# Successful Grant Writing Strategies

Sally Bond

Assistant Director of Research Development Services

**Proposal Coordination** 

Office of the Vice President for Research

and Partnerships



# Persuasive Writing

# Proposal Preparation Process

### Tailored and intentional plan

	1	2	3	4	5	6	7	8	9	10
Analysis and Planning										
Distribute documents noted in RFP										
Identify previously successful proposals										
Identify PI										
Notify Pre-Award Center for assigned										
budget specialist										
Problem Overview										
What is the problem										
<ul> <li>What has already been done to address problem</li> </ul>										
What gaps remain										
<ul> <li>How we propose to address gaps</li> </ul>										
Vision										
Goals										
Identify proposal win themes/discriminators										
Program Officer Input										
Contact PO	initia	1								
Team debrief on meeting	g									
Refine initial analysis/planning	g									
Proposed Outline	•					•	•	•	•	
Discuss/refine outline structure						1				
More detailed outline, if needed			1					1		

Discussifullie dutille su dettie						
More detailed outline, if needed						
Identify graphics needed						
Partnerships						
Recruit collaborative partners						
Produce "talking points" brochure or website						
Recruit industry affiliates						
Recruit advisory board members						
Collect letters of commitment						
Management and Personnel						
Identify basic management structure						
Collect biosketches						

Proposal Writing and Editing										
Assign writing										
Write section components										
Compile 1 <sup>st</sup> draft										
Project team 1 <sup>st</sup> edit										
Any outside review input/edit										
Editing iterations										
*** **										

# Key Strategies

Strategies for the strongest proposal submission

- tell a compelling story
- respond to solicitation
- •answer "Why Purdue?"
- know your reviewer
- conduct internal review

Remember...you are not the audience. Don't write for yourself.

- show something important is at stake
- •answer "So what?"
- make it memorable, not complex, and have clear logic flow
- back it up with references...not anecdotal.

# A good story is more important than good data.

Jon Lorsch, director of the National Institute of General Medical Sciences at NIH,

quoting

Francis Collins, director of NIH

Gap analysis

- tell a compelling story
- respoi
- answe
- know
- conduc

Good science is a story that...

- begins with a problem
- provides coherence in narrative
- hooks reviewer so weaknesses are not fatal
- sets "north star"

Four key questions

- tell a compelling story
- respo
- answe
- know
- condu

- What is the problem?
- What has been done already to address the problem?
  - What is the gap that remains?
  - How do you propose to address this gap?

Funnel of logic flow

- tell a compelling story
- respo
- answe
- know
- condu

- What is the problem?
- What has been done already to address the problem?
- What is the gap that remains?
- How do you propose to address this gap?

Start with phrase answers (Example from Brenda Capobianco NSF IUSE)

### What is the problem?

- Next generation standards highlight integration of engineering and technology into science education
- However, current K-12 science curriculum/pedagogy does not equip teachers to include engineering in their classroom. Particularly a problem at elementary level where teachers have less preparation in science and no formal exposure to engineering

### What has been done to address this problem?

- Texas UTeach, Boston Museum of Science's Engineering is Elementary, Purdue's Science Learning through Engineering Design
- Integrate engineering design for **inservice** elementary teacher
- strong proof-of-concept that elementary teachers can effectively translate concepts

### What is the gap that remains?

- despite strong local/regional impact, not scalable or sustainable
- requires continual district resourcing and limited capacity to reach 1.6 million elementary science teachers

### How do you propose to address this gap?

• Immerse **preservice** teachers in authentic engineering design-based science learning

### Turn phrases into narrative

Continued scientific and technological innovations are critical to fostering sustained economic growth, global competitiveness, and, most importantly, meeting an increased demand for STEM talent. To harness the nation's great scientific and technological potential, attention must be given to improving the state of STEM education and to build a robust STEM workforce (PhRMA, 2014). As noted by the President's Council of Advisors on Science and Technology, "the most important factor in ensuring excellence in K-12 STEM education is great STEM teachers" (PCAST, 2015). Compounding this demand for high-quality STEM teachers is the introduction of new academic standards (NGSS Lead States, 2013). Reform documents such as A Framework for K-12 Science Education (NRC, 2012) and the Next Generation of Science Standards (NGSS Lead States, 2013) highlight the significant role science and engineering practices play in building students' early understanding of the world around them. The Framework indicates that all children should develop competencies in engineering design, and the NGSS explicitly includes a "conceptual shift" toward "the integration of engineering and technology into the structure of science education." However, such an imminent shift cannot be realized without adjustment of K-12 science curriculum and pedagogy and a national transformation in the preparation of K-12 teachers so that teachers possess the knowledge and skills necessary to include the discipline of engineering in their classrooms. This is especially important at the elementary school level where teachers tend to have the most limited academic preparation in science (Abell, 2007; Appleton, 2007; Mellado, Blanco, & Ruiz. 1998) and essentially non-existent formal exposure to engineering (Cunningham & Carlson, 2014; Wendell, 2014).

To fill this void in professional training of elementary science teachers, considerable national strides have been made to integrate engineering design for incarrice elementary science teachers (Capobianco & Lehman, 2015; Capobianco & Rupp, 2014; Sugianis, Yang, & Cunningham, 2012; Yang, et al., 2013; Yoon, at al., 2014). Programs such as the University of Ergas's UTeach Engineering, Boston's Museum of Science's Engineering is Elementary, Purdue University's Science Learning | through Engineering Design (SLED) Partnership, The John Hopkins University's STEM Achievement in Baitimore Elementary Schools (SABES), and University of Minnesots's Engi. TEAMS are grounded in the delivery of high-quality, content-rich, engineering design-based experiences for insentice elementary science teachers. Results show strong proof-of-concept that elementary teachers can effectively translate engineering basics into the classroom environment. The successful NSF-funded SLED Partnership, for example, demonstrated that elementary insentice science teachers can develop deep conceptual knowledge of engineering practices, translate knowledge into teaching that facilitates students' science learning, and address both first and second-order classroom challenges with implementing engineering design-based science instruction (Capobianco & Del. isi, 2015; Capobianco, Lehman, & Kelley, 2015).

While such inservice training has had strong impact on students and teachers across various elementary school settings, a significant gap remains in developing a nationally scalable and sustainable solution. Current inservice efforts rely on an existing base of teaching experience, require continual district resourcing for on-site or workshop-oriented training, and have limited capacity to reach the more than 1.6 million elementary science teachers nationwide (NCES, 2015). We lack a strategic, research-based nationwide process for elementary existence teachers are provided in the processing to answer the call for implementing new engineering standards (Capobianco, 2012, 2015; Wendell, 2014).

