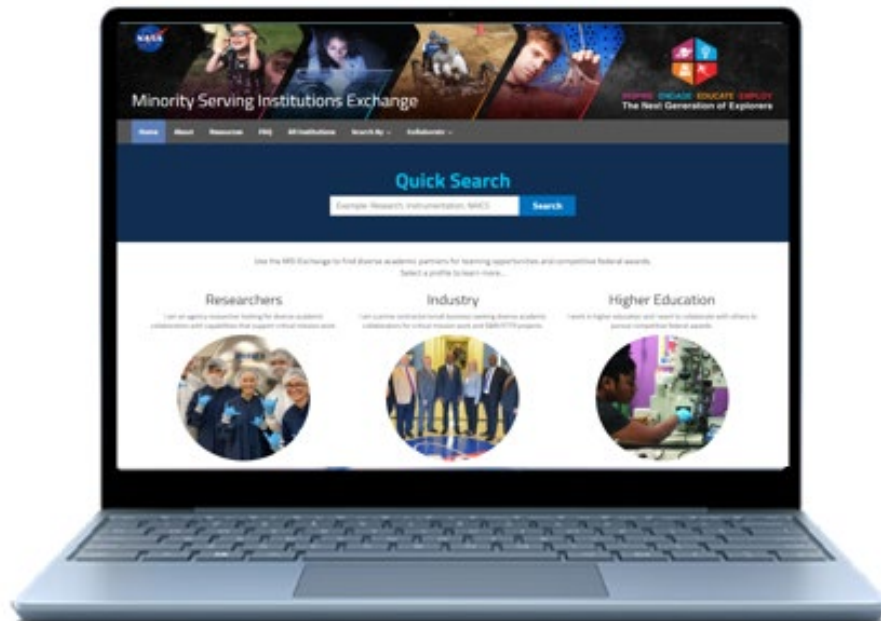




Leveraging the Capabilities of Your HBCU



Brought to you by the
Minority Serving Institutions (MSI) Exchange

A resource of the
**Minority University Research and Education Project
(MUREP)**

STEM ENGAGEMENT



NASA'S MISSION THEMATIC AREAS



NASA STEM ENGAGEMENT PROJECTS

SPACE GRANT

- National network of 52 Consortia with 850 Affiliate members
- Stimulates cooperative programs among universities, industry, federal/state/local governments
- Encourages interdisciplinary education and research programs
- Incorporates State priorities, needs and goals

ESTABLISHED PROGRAM TO STIMULATE COMPETITIVE RESEARCH

- 28 eligible jurisdictions (states and territories)
- Contributes to development of research infrastructure and capabilities
- Fosters partnerships between NASA research entities, industry, and academic institutions
- Incorporates state priorities, needs and goals

MINORITY UNIVERSITY RESEARCH & EDUCATION PROJECT (MUREP)

- Limited to Minority Serving Institutions (MSI)
- Increases retention of underserved and underrepresented groups in STEM
- Enhances infrastructure at MSIs
- Portfolio with 7 funded elements

NEXT GENERATION STEM (NEXTGEN STEM)

- Informal education and K-12 STEM engagement initiatives aligned to mission priorities
- Richer, more comprehensive STEM engagement opportunities
- NASA's Museum Alliance

EDUCATIONAL TOOLS AND PLATFORMS

- Focus: Access and Scalability
- Integrated suite of tools and platforms enabling student access/registration and comprehensive data collection
 - NASA STEM Gateway (Phase 1 operational in early FY2021)
 - STEM.NASA.gov
 - Intern.nasa.gov
 - NASA STEM@Home

PERFORMANCE MEASUREMENT & EVALUATION

- Focus: Outcomes and Metrics
- Learning Agenda
- Targeted Studies

STRATEGIC PARTNERSHIPS

- Focus: Scalability
- Strategic and comprehensive approach to foster and stimulate strategic partnerships
- New partnerships strategy kicked off in FY2020

