BRADLEY UNIVERSITY

TOP TEN TRICKS
To Writing Winning Proposals
The Office of Sponsored Programs

THE GRANT CYCLE

HOW IT'S SUPPOSED TO WORK:

WRITE GRANT → GET $ → DO RESEARCH → PUBLISH RESULTS

(REPEAT)

HOW IT REALLY WORKS:

DO RESEARCH → GET RESULTS BUT DON'T PUBLISH THEM YET. CALL THEM "PRELIMINARY RESULTS" → WRITE GRANT TO DO WHAT YOU ALREADY DID → GET $ → OK, NOW YOU CAN PUBLISH RESULTS

USE $ TO PAY FOR AN UNRELATED NEW PROJECT

WWW.PHDCOMICS.COM

BRADLEY UNIVERSITY

TRICK #1: Use the right approach
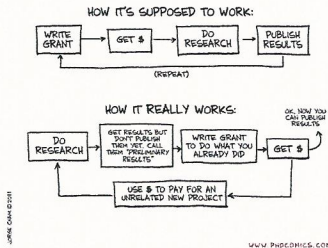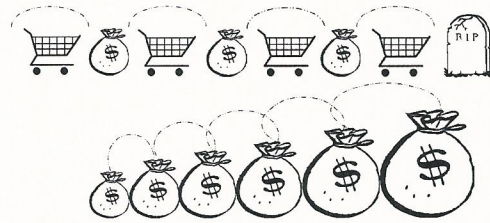
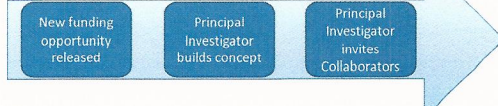Approach grant-seeking as a CAREER STRATEGY ... not as a shopping expedition

Grant-Seeking Career Strategies

Reproduced from Licklider, M. M. (2012)

BRADLEY UNIVERSITY

TRICK #2: Read, re-read, and read once again ALL program materials

Part of the "Know Thy Funder" process

1. Proposal guidelines
   a. Deadlines and submission process
   b. Content and formatting requirements
2. Mission and Purpose statements
   a. Key words
   b. Funder priorities
3. Recent awards made
   a. Potential for gaining access to a successful proposal
   b. Gauge the match with your own project
4. News items
   a. Other philanthropies or connections
5. Bios about the staff/board of directors
   a. Know who is going to make this decision ... and who has their ear!
6. Then ... CALL THE PROGRAM OFFICER! You've done your homework, now you can ask good questions about fit and other considerations.
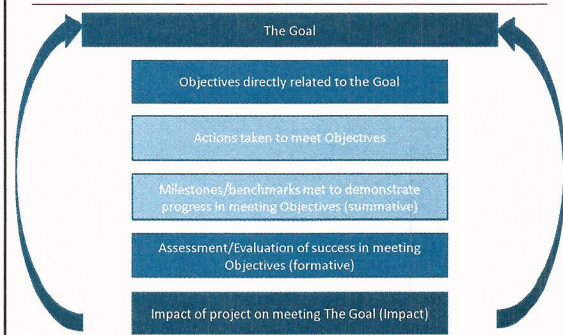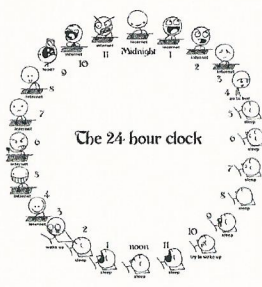

BRADLEY UNIVERSITY

TRICK #3: COLLABORATION makes a BIG difference

Traditional Approach

New funding opportunity released → Principal Investigator builds concept → Principal Investigator invites Collaborators

Strategic Approach

Form a network of strengths → Influence policy and predict the future → Team and concept are in place prior to release of funding opportunity

Traditional and Strategic Approaches to Collaboration
Reproduced from Licklider, M. M. (2012)

