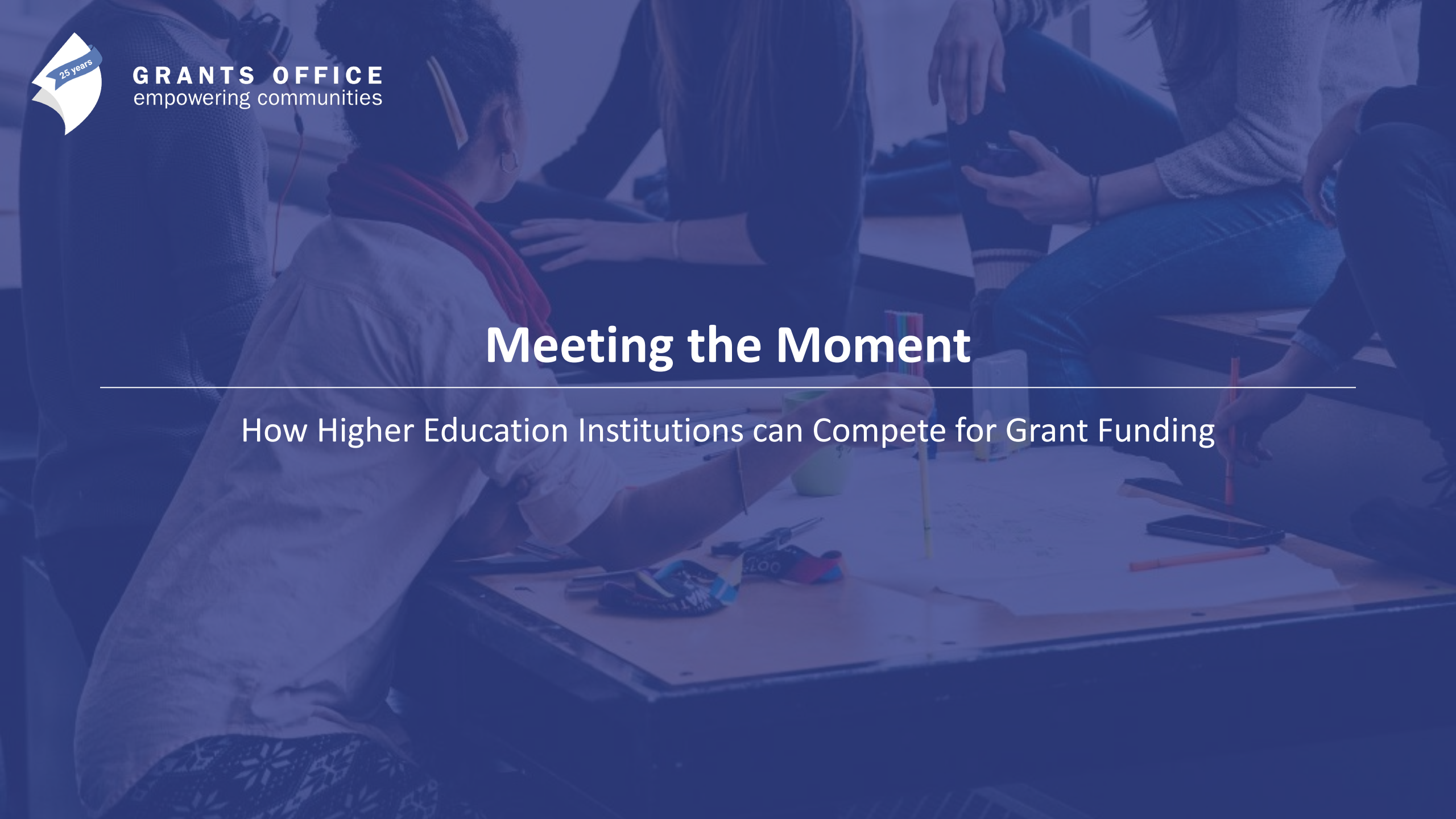


GRANTS OFFICE
empowering communities

Meeting the Moment

How Higher Education Institutions can Compete for Grant Funding

Today's Presenters



Ashley Schultz

Grants Office
Manager of Research and Consultation



Dr. Marc Smithers

Grants Office
Grants Development Associate

TODAY'S AGENDA

01 | The Context: Grantseeking in Higher Education

