

Writing Successful NOAA Grant Proposals

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A disclaimer...

This presentation is NOT:

- A guarantee of approval of any proposal
- A guarantee that your proposal will receive a high score
- An endorsement of any type of program by NOAA
- The sole source of information about federal funding opportunities administered by NOAA
- The sole source of technical assistance regarding the competitive proposal process



Outline

- Background on B-WET and ELG
- Preparing to Apply
- Some Elements of the Proposal
- General Tips and Guidance



Background on B-WET and ELG

NOAA's Environmental Literacy Grants (ELG)

- GOAL: improve environmental literacy among our Nation's citizens and promote a diverse workforce in ocean, coastal, Great Lakes, weather, and climate sciences, with the goal of encouraging stewardship and increasing informed decision making for the Nation
- A competitive grants program for K-12 and informal education
- Began in 2005
- 72 funded projects = \$34.1M
- Annual average: 10 awards, \$4.9M total
- 83* applications and ~\$44M requested per RFP
- Typical funding rate: 6-7%
- Next FFO on hold

* Full apps only

<http://www.oesd.noaa.gov/grantprog.html>

NOAA's ELG (cont.)

- 1-5 year awards
- \$100,000-\$1.5M awards
- Federal entities and foreign organizations ineligible
- Types of projects funded:
 - Teacher PD (in-service & pre-service)
 - Curriculum Development
 - Citizen Science
 - **Service Learning**
 - Science On a Sphere & Other spheres
 - Data Visualization & Interpretation
 - Museum Exhibits
 - Civic Engagement
- Audiences: Public, informal and K-12 educators, K-12 students



Science On a Sphere
viewers at Discovery
Science Center, **ELG**

http://www.oesd.noaa.gov/elg_projects.html

NOAA's Bay-Watershed Education and Training (B-WET) Grants

- Goal: Use hands-on learning experiences to increase understanding and stewardship of our marine and coastal resources, integrate classroom instructional requirements with meaningful outdoor experiential learning



Middle school students document the occurrence of purple loosestrife to share with an online community of students and scientists. *Vital Signs*, Gulf of Maine Research Institute, **New England B-WET**

<http://www.oesd.noaa.gov/BWET/index.html>

B-WET Competitive Awards



Chesapeake B-WET



Coastal Roots Program,
Louisiana State University,
Gulf B-WET



River Center Foundation
Pacific Northwest B-WET

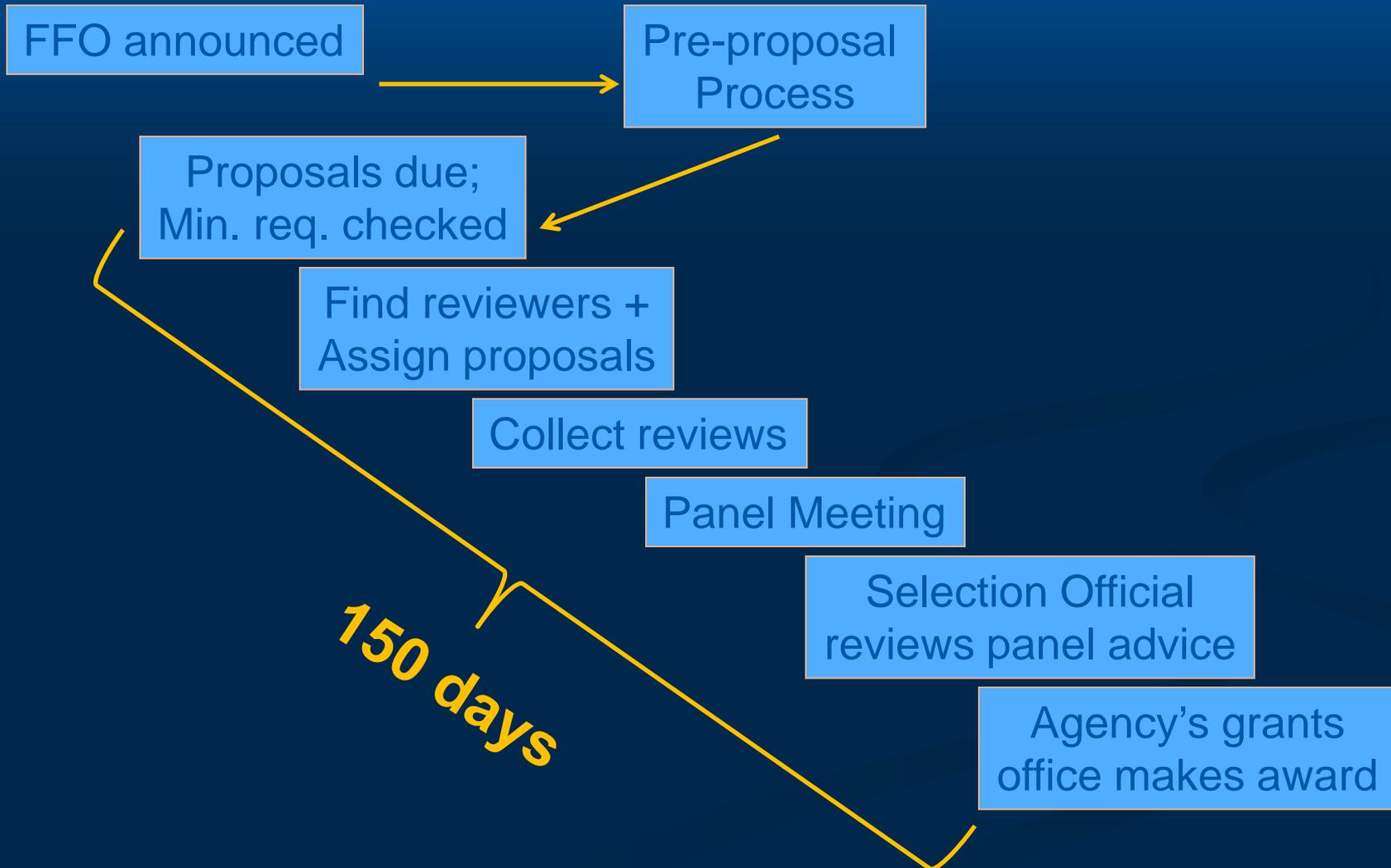
<http://www.oesd.noaa.gov/BWET/resources.html#Projects>

