The Grantseeker's Journey

ILLINOIS COLLEGE OF EDUCATION GRANTS ACADEMY SEMINAR

SEPTEMBER 27, 2024

THORN RUN PARTNERS
REDEFINING THE ART OF ADVOCACY.

Who's that??

JESSICA VENABLE, PHD, GRANTS ACADEMY FACILITATOR

Jess Venable, PhD
Partner, Thorn Run Partners

Jessica (Jess) Venable co-leads the firm's Grants Enterprise Strategy consulting practice, which assists clients in increasing the extramural funding base needed to support programs and services, research, outreach and engagement, partnerships, and the innovation ecosystem.

With more than 25 years' experience, she delivers a unique combination of solutions-focused consulting services including strategic planning, government relations, public relations, grants enterprise development and capacity building, partner engagement, Team Science, program design, and grant proposal development.

Jessica also leads Thorn Run Partners' Grantsmanship Initiative. Successful grantsmanship requires a skillset that is built, continually developed, and adapts to evolving contexts. Using a "coaches" approach to learning, Jess helps grant writers self-discover solutions to proposal development, while challenging conventional thinking about research funding that create barriers across cultures and institutions.

Her client portfolio spans the higher education, non-profit, and local government sectors, for whom she has helped win more than $700 million in competitive grant awards across the past decade alone.

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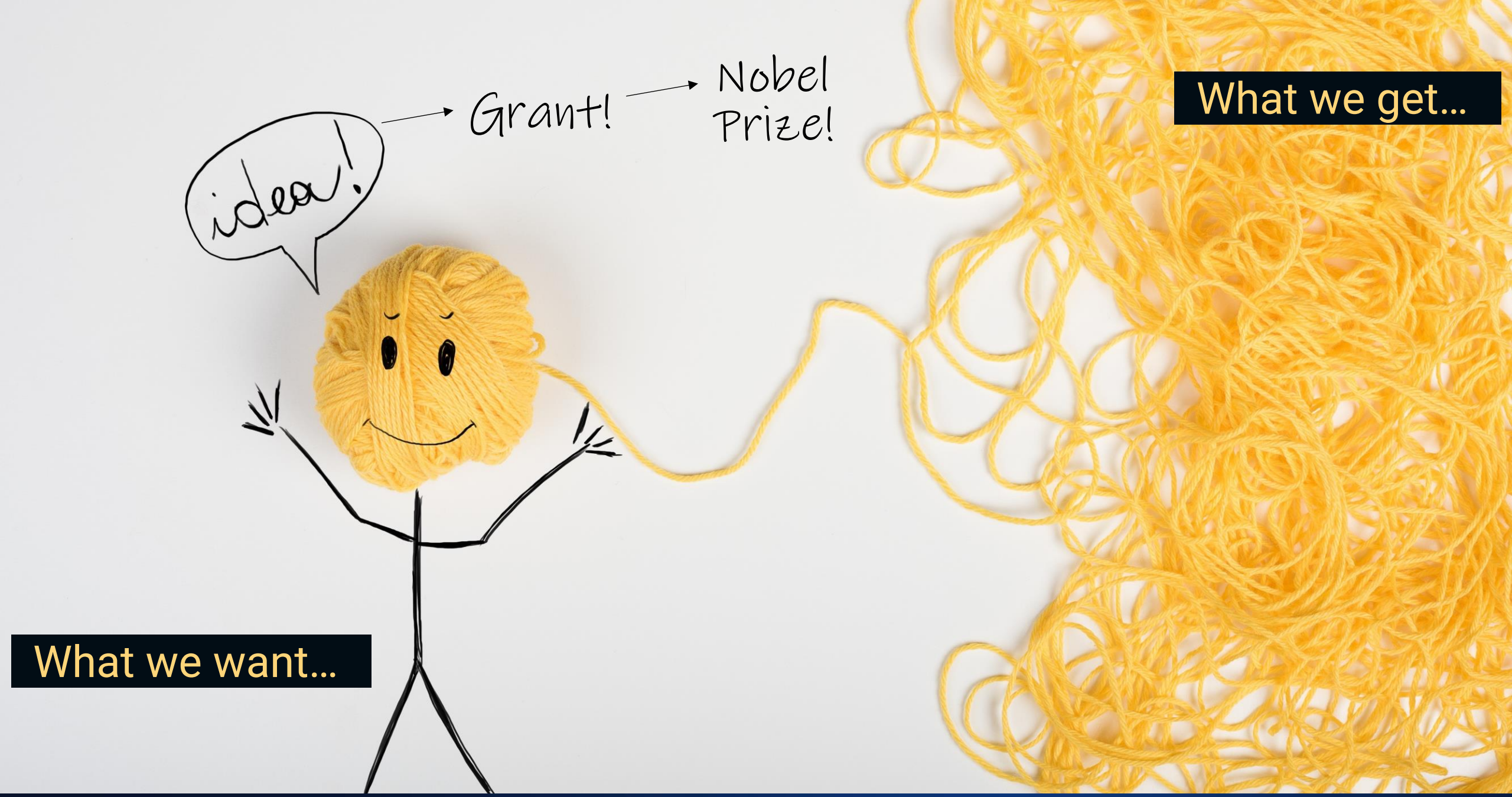

idea!
Grant!
Nobel Prize!
What we get...
What we want...

Writing a successful grant application is an art

Although the “science” is primarily being evaluated, presentation and respect for the requirements of the funding agency are key aspects that can make or break an application.

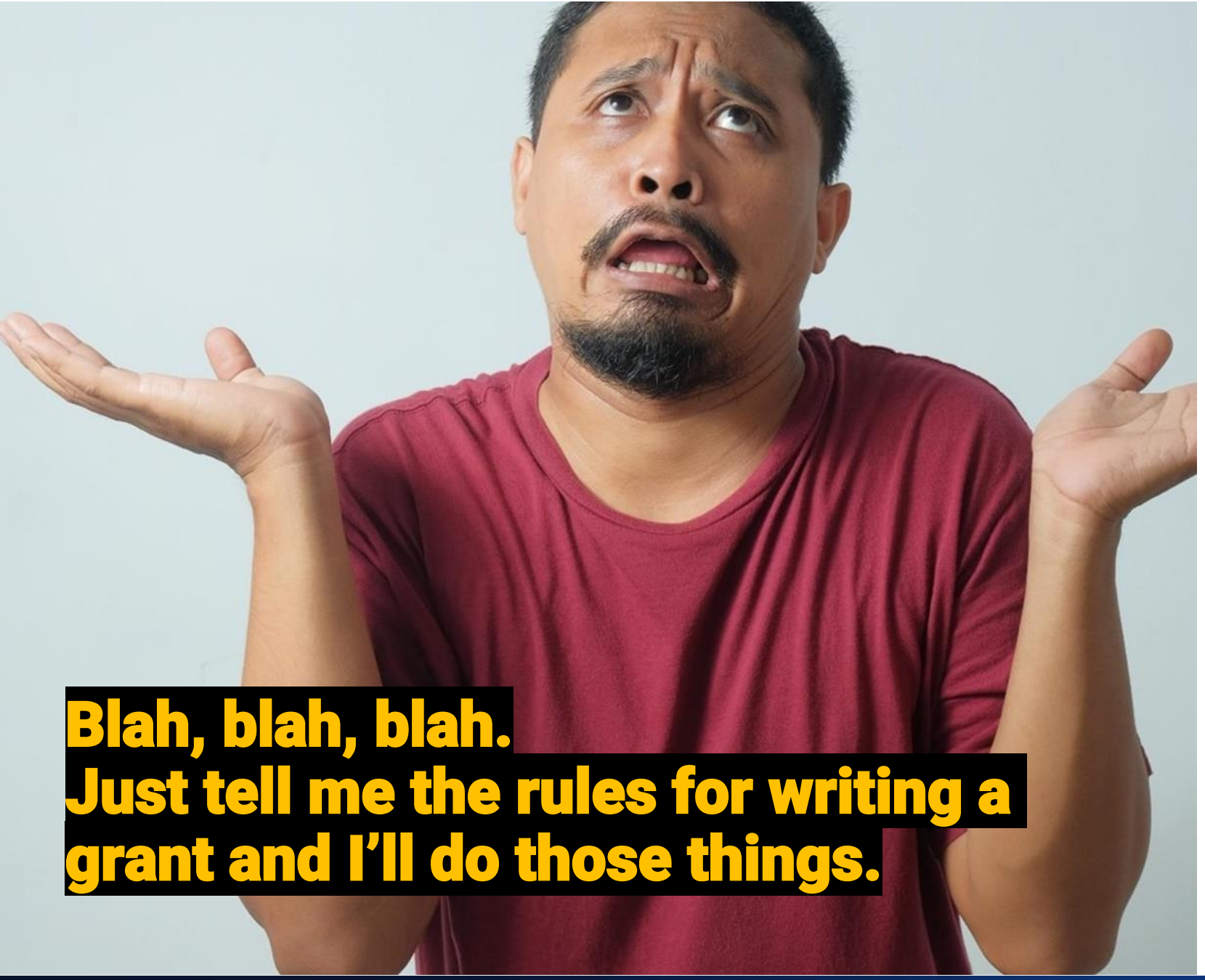
Source: Kraicer, J. (1997). The Art of Grantsmanship. https://www.hfsp.org/sites/default/files/webfm/Communications/The%20Art%20of%20Grantsmanship.pdf

Grantsmanship.

