Alternative Sources of Funding During Difficult Times: Audience & Search Strategies

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Today’s Focus

Best Practices

Demonstration of SPIN – Funding Opportunities Database

Online Resources: http://go.osu.edu/funding

Knowing Your Audience
Astounding discoveries every day, creating economic opportunities, and solving global human problems
Ohio State 10-year Research Funding Profile

* Based on total R&D expenditures reported to NSF.
Total Fundraising Activity
2010-2011 ($ Millions)

FY2010  
$0  
$100  
$200  
$300  
$400  
$500  

FY2011  
$0  
$100  
$200  
$300  
$400  
$500  

Gifts  CFR Contribution
Best Practices

• Research Ideas: determine the frontiers of 5-10 significant issues of interest

• Develop a “White Paper” or project summary statement
  • Also referred to as the “elevator speech”
Best Practices

• Read the guidelines
  • Guidelines are written by committee
  • Talk with program officer to obtain finer points; visit with agencies; learn to “read between lines”

• Build your team; establish strategic partnerships; leverage your expertise toward promising projects; seek experts for your projects
  • Significant research problems often take groups/teams
Best Practices (continued)

• Build relationships, respect, & reputation
  • Become a proposal reviewer (serve on a panel)
  • Participate in seminars, colloquia, and conferences
  • Serve as a mentor; become a mentee
• Obtain a peer review; funds may be available for external reviews
• Build your capacity of potential funding agencies
  • Congressionally-Mandated Medical Research Programs (Department of Defense); public and private foundations; corporations
Best Practices (continued)

• What to say – and Not Say – to Program Officers
  • Do not contact program officers to chat; keep comments strictly professional
    • Okay to have informal chats outside of the office, e.g., at a professional conference
  • Do not cold-call them; better to first send an email; okay to attach a 1-2 page project summary
Best Practices (continued)

• What to say – and Not Say – to Program Officers
  • Do your homework: review web site and program guidelines; contact your sponsored program officer and/or department grants manager for assistance
  • Be as specific as possible in your request
  • When in doubt – ask – don’t get declined on a technicality
  • When the answer is “no” – ask is there a way to move to “yes” here?
Best Practices (continued)

- Use RSS Feeds, listservs, email alert services and monitor funding opportunities
  - [http://go.osu.edu/spin](http://go.osu.edu/spin);
  - Use Research Citation Databases: Scopus, ISI Web of Knowledge (subject librarians will assist)
  - Listservs: NIH, AHA
- Consider using a logic model to craft the narrative
- Review the George H. Heilmeier’s Criteria
Heilmeier’s Criteria

• What are you trying to do? Articulate your objectives using absolutely no jargon.
• How is it done today, and what are the limits of current practice?
• What's new in your approach and why do you think it will be successful?
Heilmeier’s Criteria

- Who cares?
- If you're successful, what difference will it make? What applications are enabled as a result?
- What are the risks and the payoffs?
- How much will it cost? How long will it take?
- What are the midterm and final "exams" to check for success?
Ohio Research Industry Partnerships

More than 340 Industry Partnerships
Ohio State is actively engaged in more than 760 partnerships with industries representing 40 states.
Industry...It’s About More Than Research

Partnerships beyond the research enterprise:

• Fellowships
• Access to highly specialized facilities
• In-kind gifts
• Jobs and internships for students
• Licensing income
• Corporate foundation funding
• Event sponsorship
Your Grant Proposal Audience: Be the Reviewer
Proposal Audience Components:

1. Granting Agency
2. Funding Announcements
3. Reviewers
Know thy Granting Agency

1. What is their mission?
2. What/who do they fund?

**NIH Reporter:**
http://projectreporter.nih.gov/reporter.cfm

3. Contact the granting agency program official
Funding Announcements: What do Granting Agencies want to Fund?

1. Grants vs Contracts & Funding Mechanisms
   http://grants.nih.gov/grants/funding/funding_program.htm

2. Funding Opportunity Announcements (FOAs)
   http://grants.nih.gov/grants/guide/description.htm
Grants, Contracts & Funding Mechanisms

1. **Research Grant** (R01, R21, R03, etc) - funding to “solve a problem” with minimal NIH involvement during performance

2. vs **Cooperative Agreements** (U01, etc) – NIH is involved to assist, guide, coordinate...

3. **Career Award, Fellowships, Training Grants** (K, F, T) – research training is the main deliverable

4. **Contracts** – funding for services / property that directly benefits the Federal government.
Funding Opportunity Announcements (FOAs)

1. Program Announcements (PA)
   • “Parent Announcements”
   • PAS
   • PAR

2. Requests for Applications (RFA)

3. Requests for Proposals (RFP)
1. **What do they tell you:**

Program emphasis, deadlines, eligibility, proposal sections, budget, compliance, reviewer ...

2. **Why do we try to ignore them?**
When you are ready to apply, talk to your Grants Team:

1. **Mentor** (and mentor’s admin support)
2. **Grants Development Officer** in your Department/Center/Institute
   College of Medicine: comor@osumc.edu
3. **Sponsored Program Officer** at OSU Office of Sponsored Program
Adopt the Mindset of the Reviewer:

1. Who are they?
   
   NIH Center for Scientific Review:
   
   http://public.csr.nih.gov/Pages/default.aspx

2. Make their job easy
   
   clarity, concise, white space, use FOA headers...
   
   use your mentor & internal review panels

3. Become a reviewer yourself!
   
   http://chronicle.com/article/How-to-Become-a-Grant-Reviewer/45846
“The unrelenting pursuit of deeper partnerships will be the defining characteristic of those institutions and organizations that thrive in the coming century. Partnerships with one another, with business and industry, with government, with parents and extended families, and with our communities.”

– E. Gordon Gee
President, The Ohio State University
“Partnerships with a Purpose”