Preparing to Apply

Are you ready to apply for a grant?

- **Need** – What is the need for your project?
- **Target Audience** – Who will you be working with and how engaged are they?
- **Impact** – What is the anticipated impact of your project and how will you measure it?
- **Timeline** – Are you sure what you plan can be accomplished in the given timeframe?
- **Sustainability** - Does your project represent an investment beyond the period of the grant?
- **Workload** – Have you taken workload impacts of application and grant management into account?

Selection Process Overview



Finding Federal Grants: Grants.gov



The screenshot shows the Grants.gov website in a Windows Internet Explorer browser window. The browser's address bar displays <http://www.grants.gov/>. The website's header includes the Grants.gov logo and navigation links for Search, Contact Us, Site Map, Help, and RSS. A central banner features a row of five circular images depicting various people and activities, with the slogan "Find. Apply. Succeed." below them. The main content area contains a paragraph about Grants.gov's role as a source for finding and applying for federal government grants, followed by a section titled "What's New This Week at Grants.gov" which lists "New Opportunities This Week" and "Recovery Act Opportunities on Grants.gov".

FOR APPLICANTS

- Find Grant Opportunities
- Get Registered
- Apply for Grants
- Track Your Application
- Applicant Resources
- Search FAQs, User Guides and Site Information

APPLICANT SYSTEM-TO-SYSTEM

FOR GRANTORS

ABOUT GRANTS.GOV

HELP

CONTACT US

SITE MAP

FOR APPLICANTS

- Grant Search
- Grant Email Alerts
- Get Registered
- Applicant Login
- E-Biz POC Login

FOR GRANTORS

- Agency Login
- New Grantor Users
- Resources

Sign-up for our "Succeed" Quarterly Newsletter

Quick Links

Latest News!
[Grants.gov Blog](#)

What's New This Week at Grants.gov

New Opportunities This Week

Recovery Act Opportunities on Grants.gov

Federal Funding Opportunity (FFO) Announcement

ANNOUNCEMENT OF FEDERAL FUNDING OPPORTUNITY

EXECUTIVE SUMMARY

Federal Agency Name(s): Office of the Under Secretary (USEC), National Oceanic And Atmospheric Administration, Department of Commerce

Funding Opportunity Title: Environmental Literacy Grants for Formal K-12 Education

Announcement Type: Initial

Funding Opportunity Number: SEC-OED-2009-2001282

Catalog of Federal Domestic Assistance (CFDA) Number: 11.469, Congressionally Identified Awards and Projects.

Dates: Preliminary proposals (pre-proposals) are required for submission of a full application and must be received by 5:00 p.m., EST, February 20, 2008. Applicants who submit a pre-proposal will receive notification authorizing submission of a full application on or about April 30, 2008. Please contact Stacey Rudolph if you have not heard from the Office of Education by May 14, 2008. The full applications must be received by 5:00 p.m., EDT, June 25, 2008.