BRADLEY UNIVERSITY

TRICK #4: Give yourself TIME

1. Set aside time (but not too much time) for grants work on a regular schedule (daily, 3X/week, etc.).

2. Set a goal of one page/one hour of productivity per timeslot.

3. Procrastination leads to forced writing – you may get more in quantity, but you'll suffer in quality (Krashen, 2002).

4. Make GOOD use of your time (don't waste time on a lost cause!)

The 24 hour clock

http://medicalhumour.wordpress.com

BRADLEY UNIVERSITY

Trick #5: Use PROPOSAL LOGIC to outline your narrative

The Goal

Objectives directly related to the Goal

Actions taken to meet Objectives

Milestones/benchmarks met to demonstrate progress in meeting Objectives (summative)

Assessment/Evaluation of success in meeting Objectives (formative)

Impact of project on meeting The Goal (Impact)

Slide 1

BRADLEY UNIVERSITY — Trick #6: Set good goals and objectives AND plans for evaluation.

http://www.fieldstonealliance.org/client/tools_you_can_use/06-20-07_evaluation_culture.cfm

OBJECTIVE: What distinguishes an objective from a goal or outcome?

TYPE OF OBJECTIVE: Product, Process, Performance, or Behavior objectives? (The type of objective determines how you will assess/evaluate it.

EVALUATION:
Formative – Is this working?
Summative – Did this work?
Impact – Is it still working or is it working for others?

KEY TO REMEMBER: You cannot write a strong objective statement without thinking about how you can evaluate it.

OBJECTIVES/GOALS + EVALUATION + OUTCOMES = PROPOSAL LOGIC

Slide 2

BRADLEY UNIVERSITY — Trick #7: Understand the difference between scholarly writing and grant writing

Writing for Academia	Writing for Funders
Scholarship-centered: *you define what this is about*	**Sponsor-centered:** *you write to meet their expectations of what this is about*
Past-oriented: *dissemination of what has been done*	**Future-oriented:** *expectations of what comes next*
Expository: *an explanation of what has been done*	**Persuasive:** *an argument about the value of what is to be done*
Knowledge/product-oriented: *focus is on what is produced, even knowledge for knowledge's sake*	**Outcome/impact-oriented:** *why this knowledge or product is important – what are the implications?*
Impersonal: *objective and unbiased*	**Personal:** *personal investment and motivation is part of the argument*
Exploratory/innovation-oriented: *to go where no one has gone before*	**Guarantee-oriented:** *to go where no one has gone before but with a good chance of success*
Expertise is with the researcher/author	**Expertise is with the reviewer/funder**
Specialized audience: *you can assume some prior knowledge/understanding*	**General readership:** *assume nothing*
Study-centric: *research team sets own agenda, goals, and work plan*	**Community-centric:** *Now there are investors, and work to be done must fit the agenda and goals of the funding community.*

Slide 3

BRADLEY UNIVERSITY — Grant Writing vs. Scholarly Writing
Dr. Steven Sayers, University of Minnesota

**Grant Writing:**
America is rapidly aging … and the number one medical condition in the US contributing to chronic disabilities in older adults is knee osteoarthritis … Older adults suffering from knee OA are often caught in a downward spiral of reduced physical activity, loss of muscle mass, reduced function and mobility, and increased physical disability … We believe it is essential to find ways to improve quality of life, maintain functional independence, and reduce physical disability in older adults with knee OA to lessen the ever-increasing health-care burden in our country.

Scholarly Writing:
There is no cure for osteoarthritis (OA) (1); therefore, treatment modalities to improve quality of life for older adults with this disease have focused on improving measures of muscle strength, function, and reducing pain…Difficulties arise when attempting to choose the most effective RT protocol due to inconsistent findings and controversy in the literature regarding strength-enhancing RT…While RT with a strengthening component is currently the preferred recommendation for patients with knee OA … "muscle-enhancing interventions"(10) that emphasize speed of movement may be preferable, and possibly safer, alternatives.

