



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Grant Writing: An Introduction

Effective Proposal Development

Grant Development Support Unit

Lori Kaser



Workshop Agenda

- Review basic grant terms and parts of a grant proposal
- Know and understand the Solicitation Cycle
- Access funding opportunity resources
- Organize and plan for grant writing
- Avoid common reasons for not being funded



Grant Development Support Unit

Our mission is to serve CFAES faculty researchers as they conceptualize, develop, write and submit their proposals to federal agencies and other entities to seek funding.

We work across all disciplines with the overarching goal of making the proposal development process as straightforward and streamlined as possible.

The GDSU has been successful in obtaining more than *\$87 million* in new extramural funding since its inception in 2010



Grant Development Support Unit

- Proposal Development (Pre-Award)
- CFAES Equipment Grants
- D.C. Days
- Training/Outreach
- OR Liaison
- Compliance Management (RCR, COI)
- ePA-005 approval
- Funding Opportunities
- Research Impact Statements
- Monthly Research Newsletter
- SEEDS: The OARDC Enhanced Competitive Research Program



Grant-Making Organizations

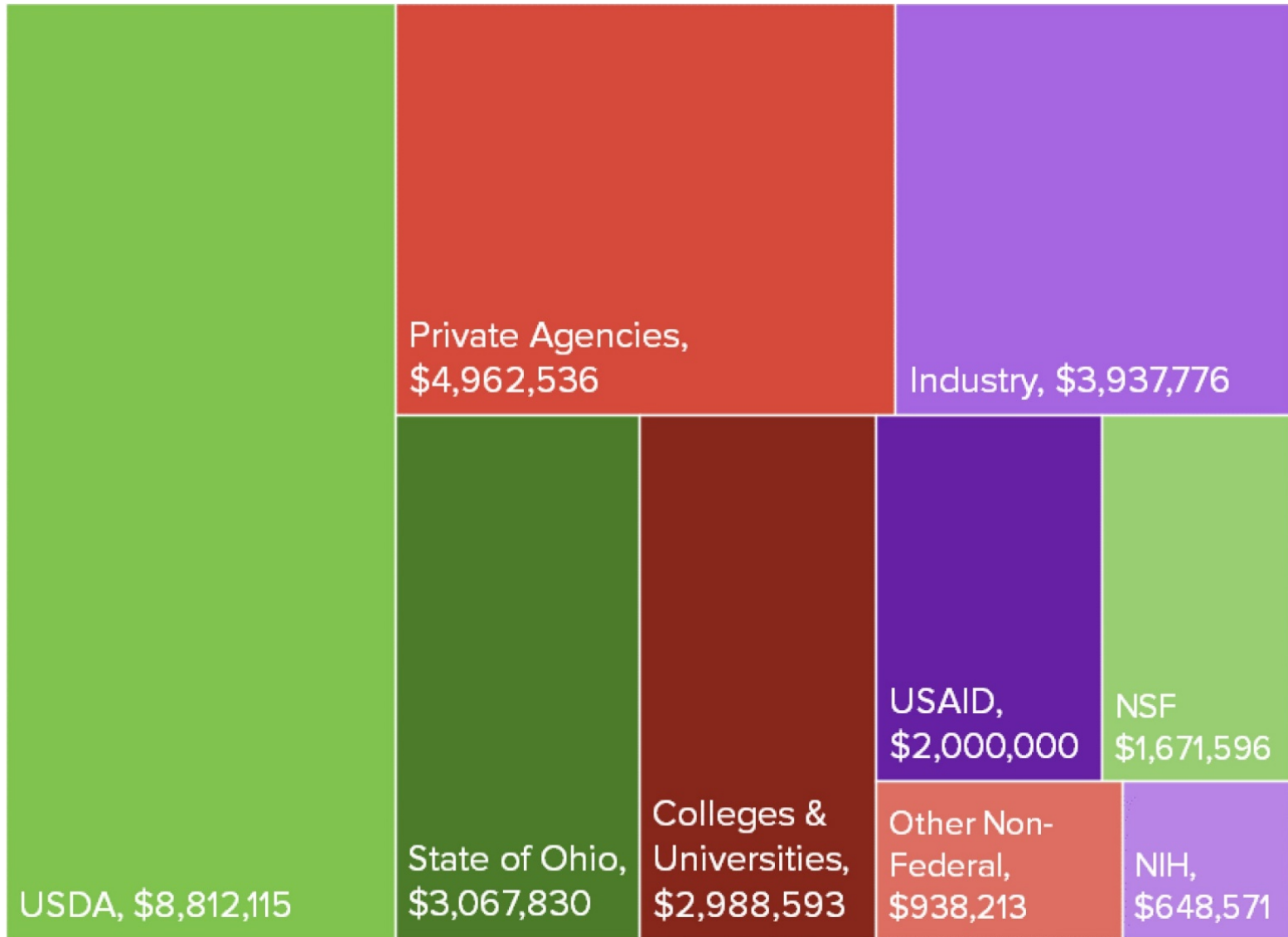
Government

- Federal – NIH, NSF, DOD, USDA
- State – Jobs Ohio, Ohio Dept of Ed, ODJFS
- County, Municipalities

Private

- Non-Profit – Sloan Foundation, Columbus Foundation, Gates Foundation, Commodity Groups
- For Profit – AEP, Honda, General Electric

CFAES SPONSORED PROGRAMS RESEARCH AWARDS FY 2017



FY2016 RESEARCH

in the COLLEGE OF FOOD, AGRICULTURAL, AND ENVIRONMENTAL

EXPENDITURES

Research expenditures – the funds spent on personnel, supplies and services – reflect the research activity of the college

\$40.7M

865 active grants

SUBMISSIONS AND AWARDS

PROPOSALS

441 proposals submitted

\$99.8M in funds requested

AWARDS

338 awards in FY 2016

\$35M in awards

INTELLECTUAL PROPERTY

29 Patent Filings

9 New Patents Issued

13 Invention Disclosures

24 New Inventors

\$264,180 Total Licensing Revenue