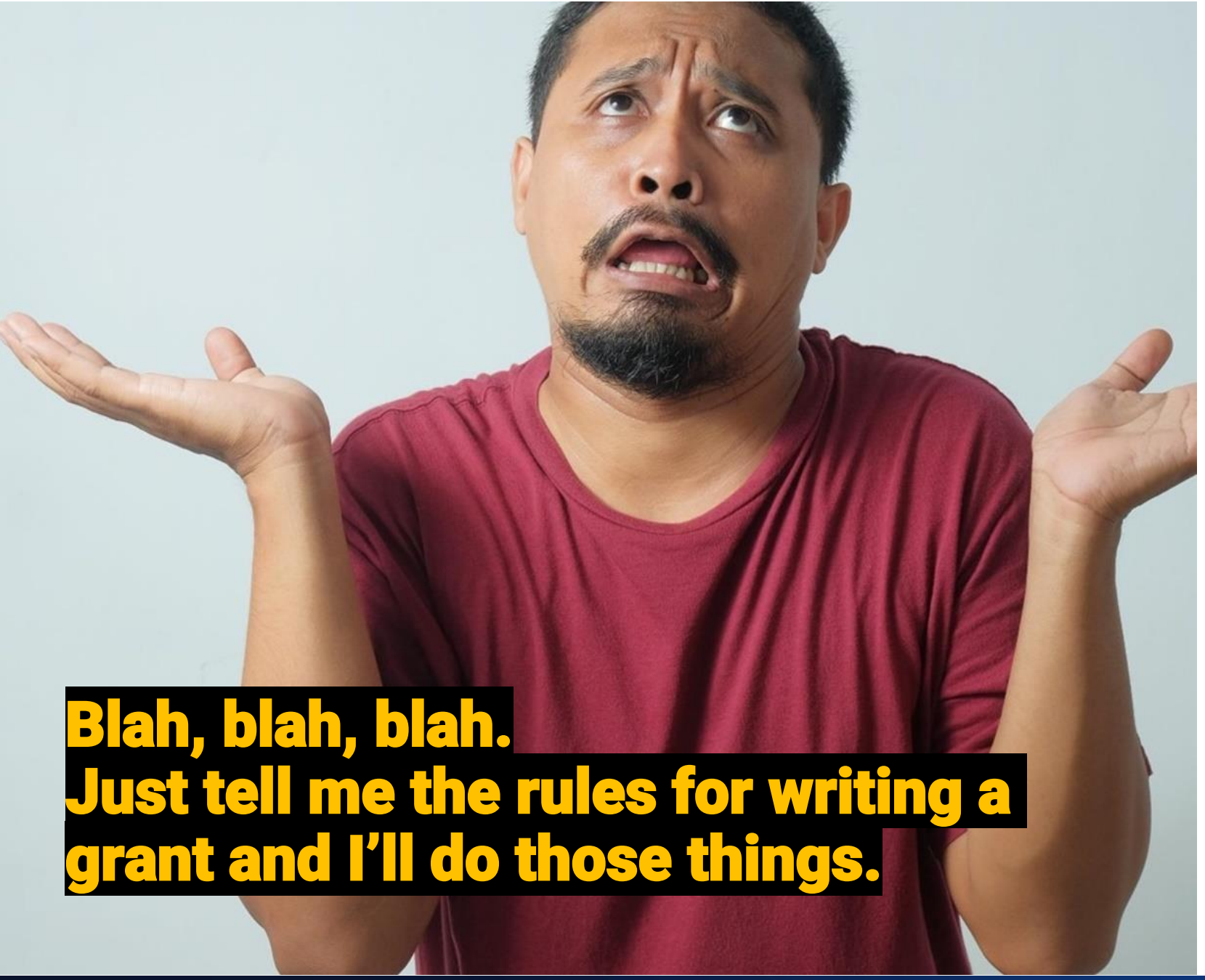
The **art** of acquiring peer-reviewed funding, secured through (for example) grants.

Grant Writing.

The **process** of crafting a proposal or grant application for submission to a funder.



- Give me a template.
- Give me a checklist.
- What work?
- What doesn't work?
- Tell me what to write, and I'll write it.
- Why are you so annoying?



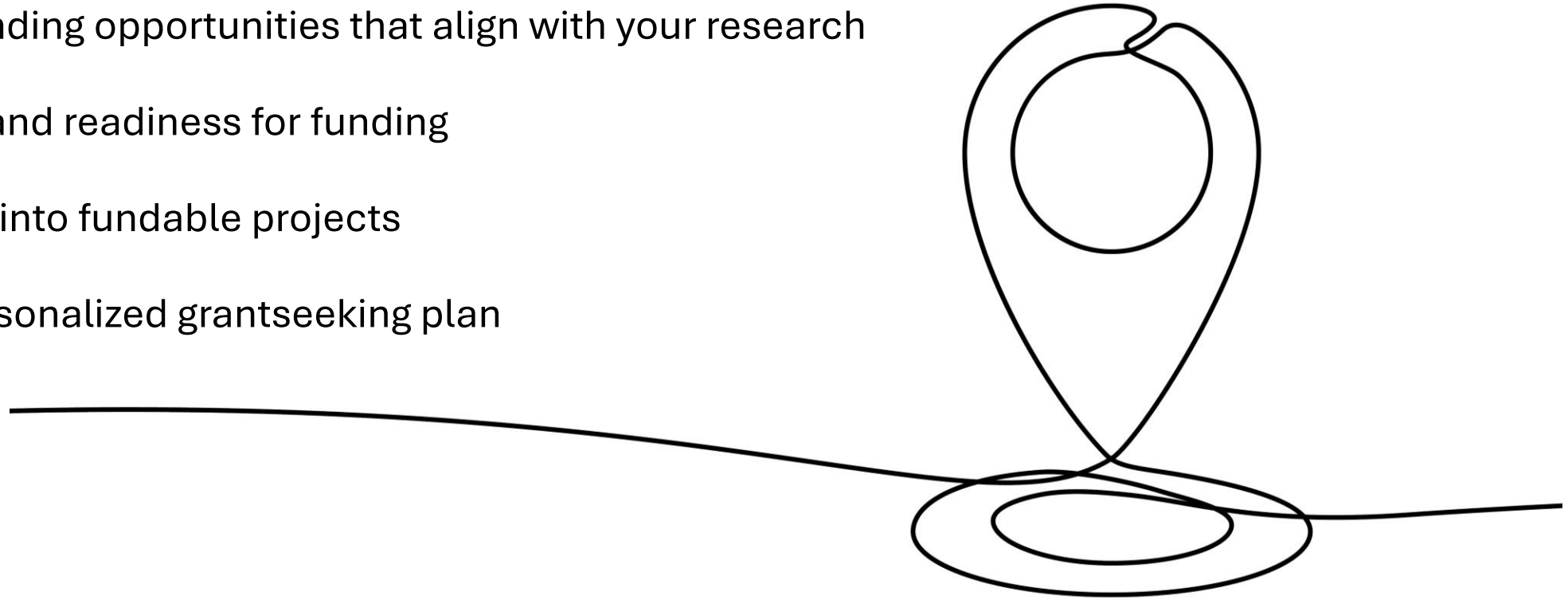
> "My epiphany came when I realized that grant programs do not exist to make me successful, but rather **my job is to make those programs successful.**"

Source: Porter, R. (2007). Why academics have a hard time writing good grant proposals. The Journal of Research Administration, 38, 161-167.

