



Chapter Grant Awards Application

1.) Name of Chapter: Philadelphia Area Chapter

2.) Number of Current Chapter Members

Faculty Members: 75 Staff Members: 0 Postdoctoral Trainees: 30
Graduate Students: 65 Undergraduate Students: 10

3.) Chapter Representative Contact Information:

Name: Ellen Unterwald, PhD

Address: Temple University School of Medicine
Philadelphia, PA 19140

Phone: 215-707-1861 Fax: 215-707-3678

E-mail: ellen.unterwald@temple.edu

4.) Chapter Treasurer Contact Information

Name: Ellen Walker, PhD

Address: 3307 North Broad Street
Philadelphia, PA 19140

Phone: 215-707-6770 Fax: 215-707-3678

E-mail: ellen.walker@temple.edu

5.) Checks Payable to: Philadelphia Chapter for the Society for Neurosciences

6.) Mailing Address for Checks: c/o Ellen Walker; School of Pharmacy

3307 North Broad Street, Philadelphia, PA 19140

Please attach responses to the following questions in 10 point font or larger:

- 1.) A **brief summary** of the proposal (no more than 150-200 words).
- 2.) **Specific goals** of the proposal and how it relates to the SfN Strategic Plan, Brain Awareness Week activities, or otherwise promotes increased chapter membership and activity (please do not exceed 750 words to 1 page). Please be sure to include an approximate date of the proposed activity or event.
- 3.) **Budget:** explanation and justification. Travel may be allowed only for visits to promote chapter membership, if part of a formal program. *Please note: requests for travel funds must be accompanied by a compelling justification.*
- 4.) Please list any **chapter-sponsored events** held during the past three years (please include event dates and titles).
- 5.) Chapter **web-page address**, if applicable

Important note:

All Chapter awardees are required to submit a final report including detailed budget expenditures within 30 days after the funded event or activity. *Any unused funds must be returned to SfN.*

Return this form and your attachments to chapters@sfn.org.

SfN Chapters Grant Proposal**1. Brief summary** of the proposal (not more than 150-200 words).

The Philadelphia Chapter for the Society for Neurosciences (PCSfN) is fortunate in that our city alone is home to over 38 colleges and universities. For each of the past five years, our Annual Meeting and our Brain Awareness Week has grown in regards to attendance and student/volunteer participation. To address this enthusiasm of our membership and to expand the two major annual events for our Chapter, we are proposing to: 1) increase the length of our Annual Meeting from a half day to a full day; 2) offer two levels of poster awards for each student category (undergraduate, graduate, and postdoctoral fellow); and, 3) add two new exhibits to our Brain Awareness Event. Each year the cost increases for running both the Annual Meeting and Brain Awareness Week. We have raised our Chapter dues to \$20 and obtain some donations but we would like to keep undergraduate student and graduate student membership fees free and expand some programming. Therefore, our chapter is requesting \$2,000 to meet these costs and expand the functions and operations of our Chapter to serve our increasing membership.

2. Specific Goals of the proposal and how it relates to the SfN strategic plan, BAW activities, or otherwise promotes increased Chapter membership and activity (750 words/1 page limit).

Philadelphia is the second largest city on the east coast and plays an important part of a student's college or university experience. Every academic program is enhanced by the cultural and intellectual life of the nation's fifth largest city. Greater Philadelphia ranks third in a national study measuring the strength and economic impact of its life-sciences industries. Eight of the largest pharmaceutical companies in the world plus biotech giants have operations in the Greater Philadelphia region. Providing talent for these companies, more than 80 colleges and universities prepare and develop students interested in life/bioscience/neuroscience careers. The Philadelphia Chapter for the Society for Neurosciences (PCSfN) is fortunate in that our city alone is home to over 38 of these colleges and universities and we have recently been capitalizing on this diversity, increasing our membership, and attracting donors to help us support our programs. However, despite increased membership and some donations, the costs of running our now larger chapter are increasing.

