™ Services

- Nimble Net™ Online Application
- Nimble Net Judging
- Communications strategy
- Web site hosting and development
- Brochure, logo, and presentation design
- Program analysis and applicant survey

National Semiconductor
presents the
**Science
in Action
awards**

In 2005, National Semiconductor committed \$1 million over three years to help K-12 school teachers bring exciting, hands-on science education to their students. The National Semiconductor Science in Action Awards put funding into classrooms to support hands-on science activities and recognize teachers who inspire students to explore science.

Challenge: Easy to Use Online Grant Applications

To launch their new initiative, National wanted an online application with low administrative costs that would be easy for teachers to use and easy for judges to review. To track participation from their three targeted regions (the state of Maine; Tarrant County, Texas; and Silicon Valley, California), the administrators wanted real-time application status reports with applicant contact information.

Solution: Nimble Net Grant Application Management

Megan Loeb, manager of community relations at National Semiconductor, turned to Nimble Press for help in designing the program and managing the online grant applications using Nimble Net. Nimble Net gave National an easy way to capture data and made it simple for teachers to apply. Judges in three states could log-in to review and score applications without waiting for applications to be copied and mailed.

"All of the data is in one place on a secure server, tracked from year to year," said Megan Loeb, manager of community relations at National Semiconductor. "The online component for judging eliminated the piles and piles of photocopied applications."

Benefits: Great Service and Fast Access

Nimble Press has developed measures of success and reports to help clients increase the quantity and quality of applications. Real-time reports showed that one region had reached their target and another was lagging way behind. Nimble Press helped National revise their communications strategy with direct contact to school districts in the underrepresented region. By the application deadline, National had surpassed their goals in all three regions.

Analysis of previous programs showed that when teachers entered a project title, they were more likely to complete their online application. A survey of teachers who started but did not finish applications showed that they were starting applications only to discover they were not eligible. Nimble Press modified the application to require a project title and created an application guide, which included eligibility information. The completion rate for Science in Action Awards reached 75 percent, making it easier to plan for judging and reach participation targets.

"Nimble Net is a terrific resource for managing all of our data, and provides helpful tools to access needed information speedily," said Loeb. "Most importantly, the Nimble Press staff is responsive and thorough. Nimble Net's functionality has added much value to our Science in Action Awards program."

Visit Science in Action Awards online: www.nsawards.com

Learn more about Nimble Net: www.nimble-net.com