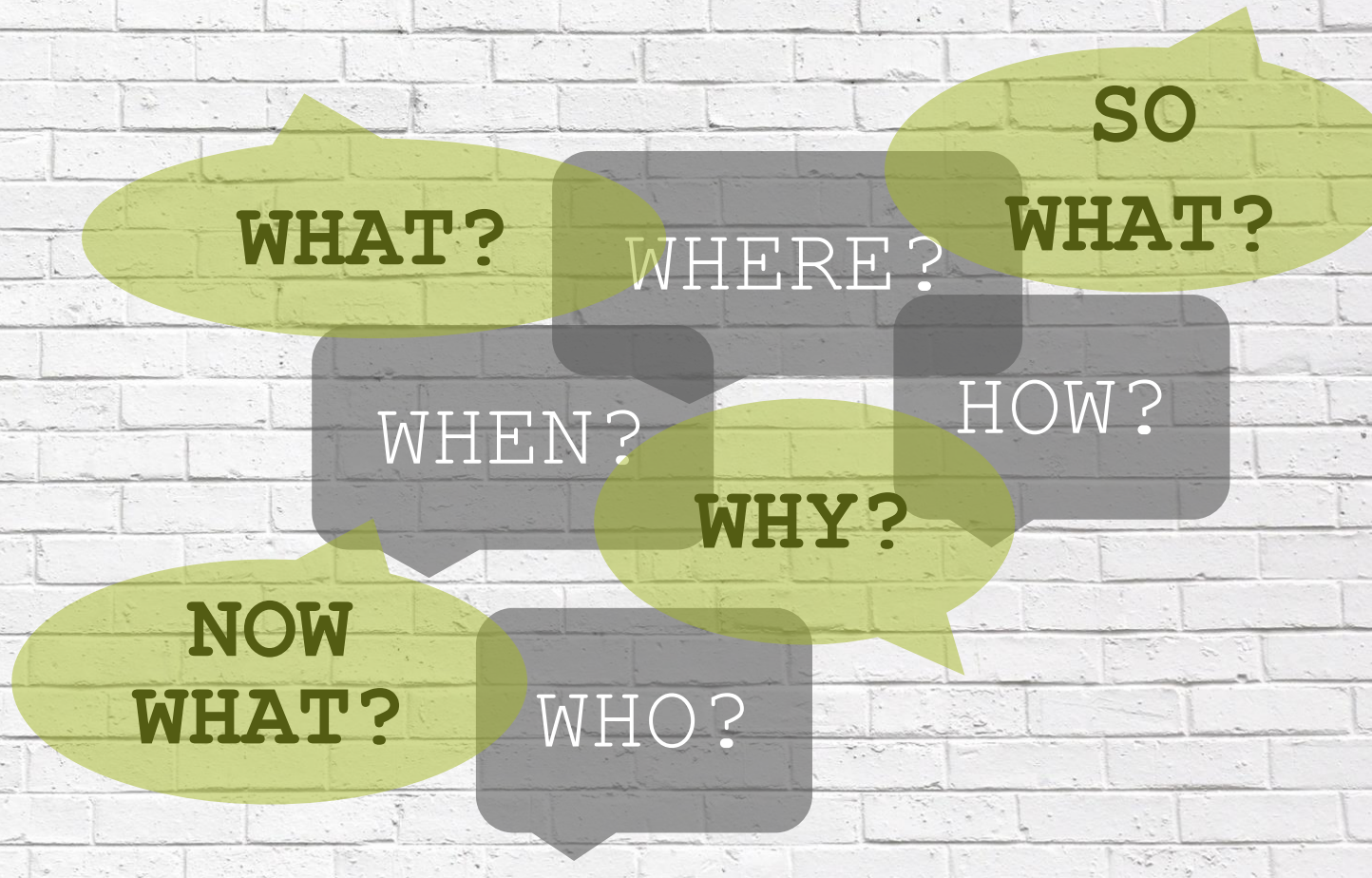
OMG, another training? On a Friday??

CREATE A STRATEGY FOR GRANTSEEKING OVER THE NEXT THREE YEARS

- Understand what motivates funding opportunities
- Identify funding opportunities that align with your research
- Assess fit and readiness for funding
- Turn ideas into fundable projects
- Draft a personalized grantseeking plan



Wall of Questions



Because grants don’t just fall out of the sky…

Extramural funding for research

SOURCES & MOTIVATIONS

Federal Government
To advance the taxpayers' interests.

Professional Societies
To further the interests of a target scientific discipline, community.

Foundations
To promote the mission of the organization, public good.

Industry
To support commercial interests.

Grantmaking priorities

SOURCES & MOTIVATIONS

Now What? Call for Proposals

What? Agency Mission & Strategic Plan

So What? National Priorities

Why? Societal Challenges

Grantmaking priorities

SOURCES & MOTIVATIONS

- Research community
- Taxpayers & citizenry
- Education community
- Industry
- Foundation, association boards & leadership
- Advocacy, lobbying groups
- Community sentiment
- Current events
- New findings & reports
- Federal Advisory Committees
- Assessment teams

Grantmaking priorities

SOURCES & MOTIVATIONS

EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20503

August 17, 2023

M-23-20

MEMORANDUM FOR THE HEADS OF EXECUTIVE DEPARTMENTS AND AGENCIES

FROM: SHALANDA D. YOUNG
DIRECTOR
OFFICE OF MANAGEMENT AND BUDGET

ARATI PRABHAKAR
DIRECTOR
OFFICE OF SCIENCE AND TECHNOLOGY POLICY

SUBJECT: Multi-Agency Research and Development Priorities for the FY 2025 Budget

Our Nation has immense aspirations today: achieving robust health and ample opportunity for each person in every community; overcoming the climate crisis by reimagining our infrastructure, restoring our relationship with nature, and securing environmental justice; sustaining global security and stability; building a competitive economy that creates good-paying jobs; realizing the benefits of artificial intelligence while managing its risks; and fostering a strong, resilient, and thriving democracy. The purpose of public science, technology, and innovation is to open doors to make these aspirations possible.

Because Federal research and development (R&D) is integral to the just, vibrant, and ambitious future that America seeks, President Biden is prioritizing R&D funding and mobilizing America's powerful R&D ecosystem. To make its vital contribution to our future, federal R&D must sustain America's leadership position in science and technology. It must take aim at and achieve bold, barely feasible goals. Federal R&D must translate into new products and services, new industries and jobs, new policies and regulations, and new standards and practices. And it must bring the power of innovation to important national missions that have not traditionally benefitted from R&D—from K-12 education and workforce training to construction and traffic safety.

This memorandum outlines the Administration's multi-agency R&D priorities for formulating fiscal year (FY) 2025 Budget submissions to the Office of Management and Budget (OMB). These priorities should be addressed within the FY 2025 Budget guidance levels provided by OMB. Clear choices will be required given constrained discretionary funding caps. Agency budget submissions should include an addendum that details how each request level addresses these priorities. Agencies engaged in complementary activities are expected to consult with one another during the budget formulation process to maximize impact by coordinating resources and avoiding unnecessary

1

BUILDING A MORE EQUITABLE & RESILIENT NATION

COSSA
40 YEARS OF ADVOCACY & ACTION

Insights from Social & Behavioral Science

CLIMATE CHANGE
The Importance of Social Patterns in Planning for a Changing Climate
Social scientists have developed models to forecast the relationship between the costs of future natural disasters and potential changes in climate and patterns of future development. These models show that social forces like development are among the strongest predictor of economic losses across all scenarios of climate change, development, and damage projections. These findings suggest that decisionmakers have considerable ability to influence the nature of future economic losses from disasters by influencing development patterns in regions exposed to extreme events. »More info

EDUCATION
Impacts of Long-Term Remote Learning on STEM
Across the country, students were engaged in remote learning during the COVID-19 pandemic. The National Science Foundation partnered with researchers at different universities to improve remote learning and study its impacts on students of all ages. For some, remote learning offered opportunities to students, such as online activities intended to provide STEM learning for children at home. For others, remote learning presented new obstacles. Researchers at the University of Chicago found a digital divide between learners, citing that 1 in 6 students taking STEM courses online experienced technology difficulties, including lack of internet connectivity in their home. Researchers at Montana State University discovered other challenges beyond technology, such decreased mental health of graduate students due to food and housing insecurity. In some cases, these obstacles resulted in dropouts or changes in career path. With students back in the classroom, it is essential to understand the challenges faced during remote learning to best help them recuperate lost learning opportunities. »More info.