02 | The Challenge: Finding the Right Opportunities

03 | The Opportunity: Increasing Your Competitiveness

04 | The Next Steps: Getting Ready

05 | Q & A

06 | Grants Office Services and How to Engage

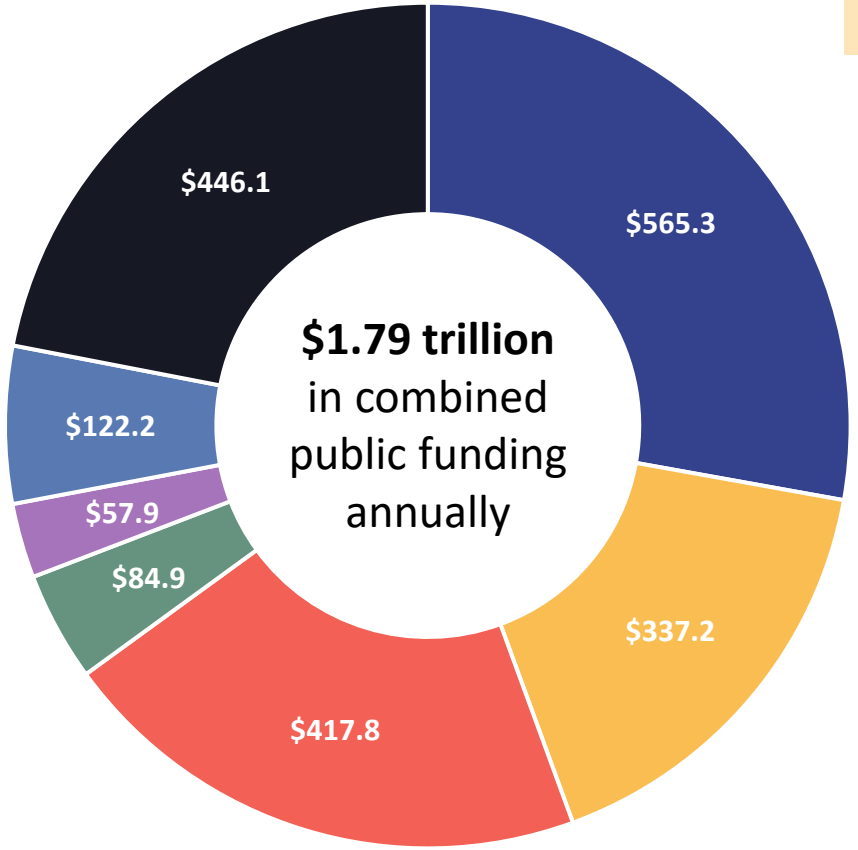


The Context:
Grantseeking in Higher Education

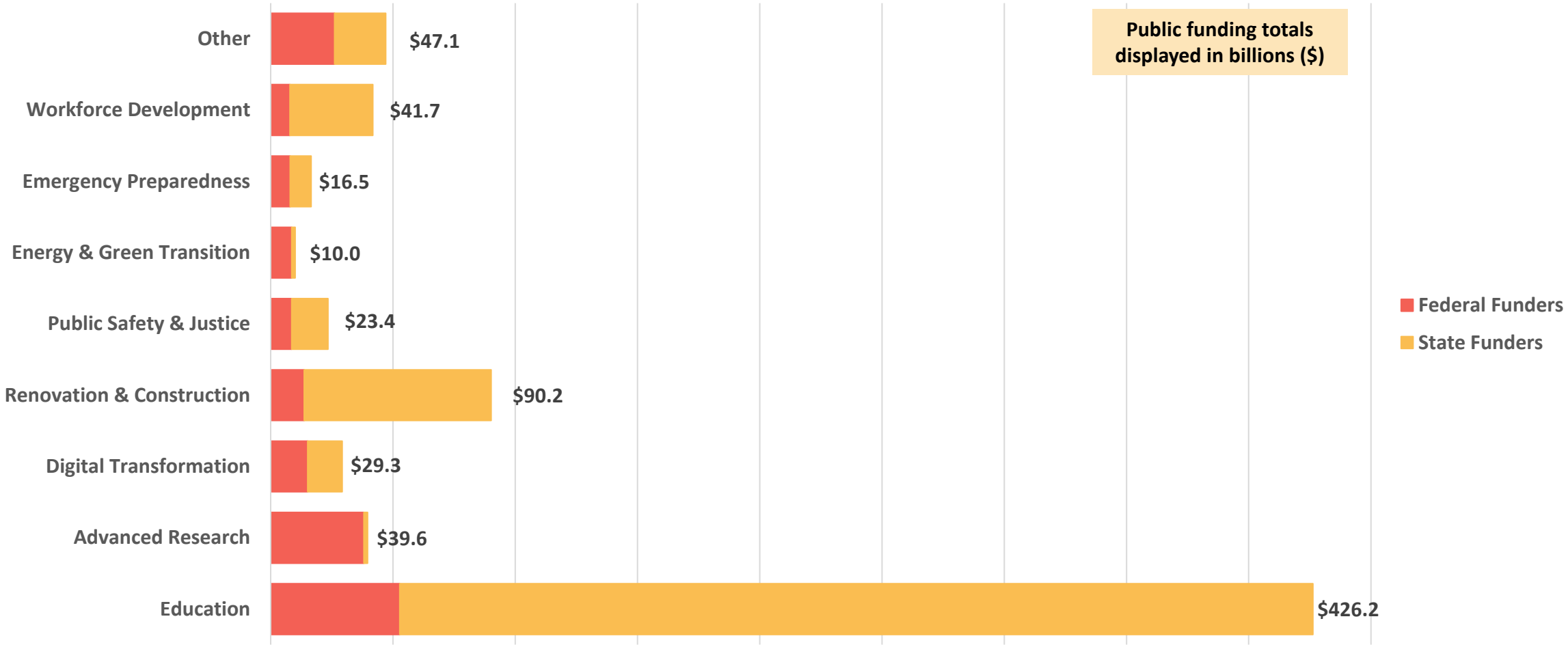
What entities receive public funding?