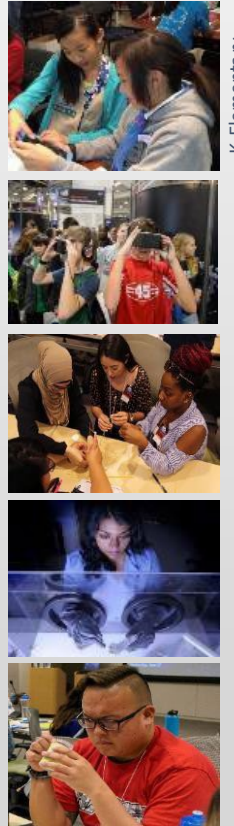
INTERNSHIPS & FELLOWSHIPS

- Enterprise model in extensive collaboration with Mission Directorates and Centers

ENABLING CROSS-CUTTING FUNCTIONS



STEM ENGAGEMENT BENEFICIARIES



K-Elementary School

Middle School

High School

Undergraduate

Graduate



Minority University Research & Education Project (MUREP)

AGENCY RESPONSE TO FEDERAL EXECUTIVE ORDERS FOR HBCUs and MSI.

Executive Orders

Executive Order 14041:	Advancing Educational Equity, Excellence, and Economic Opportunity Through Historically Black Colleges and Universities (HBCU)
Executive Order 13621:	White House Initiative on Educational Excellence for African Americans (PBI)
Executive Order 13592:	Improving American Indian and Alaska Native Educational Opportunities and Strengthening Tribal Colleges and Universities (TCU/NASNTI)
Executive Order 14045:	White House Initiative on Advancing Educational Equity, Excellence, and Economic Opportunity for Hispanics (HSI)
Executive Order 14031:	Advancing Equity, Justice, and Opportunity for Asian Americans, Native Hawaiians, and Pacific Islanders (AANAPISI /ANNH)

MSI Categories & MSI List

Historically Defined MSIs

Established with the specific purpose of providing access to higher education for specific minority groups

- Historically Black Colleges and Universities (HBCU)
- Tribal Colleges and Universities (TCU)

Enrollment Defined MSIs

Designated by the U.S. Department of Education based on m financial resources

- Alaska Native-Serving and Native Hawaiian-Serving Institutions (ANNH)
- Asian American and Native American Pacific Islander-Serving Institutions (AANAPISI)
- Hispanic-Serving Institutions (HSI)
- Native American-Serving Nontribal Institutions (NASNTI)
- Predominantly Black Institutions (PBI)



Mission Directorate Alignment



MUREP Partnership Learning Annual Notification (MPLAN)



Uses a challenge model to facilitate long-term collaborations with NASA and provides MSIs opportunities to pursue larger funding streams through NASA.

Funding Opportunity
Up to \$50k each

MUREP Precollege Summer Institute (PSI)



Preparing high school students for STEM college degree programs by building powerful connections to HBCU and PBIs.

MUREP awarded \$2.5 million to 8 HBCUs

MUREP Small Business Technology Transfer Research (M-STTR)



Broadening participation of MSIs in STTR

Increasing MSI competitiveness to respond to STTR Topics.

Planning Grant Opportunities
Up \$50k each

Data Science Equity, Access, and Priority in Research and Education (DEAP)



Enabling HBCU students and faculty to conduct innovative data science research that contributes to NASA's missions.

MUREP awarded nearly \$12 million to 8 HBCUs

MSI Engagement Newsletter

Highlights

MUREP

- Capability Statement Training: [June 15th](#)

Space Technology Mission Directorate

- University Smallsat Technology Partnerships ([USTP](#)): Due June 23rd

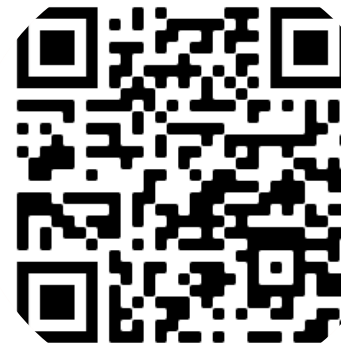
Science Mission Directorate

- [Bridge Program Seed Funding](#): Proposal due June 30th

Internship Opportunities



- [Review HBCU Profiles](#)
- [Search Capability Statements](#)
- [Subscribe to the Newsletter](#)



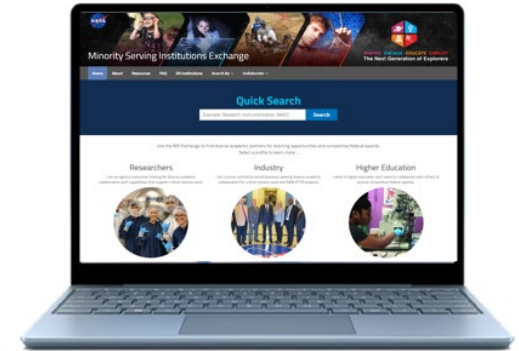
Minority Serving Institutions (MSI) Exchange



The MSI Exchange is a search engine for partnerships.