To address this gap in engaged student learning, we propose a research-based project that will create an immovative, scalable, and sustainable model for elementary science teacher preparation that can address the unprecedented need to prepare elementary science teachers to teach engineering practices nationwide. In our IUSE Using Prinx iples of Design to Advance Teacher Education (UPDATE) project, we will draw on STEM and education expertise to collaboratively transform elementary science teacher preparation by immersing preservice teachers in authentic engineering design-based science learning tasks in a sequence of core required undergraduate science content courses. We will utilize the constructs of situated learning and teacher as learner to uncover, evaluate, and explain the multiple and diverse ways preservice elementary teachers learn engineering practices, how they begin to conceptualize engineering design, and how they most effectively teach elementary school science using engineering practices.

### A Significance

The NIH is committed to translating basic biomedical research into clinical practice and thereby impacting global human health 1, and Francis Collins identifies high-throughput technology as one of five areas of focus for the NIH's research agenda 2. For many diseases, researchers have identified successful novel therapeutics or research probes by applying technical advances in automation to high-throughput screening (HTS) using either biochemical or cell-based assays 3-6. Researchers are using genetic perturbations such as RNA interference or gene overexpression in cell-based HTS assays to identify genetic regulators of disease processes as potential drug targets 7-9. However, the molecular mechanisms of many diseases that deeply impact human health worldwide are not well-understood and thus cannot yet be reduced to biochemical or cell-based assays.

(Ideally, researchers could approach disease from a phenotypic direction, in addition to the traditional molecular approach, by searching for chemical or genetic regulators of disease processes in whole model organisms rather than isolated cells or proteins. Moving HTS towards more intact, physiological systems also improves the likelihood that the findings from such experiments accurately translate into the context of the human body (e.g., in terms of toxicity and bioavailability), simplifying the path to clinical trials and reducing the failure of potential therapeutics at later stages of testing. In fact, for some diseases, a whole organism screen may actually be necessary to break new therapeutic ground; in the search for novel therapeutics for infectious agents, for example, it is widely speculated that the traditional approach of screening for chemicals that directly kill bacteria *in vitro* has been largely exhausted <sup>10</sup>. (Our work recently identified six novel classes of chemicals that cure model organisms from infection by the important human pathogen *E. faecalis* through mechanisms distinct from directly killing the bacterium itself <sup>11</sup>. Anti-infectives with new mechanisms of action are urgently needed to combat widespread antibiotic resistance in pathogens.

Enabling HTS in whole organisms is therefore recognized as a high priority (NIH PAR-08-024) 12,13. (*C. elegans* is a natural choice. Manually-analyzed RNAi and chemical screens are well-proven in this organism, with dozens completed 14-16. (Many existing assays can be adapted to HTS; instrumentation exists to handle and culture *C. elegans* in HTS-compatible multi-well. Its organ systems have high physiologic similarity and genetic conservation with humans 17,18. (*C. elegans* is particularly suited to assays involving visual phenotypes: physiologic abnormalities and fluorescent markers are easily observed because the worm is mostly transparent. The worms follow a stereotypic development pattern that yields identically-appearing adults 19,20, such that deviations from wild-type are more readily apparent.

The bottleneck that remains for tackling important human health problems using *C. elegans* HTS is image analysis (NIH PA-07-320)<sup>21,22</sup>. It has been recently stated, "Currently, one of the biggest technical limitations for large-scale RNAi-based screens in *C. elegans* is the lack of efficient high-throughput methods to quantitate lethality, growth rates, and other morphological phenotypes"<sup>23</sup>. Our proposal to develop image analysis algorithms to identify regulators of infection and metabolism in high-throughput *C. elegans* assays would bring image-based HTS to whole organisms, and have the following impact:

Carolina Wählby of the Broad Institute http://www.niaid.nih.go v/researchfunding/grant /pages/appsamples.aspx

# Practice

- •What is the problem?
- What has been done already to address the problem?
- •What is the gap that remains?
- How do you propose to address this gap?

One-page...taste of your entire grant in a single, bite-sized piece

It forces you to distill all aspects down to their essences and to find a way of piecing things together that is economical, coherent, logical, and compelling [...] is totally unforgiving, revealing problems in the clarity of your thinking and presentation, weaknesses in the logic of your research, vagueness in your methods, and failures in the all-important 'so what?' realm. Given the luxury of length, additional verbiage has a way of camouflaging weaknesses (at least from the writer but not so often from the reviewer).

—Robert Levenson, UC-Berkeley

Where do you put it?

- as soon as solicitation allows!
  - background, rational, vision and goals
- NIH
  - start of specific aims page and expanded version in significance section

# What about in a Fellowship Application?

### 2018 GRFP Application

The 2018 GRFP competition is now accepting applications. Please see the Program Solicitation for full guidelines.

### Application Components

The following material is required as part of the 2018 GRFP application.

### Personal, Relevant Background and Future Goals Statement

Graduate Research Plan Statement



### 3 Reference Letters

### Academic Transcripts

### Below is the prompt for the Graduate Research Plan Statement:

Present an original research topic that you would like to pursue in graduate school. Describe the research idea, your general approach, as well as any unique resources that may be needed for accomplishing the research goal (i.e., access to national facilities or collections, collaborations, overseas work, etc.) You may choose to include important literature citations. Address the potential of the research to advance knowledge and understanding within science as well as the potential for broader impacts on society. The research discussed must be in a field listed in the Solicitation (Section X, Fields of Study).

### Important questions to ask yourself before writing the statement:

- 1. What issues in the scientific community are you most passionate about?
- 2. Do you possess the technical knowledge and skills necessary for conducting this work, or will you have sufficient mentoring and training to complete the study?
- 3. Is this plan feasible for the allotted time and institutional resources?
- 4. How will your research contribute to the "big picture" outside the academic context?
- 5. How can you draft a plan using the guidelines presented in the essay instructions?
- 6. How does your proposed research address the Intellectual Merit and Broader Impacts criteria?

