Foundations to Faculty

A Campaign Plan to Increase the Awareness of Grants to Faculty at Grand Valley State University

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Introduction

Graduate Studies and Grants Administration is a department of Grand Valley State University that is responsible for governing graduate education and supporting the research of post-graduate studies. They are responsible for overseeing all grants and assisting Grand Valley State University faculty in obtaining funds to further education. Graduate Studies and Grants Administration is located in the Devos building on the downtown Pew Campus in Grand Rapids, Michigan.

Currently, Graduate Studies and Grants Administration is not reaching their audience of new and existing faculty. They need to change their promoting strategies to attract the attention and interest of the faculty. The Graduate Studies and Grants Administration currently promotes their department by the use of a website, word-of-mouth, staff meetings, and individual meeting. There are millions of dollars worth of grant money available in the United States and Graduate Studies and Grants Administration is committed to assisting faculty in submitting the best application on time in order to obtain funds for furthering education.

One major weakness of the Graduate Studies and Grants Administration is that faculty members are not fully aware of the timeline necessary for creating a grant proposal. Faculty members are usually bored with grant writing and therefore procrastinate and take a passive role in obtaining grant money. Numerous faculty members wait until a day or two before the deadline to submit a proposal for review when they really need to have the proposal in several days before the deadline.

One strength of the Graduate Studies and Grants Administration is their availability of resources for faculty members to use. The Graduate Studies and Grants Administration will work with faculty members to search for grants, complete and application, and monitor the grant for the faculty members. The department knows exactly what to do to obtain an infinite amount of grant money, but their weakness comes in explicating their role to the faculty and encouraging them to submit applications early and often.

This goal of this campaign is to detail several methods of promoting the grant proposal
timeline of the Graduate Studies and Grants Administration. The objective of this plan is to increase faculty awareness of the approved Graduate Studies and Grants Administration’s grant process timeline by at least 10%.

This project is important because it affects faculty, students, and resources to all of Grand Valley State University. Grants that faculty apply for, and then obtain, will create additional learning opportunities for students, a more state-of-the-art campus, and eventually lead to an increase in growth of Grand Valley State University and enrollment. The University and its faculty must take a more aggressive approach to obtaining grants to further the development of the institution and by better promoting the goals and objectives of the Graduate Studies and Grants Administration, that will happen.

There is no present baseline because the department was recently created in June 2006. This means there is no way to definitively measure how well the Graduate Studies and Grants Administration is currently doing in promoting itself and its objectives. This campaign will be a success if one or more of the strategies or tactics is accomplished.
Research
Research

Research is essential in order for a campaign plan to be successful. It helps define the target audience(s) as well as find out how knowledgeable the audience members are concerning the research topic. The more research that is conducted, the further detailed and focused a campaign plan will be, and eventually, it will determine the amount of success the plan will have.

Methodology

Research for the Graduate Studies and Grants Administration is comprised of primary and secondary resources. Together, these resources created a complete understanding of the process of submitting a grant proposal, who the target audience members are, and what knowledge they have of the Graduate Studies and Grants Administration as well as the process of submitting a proposal.

Secondary Research

Secondary research was performed in order to create a full understanding of the Graduate Studies and Grants Administration’s objectives, establish a comparison to other offices or departments for grant writing at other Michigan universities and colleges, and create a firm understand of the audience members.

A complete understanding of the Graduate Studies and Grants Administration mission was ascertained by visiting the department’s website and clicking through the menu links. Throughout the site, it was possible to find out how to format a grant proposal as well as suggestions for content. Additionally, there was information regarding the course of action once a proposal has been accepted. The objectives of the Graduate Studies and Grant’s Administration were easy to find and were explained in the section “Our Mission.”