THE OHIO STATE UNIVERSITY
COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES



Funding & Research Development

- Assistance with finding funding, locating collaborators, and leveraging Ohio State's resources
- Coordination of the limited submission process, Ohio State's internal nomination process

Jeff Agnoli

 agnoli.1@osu.edu or  (614) 292-6269

Office of the Vice President
Research 208 Bricker Hall, 190 N.
Oval Mall
Columbus, Ohio 43210



Funding & Research Development

- Assistance with finding funding, locating collaborators, and leveraging Ohio State's resources
- Coordination of the limited submission process, Ohio State's internal nomination process

Pam Schlegel

 agnoli.1@osu.edu or  (330)263-3782

Grant Development Support Unit



Funding and Research Development (go.osu.edu/funding)

- SPIN Funding Opportunities Database
 - www.infoedglobal.com > SPIN
- Research Development and Grant Writing Newsletter
 - <http://go.osu.edu/grantwritingnews> (OSU login required)
- Federal Grants and Contracts
 - <http://grants.gov>
- Research Databases
 - <http://library.ohio-state.edu/screens/databases.html>



Funding and Research Development (go.osu.edu/funding)

- Finding Collaborators
 - <http://osu.academicanalytics.com/> (faculty expertise)
- Internal Funding Opportunities
 - College, institute/center, and department web sites
- Sponsored Program Officers
 - <http://osp.osu.edu/spos>
- Google Alerts and Google Scholar searches
 - <http://google.com>
- CFAES Resources
 - grants.cfaes.ohio-state.edu



Grant-Seeking Career Strategies



Internal Funding - Small Grants - Medium Grants - Big Grants - Huge Grants
Beginning or Early CareerHeight of Career



Office of Foundation Relations

- Foundation Center database (funding from community agencies, corporations, and families)
 - Available through college development officer
 - Also accessed through University Libraries catalog
- **Contacts**
 - Aaron Conley, conley.540@osu.edu
 - Emily Irwin, irwin.290@osu.edu
 - Marilyn Roberts, Roberts.1561@osu.edu
 - Helena Thigpen, Thigpen.18@osu.edu



University Requirements

Proposals require:

- ePA-005 – Authorization to Seek Off-Campus Funds form with appropriate signatures
- Principal Investigator (PI) Status Eligibility
- Approvals for human subjects, animals, or other institutional clearances (research risks); conflict of interest requirements
- Facilities and administrative (F&A) costs
- The Ohio State University or The Ohio State University Foundation is listed as the applicant and contractual entity



University Requirements

Proposal may also require:

- Documentation that sufficient research space is available
- Documentation of sources of cost sharing, if included in proposal
- Faculty salary recovery if required by college



Cayuse424 Electronic Proposal Submission

- Ohio State's federal agency proposal development and submission system
- Automates some tasks, e.g. completion of forms; facilitates collaboration, checks for common errors and/or missing information, etc.
- Recommend submitting proposal at least 3-5 days before the actual deadline



What is the Difference between...

Office of Sponsored Programs (OSP)

- Does not have a 501(c)(3) designation
- Reporting requirements help determine who submits Government grants (federal, state, local)
- Facilities and Administration Costs where applicable
- <http://osp.osu.edu>

The Ohio State University Foundation

- Does have a 501(c)(3)
- Individual donors
- Foundations
- Corporate funding
- Six month check hold (administrative costs)
- <http://giveto.osu.edu>



What is the difference between...

A Gift



A Contract



A Grant





What is a Gift?

A gift is a contribution or donation made on a non-competitive basis and may obligate the recipient to produce specific results, e.g., naming rights and other university benefits.

Processed by the Ohio State University Foundation.





What is a Contract?

Contract: legally binding agreement between one or more sponsors and the grantee

- Outlines specific goals and requirements for goods and/or services to be provided by the grantee
- The relationship between the sponsor and the grantee is one of procurement
- Processed by the Office of Sponsored Programs



What is a Grant?

Grant: an assistance award, generally financial in nature, given for the implementation of a specific task

- Generally not as restrictive as a contract
- Processed by the Office of Sponsored Programs
- Processed by the Ohio State University Foundation if a 501 (3) (c) nonprofit organization requirement is listed in the guideline



Solicitation Cycle

Identification

- Help identify who (people and organizations) shares your passion for your work?
- Determine if they have the capacity (finances/resources) to support your work?

Research

- Study these potential sponsors; gather business intelligence and past funding history (who is the right person(s) to ask; how much/what is the right amount; what is the right project at the right time)
- Foundation Relations can assist with providing profiles of prospective sponsors, current board members, funding history, etc.



Solicitation Cycle

Strategic Planning

- What are the best ways to engage with this sponsor, i.e., request an introduction through an established colleague, etc.
- Best time to request funding (funding cycle, most dollars available)

Cultivation

- Enables potential funder to learn more about your organization
- Work to establish a lasting relationship
- Investment is a natural resolution to a mutually recognized problem



Solicitation Cycle

Solicitation

- State your case effectively and show impact of investment
- Be sure to provide exactly what they request

Stewardship

- Fulfill all required reporting; say thank you
- Inform sponsor of your organization's success in delivering the service

Renewal

- Sponsors are inclined to give to previous investments
- Do an outstanding job on service delivery/research and share results
- Ask about future support



Developing Your Proposal Begins with a Good Idea

- Does it address an important problem, i.e., will scientific knowledge be advanced and sustained?
- Does it build upon (incremental) or expand current knowledge (transformative/novel/innovative)?
- Is it feasible to implement and to investigate?
- Have you researched the sponsor's web site? Has it already been funded?
- Have you selected the right sponsor; is project aligned with sponsor's mission?
- Have you followed all guidelines?
- Is the budget realistic and includes only essential costs?



Application Development Strategy

Plan

Think

Write



So WHY Plan?

