

Syllabus: Strategic Proposal Development

You need three things to fund your research, education, or outreach project:

- The right sponsor;
- An excellent work plan; and
- A persuasive document.

We start with a rubric that's more about "food chemistry" than plain cooking—we call it "Program Centered Design." You'll use it to set your project's goals and design your activities.

Next, you'll get a second rubric, the "Storytelling Pentagon," that uses narrative theory to craft documents that aren't merely persuasive, but *compelling*.

Along the way, we'll show how to manage the process: to find the right sponsors and align yourself to their needs; to interact with program officers; and to coordinate with your campus research administration. There's even an extended discussion of how to elevate your writing.

This is not a recipe course. You'll develop a strategic perspective and practical skills you can use for all your future proposals. As such, it's most valuable for:

- junior faculty developing their first research agenda;
- senior staff responsible for student support, outreach, or similar programs; and
- newly appointed center or institute directors who are developing strategic funding plans.

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Schedule

DAY ONE		
8:30 AM	Welcome	<ul style="list-style-type: none"> Class Goals Overview Introductions
9:00 AM	Discussion	Rubric: Program-Centered Framework
9:30 AM	Discussion	<ul style="list-style-type: none"> The Funding Environment
10:00 AM	Exercise	<ul style="list-style-type: none"> Writing the Problem Statement
10:15 AM	Break	
10:30 AM	Exercise	<ul style="list-style-type: none"> Debrief exercise
11:15 AM	Discussion	<ul style="list-style-type: none"> Funders, funding mechanisms, and types of activities
12:00 PM	Lunch	
1:00 PM	Discussion	Relationships with Program Officers
2:00 PM	Break	
2:15 PM	Discussion	Program Design
2:45 PM	Exercise	<ul style="list-style-type: none"> Logic Models and Theories of Change Writing BHAGs and SMART goals
3:30 PM	Demonstration	<ul style="list-style-type: none"> Funder Search
4:45 PM	Assignment	<ul style="list-style-type: none"> Homework
5:00 PM	Adjourn	

DAY TWO		
8:30 AM	Warm-up	<ul style="list-style-type: none"> Debrief Homework
9:00 AM	Discussion	Rubric: The Storytelling Pentagon
		<ul style="list-style-type: none"> Story Elements Document Elements
10:00 AM	Break	
10:15 AM	Exercise & Debrief	<ul style="list-style-type: none"> Writing for review: analyze sample proposal
11:00 AM	Discussion	<ul style="list-style-type: none"> Storyboards
12:00 PM	Lunch	
1:00 PM	Discussion	<ul style="list-style-type: none"> Budget Evaluation
2:15 PM	Break	
2:30 PM	Discussion	Writing for Impact
		<ul style="list-style-type: none"> languages of success & failure
3:30 PM	Exercise	<ul style="list-style-type: none"> Storytelling: Analyze sample proposal
4:00 PM	Discussion	Managing within your organization
5:00 PM	Adjourn	