Slide 4

BRADLEY UNIVERSITY — Deciphering Academese

Slide 5
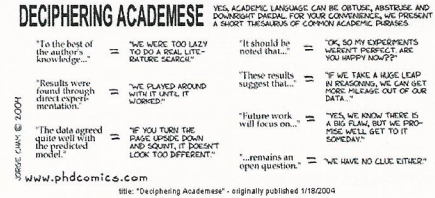
BRADLEY UNIVERSITY — Trick #8 – Use common good practices to keep readers reading!

1. Write from a position of STRENGTH instead of NEED
2. Avoid subjunctive phrases such as "could, would, might"
3. Use an active vs. a passive voice
4. Use first person … but wisely
5. Avoid overused words such as "unique, significant, novel, important, meaningful, innovative"
6. DON'T right-align – it makes it harder to find one's place in the text.
7. Keep it simple and jargon free (no ProfSpeak awards here)
8. Make it easy for underpaid, "objective" reviewers to skim
   a. Follow guidelines and use sub-headers as maps
   b. Use transitions and organize your ideas clearly
   c. Answer the "so what" questions!
   d. Write with structure and use variances strategically
10. Proofreading is critical! No sloppy proposals

Slide 6

BRADLEY UNIVERSITY — Trick #9 – Learn from others' mistakes.

How to fail in grant writing http://chronicle.com/article/How-to-Fail-in-Grant-Writing/125620/

Avoid common pitfalls:

Goals and Objectives: *"The experiments do not seem to be organized or connected to a clear hypothesis"*

If-then scenarios: *"It would appear that the work to be conducted in the second year is dependent upon the results of [experiment/activity 1], yet no plan is described should they meet with unexpected results."*

Qualifications/expertise: *"It is not clear that the project director has the qualifications or expertise necessary to undertake the proposed scope of work"* (don't rely on CV!)

Scope of work and timeline: *"The scope of work proposed seems overly ambitious for the proposed project period."*

The broader scholarly field/background: *"The proposers do not take into account the work that has been done by X in Y"*

Broader impacts: *"It isn't clear how the proposed studies will improve the success of underrepresented students even though there is a significant number enrolled at the college."*

Institutional climate/support: *"There is no plan presented for continuing the project beyond the proposed project period."*

Slide 1

BRADLEY
UNIVERSITY

Trick #10 – DON'T GO IT ALONE

Indirect Costs Distribution

Release Time vs. Compensated Time

Your FRIENDLY and HELPFUL OFFICE of SPONSORED PROGRAMS

Financial Conflict of Interest

InfoEd SpinPLUS

Transmittal Form

Fringe Benefits

The SOONER you let us know you are seeking funding or preparing to write a proposal, the more we can help in the process.

GRANT WRITING WORKSHOPS – SUMMER 2015 (watch BU News and OSP Announces)

Slide 2

The Office of Sponsored Programs

Sandra Shumaker, Executive Director of Research and Sponsored Programs
sshumaker@fsmail.bradley.edu
309-677-3777

Sharon Rast, Administrative Assistant
srast@fsmail.bradley.edu
309-677-3877

Sadiya Ahmad, Graduate Student Assistant
sahmad2@mail.bradley.edu
309-677-3877

Dr. Jeff Bakken, Associate Provost for Research and Dean of the Graduate School
jbakken@fsmail.bradley.edu
309-677-3997

THANK YOU!