- ✓ Provides HBCU awareness and connectivity.
- ✓ Powers the search for diverse academic collaborators.
- ✓ Increases HBCU faculty and student involvement in NASA research.
- ✓ Enables HBCUs to leverage capabilities to generate federal income.
- ✓ Increases the diversity and capabilities of NASA's future STEM workforce.
- ✓ <https://MSIExchange.nasa.gov/>



Features

- STEM Profiles
- Capability Statements
- Official NASA MSI List
- Bi-weekly MSI Newsletter



Let's Explore!

MSI Exchange Homepage

- Navigation bar
- Search box
- Preset filters



Example: Research, Instrumentation, NAICS

Search

All MSIs

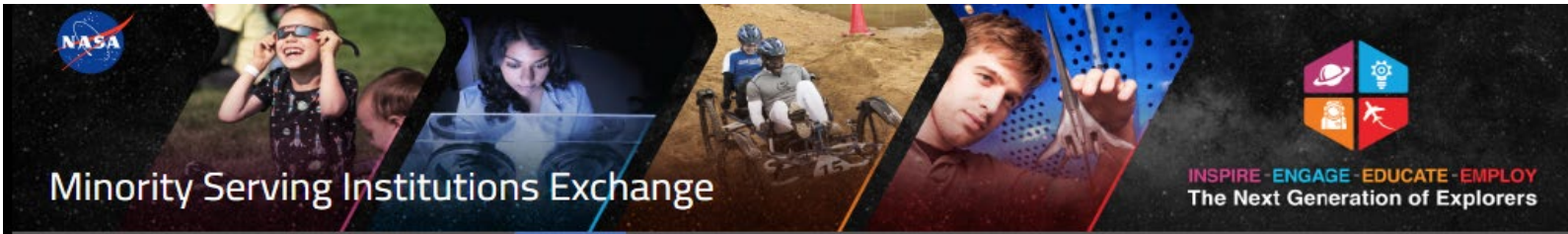
MSI Categories

2 Year / 4 Year MSIs

ABET Accredited
Programs

Carnegie
Classifications

STEM Programs



RESULTS PAGE

Does your HBCU show up?








Pro tip: Add a capability statement.

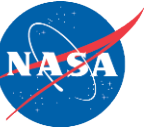
Home About Resources **FAQ** Collaborate ▾ **Subscribe**

Institutions 1-25 of 50 Matching *sensor* Whose Active is *true* Sorted By Name in Ascending Order