WORKPLACE SAFETY
The Importance of Sleep in Preventing Workplace Accidents & Injuries
According to analyses of the National Health Interview Survey, decreasing self-reported sleep hours and increasing weekly work hours are associated with significant increases in work-related injury risk. Among commercial drivers, crashes, near crashes, and crash-relevant conflicts tend to occur when drivers are sleep deprived. Social and behavioral science research has informed industry standards that improve workers' attention and reduce workplace injuries and dangerous errors in transportation, manufacturing, health care, and protective services. »More info

INFRASTRUCTURE
The Multiplier Effect of Better Housing
Better housing saves money, makes residents healthier and more comfortable, improves air quality, decreases greenhouse gas emissions, and reduces racial disparities. Many of the more than 30 million Americans who live below the poverty line crowd into smaller, older homes. Often these dwellings have structural deficiencies like pest infestation, mold, peeling paint, and exposed wiring. Inadequate housing influences health and disproportionately affects low-income families and communities of color. Social science research suggests that retrofitting low-income housing in particular can be a high-leverage way to tackle some of our nation's most pressing health, social, and environmental challenges. »More info

ECONOMY
Social Media as an Unemployment Early Warning System
A team of researchers at the University of Michigan developed a method to use real-time data from Twitter to estimate job losses in the U.S. economy. Although official economic indicators set the standard in terms of accuracy and coverage, they can take time to collect and publish. Policymakers are left to make significant economic decisions with limited data on the current state of the economy and the labor market. The research shows the potential for using alternative data sources to provide novel measures that, when combined with official statistics, can provide policymakers, market participants, and the public with improved ability to track economic activity. »More info

Priority Research Areas

The National Institute of Mental Health (NIMH) has identified priority areas for research and funding that have the potential to improve mental health care over the short, medium, and long term.

To support these priority areas, teams of NIMH staff and researchers provide guidance on scientific, funding, and policy matters across the Institute. NIMH staff also facilitate the development of research initiatives and funding opportunities. Each team makes substantial contributions to their respective fields that deepen our understanding of science and mental health within the Institute and the larger biomedical research community.

NIMH continues to support the use of Research Domain Criteria (RDoC) as a framework for investigating mental disorders across many different research areas. RDoC encourages investigators to explore the basic biological and cognitive processes that lead to mental health and illness outside the confines of diagnostic categories. RDoC research focuses on transdiagnostic constructs of psychopathology, along a range of functioning, to help understand the development, progression, and treatment of mental illness.

Suicide

Suicide is an urgent, complex public health crisis. The Suicide Research Team was formed as part of NIMH's commitment to helping reduce the suicide rate by 20% by 2025.

Genomics

The Genomics Team helps shape the field of genomic psychiatry, the study of genes to improve risk prediction, prevention, diagnosis, treatment selection, and causes of mental illnesses. The Genomics Team has initiated many programs from basic gene discovery to clinical translational efforts.

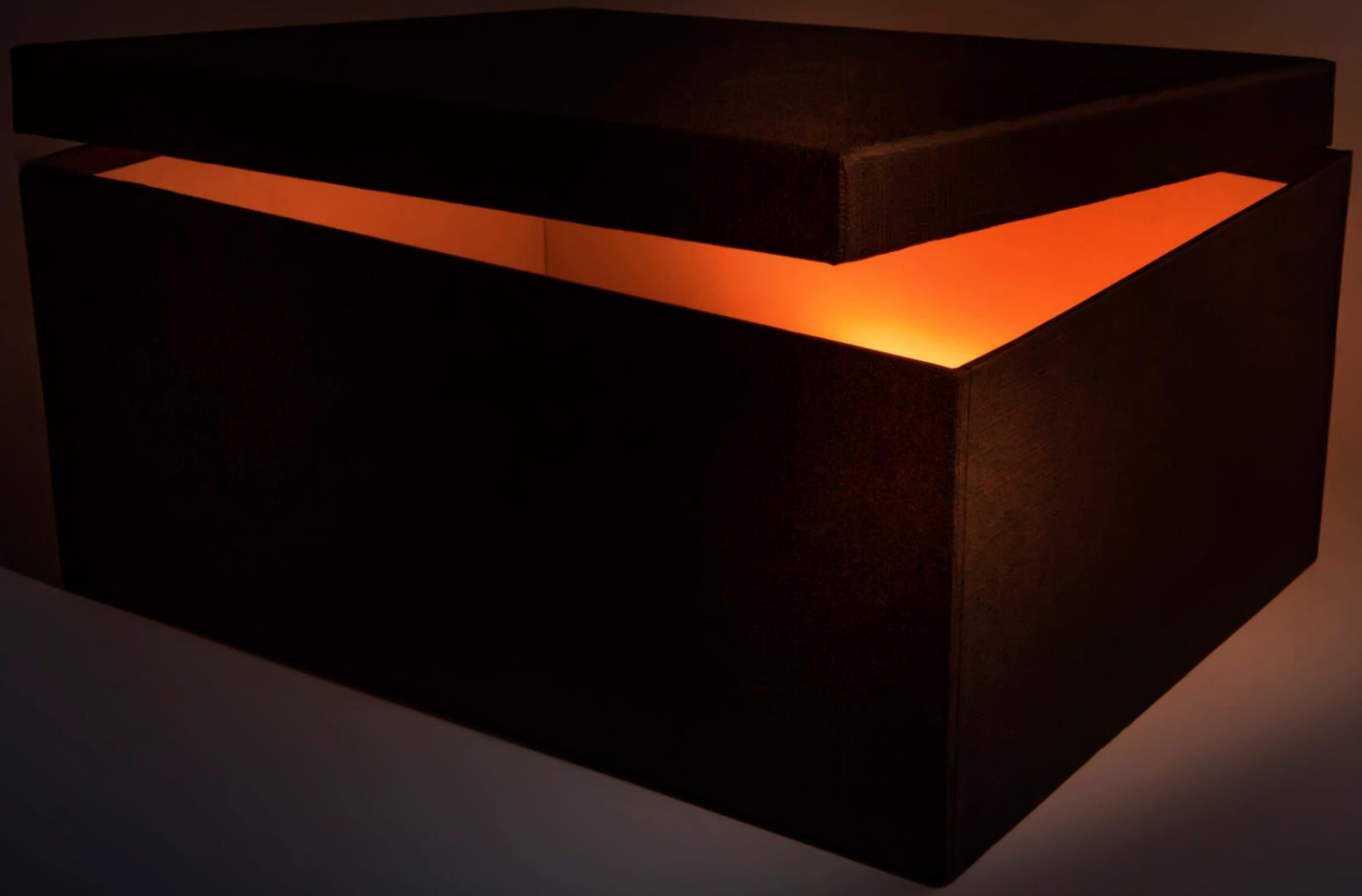
Mental Health Disparities

The Disparities Team promotes innovative and high-impact mental health research that enhances our understanding of minority mental health and health disparities, reduces mental health disparities and their impact on individuals and communities, and moves us toward achieving mental health equity.

Global Mental Health

The Global Mental Health Team helps shape and advance NIMH's efforts to improve the lives of people living with or at risk for mental illnesses in low-resource settings worldwide.

Because funding databases are not ATMs…



Insert idea

Magic happens

Extract funding

Intentional grantseeking

ASK THE RIGHT QUESTIONS

1. What grant programs, opportunities best fit your research mission and goals?
2. When will you be ready, competitive for a target opportunity?
3. What time, resources are needed to apply?

Intentional grantseeking

PREPARE TO SEARCH

Keywords

Population, stakeholders

Methodology, Methods

Area(s) of Innovation

Anticipated Results

Impacts, Significance

Intentional grantseeking

CONSIDER YOUR ANGLES

Camels share a history with humans and are an integral part of the economies and subsistence agricultural practices in parts of Africa and Asia. With the identification of camels as a reservoir for Middle East respiratory syndrome coronavirus (MERS-CoV), there is increased interest in studying their role in the maintenance of zoonotic pathogens. Camels are reservoirs of several 'select agents', including; Crimean Congo haemorrhagic fever virus (CCHFV), tick borne encephalitis virus (TBEV), and Coxiella burnetii (Q fever).

Detection of pathogens can be challenging owing to the short duration of infection or low levels of the organism in the sample material. Serologic assays can provide retrospective evidence for pathogen exposure. Kazakhstan has a large camel population of close to 200,000 animals and with several endemic 'select agents' identified in the country.