In previous years, our Annual Meeting begins with a luncheon in which the hosting institutions (e.g., Thomas Jefferson University, Drexel University, and Temple University) donate a free luncheon, audio visual costs, parking, and space rental. Often, the Society for Neuroscience helps support the travel and a portion of the honorarium for our Keynote Grass Travel Lecturer. However, this year we were unable to obtain support for our Grass Traveling Lecturer. In the past five years, through a previous Chapter Grant (2006) and more focused recruitment efforts on the part of the Chapter officers, we have increased student poster presentations from approximately 30 to 60. Furthermore, we have doubled the number of postdoctoral fellows that present at the Annual Meeting. We would like to capitalize on this increased interest in our Chapter by expanding our meeting to include morning talks from all the Institutions that participate and also present more student awards for poster presentations. We also are in need for funds to pay for a portion of the rental costs of poster boards (which run approximately \$2500 per meeting), printing additional abstract booklets (~\$600 per meeting), and maintaining our domain space on the web for our webpage (\$240). Our goal for this upcoming year is to reach out to four-year colleges and universities for more members.

In addition to assistance for our new Annual Meeting initiatives, we are requests \$500 for updating the educational materials for Brain Awareness Week and creating two new exhibits. In

cooperation with the Dana Alliance, we wish to develop a motorcycle safety exhibit and activity. At the present time, we have an activity on helmet safety for bicycles and roller sports but we would like to expand this activity to demonstrate the loss of function as related to specific types of head trauma associated with motorcycles accidents. Three examples of costs associated with the creation of this new exhibit would be the purchase of some actual motorcycle helmets involved in accidents, new materials to improve on our egg drop activity, and new materials to demonstrate what brain trauma looks like at both the brain and behavioral level (e.g. scans of damaged brains, a video showing behavior following brain trauma). Another exhibit we would like to develop that is particularly appropriate for our Philadelphia Chapter is 'Ben Franklin was a Neuroscientist!', an idea which came out of last year's brain storming meeting between the BAW planning committee and the Franklin Institute in Philadelphia. The Franklin will provide some display items related to Franklin's contribution to our understanding of electricity, and we wish to build upon this to illustrate 1) how essential electrical impulses are to the function of the brain and 2) how electricity is used to both study and treat the human brain. For example, we are aiming to add some hands on activities showing neural circuitry and communication, historical uses of electricity in neuroscience, and some skin conductance activities. Finally, we need to replace some of brain models and equipment used at our other activity tables, such as those exploring the senses, learning and memory, and comparative brain anatomy

Taken together, these initiatives will bolster our recent success at attracting membership and increase the participation of our membership. These initiatives will help us bring more neuroscience to school children in the Philadelphia region as well as to continue to develop the community of undergraduate students, graduate students, postdoctoral fellows, and faculty of neuroscientists in the Philadelphia Area.

3. Budget: Explanation and Justification.

Funds requested:

Annual meeting costs	\$1,000	(Abstract booklets; Poster Prizes & Boards)
New BAW Activities and Supplies	\$ 760	(2 new exhibits; updating materials)
Yearly ValueWeb Domain Charges	<u>\$ 240</u>	(yearly Domain charge to Chapter)
	\$2,000	

4. List of Chapter-sponsored events during the past 3 years. Please include event dates and titles.

2006 Brain Awareness Week, Franklin Institute Science Museum, March 16-17

2006 Annual Meeting, Temple University, April 18

Lecturer: Huda Akil, Ph.D. University of Michigan

Moods and Emotions: Searching for their Molecules and Brain Circuits

2007 Brain Awareness Week, Franklin Institute Science Museum, March 17-18

2007 Annual Meeting, Temple University, May 11

Grass Traveling Scientist Lecture: Christopher Henderson, Ph.D. Columbia University

Understanding and treating ALS: lessons from motor neuron biology

2008 Brain Awareness Week, Franklin Institute Science Museum, March 16-17

2008 Annual Meeting, Drexel University, February 5

Grass Traveling Scientist Lecture: Scott Brady, Ph.D. Univ of Illinois at Chicago

Life in the Fast Lane: Fast Axonal Transport and Neurodegeneration

5. Chapter web page, if applicable:

<http://www.pcsfn.org/>