Applied Filters

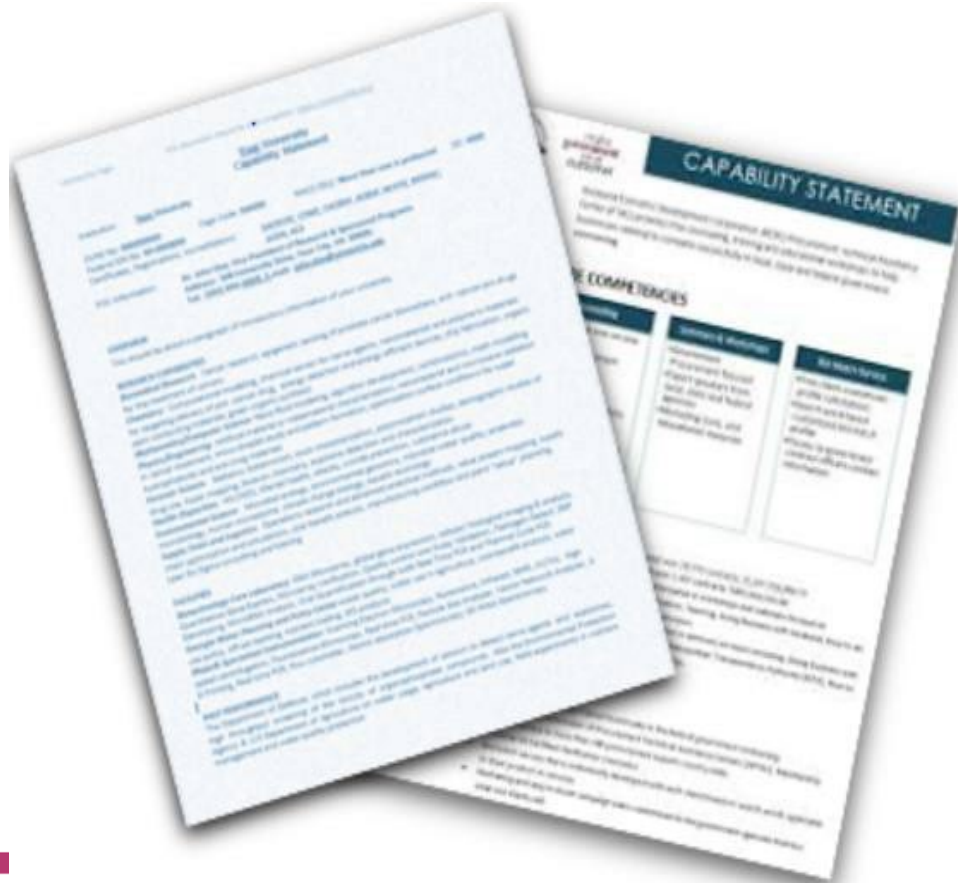
- Results Per Page +
- Capability Statement +
- City +
- State +
- Status +
- Institution Type +
- Institution Category +
- Carnegie Classification +
- ABET Accreditation +
- Accreditation Status +
- Accreditation Organization +
- ABET Accredited Programs +
- STEM Degrees +

	Alabama A & M University Normal, AL http://www.aamu.edu	<input type="button" value="Capability Statement"/>
	Albany State University Albany, GA http://www.asurams.edu	<input type="button" value="Capability Statement"/>
	Bluefield State College Bluefield, WV http://www.bluefieldstate.edu	<input type="button" value="Capability Statement"/>
	Bowie State University Bowie, MD http://www.bowiestate.edu	<input type="button" value="Capability Statement 1"/> <input type="button" value="Capability Statement 2"/> <input type="button" value="Capability Statement 3"/>
	California Lutheran University Thousand Oaks, CA http://www.callutheran.edu	<input type="button" value="Capability Statement"/>
	California State Polytechnic University-Pomona Pomona, CA http://www.cpp.edu	<input type="button" value="Capability Statement"/>
	California State University-Long Beach Long Beach, CA http://www.csulb.edu	<input type="button" value="Capability Statement"/>



Competitive Advantage: *Capability Statements*

Serves as a resume or CV for your HBCU.



- Preferably developed by your Office of Sponsored Programs / Research Administrator for campus-wide view.
- Provides high-level snapshot of your institution's expertise.
- Required in many government registration processes.
- Sets your campus from apart from others.
- Opens doors.

A capability statement is not...

- A white paper.
- A marketing brochure.
- The history of your school.
- Everything you can do.

Five Key Areas of a Capability Statement

1. Corporate Data
2. Core Competencies
3. Differentiators
4. Past Performance
5. Contact Information





Key Area #1: Corporate Data



- Unique Entity Identifier (UEI) – replaced DUNS#
- [NAICS Codes](#)
- Certificates, Registrations, Accreditations
- Socio-economic Certifications: 8(a), HUB Zone, SDVOB, etc.

North American Industry Classification System (NAICS) - Here are a few examples:

334516 – Analytical Laboratory Instrument Manufacturing

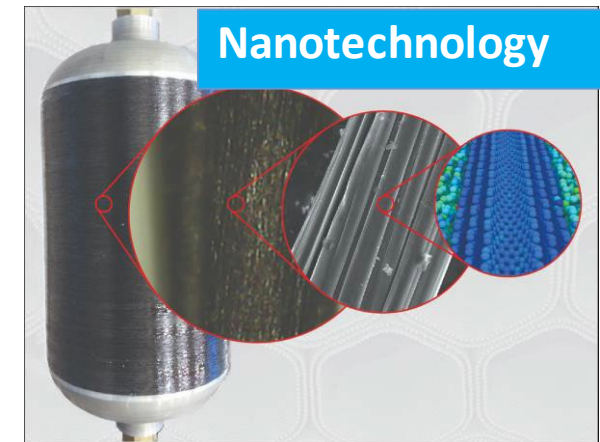
541330 – Engineering Services

541715 – Life Sciences Research and Development

541380 – Testing Laboratories

541511 – Custom Computer Programming Services

Key Area #2: Core Competencies/Research Capabilities



Key Area #3: Differentiators

- Instrumentation/Equipment
- Facilities & Laboratories
- Centers of Excellence
- Faculty Distinctions
- Patents/Commercialization
- Sustainability Initiatives



Key Area #4: Past Performance & Partnerships

Establish confidence in your institution's ability to perform.