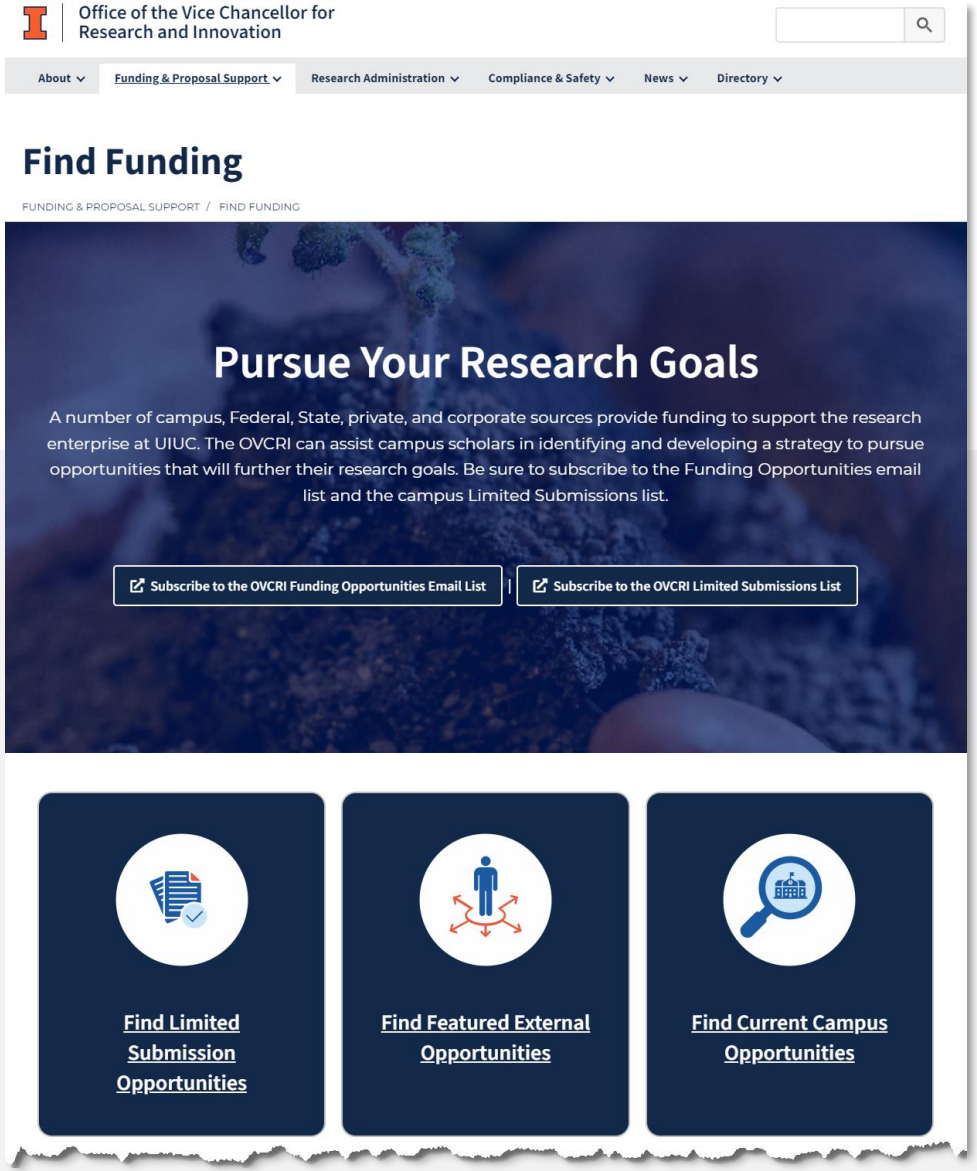
Studying pathogen exposure at the camel-human interface will allow us determine high risk areas for the prevalence of a certain pathogen and therefore potential cross-species transmission. Additionally, by understanding the interactions between camels, livestock, bats and their parasitic communities, we can estimate in which areas and under which circumstances spillover events are likely to occur.

Source: Smith, G. (2021). "Camels as biosurveillance: sentinels Risk at the human camel interface." Funded by the Defense Threat Reduction Agency, Award Number HDTRA12110035.

Intentional grantseeking

START AT HOME

- Peers and colleagues
- Social media
- Funding opportunities listservs, email lists
- Federal Agency alerts, newsfeeds
- Google alerts
- Grants.gov
- Grant Forward
- SPIN

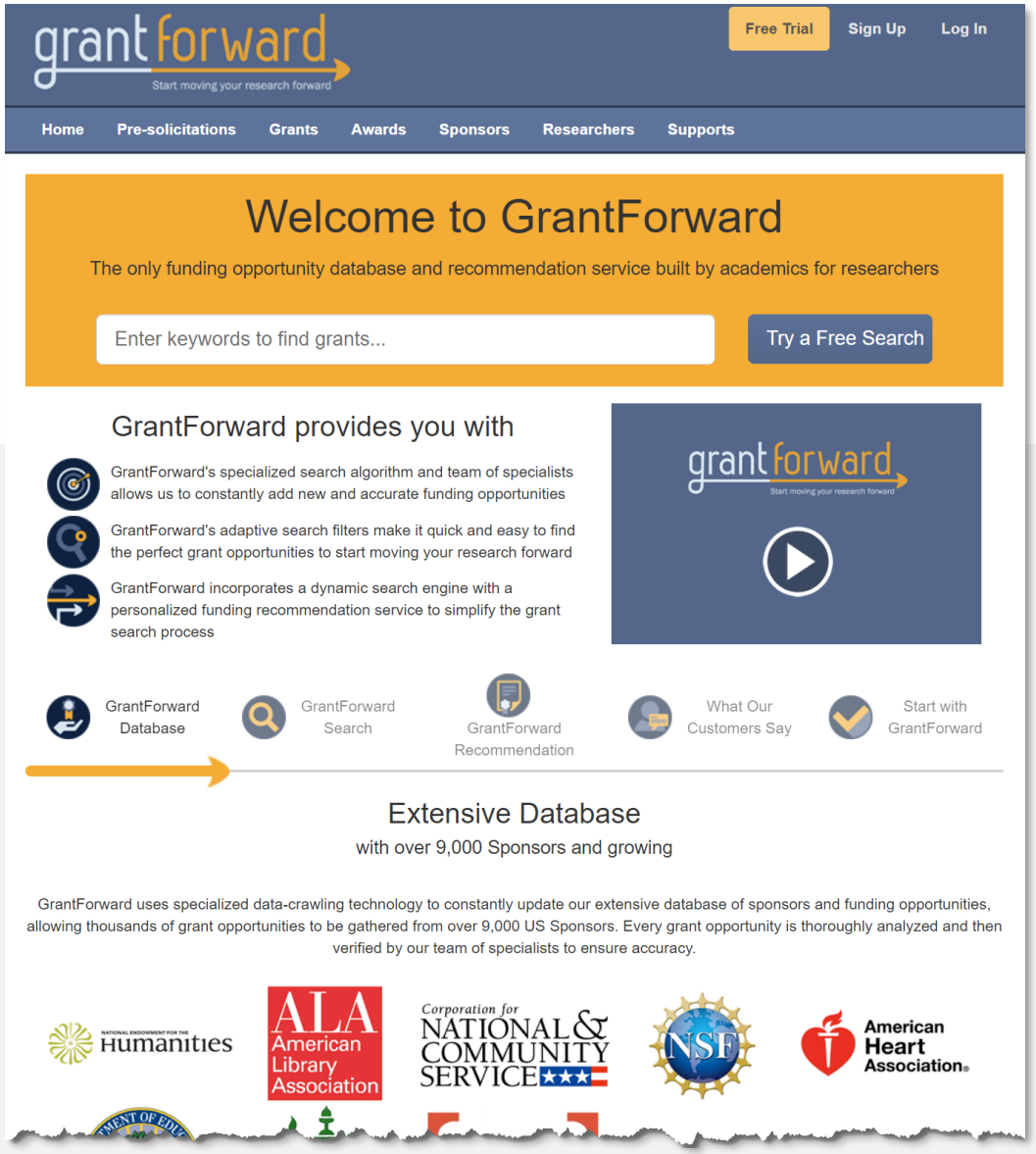


Source: Smith, G. (2021). "Camels as biosurveillance: sentinels Risk at the human camel interface." Funded by the Defense Threat Reduction Agency, Award Number HDTRA12110035.