# Key Strategies

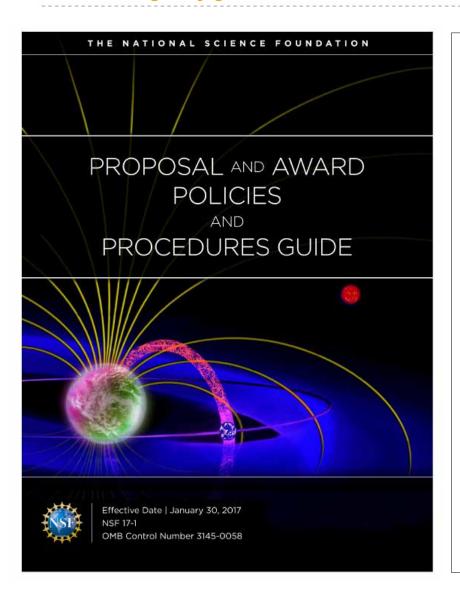
Addressing common trouble spots

- tell a compelling story
- respond to solicitation
- answer
- follow all instructions!
- know you
   outline before writing
- conduct internal review

Do not be returned without review!!

- Eligibility, due date, length, margins
- But also...
  - prescriptive headings
  - merit review criteria in multiple locations
  - cited documents for language, rationale

Know the agency guidelines as well as solicitation



### Faculty Early Career Development Program (CAREER)

Includes the description of NSF Presidential Early Career Awards for Scientists and Engineers (PECASE)

### PROGRAM SOLICITATION

NSF 17-537

### REPLACES DOCUMENT(S):

NSF 15-555



National Science Foundation

Directorate for Biological Sciences

Directorate for Computer & Information Science & Engineering

Directorate for Education & Human Resources

Directorate for Engineering

Directorate for Geosciences

Directorate for Mathematical & Physical Sciences

Directorate for Social, Behavioral & Economic Sciences

Office of Integrative Activities

Office of International Science and Engineering

Full Proposal Deadline(s) (due by 5 p.m. submitter's local time):

July 19, 201

Third Wednesday in July, Annually Thereafter

for BIO, CISE, EHR

July 20, 2017

Third Thursday in July, Annually Thereafter

for ENG

July 21, 2017

Third Friday in July, Annually Thereafter

for GEO, MPS, SBE

### IMPORTANT INFORMATION AND REVISION NOTES

Eligibility requirements have been revised to clarify the required early-career status of applicants.

Support for senior personnel other than the PI that is commensurate with a limited collaborative role in the project is now allowed in the budget of the proposal or of a subrecipient.

Proposal due dates:

Directorate	2017 due dates	2018 due dates	2019 due dates
BIO, CISE, EHR	July 19, 2017	July 18, 2018	July 17, 2019
ENG	July 20, 2017	July 19, 2018	July 18, 2019
GEO, MPS, SBE	July 21, 2017	July 20, 2018	July 19, 2019

Any proposal submitted in response to this solicitation should be submitted in accordance with the revised NSF Proposal & Award Policies & Procedures Guide (PAPPG) (NSF 17-1), which is effective for proposals submitted, or due, on or after January 30, 2017.

### Know general guidelines but solicitation overrides.

### Part I Overview Information

### **Department of Health and Human Services**

### **Participating Organizations**

National Institutes of Health (NIH), (http://www.nih.gov/)

### **Components of Participating Organizations**

This RFA is developed as a Roadmap initiative. All NIH Institutes and Centers participate in Roadmap initiatives. This RFA will be adminis

### Title: Institutional Clinical and Translational Science Award (U54)

### Announcement Type

This is a reissue of RFA-RM-06-002, which was released previously October 12, 2005.

Update: The following update relating to this announcement has been issued:

- March 22, 2007 This RFA has been reissued as (RFA-RM-07-007).
- November 8, 2006 (NOT-RR-07-003) See Notice NOT-RR-07-003 for clarification, Institutional Clinical and Translational Science

### Request For Applications (RFA) Number: RFA-RM-07-002

### Catalog of Federal Domestic Assistance Number(s) 93,389, 93,310

### **Key Dates**

Release Date: August 22, 2006

Letters of Intent Receipt Date(s): December 18, 2006

Application Receipt Date: January 17, 2007

Peer Review Date(s): Summer 2007

Council Review Date(s): September 2007

Earliest Anticipated Start Date(s): September 30, 2007

Additional Information To Be Available Date (URL Activation Date): October 2006

Expiration Date: January 18, 2007

### Due Dates for E.O. 12372

Not Applicable

### **Additional Overview Content**

### **Executive Summary**

- Growing barriers between clinical and basic research, along with the ever increasing complexities involved in conducting clinical reenterprise at a time when it should be expanding.
- The purpose of this initiative is to assist institutions to create a uniquely transformative, novel, and integrative academic home for C information technologies to promote the application of new knowledge and techniques to patient care. Clinical and Translational S.

FORMS VERSION D SERIES UPDATED MARCH 24, 2017



### GENERAL INSTRUCTIONS FOR NIH AND OTHER PHS AGENCIES

SF424 (R&R) Application Packages

Guidance developed and maintained by NIH for preparing and submitting applications via Grants.gov to NIH and other PHS agencies using the SF424 (R&R)

### True for fellowships also

# Department of Health and Human Services Part 1. Overview Information Participating Organization(s) National Institutes of Health (NIH) Components of Participating Organizations National Cancer Institute (NCI) National Eye Institute (NEI) National Heart, Lung, and Blood Institute (NHLBI) National Institute on Aging (NIA)

National Institute on Alcohol Abuse and Alcoholisr National Institute of Allergy and Infectious Disease National Institute of Arthritis and Musculoskeletal a National Institute of Biomedical Imaging and Bioer Eunice Kennedy Shriver National Institute of Child National Institute on Deafness and Other Commur National Institute of Dental and Craniofacial Reseat National Institute of Diabetes and Digestive and K National Institute of Diabetes (NIDA) National Institute of Environmental Health Science

National Institute of General Medical Sciences (NI National Institute of Mental Health (NIMH)

National Institute of Neurological Disorders and St National Institute of Nursing Research (NINR)

National Institute on Minority Health and Health Di National Library of Medicine (NLM)

National Center for Complementary and Integrativ Division of Program Coordination, Planning and S Office of Research Infrastructure Programs (ORIP

Special Note: Not all NIH Institutes and Centers p which ICs participate in this announcement and vir Table of IC-Specific Information, Requirements announcement will not consider applications for fu