- Government Bodies
- K12 Education Providers
- Post-Secondary Institutes & Research Centers
- Healthcare Providers
- For-profit Entities
- Non-profit Entities
- Other Groups

Public funding totals displayed in billions ($)

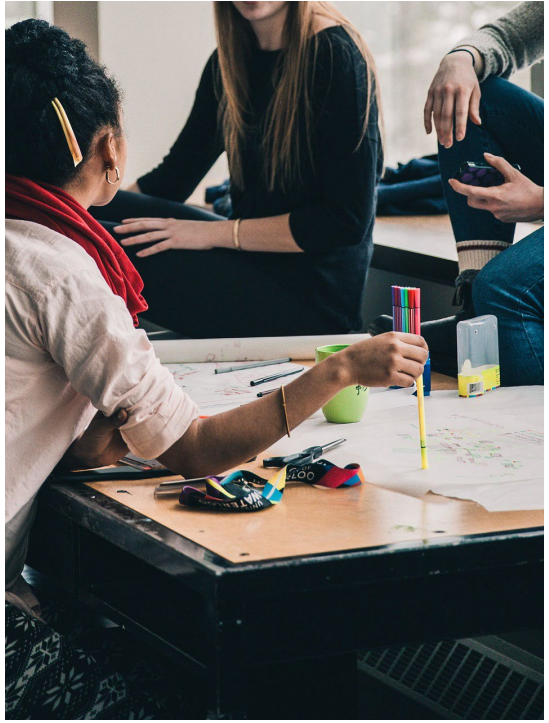


What projects are supported with public funding?



General Themes in Higher Education Grant Funding

- Student Learning
- Faculty Research
- Increasing Access
- Increasing Completion
- Job Readiness









Funding Priorities in Federal and State Budgets

Federal Budget

Top Funding Priorities

1. Education
2. Advanced Research
3. Workforce Development
4. Renovation & Construction

vs

State Budgets

Top Funding Priorities

1. Education
2. Renovation & Construction
3. Workforce Development
4. Advanced Research

** Note: state priorities vary significantly between states based on needs and priorities of the legislature and governor.*

The Challenge:
Finding the Right Opportunities

Popular Sources of Higher Education Funding



Federal Agencies

Departments of Education, Energy, Labor, and Defense; National Science Foundation

State Agencies

Departments of Education, Labor, and Public Safety

Foundations

Arthur Vining Davis Foundation, ECMC Foundation, Alfred P. Sloan Foundation

Common Stumbling Blocks for Grantseekers

01 Information Overload

Details about relevant programs can be hard to filter from agency press releases or government grant repositories. The announcements themselves often have 30+ pages of information.

02 Equating Eligibility with Competitiveness

Eligibility sections can be confusing. Also, just because your institution may be listed as “eligible” to receive funds does not mean you are a competitive entity.

03 Going it Alone

Applying to a grant is no small undertaking, yet still people try to do it all themselves. This often leads an organization to submit a suboptimal proposal.

04 Giving Up Post-Rejection

Receiving a proposal rejection can make the time invested in the grantseeking process feel wasted and not worth future efforts.

Tips for Effective Grantseeking

01

Focus on Specific Agencies

Pick a handful of agencies, both federal and state, that have published programs for which your institution could compete. Familiarize yourself with their website, agency priorities, and contacts. Sign up for their listservs.

02

Connect with Colleagues

Intentionally seek out colleagues at other institutions that have a similar position as you and talk with them about grant opportunities they have pursued. See what worked and what they suggest.