The site was not difficult to navigate, but it was not as easy and informative as some other grant writing departments at other Michigan schools. The Graduate Studies and Grants Administration department at Grand Valley State University was compared to the Contract and Grant Administration office at Michigan State University, the Grants Accounting office at Saginaw
Valley State University and the Grants and Foundation Relations at Calvin College. The four sites are similar with respect to their content. They are text-heavy with numerous links to describe how to write a grant. Michigan State University’s Contract and Grant Administration website was the plainest site. It was a simple HTML style webpage that does not look professional. Calvin College’s Grants and Foundation Relations department has the most professional site. It has a scroll bar over an image that lists recently obtained grants. In addition, the text is larger and therefore more legible than the Graduate Studies and Grants Administration’s website. Lastly, the Grants and Foundation Relations at Calvin College was the only school to have a link to their grants department from their “Faculty & Staff” page.

Grand Valley State University has an Office of Institutional Analysis that “serves as a repository of data about the university and its students, faculty, and staff,” (Office of Institutional Analysis 1995-2006). This site has a faculty information generator that pulls its information from a database. This information was last updated for the fall of 2005 semester and was used to create an audience analysis of current Grand Valley State University faculty.

Grand Valley State University has a partnership with databases companies to allow its students and faculty free access to certain databases while employed or registered at the University. One particular database, LexisNexis™ Academic was used to research news articles written about recent additions to Grand Valley State University using grant funding. In an article published by the PR Newswire on May 5, 2006, the Frey Foundation pledged $1.5 million dollars to the aid in the development of the newly established Dorothy A. Johnson Center for Philanthropy and Nonprofit Leadership.

Two interviews were held with Christine Chamberlain, Director of Grants Development & Administration at Grand Valley State University. The first was an interview by e-mail and the second was a visit to her office in the Graduate Studies and Grants Administration office on the Devos campus.
Primary Research

The primary research for this campaign plan involved interviewing four random faculty members of Grand Valley State University’s faculty to answer questions regarding their basic knowledge of the Graduate Studies and Grants Administration, the available services to themselves and other faculty members, and the timeline necessary to complete a grant submission. These faculty members were randomly picked based solely upon who was available and in their office or in an empty classroom at the time a campaign plan representative walked by them on the Allendale campus of Grand Valley State University. The interview lasted no longer than five minutes and those who agreed to be interviewed were from the departments of liberal studies, writing, psychology, and classics.

The results of these interviews indicated most people know very little about the Graduate Studies and Grants Administration, but they do know what services are available to them. Three of the four interviewees answered that they did not know the location of the office. One person guessed the location and though the Devos campus was correct, the office number and building were not. All four of those interviewed, including a faculty member in which this was her first semester at Grand Valley State University, knew one or more services available to them through the Graduate Studies and Grants Administration office. When asked what would be their first step in obtaining a grant, half answered, “research on the Internet” and the other half answered, “ask colleagues.” Most people indicated that their interests in grant money involve completing their own personal research. No one knew of any improvements to Grand Valley State University using grant money. All four interviewees were either unsure or completely far away from knowing the deadline to submitting a proposal for review and only two noted that the length of time it takes to write a proposal depends on what is required.
Audience Analysis

The audience this campaign plan targets is current Grand Valley State University faculty. Demographic information was obtained using a Grand Valley State University Faculty Table Generator (Office 1995-2006). As of the fall 2005 semester, 914 people were employed faculty, which consists of professors, associate professors, assistant professors, instructors, affiliate professors, visiting professors, and distinguished professors. Of the 914 employed faculty members 560 have a PhD. The second most common degree is a master’s degree. The male to female ratio is 54.60% male to 45.40% female. The majority of the faculty ranges in age from 35-60. There are some members as young as 20 as well as some professors over the age of 70. The majority race amongst faculty is Caucasian, 82.36%, then Asian, 5.80%, Black, 3.72%, and Hispanic, 3.50%. It is also important to note that 4.27% of the faculty did not specify a race. The department with the most faculty members was the College of Education with 71 faculty members, followed by the math department with 50 people, and the English department with 43. The smallest department is the department of hospitality and tourism management with only 7 faculty members.

