½ Points: Making Your Grant Proposal Distinctively Different

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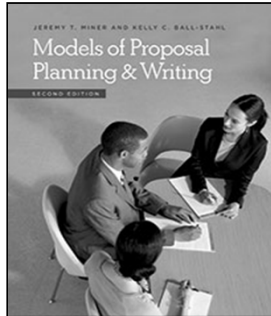© Jeremy T. Miner, 2018   1

Session Outline

- Learn a process for systematically analyzing grant application guidelines

- Examine tools that aid in identifying sponsor hot button themes

- Recognize ways to increase persuasiveness of grant applications
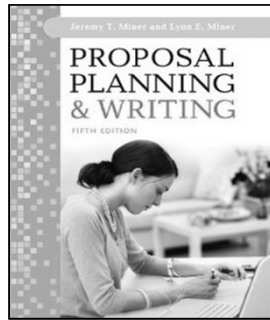
- Questions

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Grant Writing Resources

Grant Writing Resources
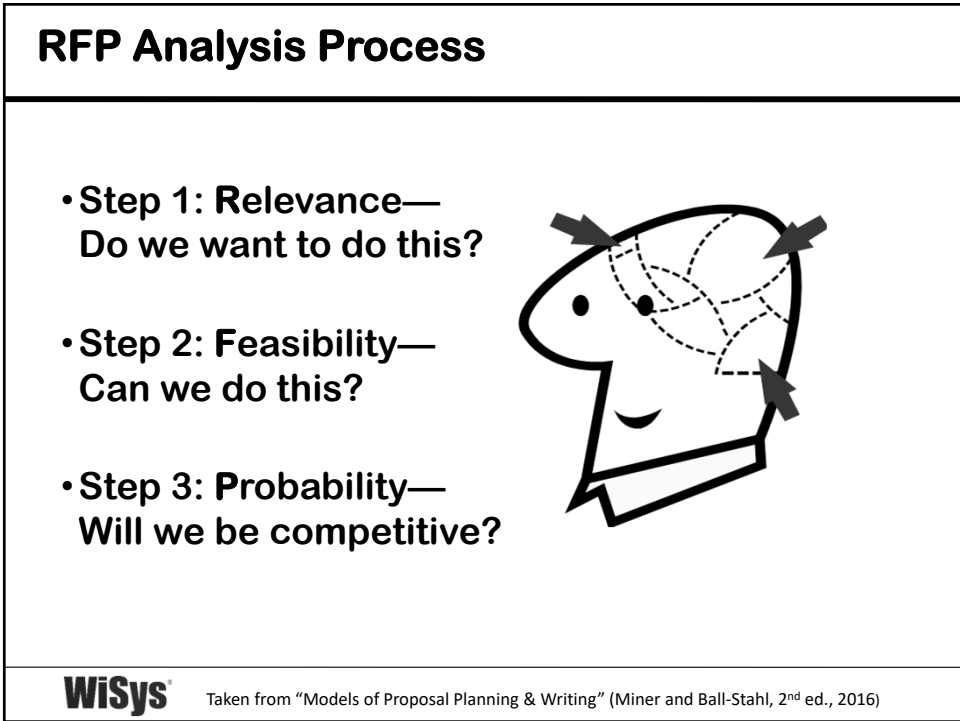

Greenwood, 2016

www.greenwood.com

Greenwood, 2013

Greenwood, 2011

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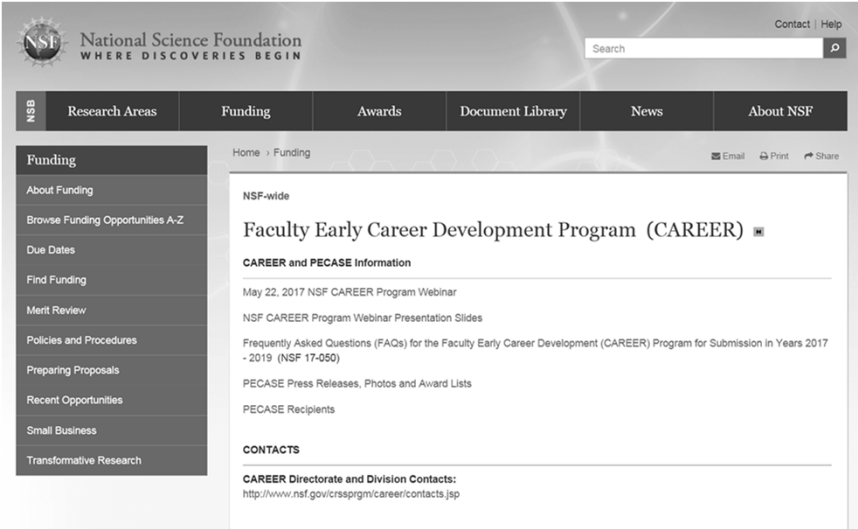## Tilting the Scales in your Favor