What to Include:

- Relevant projects and partners
 - ✓ Grants
 - ✓ Federal and state contracts
 - ✓ Cooperative agreements
 - ✓ High-performing partnerships
- Project name
- Contract numbers when applicable

Key Area #5: Contact Information

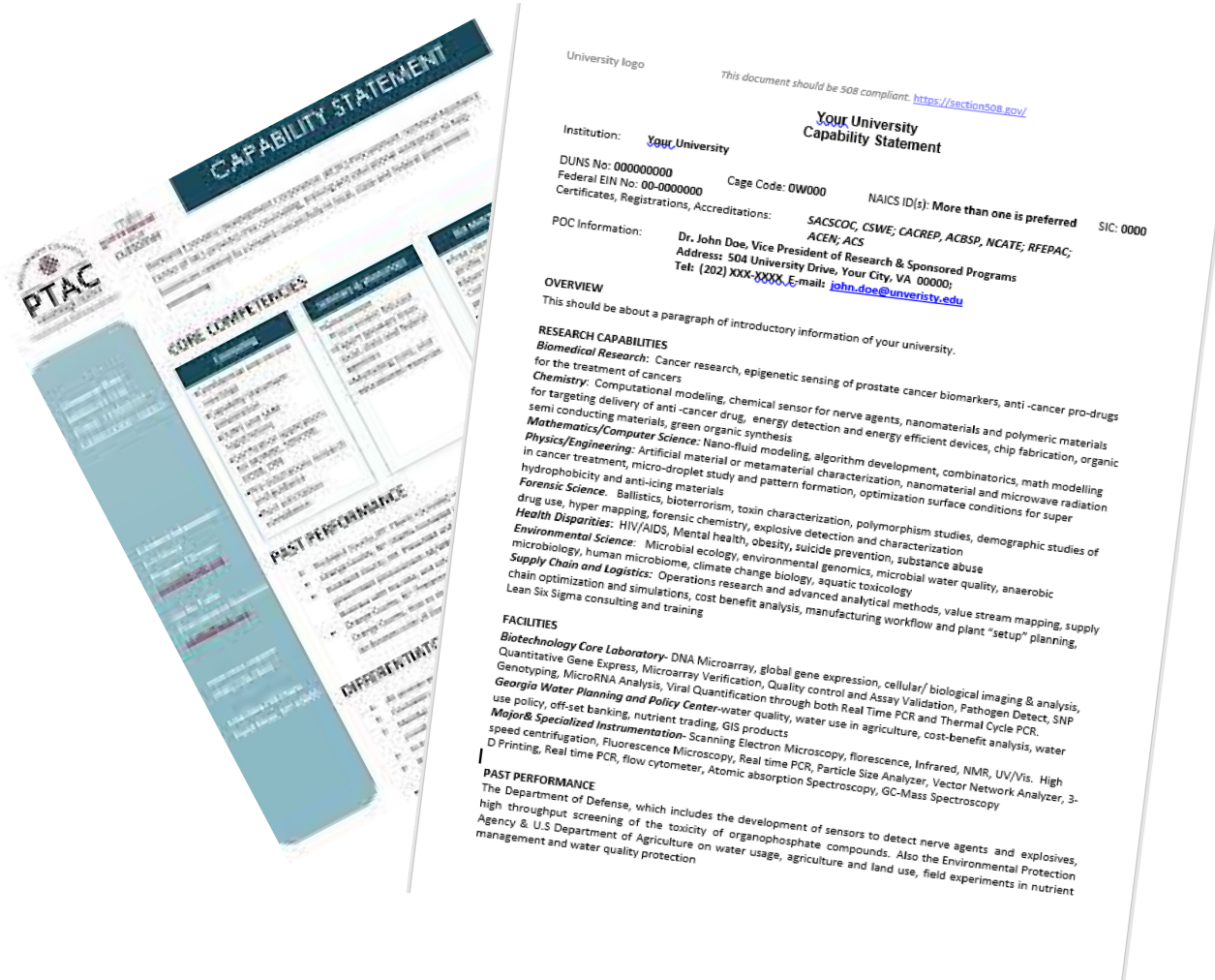


Include the *right person's* name, title, email and phone number.





