



FIVE OUT OF FIVE STARS: WRITING TO THE REVIEWER



SUMMARY

This fs³ event features ASU faculty panelists who are successful awardees with the additional “inside” perspective gained from experience serving on review panels or working for a sponsor agency. When writing a proposal, understanding the audience and remaining consistent with the sponsor agency’s vision are paramount, and balancing content in a way that excites and engages specialist and non-specialist reviewers alike is a hallmark of a successful proposal. Presented in collaboration with *College of Technology and Innovation* and Research Development in the Office of Knowledge Enterprise Development.

MAR. 28 (FRI)

11:30AM -1:00PM

POLYTECHNIC CAMPUS
COOLEY BALLROOM

RSVP & MORE INFO → <https://rsg.asu.edu/research-forums>

QUESTIONS? → ResearchStrategy@asu.edu

Faculty Women’s Association

is proud to co-sponsor this event.
<http://fwa.org.asu.edu/>

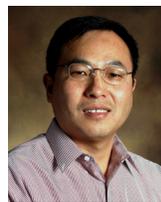
DISTINGUISHED PANELISTS



Nancy J. Cooke, Ph.D.

Nancy J. Cooke is a professor of cognitive science and engineering at Arizona State University and is science director of the Cognitive Engineering Research Institute in Mesa, Arizona. Her research interests include the study of individual and team cognition and its application to the development of cognitive and knowledge engineering methodologies.

In particular, Dr. Cooke specializes in the development, application, and evaluation of methodologies to elicit and assess individual and team cognition and performance. She is funded by the Office of Naval Research, Air Force Research Laboratory and the Army Research Office. Dr. Cooke earned her B.A. in psychology from George Mason University, her M.A. in psychology from New Mexico State University and her Ph.D. in psychology from New Mexico State University.



Qiang Chen, Ph.D.

Qiang “Shawn” Chen is an associate professor at ASU’s College of Technology & Innovation, as well as a faculty member at the Center for Infectious Diseases and Vaccinology in the Biodesign Institute. He is interested in how gene expression is controlled in plants at the transcriptional and post-transcriptional levels and in identifying and characterizing new genetic elements that control gene expression. In his capacity as the director of ASU’s Laboratory for Plant Biotechnology and Pharmaceutical Research, he mentors scientists and students in performing protein chemistry under the FDA’s current Good Manufacturing Practice (cGMP) regulations. Dr. Chen was a PMGI and NIH postdoctoral fellow at University of Minnesota and spent more than ten years in the biotechnology and pharmaceutical industry directing molecular biology and biochemistry research. Prior to joining ASU, he was the director of the Division of Protein Chemistry at Cardinal Health.



Ann F. McKenna, Ph.D.

Ann F. McKenna is chair of the Department of Engineering in the College of Technology and Innovation at Arizona State University. Prior to joining ASU she served as a program director at the National Science Foundation in the Division of Undergraduate Education. Dr. McKenna’s research focuses on understanding the cognitive and social

processes of design, design teaching and learning, the role of adaptive expertise in design and innovation, and the diffusion and impact of educational innovations. Her work in the area of design education has been nationally recognized. Dr. McKenna works across the disciplinary lines of engineering, education and design and has been published in diverse disciplinary venues. Dr. McKenna received her B.S. and M.S. degrees in mechanical engineering from Drexel University and a Ph.D. from the University of California at Berkeley.



Nancy Grimm, Ph.D.

Nancy Grimm is a professor of ecology in the School of Life Sciences and a Senior Sustainability Scientist at ASU. Her research addresses how human-environment interactions and climate variability influence ecosystem processes and services. She serves as director of the Central Arizona–Phoenix Long-Term Ecological Research program, an interdisciplinary study of the Phoenix urban socioecological ecosystem. Dr. Grimm recently completed a two-year assignment at the U.S. National Science Foundation, where she was a program director for the Ecosystem Science program and an interdisciplinary program liaison working extensively with the Science, Engineering, and Education for Sustainability portfolio. She earned her B.A. in ecology from Hampshire College in Massachusetts and M.S. and Ph.D. in zoology from Arizona State University where she has held research scientist and faculty positions since 1990.



Paul Westerhoff, Ph.D.

Paul Westerhoff is the associate dean for research in the Ira A. Fulton Schools of Engineering, and served as the founding director as well as professor in the School of Sustainable Engineering and the Built Environment. With a strong publication and research record, Dr. Westerhoff has earned wide recognition for his work related to treatment and

occurrence of emerging contaminants in water. He has been funded by AWWARF, USEPA, NSF and the DOD. Dr. Westerhoff joined ASU in 1995 and was promoted to full professor as a University Exemplar in 2007. He earned his B.S. from Lehigh University, his M.S. from the University of Massachusetts and obtained a Ph.D from the University of Colorado at Boulder.

PARTICIPANTS WILL BE ABLE TO:

- Source opportunities to serve as a reviewer or on a review panel
- Identify ways to approach internal and external reviewers and steps to receive constructive advice and feedback
- Create design and content directed to specialist and non specialist audiences
- Discuss benefits and pitfalls for identifying reviewers on submissions



ASU Knowledge Enterprise Development

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