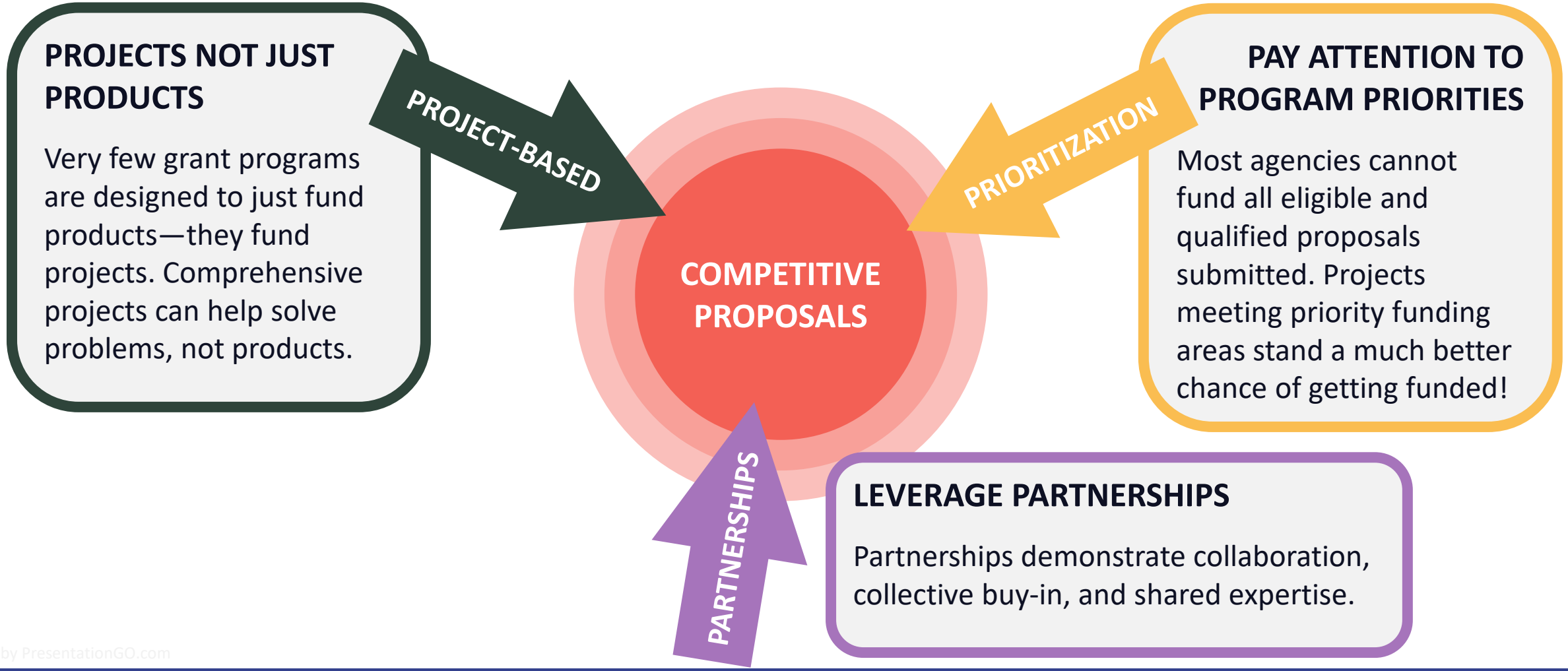
03

Setting Grant Alerts

Consider specific news items you want to keep track of, such as grant awards for artificial intelligence. Set alerts in your preferred search engine with these keywords to get notified when press releases come out for awards for these projects.

The Opportunity:
Increasing Your Competitiveness

Increasing Institutional Competitiveness



Design by PresentationGO.com

Additional Steps to Improve Your Proposal

01 Consider an External Review

Don’t underestimate the value that an outside set of eyes can give to making your proposal stand out!

02 Ensure You Have Each Piece in Place

A standout proposal is quickly dismissed by reviewers who notice key pieces missing from an application (or if it is not formatted correctly).

03 Write a Data-Based Narrative

Prove to reviewers that your project is worth their investment by backing each piece with supporting data.

04 Don’t Go Solo

Colleges and universities often have a host of resources to help grantseekers—use them!



The Next Steps: Getting Ready

Getting Your Institution Grant-Ready

Build Your Team

Get key individuals on board in grantseeking:

- Leadership support
- Fundraising
- Sponsored Programs
- IT and Procurement
- A “grant-champion”

Gather Data

Competitive proposals are made strong using compelling and accurate data. Gathering meaningful data takes time and collaboration!