BRADLEY
UNIVERSITY

Slide 3

BRADLEY
UNIVERSITY

References

Licklider, M. M. et al. (2012) *Grant Seeking in Higher Education: Strategies and Tools for College Faculty*. San Fransisco, CA: Jossey-Bass.
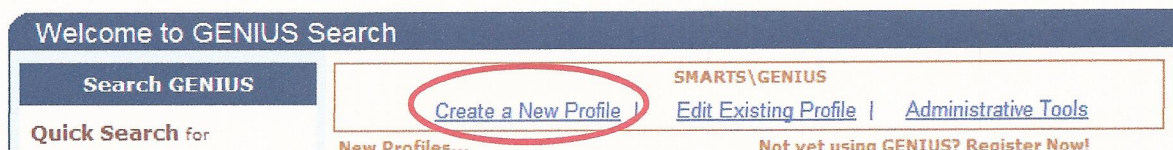
Krashen, S. (2002). Optimal levels of writing management: A re-analysis of Boice (1983). *Education, 122*(3), 605-608.
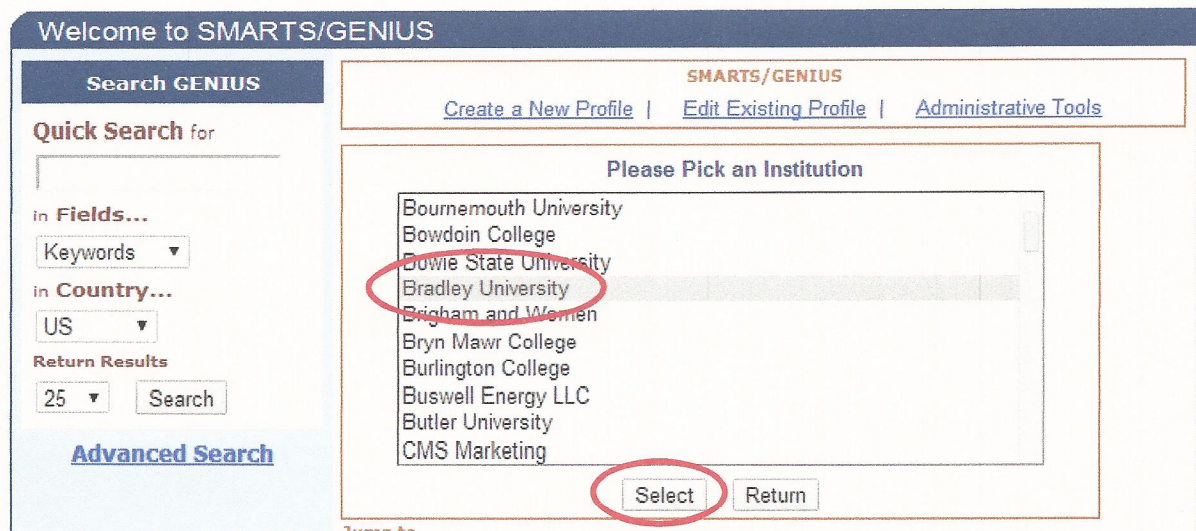
How to Create a User Profile in SPIN

1. Go to www.infoedglobal.com
2. Click on the yellow GENIUS link in the grey toolbar along the top of the page
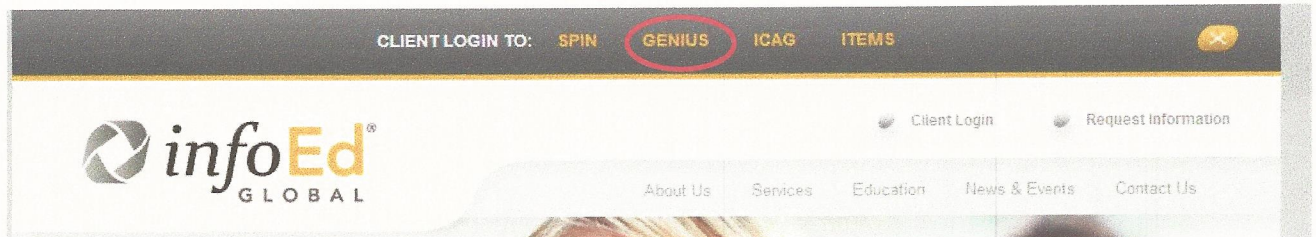
3. Choose Create New Profile

4. Select Bradley University from the drop-down institution list and click SELECT

5. Fill out the NEW PROFILE REGISTRATION PAGE and select your department
6. Click SUBMIT
7. You will now be at the PROFILE SUMMARY PAGE -- <u>DO NOT</u> fill this out at this time.
8. Scroll to the bottom of the PROFILE SUMMARY PAGE and click LOG OUT.
9. Sandra Shumaker will receive an e-mail alert to log into the system and validate your profile. You will be notified once your profile has been validated. You may then use your username and password to log in to SPIN from www.infoedglobal.com with remote access and increased functionality.