This demographic information is imperative in establishing an idea of who the faculty members are. It is evident from the above mentioned statistics, faculty at Grand Valley State University do not fall into a narrow spectrum. There are 914 faculty members on staff as of the fall of 2005 and it is crucial to remember faculty not as a singular entity, but as 914 different people.

Situation Analysis

The Graduate Studies and Grants Administration has several main objectives they attempt to accomplish. In regards to this campaign plan, their objective is to reinforce to members of the Grand Valley State University faculty the timeline that is necessary in order to submit a fully developed and revised grant proposal. Christine Chamberlain, Director of the Graduate Studies and Grants Administration explains that “it takes several months to develop a solid proposal,”
(personal communication, September 25, 2006). The current timeline faculty members should follow involves stating their desire to write a grant proposal months in advance of the deadline, allowing ample time before the deadline for the Graduate Studies and Grants Administration to review and revise the proposal and allowing a few days for the proposal to be processed so in the event the receivers of the proposal have a delay in their server processing, the grant proposal is still submitted prior to the deadline.

The main strength the Graduate Studies and Grants Administration has at the present moment is the fact that they are promoting their department in several effective ways. They currently publicize, “through [their] website, word of mouth, staff meetings, individual sessions, and one-on-one [sessions]” (C. Chamberlain, personal communication, September 25, 2006). These are effective and positive methods of communicating their purpose and objectives. In addition, the Graduate Studies and Grants Administration has proven themselves to be an effective department in assisting faculty in writing an effective proposal and obtaining funds.

The Graduate Studies and Grants Administration’s main weakness is directly related to its main strength of using effective methods to promote their objectives. Faculty members are receiving information given by the Graduate Studies and Grants Administration but they are not retaining the information. The major cause of this loss is in the timing. Faculty members are bombarded with multiple idea and dates to remember at staff meetings in the beginning of a new semester and consequently any information that was not interesting to them is forgotten. In addition, faculty members receive numerous emails from students, members of their department, and other faculty members of Grand Valley State University. An uninteresting email or handout given to faculty members will inevitably get lost amongst the papers on their desk and eventually will find itself in the trashcan several months later.

On a positive note, the Graduate Studies and Grants Administration has an opportunity to be liberal. They are a department that is necessary for Grand Valley State University to continue
allocating funds. Since it is highly unlikely, almost impossible for the university to take away its funding, the Graduate Studies and Grants Administration can be more liberal and creative in their promoting of their objectives. A second opportunity is the fact that they are located on the smaller, downtown campus of Grand Valley State University. The Graduate Studies and Grants Administration can use the smaller campus as a small scale experiment to test the success rate of their promotion ideas before releasing them on a larger scale to the Allendale campus.

The Graduate Studies and Grants Administration has no threats right now in regard to their promoting. They are the only department on campus to have an Authorizing Official to legally sign a contract between the sponsors of the grant and Grand Valley State University. There is no competition for them and grants are a necessary tool for furthering education at the university. There will always be faculty who are considering drafting a proposal to obtain grant money and there will be grants and grant money available, so it is not feasible to say the department is in any jeopardy right now. The lack of a threat gives the Graduate Studies and Grants Administration more opportunity to further promote themselves and their objectives.

The current situation that has been ascertained through the aforementioned research is that the message of the timeline for submitting grant proposals for review through the Graduate Studies and Grants Administration is not being retained by current faculty members of Grand Valley State University. These members are a diverse group of people, they do know about grant workshops and intend to use grant money for personal research, but they are not receiving the full messages sent by the Graduate Studies and Grants Administration. In order to correct this situation, several recommendations have been formed for the Graduate Studies and Grants Administration to use.
Action Plan
Strategies and Tactics

Goal: To increase faculty awareness of the approved Graduate Studies and Grants Administration’s grant process timeline

Strategy 1: Revamp current publicity tools to emphasize deadlines

Tactics: 1) Create colorful handouts on white paper or black and white handouts on colored paper to distribute to department chairs and college deans for them to circulate the handouts throughout their faculty during department meetings or placed on bulletin boards.

