Funding Expertise. Personally Delivered.
Agenda

- **What is GRC?:**
  - Grants Resource Center
  - Services Overview

* Quick Check-In *

- **Proposal Development:**
  - Before you write

- **Write On!:** 10 tips to transform your BIG idea into funds

- Common mistakes and ethical hiccups

- Traits of successful proposal writers

- Final thoughts
Established in 1967, as a not-for-profit premium service of the American Association of State Colleges and Universities (AASCU), the Grants Resource Center (GRC) is open to four-year public and private higher education institutions.
GRC Mission

The Grants Resource Center (GRC) strives to improve members’ success in securing competitive grants from federal and private sponsors.
GRC Mission in Action

GRC fulfills its’ mission by providing the following pre-award services & products:

• Staff Support
• Publications
• Networking Opportunities
  (Annual Conference, Peer-to-Peer Connections, Linkages to decision makers, etc.)

• Grant Search Database
• Faculty Alert System
• Management and Funding Resources
GRC Membership Profile

- Research administrators and faculty members
- Over 150 member campuses in 40 states, D.C., Guam, and Ghana
- Primarily public institutions and state systems
- Separate dues structure from AASCU dues
- Member-elected advisory board
GRC Member Support Structure

- GRC staff members manage a portfolio of assigned campuses based on full-time enrollment (FTE).

<table>
<thead>
<tr>
<th>CATEGORY A</th>
<th>Under 5K FTE</th>
<th>Richard Wellons</th>
</tr>
</thead>
<tbody>
<tr>
<td>CATEGORY B</td>
<td>5K-10K FTE</td>
<td>Willette Brown-Fatoyinbo</td>
</tr>
<tr>
<td>CATEGORY C</td>
<td>Over 10K FTE</td>
<td>Erika Thompson</td>
</tr>
</tbody>
</table>

- GRC staff members also are assigned to:
  - Multiple federal agencies and foundations
  - Complementary organizations (FDP, NCURA, NSPAA, etc.)
  - GRC staff embody a significant level of working knowledge about federal agencies, foundations, higher education and funding trends, assigned campus strengths, and emerging interests.
Members rely on GRC staff to:

- Attend Washington, D.C.-area agency meetings and events;
- Answer funding opportunity-related questions;
- Perform funding opportunity searches;
- Obtain successfully funded proposals; and
- Link researchers and administrators to Program Officers through scheduled federal agency visits
GRC Member Support Structure

Members rely on GRC staff to:

• Plan campus visits to provide agency overviews and conduct proposal development workshops;

• Meet with faculty to help them determine funding possibilities and prepare for meetings with program officers; and

• Strengthen professional ties amongst research administrators, industry leaders, and grant recipients.
GRC Publications

What We Publish

• **GrantWeek** (Mondays) e-newsletter about program details, pending legislation and federal appropriations, proposed changes to agency rules, and member spotlights

• **Bulletin** (Tuesdays and Fridays) synopsizes hundreds of funding alerts from Grants.gov, Federal Register and Federal Business Opportunities (FBO)

• **Deadlines** (monthly) programs with competitions closing in the next 30/60/90 days

What We Publish

• Grants.gov, Federal Register, FBO, listservs and funding agency websites

• Latest deadlines, program priorities and pending legislation

• Outcomes of proposed policy revisions

• Technical assistance workshops and agency briefings
GRC GrantSearch Database

Contains over **1,400 funding opportunities** that are cyclical, make multiple awards, and are national/regional in scope.

**Search Criteria Include:**
- Academic Subject
- Activity
- Curriculum Development, Fellowships, Research support, etc.
- Funding Sponsor
- Deadline Month
- Keyword(s)

**Search Profile Include:**
- Funding Opportunity Description
- Links to Online Info.
- Deadline Dates
- Contact Information
GRC Conferences & Webinars

Annual Funding Summit (2020 dates TBD) features federal agency and foundation program officers who administer grant programs and influence funding decisions:

• General and concurrent sessions
• Private consultations (1:1 between participant and program officer)
• Webinar option for members unable to attend

Annual Webinar Series (2019 dates TBD) highlights agencies and programs of interest to research administrators, faculty, and staff:

• Typically occurs in August and September
• One price per connection
• Funded PIs featured
GRC Faculty Alert System

Provides faculty with monthly email notifications about funding opportunities related to YOUR interests

• Select academic areas of interest and program support themes closest to your interest area

• Control your search criteria

• Change keywords at any time

• Currently, there are over 2,400 faculty enrolled
Management & Funding Resources

- Funded proposal library
- Agency fact sheets
- Sample administrative policies
- Limited submission funding opportunities
- Funding and proposal development guides
- Webinar recordings
- Funding opportunity search request form
Quick Check-In

UP NEXT: Proposal Development 101
Before You Write…

• Understand the ecosystem of proposal development
• Compare and research funding sources (federal, private foundations, corps.)
• Review the FOA in detail
• Complete internal approval process w/Sponsored Research Office
• Become familiar with systems to manage data and attachments
• Communicate w/stakeholders (internal & external)
• Gather and cross reference your research points with FOA
• Know your audience
• Determine your style/voice
Before You Write...
Understand the ecosystem of proposal development
### Before You Write…