Identify Needs

Clearly and concisely define what needs for which you anticipate seeking grantfunding (e.g. curricular innovation, faculty development, staffing, infrastructure).

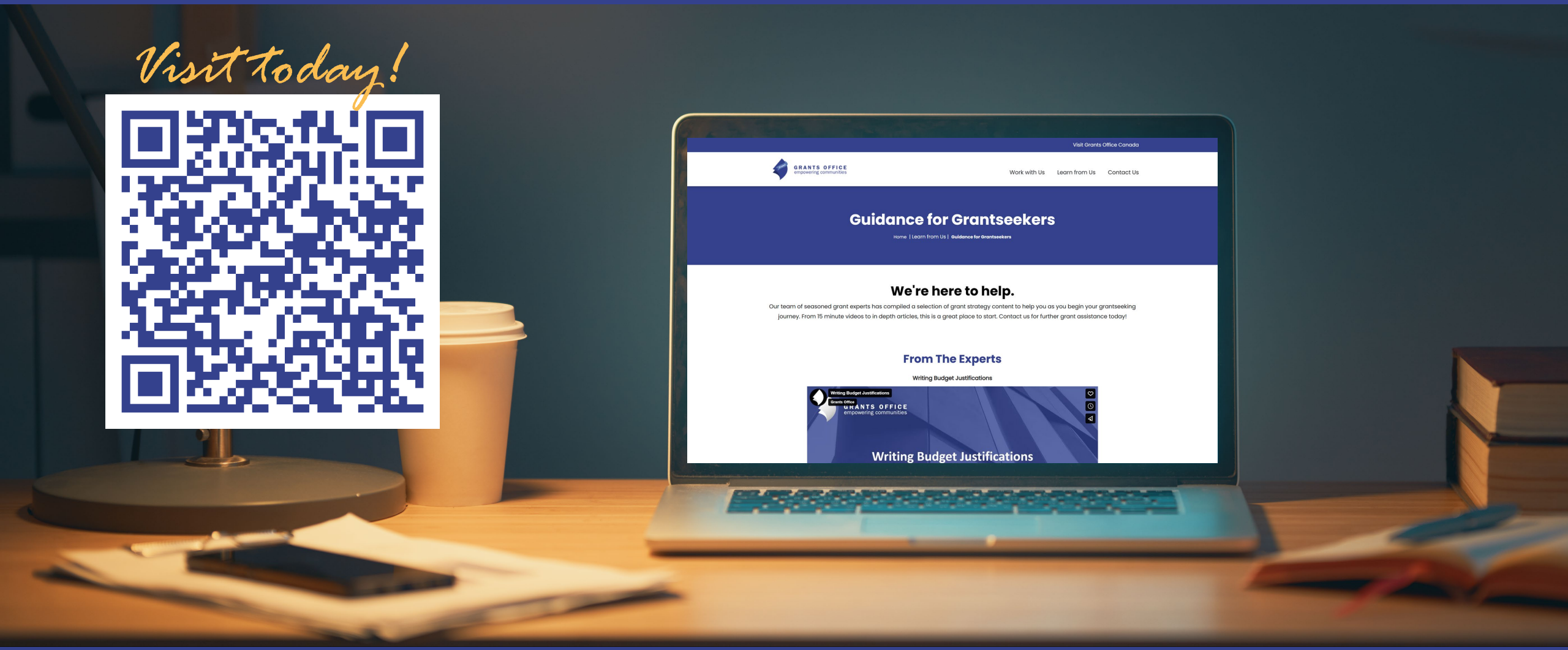
Focus the Project

Narrow the scope of your project to only as much as your institution feels it can reasonably achieve and in an area it is well-positioned to make a meaningful impact.

Look Backwards

Consult the application guidance of previous year’s funding announcements. Use these to begin shaping project narratives and to map out a grantseeking timeline.

FREE RESOURCES: Guidance for Grantseekers



Engage with Grants Office

Step 1

‘Contact Us’

Fill out an Information Collection Tool to engage with the Grants Office Helpdesk.

Step 2

Initial Meeting

Meet with a Grants Office Consultant to discuss your project goals and technology needs.

Step 3

Funding Opportunity Report

Your Grants Office Consultant will provide you with a report detailing applicable grants.

Step 4

Consultative Call

Meet with your Grants Office Consultant to plan and prepare your application.

Step 5

Submit Application

Once completed, you submit your grant application and let us know when you win!

Start here!

Questions?

GRANTS OFFICE
empowering communities

Contact Us

www.grantsoffice.com

info@grantsoffice.com

LinkedIn

