



Introduction

The U.S. National Science Foundation's ACCESS program launched with a short runway to develop a full complement of communications assets, including a tagline. "Advancing Innovation" was a quick attempt to encapsulate the value of the program. Now that we've worked together for two years, it's clear we need a new descriptor.

Per direction from the ACO, a tagline contest was opened up to all ACCESS staff. Following a month of submission time, all submissions were put before the ACCESS Communications and Outreach Standing Committee to vote on their first, second and third choices.

The following are submitted in order of votes; each would be used in tandem with the ACCESS logo.

Enabling Discovery for All

This concept really puts the focus on the community using ACCESS, highlighting what's most important to them – the discovery they work tirelessly to achieve. Enabling those revelations is the essence of what advanced research computing offers and this straightforward tagline speaks the language of those who use our resources.

Democratizing Discovery

This option is perhaps the best aligned with the message NSF would like the community to understand about ACCESS: that this program lowers barriers – from cost to the allocations-request process – so more researchers and educators can take advantage of our nation's cyberinfrastructure.

Resources That Empower

This concept brings resources – without which ACCESS wouldn't exist – to the forefront. Whether they be cloud, storage or any other resources our program provides, these form our backbone. As such, they support researchers, educators, etc. with speed and power.