**Compare and research funding sources**

<table>
<thead>
<tr>
<th><strong>Government funding</strong></th>
<th><strong>Foundation funding</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Source: Federal- state- county funds</td>
<td>Source: Individuals- corporations-public</td>
</tr>
<tr>
<td>Lucrative; larger award</td>
<td>Award amounts vary</td>
</tr>
<tr>
<td>Largest supporter of university research projects</td>
<td>Inclusive of many organizational structures</td>
</tr>
<tr>
<td>Lengthy, complex application</td>
<td>Shorter, streamlined application</td>
</tr>
<tr>
<td>Prestigious; potential to increase institutional profile</td>
<td>Prestigious; potential to increase institutional profile (PR/public opinion/comm. relations)</td>
</tr>
<tr>
<td>Maintains stringent reporting requirements under the Government Performance and Results Act (GPRA) to ensure that goals of agency programs are met</td>
<td>Review process overseen by industry experts, volunteers and/or board members</td>
</tr>
<tr>
<td>Especially interested in collaborations in leveraging federal dollars</td>
<td></td>
</tr>
<tr>
<td>Review process overseen by industry experts</td>
<td></td>
</tr>
</tbody>
</table>
Before You Write...

Compare and research funding sources

Mission

Priority areas & goals
(geo & philanthropic)

Budget

Previous award history

Beliefs?
Core values?
Vision?

Interest areas?
Geography?
Audience?
Target population?

Operational?
Funding?
Red flags?
990 check?

Who?
Why?
How much?
Before You Write…

Compare and research funding sources

- NOFA Notice of Funding Announcement (NOFA)
  - Broad Agency Announcement (BAA)
  - RFP Request for Proposals (RFP)
  - Call for Proposals (CFP)
  - Solicitations

What does it all mean?

- Outlines the bidding process and contract terms.
- Provides guidance on how the bid should be formatted and presented.
Before You Write…
Review the RFP in detail

- Funding description
- Award information
- Eligibility requirements
- Deadline
- Cost sharing/match requirements
- Attachments
- LOI
- Contact information
Some grantmakers may also request a letter of intent (LOI) prior to the proposal deadline.

- What? “Skelton version” of your proposal
- Why? Used to pique a grantmaker’s interests; helps grantmaker quickly determine a good “fit”
- How? Summary, organization overview, statement of need, methodology w/staffing pattern, other funding sources and budget
Before You Write…
Complete internal approval process w/SRO

- Familiarize yourself with institutional guidelines
  - What does your institution’s internal routing process include?
  - How much lead time is required prior to the submission date?
  - Where can you find grantwriting assistance?
  - Who is responsible for preparing institutional attachments or letters of support?
Before You Write...

Gather research points

• Familiarize yourself with institutional guidelines
  ✓ What does your institution’s internal routing process include?
  ✓ How much lead time is required prior to the submission date?
  ✓ Where can you find grantwriting assistance?
  ✓ Who is responsible for preparing institutional attachments or letters of support?

• Gather and assess your team

• Communicate, communicate, communicate!
Write On!

Top 10 tips to transforming your idea into funds
#10: Ask the Tough Questions

**DEMAND:**
Does my project respond to a national need (social, educational, economic, public health) or positively contribute to a pressing matter?
SIGNIFICANCE:

What makes my project unique?

Does my project advance the state of knowledge in a particular discipline?

Has it been executed in the past?

Is the model positioned for replication elsewhere?
Ask the Tough Questions

**TIME:**
- How much time is needed to complete the proposal?
- Can my team commit to the timetable?
- What system/process will I use to track and document project deliverables, deadlines and benchmarks?
Ask the Tough Questions

**BUDGET:**

- Do I understand the funders policy on indirect costs?
- What are favorable percentages deemed by the funder?
- Have I scheduled time to review financials with the sponsored research office?
EQUIPMENT:

What equipment will I utilize?
Did my institution purchase new equipment/tools note an honorable mention?
Will I rely on new, cutting edge technology?
Do I anticipate the purchase of new equipment related to the project/research/program?
Ask the Tough Questions

**POLITICS:**

- Are you politically positioned to pursue this project?
- Who is available to provide organizational sponsorship?
- Are there other program or colleagues connected to your project or theme?
Tough Questions = READINESS

• Agencies require administrative planning.
• A good plan indicates research competence.
• Hit the ground running when you are funded.
• Facilitates approval process within your institution.
• RIGHT and RESPONSIBLE thing to do when dealing with someone else’s money.
#9: Develop a Compelling Abstract

(Executive Summary)

• Provide a “big picture” summary of your plan and highlight innovative points that support your idea.

• Some funders will specifically state the information they wish to see included in the abstract. Keep it short, factual and impactful.
#8: Highlight the Organization

- Mission statement
- Vision statement
- History/years of service
- Highlight significant milestones (centennial year, accreditation)
- Summarize core programs (goals, #’s served, etc.)
- Capture organizational capacity in staffing (staff size, credentials)
#7: Develop a Needs Statement

(Problem Statement, Hypothesis or Research Question)

• What is the nature of your problem?