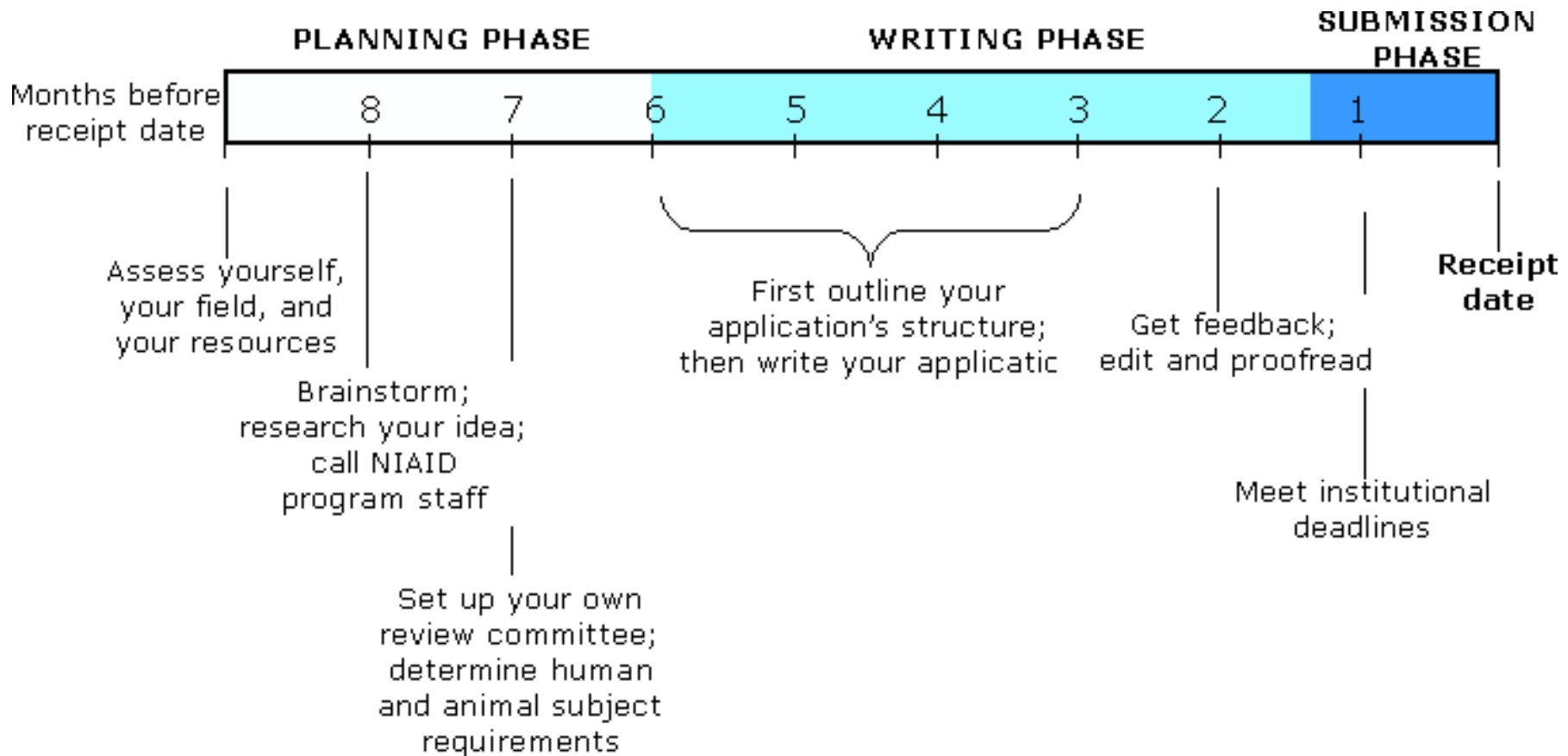
You're more likely to get...

- A compelling scientific question
- Appropriate sponsor
- Appropriate review committee
- Adequate time to complete
 - A major stress reducer, no need to wait to get started

...a better grant application



Sample Pre-Submission Timeline





Components of a Grant Proposal



8 Components of Grant Proposal

- ✓ Cover Letter (**write last**)
- ✓ Executive Summary
- ✓ Problem Statement
- ✓ Project Description (includes evaluation)
- ✓ Budget
- ✓ Organizational Information (ask department/college for assistance)
- ✓ Conclusion
- ✓ Appendix



Components of a Cover Letter

- Reference conversations/past contacts
- Make the request (including the ask amount)
- Describe what is in your proposal package (narrative, appendix)
- Offer to answer questions/meet
- Institutional signature(s)