**Funding Opportunity Title** 

Ruth L. Kirschstein National Individual Predoctoral Fello

**Activity Code** 

F31 Predoctoral Individual National Research Ser

FORMS VERSION D SERIES UPDATED MARCH 24, 2017



## FELLOWSHIP INSTRUCTIONS FOR NIH AND OTHER PHS AGENCIES

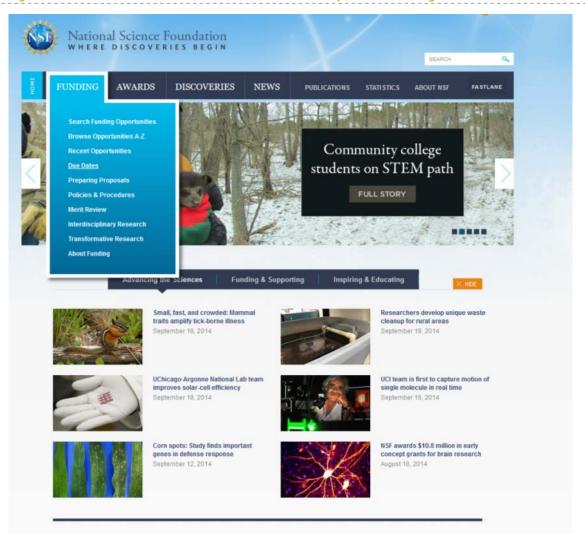
SF424 (R&R) APPLICATION PACKAGES

Guidance developed and maintained by NIH for preparing and submitting applications via Grants.gov to NIH and other PHS agencies using the SF424 (R&R)

Sleuth what was funded previously to identify trends

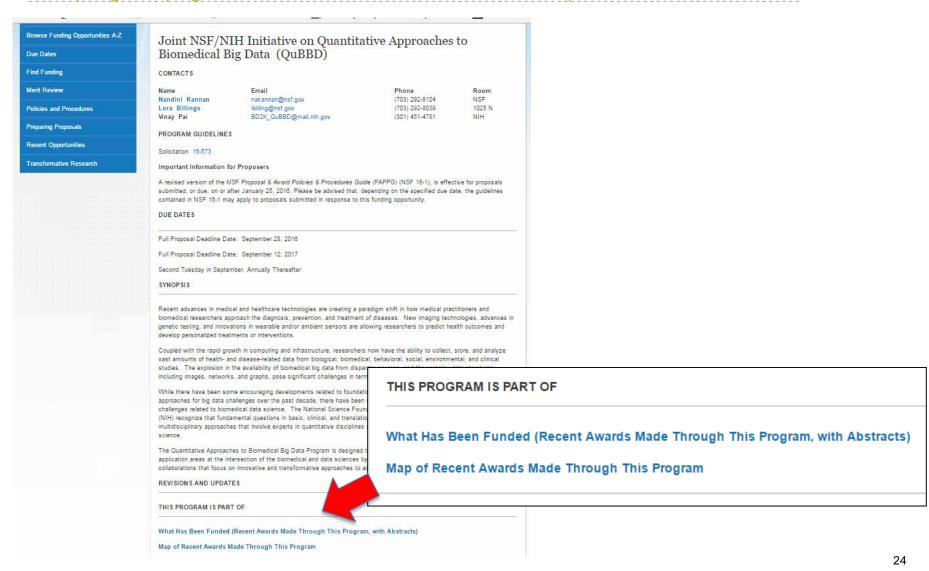
- What type of science and how does it compare to yours?
- What was team composition?
- What type of education integration?
- What type of institution?
- What type of budget?

Agency websites often show what was previously funded.



www.nsf.gov

Each program page has "what has been funded" and map of recent awards.



### Review related abstracts.



Award Number:13101/3; Principal Investigator:Yannis Kevrekidis; Co-Principal Investigator:Amit Singer; Organization:Princeton University;NSF Organization:CMMI Start Date:08/15/2013; Award Amount:\$525,000.00; Relevance:48.0;

### CDS&E/Collaborative Research: The Integration of Data-Mining with Multiscale Engineering Computations

Award Number:1309858; Principal Investigator:Ronald Coifman; Co-Principal Investigator:Ronen Talmon; Organization:Yale University;NSF Organization:CMMI Start Date:08/15/2013; Award Amount:\$475,000.00; Relevance:48.0;

### Complexity to Clarity: Nonparametric Procedures that Exploit Structured Data and Models

Award Number:1521786; Principal Investigator:Ann Lee; Co-Principal Investigator:Shirley Ho, Chad Schafer; Organization:Carnegie-Mellon University;NSF Organization:DMS Start Date:09/01/2015; Award Amount:\$400,000.00; Relevance:48.0;

### High-Performance, High-Level Tools for Statistical Inference and Unsupervised Learning

Award Number:1622501; Principal Investigator:John Owens; Co-Principal Investigator:John Fisher, Alan Edelman, Jeff Bezanson; Organization:University of California-Davis; NSF Organization:DMS Start Date:09/15/2016; Award Amount:\$164,612.00; Relevance:48.0;

### Collaborative Research: Towards an Accurate, High-Fidelity Modeling System for Multiphysics and Multiscale Coastal Ocean Flows

Award Number:1622459; Principal Investigator:Hansong Tang; Co-Principal Investigator:; Organization:CUNY City College;NSF Organization:DMS Start Date:09/15/2016; Award Amount:\$100,000.00; Relevance:48.0;

### "Big-Data" Asymptotics: Theory and Large-Scale Experiments

Award Number:1418362; Principal Investigator:David Donoho; Co-Principal Investigator:Iain Johnstone; Organization:Stanford University;NSF Organization:DMS Start Date:08/15/2014; Award Amount:\$700,594.00; Relevance:48.0;

### Expanding the Computational Statistics Toolbox for General Hierarchical Models

Award Number:1622444; Principal Investigator:Perry de Valpine; Co-Principal Investigator:Duncan Temple Lang, Abel Rodriguez, Christopher Paciorek; Organization:University of California-Berkeley;NSF Organization:DMS Start Date:09/15/2016; Award Amount:\$199,920.00; Relevance:48.0;

### Statistical Analysis for Partially-Observed Markov Processes with Marked Point Process Observations

Award Number: 1228244; Principal Investigator: Yong Zeng; Co-Principal Investigator:; Organization: University of Missouri-Kansas City; NSF Organization: DMS Start Date: 09/01/2012; Award Amount: \$278,533.00; Relevance: 48.0;

### Collaborative Research: Scalable Statistical Validation and Uncertainty Quantification for Large Spatio-Temporal Datasets

Award Number:1417857; Principal Investigator:Douglas Nychka; Co-Principal Investigator:Douglas Nychka; Organization:University Corporation For Atmospheric Res; NSF Organization:DMS Start Date:08/01/2014; Award Amount:\$75,090.00; Relevance:48.0;