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The Persuasion Intersection

Sponsor Values

Proposal Logics   PERSUASION   Proposal Psychologics

Applicant Credibility

WiSys Taken from "Models of Proposal Planning & Writing" (Miner and Ball-Stahl, 2nd ed., 2016)

RFP Analysis Process

- **Step 1: Relevance—** Do we want to do this?

- **Step 2: Feasibility—** Can we do this?

- **Step 3: Probability—** Will we be competitive?

WiSys Taken from "Models of Proposal Planning & Writing" (Miner and Ball-Stahl, 2nd ed., 2016)

RFP Analysis: NSF CAREER

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RFP Analysis Process:

Relevance

– **Program purpose:**
– Enable awardees to develop careers not only as outstanding researchers but also as educators demonstrating commitment to teaching, learning, and dissemination of knowledge

– **Estimated # awards:**
– 450

– **Eligibility criteria:**
– Universities and Colleges; non-profit, non-academic organizations; STEM doctoral degree, tenure-track

– **Funding levels:**
– $400K; BIO, ENG, OPP = $500K

– **Project timeframes:**
– 5 years

– **Known "deal breakers":**
– ?

– **Key dates:**
– 7/19-21 due, 5pm local

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RFP Analysis Process:

Feasibility
- Evaluation criteria

- Hot buttons

- Distinctive features

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Evaluation Criteria

CAREER

- **Intellectual Merit:** The Intellectual Merit criterion encompasses the potential to advance knowledge; and

- **Broader Impacts:** The Broader Impacts criterion encompasses the potential to benefit society and contribute to the achievement of specific, desired societal outcomes.

IUSE: GEOPATHS

- Participant Recruitment
- PI Team
- Institutional Commitment
- Connection to Research on Geoscience Education
- Connection to Careers
- Faculty Development Plan
- Documenting Impact
- Potential for Sustainability

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Hot Button Finders

Word Frequency Counters

The	670
And	361
Of	320
To	282
Research/er/ing, Education/al/tor	94/7/1, 54/12/7
Integrate/ed/ing/ion/ive	1/5/1/9/2
Teaching/er, Learning	5/1, 5
Discover/y, innovative/ion	1/2, 8/1
Evaluate/d/ing/ion/tor	2/1/2/6/2
Assess/ing/ment, Outcomes	1/2/3, 9
Must, Require/d/s/ing/ment	26, 3/11/2/1/19
Should, Expected/ation, Ensure	48, 10/2, 3
Collaborate/ation/tors/tive	2/11/3/2
Encourage/d/s	2/8/6
Outreach	4
Lifetime	3

Word Cloud Generators

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CTRL-F

"Proposers are encouraged to communicate with the CAREER contact or cognizant Program Officer in the Division closest to their area of research to discuss the expectations and approaches that are most appropriate for that area."

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CAREER: Project & Path

"A well-argued and specific proposal for activities that will, over a 5-year period, build a firm foundation for a lifetime of contributions to research and education in the context of the PI's organization."

• Where are you today?

• Where do you want to be in the future?

• What do you want to be known for?

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RFP Analysis Process:

Probability
  – SWOT

  – RFP
  • ambiguities
  • inconsistencies
  • discrepancies
  • omissions

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RFP Analysis: Seeds of Native Health

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RFP Analysis Process:

Seeds *of* Native Health
A Campaign for Indigenous Nutrition

Relevance

– **Program purpose:**	– improve nutrition and access to healthy foods for children and communities
– **Estimated # awards:**	– ?
– **Eligibility criteria:**	– Native American 501(c)3, federal or state recognized tribal gov'ts
– **Funding levels:**	– Up to $40,000 each
– **Project timeframes:**	– 9/1-8/31
– **Known "deal breakers":**	– 30% match; 15% indirect costs
– **Key dates:**	– 6/24 webinar; 7/20 proposal due; 8/21 funding decisions