2) Write and place articles regarding proposals in faculty newsletters that place deadline reminders in large, boldface type in order to catch the reader’s attention.

3) Send deadline reminders via email to those working on proposals to remind faculty members when they should turn in their proposal for review as well as when they should submit their proposal in order to avoid a server delay and the proposal reaching the foundation after the deadline.

4) Create informative and colorful presentations using PowerPoint to present at department and college meetings. Faculty are inundated with a large amount of information given at such meetings and the Graduate Studies and Grants Administration needs to stand out.

5) Redesign certain aspects of the website to allow access to more information as well as make the site visually appealing to faculty, which will increase their return to the site.
Strategy 2: Be proactive in the grant proposal process

Tactics: 1) Research several proposals Grand Valley State University faculty might be interested in and send the requirements in a PDF format to those who could potentially be interested in the grant.

2) Create a Grants Administration Newsletter PDF sent monthly that highlights several grants, reminds faculty the importance of grants, announces grants received, reminds faculty on how they can obtain grants, and includes contact information.

3) Work with department heads to allow one department meeting every other month to be a grants workshop where the Graduate Studies and Grants Administration can come to the meeting to discuss grants – proposals, ideas, and thoughts – so that the Graduate Studies and Grants Administration establishes two-way communication with faculty members.

Strategy 3: Increase attendance at grant proposal workshops

Tactics: 1) Offer incentives to attend workshops, such as a $10 gift card to the University Book Store or to a local restaurant like Main St. Pub located across from the Allendale campus.

2) Offer one or more workshops to be held on the Allendale campus, which is the location of the majority of faculty.

3) Offer informal workshops once a month so that those who may have scheduling conflicts are able to attend a workshop on a different date.
<table>
<thead>
<tr>
<th>Tactics</th>
<th>July 07</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June 08</th>
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<tr>
<td>Color Handouts</td>
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<td>Articles in Faculty Newsletters</td>
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<td>Deadline Reminder Emails</td>
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<td>Powerpoint Presentations</td>
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<td>Aspects of Webpage Redesign</td>
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<td>Research, Send Proposal Requirements</td>
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<td>Grant Workshop in Department Meetings</td>
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<td>Incentives to Attend Workshops</td>
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<td>Workshop on Allendale Campus</td>
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<td>Workshops Once a Month</td>
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**Key**
- Preperation/Design
- Execution of Tactic
- Evaluation
### Budget Summary