### Nonparametric Network Comparison

### Review related abstracts.



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How to Manage Your Award

Grant Policy Manual

Grant General Conditions

Cooperative Agreement Conditions

Special Conditions

Federal Demonstration Partnership

Policy Office Website

### Award Abstract #1622501

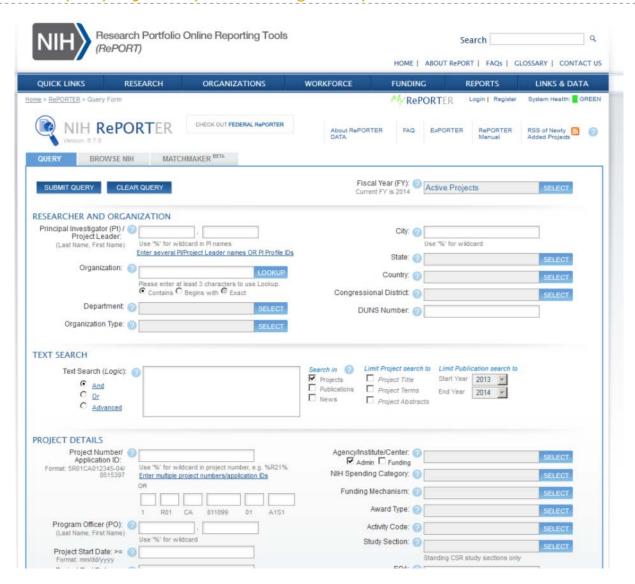
### High-Performance, High-Level Tools for Statistical Inference and Unsupervised Learning

NSF Org:	DMS Division Of Mathematical Sciences
Initial Amendment Date:	September 13, 2016
Latest Amendment Date:	September 13, 2016
Award Numbers	1622501
Award Instrument:	Continuing grant
Program Manager:	Yong Zeng DMS Division Of Mathematical Sciences MPS Direct For Mathematical & Physical Scien
Start Date:	September 15, 2016
End Date:	August 31, 2019 (Estimated)
Awarded Amount to Date:	\$164,612.00
Investigator(s):	John Owens Jovens@ece.ucdavis.edu (Principal Investigator) John Fisher (Co-Principal Investigator) Alan Edelman (Co-Principal Investigator) Jeff Bezanson (Co-Principal Investigator)
Sponsori	University of California-Davis OR/Spansored Programs Davis, CA 95618-6134 (530)754-7700
NSF Program(s):	CDS&E-MSS, CDS&E
Program Reference Code(s):	7433, 8083, 8084, 9263
Program Element Code(s):	8069, 8084

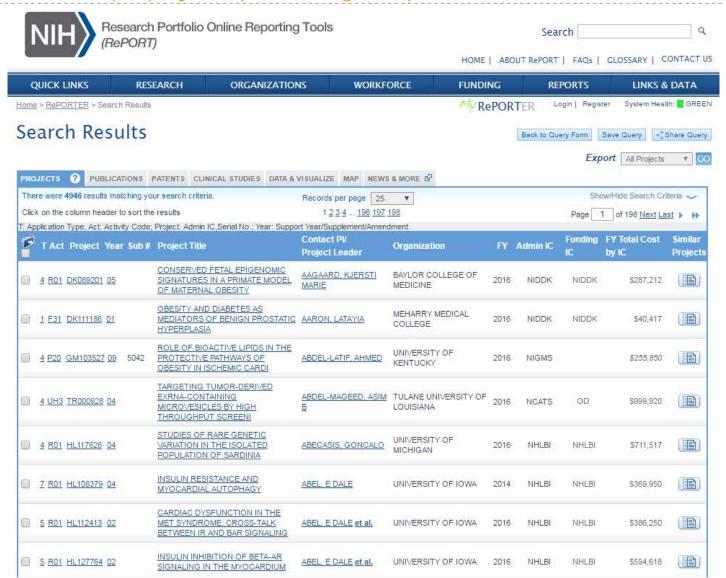
### ABSTRACT

Using the "Julia" language for scientific computing developed at MIT, the UC Davis, MIT, and Julia Computing, Inc. teams funded by this project will extend the Julia language and runtime to utilize massively-parallel graphics processing units (GPUs) as first-class processors for scientific computing. Julia offers the twin advantages of straightforward, high-level programmability as well as excellent performance; adding GPU capability within Julia opens the door to even greater performance. The team will use Julia and its new

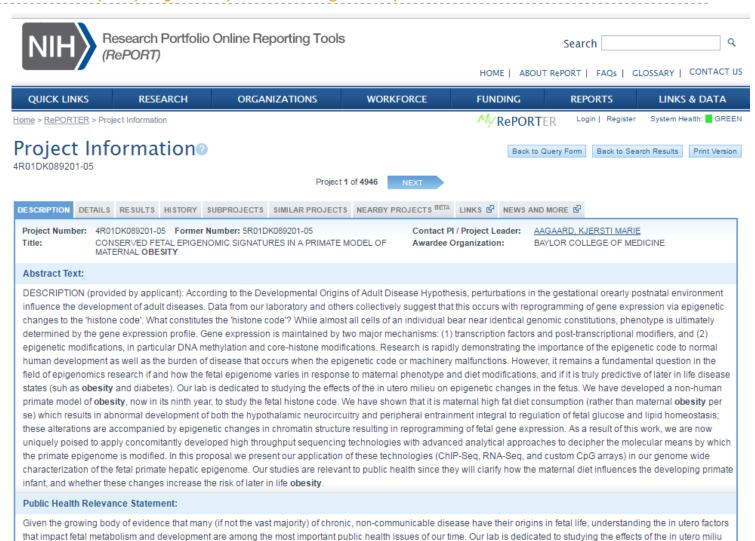
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NIH RePORTer http://projectreporter.nih.gov/reporter.cfm.



### NIH RePORTer http://projectreporter.nih.gov/reporter.cfm.



on epigenetic changes in the fetus. We have developed a non-human primate model of obesity, now in its ninth year, to study the fetal histone code. We have shown that it is

maternal high fat diet consumption (rather than maternal obesity per se) which results in abnormal development of both the hypothalamic neurocircuitry and peripheral

# Proposal Preparation Process

Always outline!