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RFP Analysis Process:

Seeds *of* Native Health
A Campaign for Indigenous Nutrition

Feasibility
- **Evaluation criteria**

- **Hot buttons**

- **Distinctive features**

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Evaluation Criteria

Seeds *of* Native Health
A Campaign for Indigenous Nutrition

1. **Need**
2. **Addressing Obesity and Type 2 Diabetes**
3. **Goals and Objectives**
4. **Successes/Challenges**
5. **Activities**
6. **Strengthening Current Programming**
7. **Policy Change**
8. **Evaluation**
9. **Collaboration**
10. **Other Sources of Funding**
11. **Staff Oversight**

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Hot Button Finders

Seeds *of* Native Health
A Campaign for Indigenous Nutrition

Word Frequency Counters

And	93
The	90
To	81
Of	68
Community	18
Health/y	9/14
Nutrition, Food/s	14, 4/4
Build, Capacity	8, 9
Evaluate/ion	2/10
Implement, Policy, Change, Intervention	8, 12, 8, 3
Must	15
Required/ment	3/3
Collaboration, Partner/ship	2/1/1
Expect/ed	1/1
Ensure	1

Word Cloud Generators

access according activities address adult **ages american** amount **applicants** approx area **assist** budget building campaign capacity change childhood **children** cited **community** complete current date demonstrate **describe** develop **diabetes** etc **evaluation** example existing federal **food** foundation **funding** goal **grant** grantee **health** **healthy** identify impact implementing include indicate information knowledge leadership letter list match national **native** nb needs **nutrition** **obesity** objective online org **organizations** participate period **please** **policy** prevention **program** **project** promising proposals **provide** questions rates **request** required school seeds served smsc sources staff state strengthen strong submission submit **support** system targeted technical tests total **tribal** **tribe** type **words** work www youth

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Seeds *of* Native Health
A Campaign for Indigenous Nutrition

"9. Collaboration. Describe your collaboration and partnerships with the community as well as tribal support for your program. Applicants must submit a letter of support from their tribe or a community partner."

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RFP Analysis Process:

Probability
– SWOT

– RFP
  - ambiguities
  - inconsistencies
  - discrepancies
  - omissions

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Preproposal Contacts

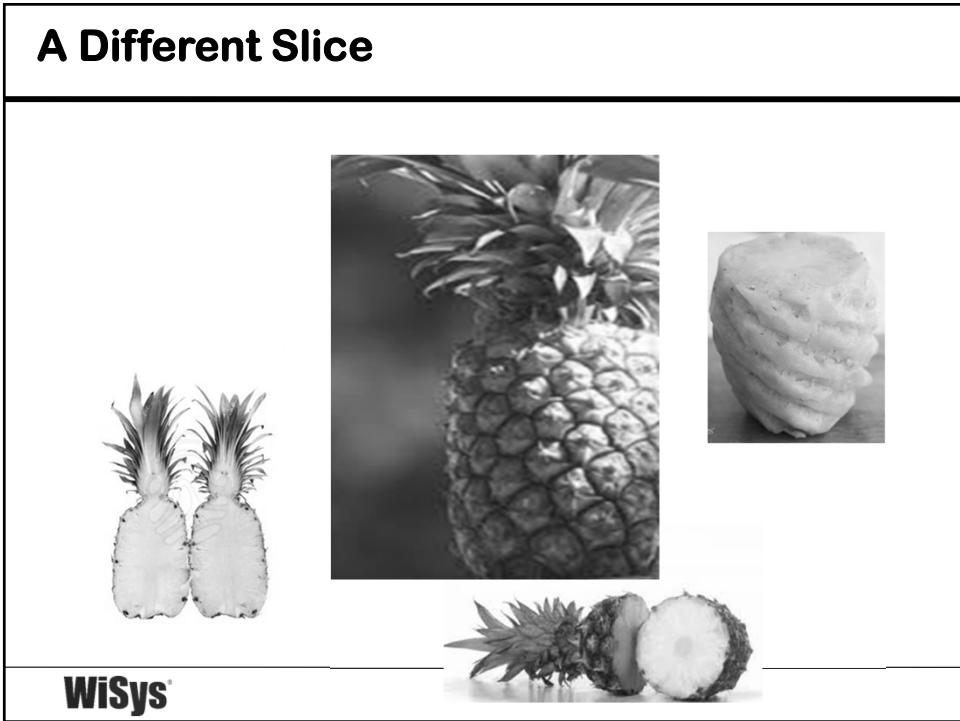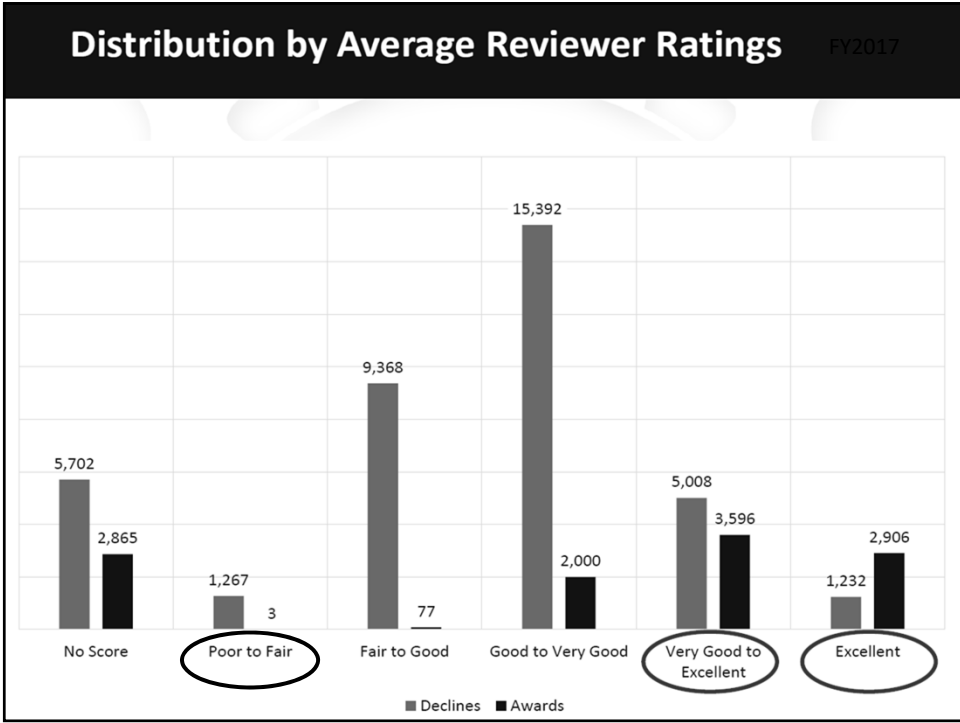- Does my project align with your current priorities?
- Are awards made based on any special criteria?
- What are the most common mistakes?

- Who was most helpful?
- Was a preproposal reviewed?
- What would you do differently?

Program Officer

- How did you get to be a reviewer?
- How much time did you have?
- What were you told to look for?

Past Grant Winner

Past Grant Reviewer

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Distribution by Average Reviewer Ratings FY2017

15,392

9,368

5,702

2,865

1,267

3

77

5,008

3,596

2,000

2,906

1,232

No Score | Poor to Fair | Fair to Good | Good to Very Good | Very Good to Excellent | Excellent

■ Declines ■ Awards

A Different Slice

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Collaboration: Hot Button Theme

- Problem
- Goals
- Methods
- Evaluation
- Dissemination
- Budget/Budget Narrative
- Appendixes

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Narrative Details

- Problem
- Goals
- Methods
- Evaluation
- Dissemination
- Budget/Budget Narrative
- Appendixes

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Proposal Appearance

- Layout

- Emphasis

- Visuals

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Questions? Comments?
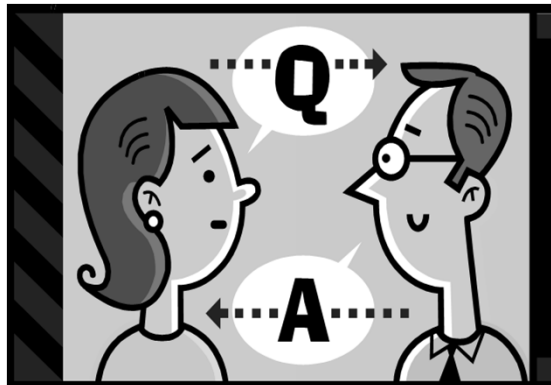
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Grant Professional Development Opportunities

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Go Write Your Best Grant Ever!

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