Intentional grantseeking

USE SEARCH TOOLS

- Search for funding opportunities
- Save, manage, and share opportunities
- Set up alerts
- Generate funding that matches your areas of expertise
- Find collaborators

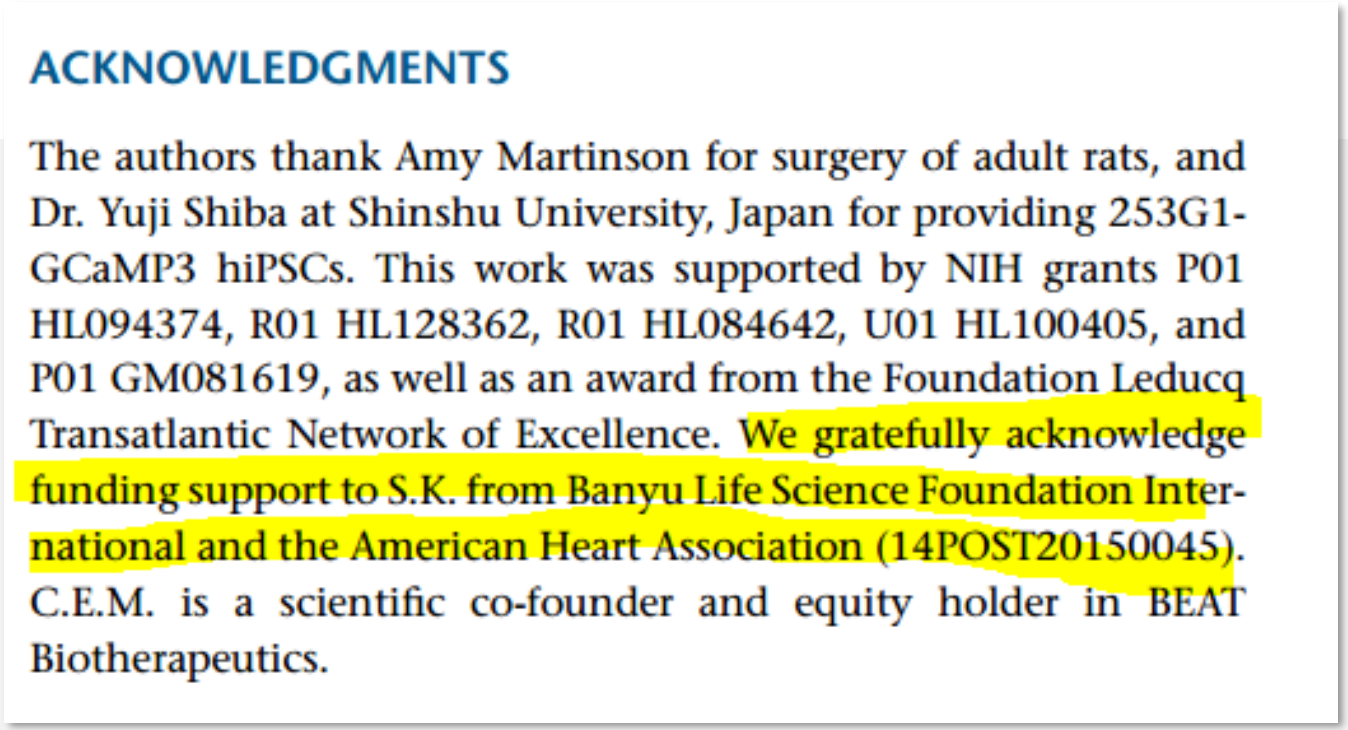


Source: Smith, G. (2021). "Camels as biosurveillance: sentinels Risk at the human camel interface." Funded by the Defense Threat Reduction Agency, Award Number HDTRA12110035.

Intentional grantseeking

VENTURE OUT

- Manuscript, presentation acknowledgements
- Program officers
- Conference sessions
- Proposers Days



ACKNOWLEDGMENTS

The authors thank Amy Martinson for surgery of adult rats, and Dr. Yuji Shiba at Shinshu University, Japan for providing 253G1-GCaMP3 hiPSCs. This work was supported by NIH grants P01 HL094374, R01 HL128362, R01 HL084642, U01 HL100405, and P01 GM081619, as well as an award from the Foundation Leducq Transatlantic Network of Excellence. We gratefully acknowledge funding support to S.K. from Banyu Life Science Foundation International and the American Heart Association (14POST20150045). C.E.M. is a scientific co-founder and equity holder in BEAT Biotherapeutics.

Source: Smith, G. (2021). "Camels as biosurveillance: sentinels Risk at the human camel interface." Funded by the Defense Threat Reduction Agency, Award Number HDTRA12110035.

Intentional grantseeking

GO HARD-CORE

Level of Alcohol Consumption and Successful Smoking Cessation

Krystal L Lynch [1], Jenny E Twesten [2], Alexandra Stern [1], Erik M Augustson [3]

Affiliations + expand

PMID: 29986105 PMCID: PMC6636252 DOI: 10.1093/ntr/nty142

Abstract

Introduction: The negative association between heavy alcohol use and likelihood of successful smoking cessation is well established. However, evidence on the effects of moderate alcohol consumption on smoking cessation is sparse. This analysis evaluated the association between alcohol use and smoking and the interaction of alcohol use and use of pharmacotherapy interventions in relation to smoking cessation.

Methods: Data from adults (n = 923) recruited through a smoking cessation website between November 2011 and March 2012 were analyzed. Data on past-year alcohol use, tobacco use, and demographics were collected at baseline. Self-reported smoking abstinence and current alcohol use data were collected at 1 and 7 months posttreatment. Chi-square and multivariate logistic regression analyses were conducted.

Results: At 1 month, adjusted odds of continued smoking were 1.54 times greater (95% confidence interval [CI] = 1.05% to 2.23%) for moderate drinkers and 2.59 times greater (95% CI = 1.33% to 4.28%) for heavy drinkers than nondrinkers. At 7 months, adjusted odds of continued smoking were not greater for moderate drinkers than nondrinkers, and were 2.32 times greater (95% CI = 1.35% to 3.96%) among heavy alcohol drinkers than nondrinkers. At 1 month, adjusted odds of smoking

Matchmaker Results

Top 500 Projects

Export

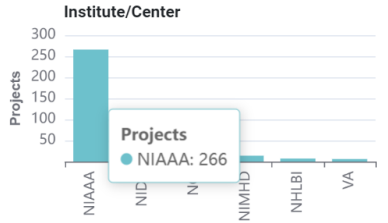
Abstract, Introduction, The negative association between heavy alcohol use and likelihood of successful smoking cessation is well established. However, evidence on the effects of moderate alcohol consumption on smoking

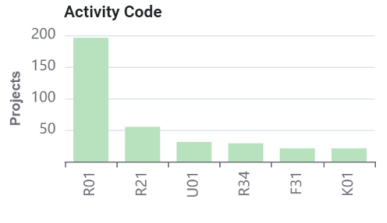
Search

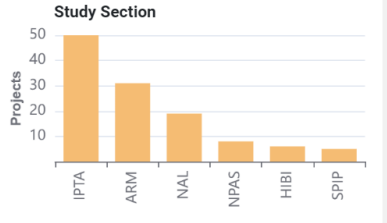
Projects | Program Officials

Filters

- Active Projects
- Fiscal Years
- Agencies
- Activity Codes
- Program Officials
- Study Sections
- Disclaimer







T Act Project	Year	Sub	Principal Investigator(s)/ Project Leader(s)	Organization	Fiscal Year	Admin IC	Funding IC	FY Total Cost by IC	Similar Projects	Match
Gain-framed Messages and NRT Sampling to Promote Smoking Cessation in Lung Cancer Screening Programs										
5R01CA207229-06			TOLL, BENJAMIN ANDREW	MEDICAL UNIVERSITY OF SOUTH CAROLINA	2022	NCI	NCI	$384,496	View	868
Achieving smoking cessation milestones in opioid treatment patients: a randomized 2 x 2 factorial trial of directly observed and long-term varenicline										
5R01DA042813-06			NAHVI, SHADI	ALBERT EINSTEIN COLLEGE OF MEDICINE	2022	NIDA	NIDA	$656,466	View	810
Effects of Semaglutide on Nicotine Intake and Smoking Lapse										
7R21DA047663-02			HENDERSHOT, CHRISTIAN S	UNIV OF NORTH CAROLINA CHAPEL HILL	2021	NIDA	NIDA	$235,155	View	641
Development and Testing of a Just-in-Time Adaptive Smart Phone Intervention to Reduce Drinking among Homeless Adults										
3R34AA024584-02S1			WALTERS, SCOTT T; BUSINELLE, MICHAEL S.	UNIVERSITY OF NORTH TEXAS HLTH SCI CTR	2020	NIAAA	NIAAA	$128,617	View	631
Cultural Adaptation and Evaluation of Health Interventions for Smoking Cessation in China and Vietnam										
5R01TW010666-05			ERIKSEN, MICHAEL PAUL; HUANG, JIDONG	GEORGIA STATE UNIVERSITY	2021	FIC	FIC	$282,863	View	609
Strategies to Promote Cessation in Smokers Who Are Not Ready to Quit										
5R01CA193245-06			KLESGES, ROBERT C	UNIVERSITY OF VIRGINIA	2020	NCI	NCI	$639,253	View	591

Source: NIH Mathcmaker. Link

FOMO

But I want to know about all the other grants that nobody else knows about that haven’t been announced yet.