General 10-week project timeline:										
• •	1	2	3	4	5	6	7	8	9	10
Analysis and Planning										
Distribute documents noted in RFP			Т	T	Т	Т		T	Т	
Identify previously successful proposals			1	-		-				-
Identify PI			1	$\vdash$		$\vdash$	$\vdash$			<del>                                     </del>
Notify Pre-Award Center for assigned budget			1	+		1				
specialist		l								
Problem Overview										-
What is the problem										
<ul> <li>What has already been done to address problem</li> </ul>										
What gaps remain										
How we propose to address gaps										
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Identify proposal win themes/discriminators										
Program Officer Input										
Contact PO	initia	l								
Team debrief on meeting										
Refine initial analysis/planning										
Proposed Outline	•		•			•			•	
Discuss/refine outline structure			Т			Т	T	Т	I	Г
More detailed outline, if needed			<del>                                     </del>			+				-
Identify graphics needed										$\overline{}$
Partnerships										
Recruit collaborative partners					Τ	Т	T	Ι	Ι	$\overline{}$
Produce "talking points" brochure or website						+	_	<del>                                     </del>	<del>                                     </del>	-
Recruit industry affiliates										$\vdash$
Recruit advisory board members			+	+					_	_
Collect letters of commitment			+	<del>                                     </del>	<del>                                     </del>					_
Management and Personnel										
Identify basic management structure						Т	Т	Т	Т	
Collect biosketches	<del>                                     </del>								_	├──
Proposal Writing and Editing										
Assign writing	1	Г			Т	Т	Т	Т	1	т —
Write section components	_					_	_	+	_	-
Compile 1st draft			+				_	1	1	<del>                                     </del>
Project team 1st edit		_	+	+	+			+	<u> </u>	$\vdash$
Any outside review input/edit			+	+	+				$\vdash$	$\vdash$
Editing iterations			+	+	+	+				
Check proposal worksheet to verify for			+	+	+	+	+			
DLRC, DP, or other DP center credit										
Write summary or abstract			+	+	+	+	+	+	$\vdash$	
Trine building of aboutact										

### Outline before you write. Be consistent with formatting.

### Example of NSF-style proposal outline

### 1. RATIONALE [2.5 pages]

- Storyline
  - o What is the problem?
  - o What has been done already?
  - o What is the gap that still remains?
  - o What do you propose to do to address this gap?

### Goals and Objectives

· List goals and objectives (per goal)

### Team Partnership

- Team expertise
- Targeted teacher and/or community college faculty participants
- Institutional commitment

### Broader Impacts

- · curriculum accessed by underrepresented students through targeted teacher recruitment
- community-based research activities
- integrating research activities into computing-related courses in local high schools
- · role models from HCBU partner on HUBzero webinars
- presentation to parent-teacher organizations to include assessment results from DLRCcollected metrics
- presentations at both technology education conferences as well as K-12 STEM learning

### 2. NATURE OF TEACHER ACTIVITIES [3.5 pages]

- · Need clearly articulated research projects and activities
  - o Map to goals/objectives
- · Teachers must be involved in research project for at least 6 weeks
- Must have orientation session at beginning of the program for the teachers to acquaint them with laboratory methods, safety procedures, analytical methods, etc
- · Address approach to research training being undertaken

### Research Project

· Include overview statement of spectrum of research projects

### Project 1

- · Provide detailed descriptions of examples of research projects
  - o Include who is doing what role
- · Present plans that will ensure the development of RET participant-faculty interaction and
- How will you facilitate development of collegial relationships and interactions as teachers work closely in teams with university faculty and students?

- · Provide detailed descriptions of examples of research projects o Include who is doing what role
- · Present plans that will ensure the development of RET participant-faculty interaction and communication
- · How will you facilitate development of collegial relationships and interactions as teachers work closely in teams with university faculty and students?

### Project Timetable

- · Need Gantt-style chart such as this.

Program Initiatives	Year one	Year Two	Year Three	Year Four	Year Five
CICAWEST Administration					
Advisory Board Meeting					
D&I Team and COD meeting					
Mentoring Academy			•	•	
Training of coaches/chairs					
Mentoring pairs					
Departmental Transformation					
Diversity Forums					
Chairs/Dept Heads @ PU					
All Three Institutions					
Transformational Team Visits					
NCWIT Visiting Committees					
Promotion and Tenure Review					
Building Networks					
Summit					
Invited Lectures					
Evaluation and Assessment					
STEM Climate Assessment					
Space/Resource Inventory					
Coaching Measures					
Mentor/Mentee percp/self-eff/prod Attitudinal Surveys					
Deans and Heads					
Faculty					
Network Analysis					
External Project Analysis					
Dissemination					
Website					
CIC Women in Academia					
Summit Attendees Mailings					
Publications					
National Presentations					

### 3. RESEARCH ENVIRONMENT [2.5 pages]

- Describe the experience and record of involvement with K-12/community college education and research of the PI
- Describe faculty who may serve as research mentors. Consider table such as:

Mentor Name	Dept/School	Expertise

- Describe institution
  - o Include emphasis on cross-disciplinary partnership and past record of success in cross-disciplinary collaborations

# Key Strategies

Addressing common trouble spots

- tell a compelling story
- respond to solicitation
- •answer "Why Purdue?"
- know yo
- conduct
- win differentiators of expertise, facilities, prior work, campus environment

# **Key Strategies**

### Addressing common trouble spots

- •tell a compelli
- respond to sp
- •answer "Why

- writing for expert and non-expert
- busy, rushed
- did not choose to read your proposal
- know your reviewer
- conduct internal review

# **Know Your Reviewer**

The secret to editing your work is simple: you need to become its reader instead of its writer.

—Anna Deavere Smith

# **Know Your Reviewer**

Be kind...you are not writing for yourself.

- use formatting as a roadmap
- be generous with white space
- be clear and concise
- proof proposal

# Know Your Reviewer

### Parallel formatting provides a roadmap to help your reviewer

### Example of NSF-style proposal outline

### 1. RATIONALE [2.5 pages]

- Storyline
  - o What is the problem?
  - o What has been done already?
  - o What is the gap that still remains?
  - o What do you propose to do to address this gap?

### Goals and Objectives

· List goals and objectives (per goal)

### Team Partnership

- Team expertise
- · Targeted teacher and/or community college faculty participants
- Institutional commitment

### Broader Impacts

- · curriculum accessed by underrepresented students through targeted teacher recruitment
- · community-based research activities
- · integrating research activities into computing-related courses in local high schools
- · role models from HCBU partner on HUBzero webinars
- presentation to parent-teacher organizations to include assessment results from DLRCcollected metrics
- presentations at both technology education conferences as well as K-12 STEM learning

### 2. NATURE OF TEACHER ACTIVITIES [3.5 pages]

- · Need clearly articulated research projects and activities
  - o Map to goals/objectives
- · Teachers must be involved in research project for at least 6 weeks
- · Must have orientation session at beginning of the program for the teachers to acquaint them with laboratory methods, safety procedures, analytical methods, etc
- · Address approach to research training being undertaken

### Research Project

Include overview statement of spectrum of research projects

- · Provide detailed descriptions of examples of research projects
  - o Include who is doing what role
- Present plans that will ensure the development of RET participant-faculty interaction and communication
- How will you facilitate development of collegial relationships and interactions as teachers work closely in teams with university faculty and students?