**Strategy 1 – Revamp current publicity tools emphasizing deadlines**

<table>
<thead>
<tr>
<th>Tactics and Details</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create four-color handouts for department chairs and deans</td>
<td>$24.08</td>
</tr>
<tr>
<td>• Estimate for printing given by University Promotions</td>
<td></td>
</tr>
<tr>
<td>• Size is 8.5x11 inches</td>
<td></td>
</tr>
<tr>
<td>• Design time extra – $20/first hour, $10/addition hour</td>
<td></td>
</tr>
<tr>
<td>• 43 departments and schools, 2 to each (43 x 2 = 86)</td>
<td></td>
</tr>
<tr>
<td>Create black and white handouts for dept. chairs and deans</td>
<td>$6.88</td>
</tr>
<tr>
<td>• Estimate for printing given by University Promotions</td>
<td></td>
</tr>
<tr>
<td>• Size is 8.5x11 inches</td>
<td></td>
</tr>
<tr>
<td>• Design time extra – $20/first hour, $10/addition hour</td>
<td></td>
</tr>
<tr>
<td>• 43 departments and schools, 4 to each (43 x 4 = 172)</td>
<td></td>
</tr>
<tr>
<td>Place articles regarding proposals in faculty newsletters</td>
<td>$14.00</td>
</tr>
<tr>
<td>• Size depends on availability and size of newsletter</td>
<td></td>
</tr>
<tr>
<td>• Materials cost is free, but the labor cost varies on what you pay</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for 2 hours at $7 an hour (for one article)</td>
<td></td>
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<tr>
<td>Send deadline reminder emails</td>
<td>$7.00</td>
</tr>
<tr>
<td>• Materials cost is free, but the labor cost varies on what you pay</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for 1 hour at $7 an hour for about 80 emails</td>
<td></td>
</tr>
<tr>
<td>Create informative PowerPoint presentations</td>
<td>$21.00</td>
</tr>
<tr>
<td>• Materials cost is free – program provided by the University</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for 3 hour at $7 an hour for one presentation</td>
<td></td>
</tr>
<tr>
<td>Redesign aspects of website</td>
<td>$14.00</td>
</tr>
<tr>
<td>• Redesign the site to enlarge text, add color, and photos</td>
<td></td>
</tr>
<tr>
<td>• This will allow the site to be less overbearing and text-heavy</td>
<td></td>
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<tr>
<td>• Materials cost is free – Dreamweaver provided by the University</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for 2 hours at $7 an hour for the changes</td>
<td></td>
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</tbody>
</table>

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1. Current hourly rate for a student worker, reduce the cost by hiring an intern or using student volunteers
Strategy 2 – Be more proactive in grant proposal process

<table>
<thead>
<tr>
<th>Tactics and Details</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research several proposals faculty and send the requirements in a PDF format to those interested</td>
<td>$7 x 3 = $21.00</td>
</tr>
<tr>
<td>• Materials cost is free, but labor is not</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for 2 hours at $7 an hour for research and 1 hour at $7 for compiling information and sending in PDF format</td>
<td></td>
</tr>
<tr>
<td>Create Grants Administration Newsletter</td>
<td>$7 x 3 = $21.00</td>
</tr>
<tr>
<td>• Materials cost is free, Microsoft Word or InDesign – provided by Grand Valley State University</td>
<td></td>
</tr>
<tr>
<td>• Size is approximately 4-6 standard pages</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for 1 hours at $7 an hour to design newsletter and 2 hours at $7 an hour to write content for one issue</td>
<td></td>
</tr>
<tr>
<td>Set up a grant writing workshop during department meetings</td>
<td>FREE</td>
</tr>
<tr>
<td>• Use PowerPoint presentation from prior strategy</td>
<td></td>
</tr>
<tr>
<td>• Contact department heads to set up the workshop</td>
<td></td>
</tr>
<tr>
<td>• Arrange for the use of a whiteboard</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for materials and labor - previously used materials and faculty of the Graduate Studies and Grants Administration allows the cost to be free</td>
<td></td>
</tr>
</tbody>
</table>

Strategy 3 – Increase attendance at grant proposal workshops

<table>
<thead>
<tr>
<th>Tactics and Details</th>
<th>Approximate Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer incentives to attend workshops</td>
<td>$40.00</td>
</tr>
<tr>
<td>• Give gift cards to the University bookstore, Campus Dining, or other local restaurants or businesses</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for 40 participates with 1 gift card</td>
<td></td>
</tr>
<tr>
<td>Offer one of the workshops to held on Allendale campus</td>
<td>FREE</td>
</tr>
<tr>
<td>• Reserve a room on the Allendale campus</td>
<td></td>
</tr>
<tr>
<td>• Cost is approximated for cost for room</td>
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<tr>
<td>Offer informal workshops once a month</td>
<td>$20</td>
</tr>
<tr>
<td>• Reserve a room</td>
<td></td>
</tr>
<tr>
<td>• Arrange for the use of a whiteboard</td>
<td></td>
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<tr>
<td>• Offer baked goods and juice(^2) - approximately $20 at Meijer</td>
<td></td>
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<tr>
<td>• Cost is approximated for the cost of a room and food</td>
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</table>