For help, please contact Sandra Shumaker: sshumaker@fsmail.bradley.edu; 309-677-3777

SPIN Quick Start Guide
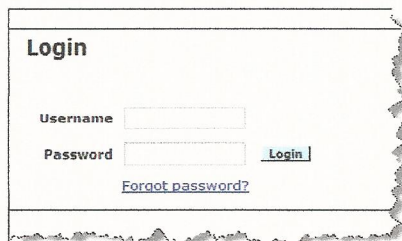
Accessing SPIN

There are two basic entrées into SPIN including:

- **Authenticated Access:** Where SPIN is accessed by logging in to the application with a GENIUS profile username and password which can be obtained with the assistance of your Administrator. Authenticated users will have the ability to save settings, preferences, and search data.

- **Anonymous Access:** A standard "anonymous" IP-based access where the SPIN application will allow access to users at subscribing institutions without a username and password as long as they are accessing from an "on-campus" network. Anonymous users do not have the ability to save settings in the SPIN application.

Authenticated SPIN Access

As mentioned above, some Institutions require their users to login to the SPIN application with an authorized User Name and Password combination on a designated Login Page similar to the one illustrated here.
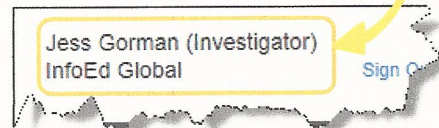

Please Note *Your Login Page may differ in appearance from the one shown above as each Institution may have their own individual login page or mechanism.*

Also, please keep in mind that which page the user is brought to upon Login Authentication may vary based upon your Institution's InfoEd System setup.

While some Institutions have their users directed straight to the SPIN Home Page (illustration below), other Institutions direct their users to the InfoEd Portal Page where they must simply select the *Find Funding* link at the top of the Portal page header to gain access to the SPIN Home Page (below).
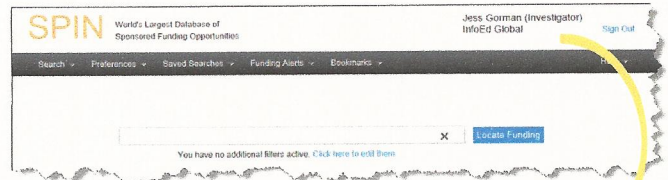

As you can see, SPIN is being accessed by an Authenticated Access user which is designated by her User Name inserted into the right side of the page header (circled in gold). Her Title/Role (Investigator) may also be listed as well as her Institution (InfoEd Global).

Anonymous SPIN Access

Most institutions allow their users to access the SPIN application as an anonymous user through an "on-campus" network. These users will simply launch an internet browser and go to an Institution-provided URL web address to open SPIN.
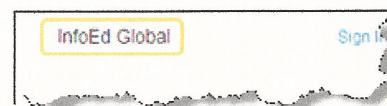

When SPIN is accessed by an Anonymous Access user, there is no user name included in the SPIN Home Page header because the user has not logged on and been authenticated. The header only contains the Institution's name (circled in gold). Also, anonymous users do not have the ability to save their settings, preferences or search data.

infoEd GLOBAL

Available SPIN Search Modes

Once you have gained access to the SPIN application, there are three separate search modes for you to choose from including Basic Search, InfoEd Keyword Search, and Advanced Search.

All of these various search modes can be accessed via the *Search* menu at the top left of the SPIN Home Page Header (as illustrated to the right).
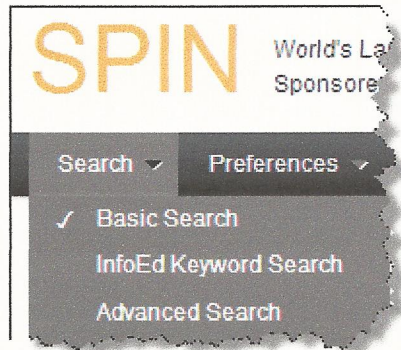