Executive Summary Components

- Need Statement
- Project Description
- Funding Requirements/Budget
- Expertise/Organizational Info



Problem or Need

- How it relates to the goal and mission of the project
- The applicant's capacity to make a change in the condition
- Who is experiencing the problem
- Project purpose

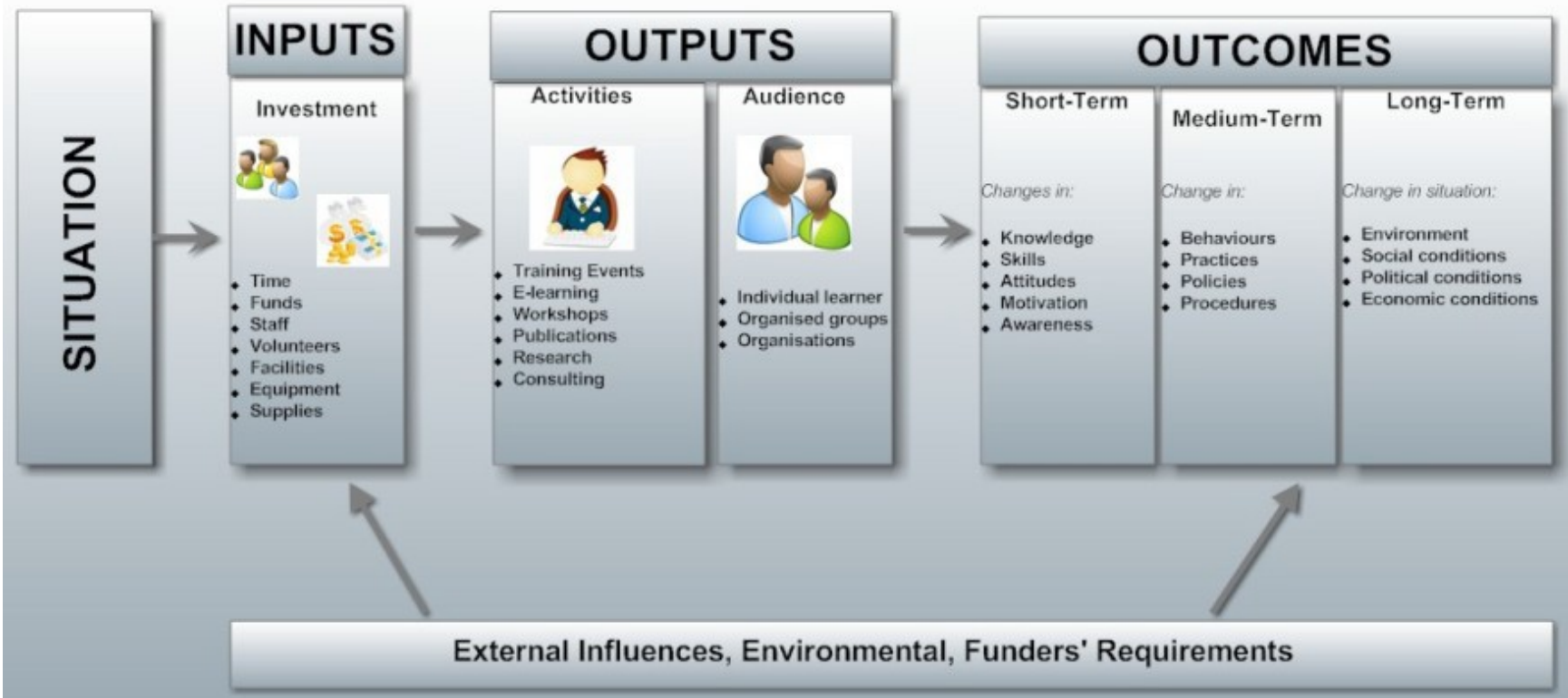


Project Description

- Goals and objectives
- Planned activities (outputs)
- Project time line (logic model)
- Evaluation and sustainability plan



Sample Logic Model





Organizational Information

- Depending on which organization (OSP or CFR) submits the proposal, additional institutional information may need to be submitted, e.g., list of board members, audited financial statements, etc.