\(^2\) Cost based on approximate prices at Meijer. To reduce cost, request donations from Campus Dining or from surrounding establishments.
Evaluation
Evaluation

Evaluation is imperative to this campaign because it will give the Graduate Studies and Grants Administration a systematic approach to review the progress of the outlined strategies and tactics. An evaluation, if completed part way through a campaign, will allow the Graduate Studies and Grants Administration to assess the success or failure of the plan and give the department the ability to alter the campaign in order to make it successful.

The main goal of this campaign is to increase faculty awareness of the Graduate Studies and Grants Administration as well as their established timeline for writing a grant proposal. An awareness campaign has attitudinal goals, which means the end result is to change the attitudes of the audience members. To evaluate the success of this campaign, first a pre-campaign survey needs to be given to the faculty at Grand Valley State University. After completion of the campaign, give the same survey to faculty members. If the percentage of faculty awareness of the Graduate Studies and Grants Administration, the grant proposal process, or the knowledge of deadlines increases, then this campaign plan will be considered a success.

The first strategy given in this campaign plan is, “Revamp current publicity tools to emphasize deadlines.” Five tactics are listed that collectively will accomplish this strategy. It would be wise to collect current faculty knowledge on these tactics in the aforementioned pre-campaign survey.

The first tactic recommends the Graduate Studies and Grants Administration create handouts to distribute to department heads and college deans to circulate throughout their faculty. The percentage of knowledge of the information detailed on the handout should increase from the pre-campaign survey to the post-campaign survey to label this tactic as a success.

The second tactic involves writing articles and placing them in faculty newsletters. The percentage of faculty knowing about grants and their deadlines should increase between the pre-campaign survey and the post-campaign survey to classify it as a success.

The third listed tactic of strategy one is to send deadline reminder emails to faculty
who are currently working on proposals. There are two ways to evaluate this tactic. The best evaluation method is to compare the number of last minute proposals that are turned in for editing or submitted to a foundation from before and after the campaign. A second viable option that can be used to evaluate this tactic is to use the pre-campaign and post-campaign surveys to compare the knowledge of faculty regarding grant deadlines. Both methods of evaluating will yield the same result, if there is an increase in early submissions or an increase in knowledge of deadlines, then this tactic is successful.

The fourth tactic listed is to create colorful and informative presentations using PowerPoint to give at department and college meetings. This tactic can be evaluated by using a pre-campaign and post-campaign survey. The goal of the presentations is to have faculty retain more information, so a second method of evaluation is to give a quick survey at the beginning and end of the presentation to evaluate specifically which pieces of information was retained and which was not. The presentation can then be altered to increase more attention to the details that faculty and staff continue to forget. Whichever method is used, this tactic will be a success if there is an increase in faculty retaining the information given at the presentation.

The final tactic of strategy one is to redesign certain aspects of the website to make it more visually appealing and give faculty easier access to additional information. There are two ways to evaluate this tactic. First, the Graduate Studies and Grants Administration can confer with Computer and Technology Support at Grand Valley State University to find out how much web traffic (hits) their site currently has. Then, after the campaign, they should confer again with Computer and Technology Support to see if there is an increase in web traffic. If there is, this tactic is a success. Since web counters cannot separate the web traffic number by how many different users access the site, it would also be beneficial to include questions on the pre-campaign and post-campaign surveys in which the answers can be found on the Graduate Studies and Grants Administration’s website. If there is an increase in the number of correct responses to the given
questions, then this tactic is successful.

The second strategy of this campaign is to, “Be more proactive in the grant proposal process.” This involves the Graduate Studies and Grants Administration taking the initiative to research grants and distribute the information to interested faculty. This strategy has three tactics.