Best Practice: Minimal Design



Remember your audience:

- Include school emblem/logo
- Minimal graphic elements and design
- Minimal color accents
- Easy on the eyes





Best Practice: Customize the Document

Modify the capability statement to match the needs of the specific NASA center/federal agency you are engaging or the general opportunity.





Capability Statement Development Tips

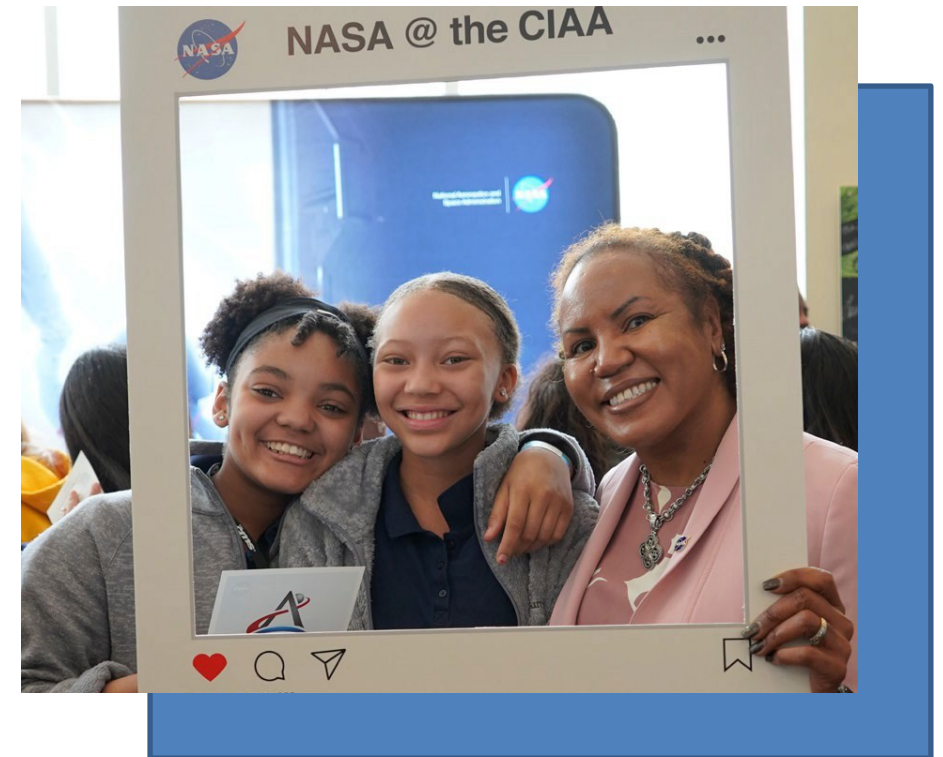
- One page (front and back)
- Highlight your value proposition
- Keep current
- Tailor to your audience / develop multiple
- ***Development strategy: engage a student***
- Save as a PDF and email for review and feedback



NASA-MSIExchange@mail.nasa.gov

Value Proposition: *Visibility and Awareness*

- NASA Organizations
 - ✓ Mission Directorates, Office of Small Business Programs, Recruiters and Hiring Managers.
- Federal Agencies & Industry
 - ✓ DOT, HHS, DOE...
 - ✓ Jacobs, Blue Origin, Boeing...
- Colleges and Universities
 - ✓ Seeking partners for collaboration and teaming for grants and other funded opportunities.



Next Steps

- Bookmark the [MSI Exchange](#) and Subscribe to our [Mailing List](#).
- Submit your [Capability Statement](#).
- Share [Capability Statement Training](#) dates with colleagues:
- Create an [NSPIRES](#) profile for solicitation opportunities.
 - Register to serve as a proposal reviewer!



Secretary Cardona learning about NASA's developments and partnerships with HRCII institutions



MSI Engagement Team



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MSI Engagement Team



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Anna Grillo