Conclusion

- Final appeal
- Reiterate what your nonprofit wants and why it is important



Budget

1. Expense Information

- Personnel
- Non-personnel
- Overhead

2. Income Information

- Earned income
- Grants and Gifts

3. Budget Narrative and/or Justification



Appendix

- Additional information they may request, examples memorandum of understanding (MOU) or letters of support.
- Additional documents which add to the credibility of the proposal, e.g., journal articles, CVs, etc. (refer to guidelines)



Scientific Proposal Contents

- Abstract
- Methods
- Expected Results
- Potential problems and plans for resolution
- Budget and justification
- Personnel and their qualifications
- References cited
- Letters of support



Why Are Proposals Not Funded: Common Proposal Weaknesses

- Project not “innovative” or “transformative” enough; questionable importance
- Project not logical; planning is lacking
- Lack of preliminary data; need not documented
- Staff unqualified; team lacks expertise
- Overly ambitious; project timeline unrealistic
- **Key point: make it easy for reviewers to understand and read**



NSF: Return Without Review

- Inappropriate for funding by the NSF
- Insufficient lead-time before activity is to begin
- Does not separately address merit review and one-page Project Summary
- Already received a “not invited” response; duplicates another proposal already awarded
- Does not meet requirements, i.e., page limits, formatting, etc.; not responsive to program guidelines



Common Reasons Cited for a Weak Application

- Lack of or weak impact
- Significance not obvious or weak
 - Too ambitious, lacking focus
 - Unclear or flawed hypothesis
 - Feasibility unsupported
- Poor writing
- Applicant track record weak or lacking appropriate expertise
- Approach flawed



Hallmarks of an Outstanding Grant Application

- Strong significance to an important problem; IMPACT is high; high degree of novelty and innovation; clear rationale
- Strong track record by a well-qualified applicant
- Relevant and supportive preliminary data
- Clear and focused approach that provides unambiguous results
- Careful attention to details:
 - **Fonts, clarity of data, spelling, etc.**



How To Assure That Your Grant Gets Funded?

- Good ideas, well-presented always win
- Think and write clearly
- Be complete but not verbose
- Never lose sight of the significance; point to the impact
- Pay attention to details
- Collaborate with other investigators
 - Fills gaps in your expertise and training
 - Add critical skills to your team
- “Team Science” is powerful



The Peer Review Process

- Incorporate review criteria in your subheadings
- Know that reviewers are exceptionally busy people
 - Typically do not read proposal all at once
 - Most may not have expertise in your field of study
- Ask for a list of reviewers when available; review their funding history and publications
- Talk with colleagues who have served as peer reviewers and/or volunteer to serve as a reviewer



Science of How You Communicate

- Use active voice rather than passive voice
- Minimize the separation between subject and verb; use short, concise sentences
- Articulate the direction action in the verb when appropriate
- The subject whose story is being told should be at the beginning of the sentence in the topic position
- New, important (exciting!) information should be at the end of the sentence in the stress position



Excellent Proposal

Reviewer Comments:

1. Strengths are numerous and include novel and innovative hypotheses, sound experimental design using multidisciplinary approaches, a highly qualified investigator and research team, and a high likelihood of meaningful findings
2. Strengths include the significance of the central hypothesis, the well-designed experimental plan, supportive preliminary data...
3. ...the rationale for the studies are clearly delineated, appropriate controls are in place, scope of the studies is appropriate, and there is ... complete discussion of possible limitations of some approaches and how findings will be interpreted



Jeff Agnoli (agnoli.1@osu.edu or 614-292-6269)

Education, Funding and Research Development
Office of the Vice President for Research
208 Bricker Hall / 190 N Oval Mall

Dinessa Solomon (Solomon.189@osu.edu or 614-688-3049)

Executive Director, Foundation Relations
The OSU Foundation, Office Foundation Relations
1480 West Lane Avenue

Amanda Rinehart (Rinehart.64@osu.edu or 614-292-3336)

University Libraries | Data Management Librarian
18th Avenue Library, Room 490