The first tactic is to research several proposals that Grand Valley State University and its faculty may be interested in obtaining. The Graduate Studies and Grants Administration should send the requirements those who could potentially be interested. This tactic can be evaluated by counting the number of faculty who write proposals from this method. If anyone submits a proposal, then this tactic is considered successful.

The second listed tactic is to create a Grants Administration Newsletter that focuses solely on grants. The current newsletter does not give equal representation for the grants administration half of the department. This newsletter should be sent to all eligible faculty members. To evaluate this tactic, a pre-campaign plan survey and a post-campaign plan survey should be given out and if there is an increase in awareness by faculty regarding grants, then this campaign plan is a success.

The third tactic of the second strategy is to work with department heads to allow one meeting a month to be an open forum to discuss grants and proposals. This changes the communication between the Graduate Studies and Grants Administration and faculty from one-way communication to two-way communication. This campaign will be successful if department heads allow the forum to occur and if faculty members respond positively to the grants workshop at their department meeting.

The final strategy of this campaign is to increase attendance at a grant proposal workshop. All three tactics can be evaluated by comparing the current number of attendees at grant proposal workshops with the number of attendees at workshops where incentives were offered. These
incentives include offering a gift card to a local business or restaurant, offering one workshop to be held on the Allendale campus of Grand Valley State University, and offering workshops once a month. If attendance increases with the use of the aforementioned tactics then the strategy is a success.

This campaign plan will be successful because it emphasizes deadlines. Faculty members already know what a grant is and vaguely what to do in order to write a grant proposal. These strategies and tactics are based on research and will bring the Graduate Studies and Grants Administration to the forefront in the minds of faculty members. There are millions of dollars worth of grant money available for faculty use and this campaign plan will position the Graduate Studies and Grants Administration to be a bridge over the gap between faculty and foundations.
Appendix
There are MILLIONS of dollars of FREE MONEY for YOU to use.

What Can You Do With It?

- Do Research
- Start A Project
- Improve Your Department
- Acquire New Technologies

Foundations Give Grants in Any Amount

Interested?

Find more information online
http://www.gvsu.edu/gsga/ga
Interview Summary - Christine Chamberlain

The Graduate Studies and Grants Administration is the preferable title to use in the campaign plans for the department, instead of Grants Administration office. The Graduate Studies and Grants Administration was created near the end of the winter semester in 2006. Christine Chamberlain was hired in July into a brand new position and thus, there is little to no information on anything prior to her employment. Prior to the creation of the Graduate Studies and Grants Administration, all grant related paperwork went through the Graduate Studies office, which was created in 2001.

Individual faculty and staff members may submit grant proposals and individual rank has not played any factor whatsoever in grant proposal writing. The faculty member who wants to write a proposal must obtain approval from their department chair as well as the dean of their college. Priscilla J. Kimboko is the Authorizing Official who legally represents the university and whose signature can legally bind the university to the terms of a grant. An individual who is drafting a proposal is called a Project Initiator (PI).

There are no statistics or any information available about the number of proposals or grants that have been awarded prior to Chamberlain’s employment this past July. Since then, there have been 35 proposals submitted to the Graduate Studies and Grants Administration, which averages to 10 a month and projected at about 120 a year. They are currently trying to obtain statistical information, but they have only recently begun that process.

The Graduate Studies and Grants Administration defines one year as Grand Valley State University’s fiscal year, which is July – July. Since July 2006, there have been 70 staff and faculty members who have contacted the Graduate Studies and Grants Administration and have expressed interest in obtaining grants. There are currently 159 active grants since July. Active grants are defined as grants available by foundations that GVSU applies to often, such as the National Institute of Heath (NIH), National Science Foundation (NSF), and National Endowment for the Humanities (NEH).