Map your journey

PROPOSAL DEVELOPMENT PHASES

PLAN

- ☐ Workshop idea.
- ☐ Write a concept paper.
- ☐ Identify potential grants.
- ☐ **Contact program officers.**
- ☐ **Assess fit, readiness.**
- ☐ **Make go-no-go decision.**
- ☐ Alert grants office.

PREPARE

- ☐ Establish workplan with collaborators.
- ☐ **“Shred” solicitation.**
- ☐ Get commitments from reviewers.
- ☐ **Outline budget.**
- ☐ Request letters, etc.
- ☐ Create timeline, assign tasks.
- ☐ **Finish brainstorming.**

WRITE

- ☐ **Align proposal to solicitation.**
- ☐ Draft letters.
- ☐ Circulate drafts.
- ☐ **Hold collaborators accountable.**
- ☐ Update budget.
- ☐ **Send drafts to reviewers**.

POLISH

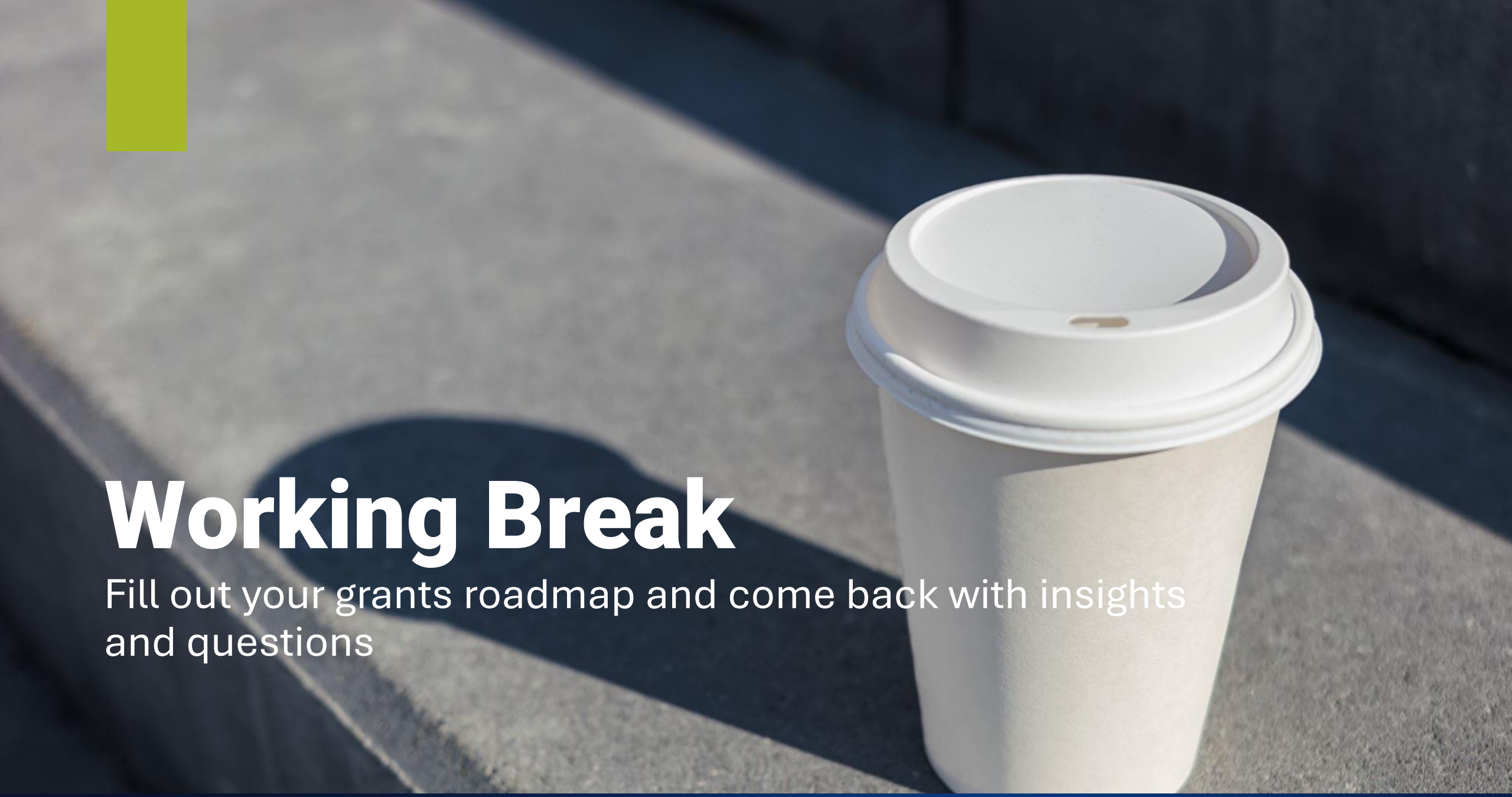
- ☐ Finalize budget.
- ☐ **Incorporate feedback from reviewers.**
- ☐ Edit, proofread.
- ☐ Finalize package.
- ☐ Meet internal deadlines.
- ☐ **Take time off.**
- ☐ Prepare contingency.

Map your journey

CREATE YOUR OWN CALENDAR

					2024	2025			2026			2027			2028	
Funding Opportunity & Link	Funder	Description / Notes	Award Amount	Target Deadline	Fa	Sp	Su	Fa	Sp	Su	Fa	Sp	Su	Fa	Sp	Su
EMERG	Equity in Math Education Research Grants	National Academy of Education (NAEd)	Funds research focused on reconceptualizing the foundations of equitable and ambitious mathematical experiences for K-12 learners	$ 100,000.00	9/28/2026			X	X	DUE		BLOCK				
Campus Research Board: Rsch Support Awards	Illinois	Supports research projects that are critical to full-time tenured/tenure-track faculty members' scholarship. Use for NSF Preliminary Data!!	$ 10,000.00	3/19/2025	X	DUE						BLOCK				
Community Action Grants	AAUW	Funding for innovative programs that promote education and equity for women and girls.	$ 10,000.00	12/15/2024	DUE							BLOCK				
Program Evaluation Grants	Brady Education Foundation	Solicits research that will inform how to address disparities in educational opportunities associated with race, ethnicity, and family income.	Not defined	4/1/2027								BLOCK	DUE			
Sociology Program	NSF	For basic research on all forms of human social organization, processes of individual and institutional change.	Not defined	Rolling								BLOCK	X	X	DUE	
Women and Minorities in STEM Fields Program	USDA	For projects that increase participation by women and underrepresented minorities from rural areas in STEM.	$ 200,000.00	2/9/2025	X	DUE						BLOCK				

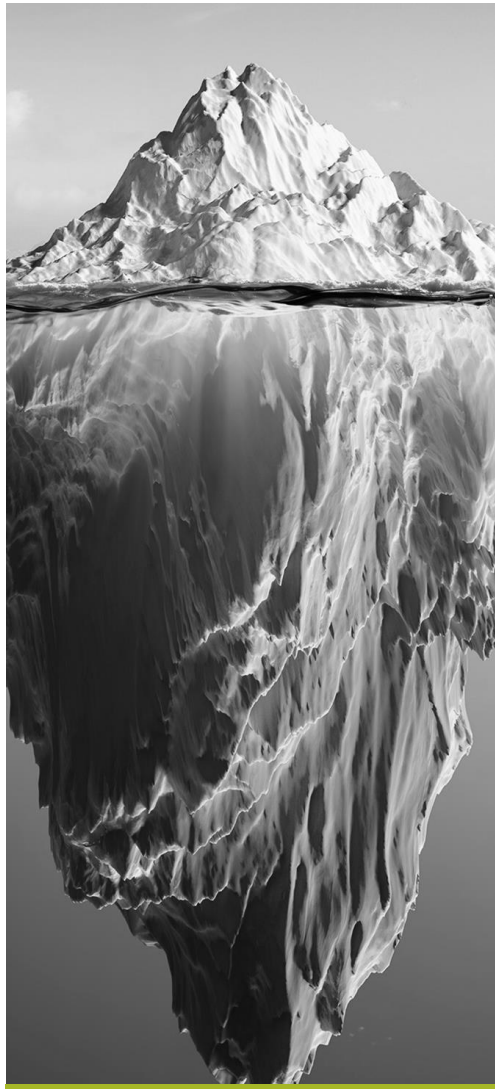
- Identify 4-6 grant opportunities that look promising
- Create / adapt a 3-year planner
- Block off prior commitments
- Account for development time
- Assume you will have to resubmit
- Step back and be honest