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### Parallel formatting provides a roadmap to help your reviewer

#### Research Strategy (usually 12 pages) Option 2 with common preliminary studies

- A. Significance
- B. Innovation
- C. Approach
  - Overview sentence on the team and the approach

#### Preliminary Studies (for all the aims together)

· For all the aims together

#### Title of Specific Aim #1 (verbatim from your specific aims section)

o Introductory paragraph

Research Design

**Expected Outcomes** 

Potential Problems and Alternative Strategies

#### Title of Specific Aim #2 (verbatim from your specific aims section)

Introductory paragraph

Research Design

**Expected Outcomes** 

Potential Problems and Alternative Strategies

#### Title of Specific Aim #3 (verbatim from your specific aims section)

Introductory paragraph

Research Design

Expected Outcomes

Potential Problems and Alternative Strategies

#### Timetable

· Use Gantt chart

Future Directions (optional)

#### Avoid dense text by adding white space

#### Format 1

The NEES collaboration created a total of 15 advanced equipment sites for experimental work dedicated to the reduction of the earthquake threat (Figure 4). The current experimental reach of the equipment ranges from the marine to the geotechnical to the structural environments and can address almost any technical question that may arise on issues related to the safety of the built-environment in earthquakes. Development of this massive array of experimental capabilities demanded an intense and sustained effort. In retrospect, it would appear that the leaders of research groups involved in the creation of the 15 sites were totally absorbed, as they should have been, in the proper development of a magnificent experimental capability across the U.S. Unfortunately, there were three unplanned and unintended results: 1) a negative perception among a portion of the research community that equipment access was not equitable; 2) most, if not all, of there earch work initiated has not yet been of a quality to transform the engineering community culture; and 3) the information technology infrastructure, which had initially inspired the NEES concept of a network of interconnected laboratories, has yet to reach its potential. The metaphor of a powerful fleet of battleships at anchor is not irrelevant to the current status. Our goal is to get the fleet moving in harmony.

Rapid advance in engineering knowledge and capability requires at least four ingredients: 1) a driving need; 2) a large community of well-educated professionals; 3) financial support, and 4) competing centers of research and development. As emphasized by the tragic disaster in Wenchuan, PRC, in May 2008, there continues to be a critical need for advances in earthquake-loss reduction. Considering the seismic histories of population centers such as San Francisco, Los Angeles, Katmandu, and Istanbul, there is no basis for expecting the earthquake threat to abate in the foreseeable future. In large measure because of the encouragement of the National Science Foundation since the early 1970's, the U.S. is blessed with an impressively large community of professionals well trained in earthquake engineering and related sciences. The first two ingredients are very much in place. As long as the U.S. confinues to have a strong economic profile and maintains its proven ability to plan beyond the immediate future, financial support for research and development in earthquake issues will continue. Our mission, then, is for NEES to take the lead in providing the competing centers of research and development to achieve catalysis of the existing essential ingredients as described below. The seminal idea for the NEES network was the creation of an experimental-research infrastructure with many visions and capabilities at different research centers connected with a single purpose through the opportunity provided by information technology. The objective of creating a successful equipment infrastructure has been achieved. A driving challenge now is to resuscitate what was intended to be the cortex of the system: the information technology (IT) that can enable the required catalysis of ideas.

Our overall strategy is designed to: 1) inspire the NEES researcher to pursue a more ambitious research agenda; 2) entice the rest of the research community to compete for the opportunity to benefit from the sites; 3) encourage academic researchers to interact with the professional engineers in order to accelerate the implementation of new knowledge in practice; and 4) develop a NEES community that will include all individuals, institutes, agencies, corporations, professional societies, and non-governmental organizations (NGO) interested in protecting society from the harmful consequences of earthquakes.

A brief look at the history of civilizations will reveal that the nuclear ingredient in their development has been the "agora," or the market Using the opportunities provided by information technology, we plan to develop the intellectual equivalent of the agora in order to get the "fleet at anchor" moving at an ever-increasing pace. We will employ operational excellence, innovative computational tools, outreach that advances knowledge, and an environment for the catalysis of ideas. Among the qualitative and quantitative performance metrics for measuring our success and developing a compelling basis for continued operation are: 1) the satisfaction of users (including both physical and analytical researchers); NEEShub, users; and education, outreach and training targets; 2) a greater diversification of users, research sponsors, operations sponsors, outreach community, and the NEEShub community, 3) increased research productivity in earthquake engineering, including the increased use of NEES equipment by remote users; 4) greater impact on codes, technical committees, professional societies, and research directions; and, eventually, 5) reduced losses from earthquakes.

#### Format 2

The NEES collaboration created a total of 15 advanced equipment sites for experimental work dedicated to the reduction of the earthquake threat (Figure 4). The current experimental reach of the equipment ranges from the marine to the geotechnical to the structural environments and can address almost any technical question that may arise on issues related to the safety of the built-environment in earthquakes. Development of this massive array of experimental capabilities demanded an intense and sustained effort. In retrospect, it would appear that the leaders of research groups involved in the creation of the 15 sites were totally absorbed, as they should have been, in the proper development of a magnificent experimental capability across the U.S. Unfortunately, there were three unplanned and unintended results: 1) a negative perception among a portion of the research community that equipment access was not equitable; 2) most, if not all, of the research work initiated has not yet been of a quality to transform the engineering community culture; and 3) the information technology infrastructure, which had initially inspired the NEES concept of a network of interconnected laboratories, has yet to reach its potential. The metaphor of a powerful fleet of battleships at anchor is not irrelevant to the current status. Our goal is to get the fleet moving in harmony.

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#### Strategic Plan

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Be concise. Less is better.

There are a growing number of scientists who believe the system is capable of addressing user demands. (17 words)

A growing number of scientists believe the system can address user demands.

(12 words)

Avoid long, dense sentences.