The Graduate Studies and Grants Administration currently track individuals who are
interested in grants by a simple file method. Those who have contacted Chamberlain either by email or phone have a folder created for them (there are no other colleagues in the Graduate Studies and Grants Administration who faculty and staff members may contact for grant information). In this folder Chamberlain files a copy of the following: all correspondence, drafts, the guidelines for the grant to which they are proposing, and any budget information. Eventually this information is entered into a database called InfoEd which electronically tracks the proposal process.

The Graduate Studies and Grants Administration constantly promotes their message, it is not all clumped together at the beginning of the year. This is because Grand Valley State University is on one fiscal year cycle and National Science Foundation, National Institute of Heath, and National Endowment for the Humanities could be on another cycle. Government grants follow the government fiscal year which is Oct. 1 – Sept. 30. Private foundations could be on a third fiscal cycle so the Graduate Studies and Grants Administration never has one big push at the beginning of the semester or anything, they try to space it out.

The Graduate Studies and Grants Administration currently subscribes to a database called Alert which tracks major funding agencies and sends the Graduate Studies and Grants Administration information on new active grants. The Graduate Studies and Grants Administration is working on getting department chairs and deans of colleges to sign up for email alerts that the deans and chairs enter in keywords when they sign up and when a new grant is activated with those keywords, an email will automatically be sent to those who have entered those keywords. Grants funded by the US government are published daily. These grants have infinite possibilities; it just depends on what a particular sponsor desires.

An average proposal can be anywhere from one page to hundreds. It can be simple or complex, depending on the requirements of the grant. Some are one page proposals with a statement of intent. Others are 2 pages or a 15 page narrative with resumes, budgets, and numerous details. It all comes down to what the sponsor wants. One common element of all proposals is they state:
who, what, where, when, why, how, what has been done, and what the proposal writing intends
to do. The dollar amount can vary dramatically too, it can be as small as $100 or several million
dollars, it depends on how much money the sponsor has or is willing to put toward this grant.

There is no known knowledge of any large scale grants the university is currently interested
it. All 70 active proposals have the university’s approval.

Additional resources Chamberlain mentioned for grant writing:
The Johnson Center for Philanthropy (288C DeVos Center, Grand Rapids, Mich.)
Grant Writing for Dummies by Beverly A. Browning
Faculty Interview Questions

These questions were asked to random faculty members. This outline was given to the interviewer to facilitate the interview.
Thank you very much for your time.

Where is Grand Valley’s Grants office located? ____________________________________________

What services of the Grants Administration do you currently know about?
( ) Assisting in locating a grant   ( ) Assisting with drafting a proposal
( ) Reviewing/Editing a proposal    ( ) Grant Writing Workshops
( ) Understanding the requirements a proposal must have
( ) Other ______________________________________________________________________
______________________________________________________________________________

You wanted to submit a grant proposal, how do you go about accomplishing that?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

A grant proposal deadline is due on Dec. 1, when would you submit it to the GSGA for review?
( ) Dec. 1  ( ) One day before  ( ) Several days before   ( ) One week before
( ) Two weeks before  ( ) Other ________________________________________
______________________________________________________________________________

If you were interested in obtaining funding for a grant, it would be for:
( ) Obtaining new technologies for use in the classroom (computer equipment included)
( ) Completing your own personal research
( ) Acquiring art
( ) Improving GVSU services
( ) Purchasing additional land
( ) Building new buildings
( ) Renovating current buildings
( ) Other
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
How long do you think it would take to write a grant proposal?
( ) One week   ( ) Two weeks   ( ) One month   ( ) Two months
( ) A semester  ( ) Unsure    ( ) Other ________________________________________
______________________________________________________________________________
______________________________________________________________________________

Have you attended the grant writing seminars, if yes, what did you think of it, and if not, why not? YES NO
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Have you written or been involved with a group of people who have submitted a grant proposal? If so, what was it for? YES NO
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Can you name any recent improvements Grand Valley has made using grant money?
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Thank you very much. Your answers will remain anonymous.
References