Working Break

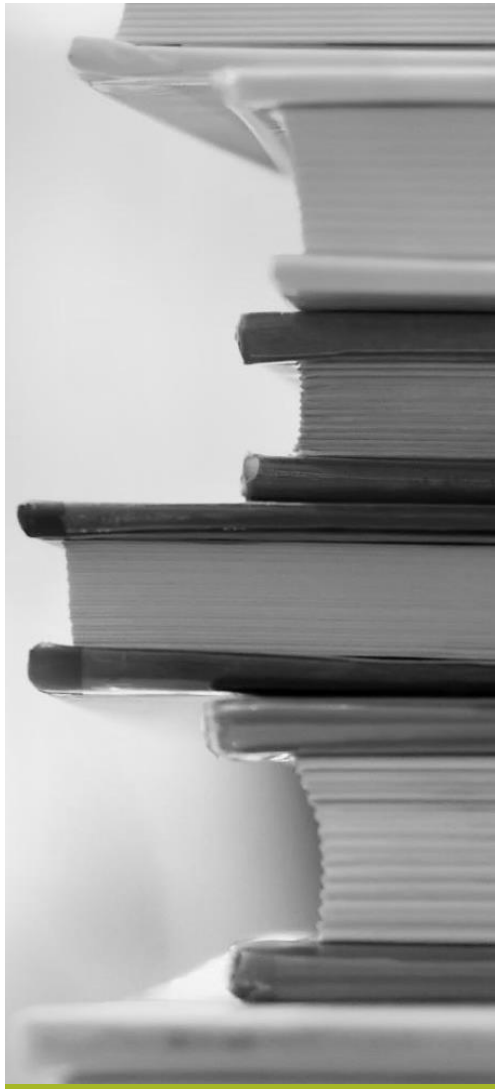
Fill out your grants roadmap and come back with insights and questions

Now what?



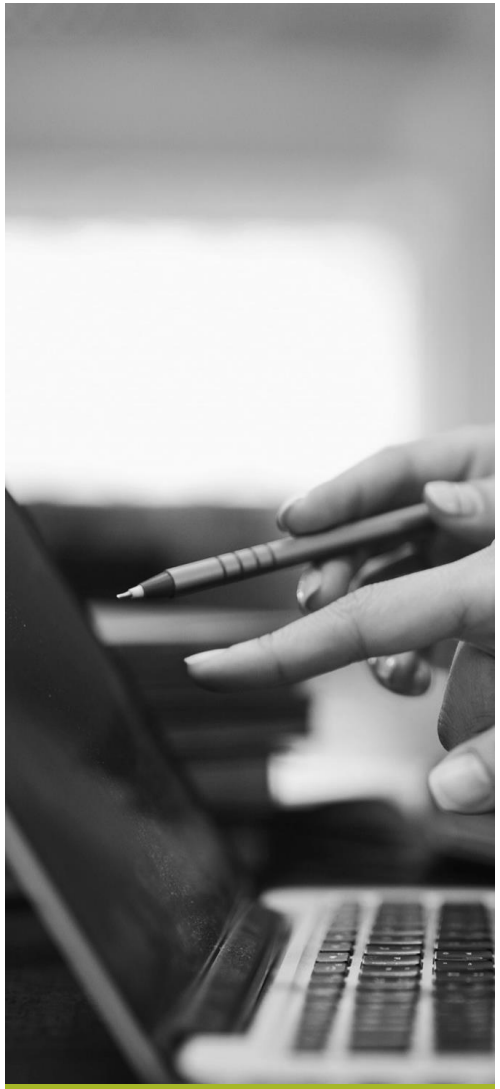
What's below the surface?

Is your plan realistic?



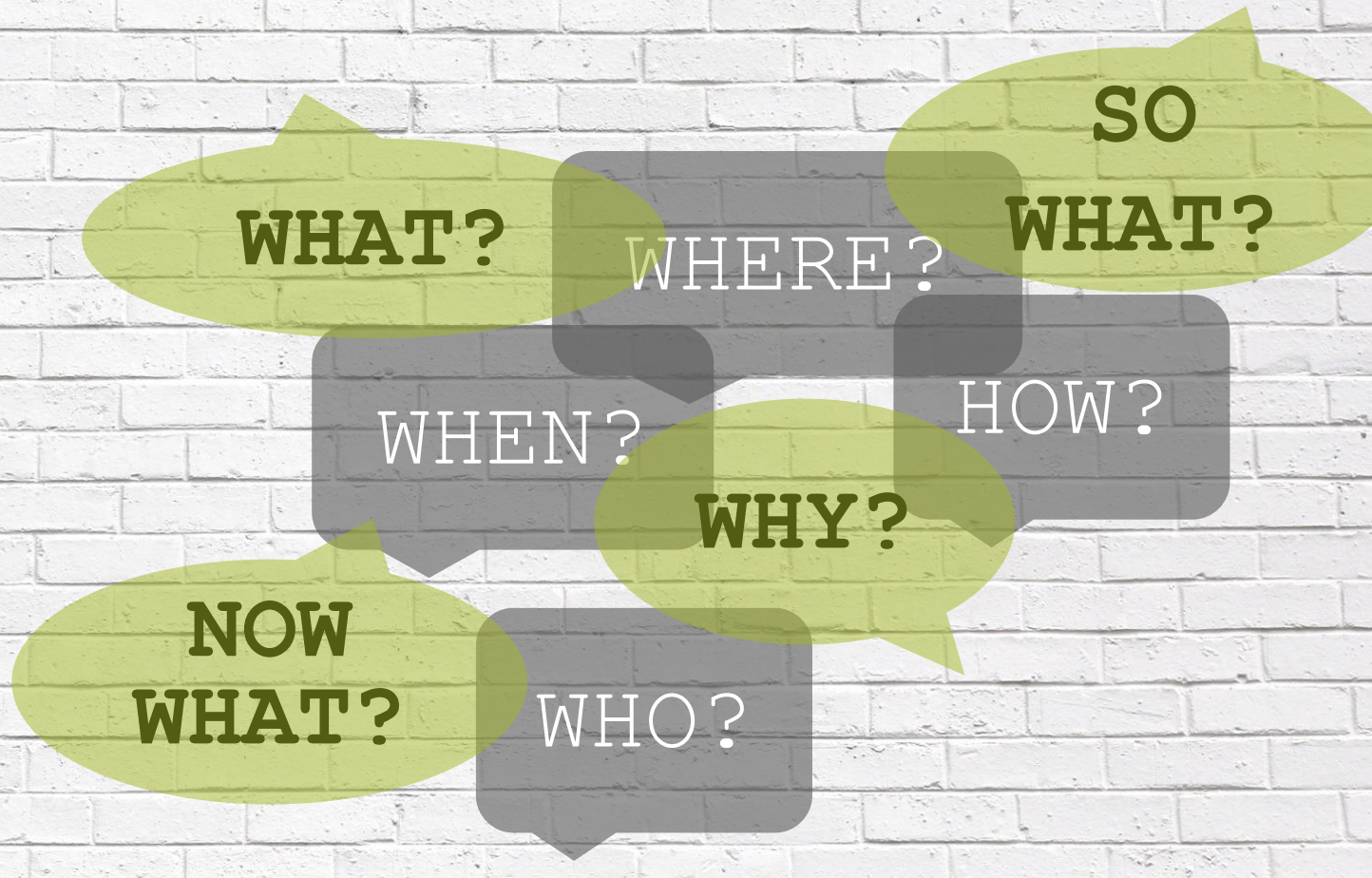
What other resources do you need?

Who do you need to talk to?



Who can help?

Wall of Questions



Friday, October 11 at 9:00 AM CT

Pitch Perfect

HOW TO CAPTIVATE FUNDERS

- This workshop will guide you through the art of crafting grant proposals that not only inform but also persuade.
- Drawing on principles from sales and marketing, participants will learn how to effectively position their research as the solution to funders' needs and priorities.
- We will cover key elements of persuasive writing, including how to create compelling narratives, highlight innovation, and clearly articulate impact.
- This workshop is ideal for faculty looking to refine their proposal writing skills and increase their success rate in competitive grant applications.

We look forward to working with you.

Washington, DC

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W W W . T H O R N R U N . C O M