Yes...and?

Getting from there to here

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Assumptions

• Fundable idea
• Fits within the NSF strategy for ERCs
  – Transformational topic
  – High risk/high reward
  – Interdisciplinary team
• Senior leader, with connections to industry
• Clear understanding of how the research follows a translational pathway to the commercial market
• Diverse, respected team that is committed to the process
What ASU did:

• We developed **three** full proposals to the NSF ERC program **concurrently**
• Submitted 3 of 18 full proposals
• Won 1 of the 3 submitted
• 1 of 2 universities nationwide to have 2 ERCs
• We are a partner on a 3rd
ASU (NSF)

- 7 pre-proposals (~200)
- 3 full proposals (18)
- 1 site visit (8)
- 1 award (3)
ASU NSF ERC full proposal - Highlights

• Formal meeting for interested faculty & teams
• Submitted 7 preliminary proposals
• Competitive landscape analysis (current award and topics)
• Submitted 3 full proposals
  – Team 1 – project manager + RA,
  – Team 2 – proposal manager + RA,
  – Team 3 – project & proposal manager + RA
ASU NSF ERC full proposal - Highlights

• Single point of contact with sponsor
• Editing, graphics, writing varied by team
• Pink & Red Teams completed for all 3 teams
• Cost share & institutional support was equitable across all teams (coordinated centrally)
• $50,000 budget/team for proposal development incidentals, e.g., travel, graphics, etc. - doesn’t include staff time
• Additional funds available after site visit
The Solicitation

• Prepare teams & leadership prior to solicitation
  – Focus on strengths, critical mass/concentration
  – Address diversity early and often
  – Host interest meetings (bring people in)
  – Identify resources (people and funds)
  – Partner universities (SWOT analysis)

• Dissect the solicitation
  – Calendar
  – Checklist
  – Shell document
The Solicitation

• Scientific team meetings
  – Drive to agenda
  – Connect weekly

• Internal staff team meetings
  – Respect privacy/confidentiality
  – Non-duplication of effort

• Clarification questions
  – Single point of contact
  – Ask clear, specific, direct questions
Proposal Kick Off

• Identify team members
  – PI + Co-PI’s + Education Director + Diversity Director
  – RA + Prop Mgr + Proj Mgr + GCO
  – Tech transfer
  – DIVERSITY is key
  – Industry representatives

• Describe roles and responsibilities

• Schedule regular meetings and promote high expectations

• Disseminate timeline and checklist
Proposal Development

- Institutional commitment
  - Cultural expectations
  - Discipline expectations
  - Physical and planned facilities

- Use resources
  - Contact existing ERC PI’s
  - Identify staff and faculty with prior experience

- Institutional team
  - Tech transfer
  - Education
  - Diversity
Proposal Development

• External messaging
  – Industry brochure
  – Education brochure

• Team building
  – Help with management strengths/weaknesses
  – Research retreats
  – Appropriate venues for meetings/connecting
Site Visit

• Presume a win
  – Logo, t-shirt, take aways, brochures, banners

• Seating arrangement
  – NSF representatives
  – PI and Co-PI’s

• Leaders
  – Science/technical
  – Logistics/schedule/venue/catering
  – Presentation/schedule/optics

• Practice
  – Video
  – In person
  – Coaching
Site Visit

• Questions
  – Prepare for war
  – Venue/food/stress
  – Makes or breaks a team’s “mojo”

• Final presentation
  – Optics are important (cannot fake team)
  – Non-defensive/accepting

• Final questions
Reverse Site Visit

- Slide deck/graphics (1/3)
- Questions/clarifications (1/3)
- Practice/coaching (1/3)
Definition of Terms - Process

• Proposal Kick Off – mutual starting off point for the team
• Team Meetings - recurring meetings
• Pink Team – high level content in order
• Red Team – 90% complete proposal
• Site Visit – NSF “sees” you & team
• Reverse Site Visit – NSF “vets” you & team
Definition of Terms - Personnel

- Research Advancement – budget and compliance
- Proposal Manager – overall team & document
- Project Manager – technical scope & budget
- Graphics – polished visuals
- Presentation coach – team & individual practice
- Editing/Proofing – final review
- Writer – professional help
- Grants and contracts officer – authorized representative
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Questions?

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