• How does this problem impact priorities important to the funder? Community? Society?

• Elements to include:
  o Target population (history, trends, profile, etc.)
  o Data, data, data!! (empirical research, survey results, test scores, reports, etc.)
  o Project/program objectives (SMART)
  o Quantitative/Qualitative criteria for measuring the solution (how will you measure the outcome?)
Clarify the Needs Statement

(Problem Statement, Hypothesis or Research Question)

Driving force, mission, vision, target population, etc.

Qualifiers, credentials, interest-level, etc.

Your solution
(program, project, research w/anticipated outcomes and impact)

That which you love

That which you are good at

That which the world needs

That which you can be paid for

Passion

Mission

Profession

Vocation

Project deliverables, staffing, equipment, etc.
#6: Explore the Project/Program

(program description)

- State how your solution meet the needs of the problem.
- Explain the overall goals.
- Match your goals with **SMART** objectives.
- Describe the activities you will execute to actualize the goals.
### #5: Access Goals & Objectives

<table>
<thead>
<tr>
<th>Goals</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goals</strong> are general guidelines that explain what you want to</td>
<td><strong>Objectives</strong> define strategies or implementation</td>
</tr>
<tr>
<td>achieve in your community. They are usually long-term and represent</td>
<td>steps to attain the identified goals.</td>
</tr>
<tr>
<td>global visions such as “protect public health and safety.”</td>
<td><strong>Objectives</strong> are specific, measurable, and have a</td>
</tr>
<tr>
<td></td>
<td>defined completion date.</td>
</tr>
<tr>
<td></td>
<td><strong>Objectives</strong> outlines the “who, what, when, where,</td>
</tr>
<tr>
<td></td>
<td>and how” of reaching the goals.</td>
</tr>
</tbody>
</table>
What are SMART Objectives?

Specific       Measurable       Achievable       Realistic       Time-Sensitive
#4: Explore the Project/Program

(Program description)

- State how your solution meets the needs of the problem.
- Explain the overall goals.
- Match your goals with **SMART** objectives.
- Describe the activities you will execute to actualize the goals.
Realistic, well-thought numbers should match narratives

Determine Source of Matching Funds

Existing vs. New Money

Facility Enhancements

Travel Expenses

Personnel Expenses

Equipment Purchases

Sub-Contracts
#2: Assessment

- Describe **quantitative** and **qualitative** outcomes.

- Decide who is in charge of assessment NOW -- do not wait until you are completing your first project appraisal to determine who is managing this integral part of the project.

- Determine how findings will be fed back into the project to enhance and strengthen your progress.
Make a **HUMAN** connection.

Educate the program officer about your project/program.

Schedule phone calls and e-mails to stay relevant and engaged.

Differentiate yourself from the competition.

Welcome application feedback.

**BE PREPARED** to resubmit, if applicable.
Common Mistakes
Common Mistakes

- Complex sentence structure

The intrinsic labyrinth of wires must be first disentangled. The liquid contents of container should then be disgorged via the spout by the operator.
Common Mistakes

Reviewers Feedback

Disturbs the Reviewer
- Spelling errors
- Overuses technical terms
- Uses acronyms
- Uses gender-specific terms

Confuses the Reviewer
- Writes overly complex sentences
- Fails to attend to paragraph coherence issues
- Uses passive voice
- Includes non-parallel lists

Diminishes Credibility
- Fails to address criteria
- Abstract, problem statement, budget disconnect
- Fails to address assessment and administration
- Includes extraneous information
- Grammatic errors
Research Ethics

• Conflict of Interest
• Scientific misconduct
• Preserve privacy and confidentiality
• Plagiarism
• Problems of Practice
  (fraud, deception, poor project management, sloppy research practices)
Compromised Research Ethics

CONFLICT OF INTEREST

PLAGIARISM

PROBLEMS OF PRACTICE

fraud, deception, poor project mgt., sloppy research practices, etc.
Traits of Successful Proposal Writers

- Research skills
- Sales capabilities
- Written and oral communication skills
- Ingenuity and flexibility
- Administrative capabilities (leadership to accounting)
- Human relations skills
- Persistence, dedication, patience, and “Can Do” attitude
- Political acumen
- Integrity
Final Thoughts

• Build campus capacity.
• Know community interests/resources/needs.
• Don’t just chase $$- build a long-term strategy.
• “Publication is about science, and grant writing is about marketing”.
• Program Officers are the best allies.
• Mantra: If at first you don’t succeed, **TRY, TRY AGAIN!**
GRC Staff Directory

Erika Thompson, Director: thompson@aascu.org, 202.478.4713

Kyle Mahaney, Program Advisor: mahaneyk@aascu.org, 202.478.4721

Willette Brown-Fatoyinbo, Program Manager: fatoyinbow@aascu.org, 202.478.4689

Kenneth McDonald, Program Associate: mcdonaldk@aascu.org, 202.478.4708

Richard Wellons, Program Manager: wellonsr@aascu.org, 202.478.4714
Questions?
Thank You