Basic Search

This is the defaulted search mode upon accessing or refreshing the SPIN application. The Basic Search is a way to search for programs using a simple word or term which is then run against the entire SPIN record – every field is searched (ex. Sponsor Name, Opportunity Title, Funding Opportunity Number, CFDA Number, Synopsis, Eligibility, Keywords, etc.).
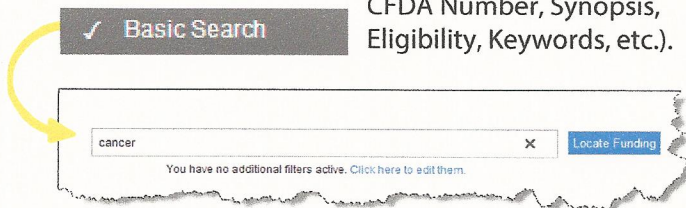
When Basic search mode is selected (illustration above), a standard entry textbox appears in the middle of the SPIN Home Page where you can enter your search term(s) to perform a simple SPIN search. As you can see, the above user has entered 'cancer' in the Basic Search box. When *Locate Funding* is clicked, the system will retrieve search results for any SPIN sponsored program record with the word 'cancer' in any field including Opportunity Title, Sponsor Name, Synopsis etc.

InfoEd Keyword Search

The InfoEd Keyword Search mode operates in a similar manner to the Basic Search except you select from a proprietary list of keywords to perform your search instead of typing in arbitrary word(s) or term(s).
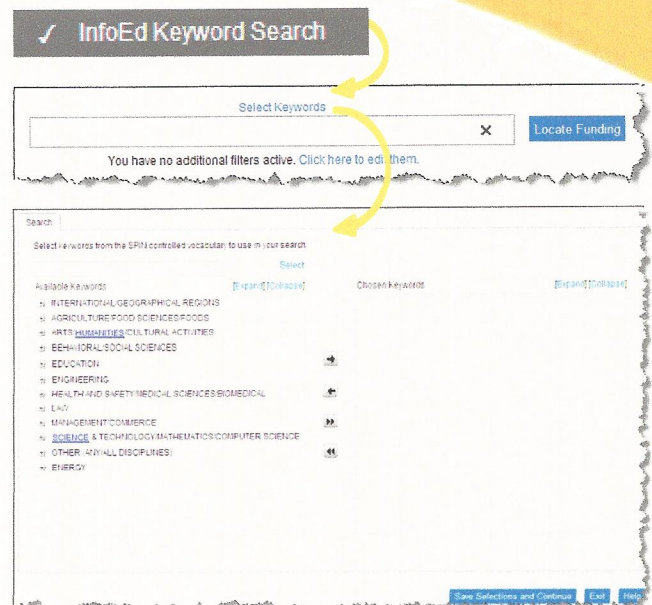

For this mechanism, InfoEd maintains its own proprietary curated list of search terms called the *InfoEd Keyword List* which you can select from to execute your sponsored program search.

Click on the *Select Keywords* link to select terms from the keyword list. After selecting the terms you want, click *Save Selection and Continue*, which will close the popup and display the selected terms in the SPIN search box. Click *Locate Funding* to carry out the search. In this mode, the selected terms are being compared with keyword terms associated with each funding opportunity rather than the full text of the opportunity.

Advanced Search

Another way to search for results is to use the Advanced Search. This customized search method allows you to tailor your search using advanced AND/OR branching logic functions to narrow down your search to retrieve more specific results.
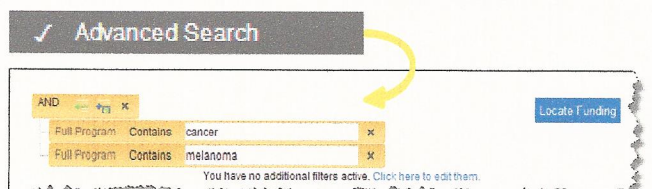
Please Note For more information on this Advanced Search mode and other SPIN functionality, please refer to the InfoEd SPIN User Guide as it is a much more detailed reference.

infoEd GLOBAL