There are several innovations of this proposed research, including: a) analysis of air contaminant mixtures and health, particularly with extremely high spatiotemporal resolution; b) consideration of climate change impacts; and c) incorporation of novel risk assessment methodology. (37 words)

Our key innovations include: a) analyzing air contaminant mixtures and health with extremely high spatiotemporal resolution; b) considering climate change impacts; and c) incorporating novel risk assessment methodology. (28 words)

Get rid of passive voice

Elemental mapping of animal tissues has been investigated, and results have been documented.

We investigated elemental mapping of animal tissues and documented results.

Get rid of passive voice

More detailed evaluations of different policy scenarios will also be developed with input from key decision makers and local communities in each state.

We will also develop more detailed evaluations of different policy scenarios with input from key decision makers and local communities in each state.

Delete words that do not add anything

The development of a process to screen new highthroughput products for further evaluation is certainly one of the most important features.

Remove ambiguity particularly with reference words.

When Nature published research that explored gene editing of embryos using CRISPR—Cas9 to correct a specific genetic mutation, it did not include embryos from IVF clinics.

What is "it"? The paper? The research? The gene editing? CRISPR-Cas9?

Delete words that do not add anything

 The fund provides a match to outside investor funding for critical capital.

Delete words that do not add anything

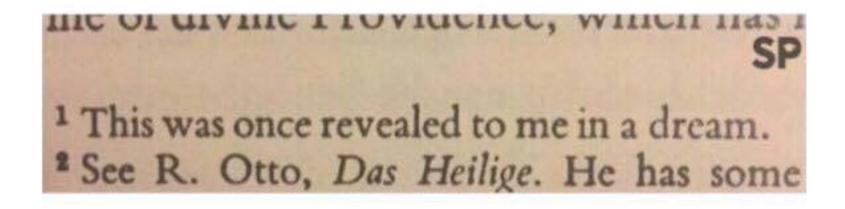
 The fund provides a match to outside investor funding for critical capital.

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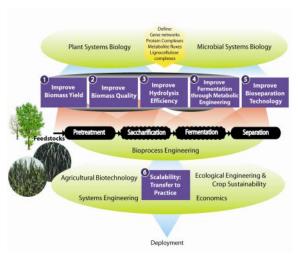
Sloppy writing = sloppy science

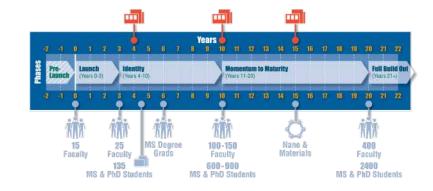


Be particular....even check that references are compliant



### Use high-quality, easy-to-read graphics for conceptual and organizational info











Use visuals to summarize narrative when possible.

Program Initiatives	Year 1		Year 2		Year 3		Year 4		Year 5		
Indiana administration											
Membership approved by Executive Council		•			•	•		•		-	
for working committees		•		.	÷	•	1 :	÷	1 :		
Partner retreat		:				:		•		-	
Create I-hub					=	:		-:-		-	
Create Passport tracking					:	:	:	:	1 :		
External Advisory Board meetings					:					-:	
Annual Alliance-wide conference					:		:				
Goal 1: Alliance-wide practices											
Campus director monthly centralized training		•			-	•		-	·		
Augmented training sets		:				:					
Faculty/students training on I-hub					•						
Cross-Alliance recruiting, including veterans		:				:		:		-:-	
Goal 2: Effective community college partner	ship fac	ilitatin	g transfer	to four	vear S	TEM	progra	ms			
Co-mentored domestic research experience at	· ·	•				•		•			
partner campuses	1 :	•							1 :		
Co-mentored international research	:					:		:		-:-	
experience	1 :					:		:		:	
Industry guest speakers						:		:			
Cross-Alliance teaching symposia and						:	:	:			
workshops with community college faculty	1 :	:			:	:	:	:	1 1		
Goal 3: Aligning experiences with Tinto's pr	inciples	of iter	ation				-				
Map activities and identify gaps	· ·	•			•			•	T :		
Pair scholars with mentors					-			-		-	
Create individualized portfolios					•			-		_	
Map incentives to Passport Badges		•			:			:		-:-	
Cross-Alliance international research cohort		-				:		-:-		=	
Disseminate model-based best practices	:	:	1 : :			:	:	:			
Goal 4: Research longitudinal model of Scho	lar deve	lopme	nt								
Compile a list of Scholar attributes		•			-	•		-	T :		
Test and validate Scholar attributes		:			:	:		:		:	
Collect Scholar data	:				:		:	:			
Analyze Scholar data and portfolios											
Conduct interviews with Scholars					:	:	:	:			
Evaluation and Assessment			•								
Formative site visits		-			-:-		-		$\overline{}$		
Formative focus groups/interviews					•	:			1	:	
Formative web-based surveys										-	
Formative analysis and reporting							:		1		
Summative data plan development						:		-:		-	
Summative quantitative data gathering		-				:		$\div$		$\pm$	
Summative qualitative data gathering Summative analysis and final reporting		:				:		-:-			

# Key Strategies

Addressing common trouble spots

- tell a compelling story
- respond to solicitation

- conduct internal review

# Internal Review

### New eyes on your draft before submission

	1	2	3	4	5	6	7	8	9	10
Analysis and Planning										
Distribute documents noted in RFP				T	T	T	Ì		T	T
Identify previously successful proposals	1									
Identify PI	9									1
Notify Pre-Award Center for assigned specialist										
Problem Overview  What is the problem  What has already been done to address problem  What gaps remain  How we propose to address gaps										
Vision										1
Goals										
Identify proposal win themes/discriminators					1				1	
Program Officer Input										
Contact PO	initi	al				1				T
Team debrief on meeting		T			1					
Refine initial analysis/planning										1
Proposed Outline										
Discuss/refine outline structure		Ĩ				T	Ť		T	T
More detailed outline, if needed								1	1	$\top$
Identify graphics needed		1			1				ĺ.	1
Partnerships										
Recruit collaborative partners			ii e		T	T	T		Т	T
Produce "talking points" brochure or website			-							+
Recruit industry affiliates										+
Recruit advisory board members			1							$\top$
Collect letters of commitment										
Management and Personnel									-	
Identify basic management structure		T				T	T	1		T
Collect biosketches										+
Proposal Writing and Editing										
Assign writing										
Write section components										
Compile 1st draft										
Project team 1st edit										
Any outside review input/edit										
Editing iterations										
Write summary or abstract			10							

Red Text: Important to have agreement (and explicit text for problem overview) prior to proposal writing