Preparing to Apply

- Get registered for Grants.gov [CCR/DUNS]
- Look at the provided website for detailed instructions (FFO) and helpful info (FAQ, website)
- Pay attention to review criteria to make sure your project is appropriate
- Be prepared to tailor your proposal to the specific funding opportunity (don't submit a proposal written for another agency announcement without major revision)

The following slides contain *general guidelines* and tips for preparing an application, but always refer to a specific FFO for details on format and content of a specific opportunity. Requirements can vary a great deal between competitions in different years and even between regions (for B-WET) in a single year.

Some Elements of the Proposal

Minimum Requirements*

- Application/proposal was received on time
 - Applicant is eligible
 - Budget request & project duration are within the min and max limits
 - Forms: SF-424, SF-424a, SF-424b, CD-511
 - Title Page/Executive Summary
 - Project Description does not exceed page limits
 - Format OK, e.g., letter-sized paper, font size
 - Milestones/Timeline
 - Resume & Current & Pending support for PI
 - Budget Narrative (Justification) & Table
- * always refer to FFO for details

Key Proposal Elements*

- Project Summary and/or Abstract
- Project Narrative
 - Project Description (What, Why, Who, and How)
 - Include plans for sustainability, outreach or dissemination, incorporation of NOAA products and services, qualifications of the project team, and plan for project evaluation
- Appendices
- Federal Forms

* always refer to FFO for specific requirements/page limits

Project Description



Urban students collect storm water samples to test for environmental contaminants. *Reaching Out to Communities and Kids with Science in San Francisco*, San Francisco State University, **California B-WET**

Describe in detail what your project will achieve:

- What: goals and objectives
- Why: need for your project
- Who: target audience, location
- How: plan of action

Sustainability Plan

- Explain why other funding sources, including school and/or school division, cannot fund all of the proposed work
- If you've sought or are seeking other funding sources for this project, list those sources and the status of those requests
- Partners can also be strategically selected for sustainability



Teacher Professional Development at AMNH in partnership with NYC school district, **ELG**

Outreach and Dissemination

- Projects should include significant external sharing and communication
- How are experiences or results/lessons learned shared with peers and others in the community?



An elementary student interviews a Hawaiian elder “kupuna,” about traditional marine resource management. *Kupuna Wisdom Project*, Community Conservation Network, **Hawaii B-WET**

Qualifications of the Project Team



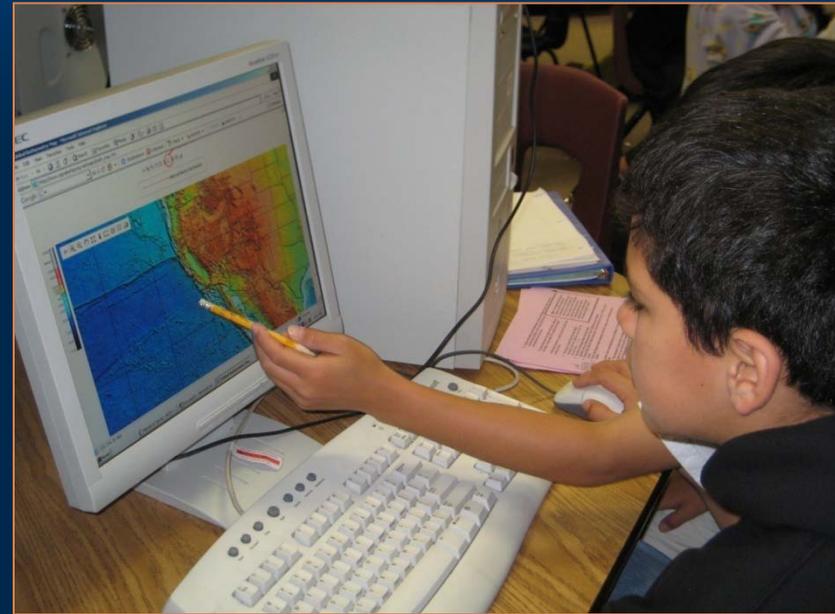
- Describe ability of organization to successfully implement and manage proposed project
 - Highlight organization's expertise, past experience, and qualifications of key staff
 - Resumes/CVs can be included in an appendix

CoCoRaHS: Family citizen science program, PI: CO State Climatologist, **ELG**

Incorporate NOAA Products and Services

Applicants must utilize NOAA assets in delivery of program

- NOAA staff
- NOAA facilities & protected natural areas
- NOAA data
- NOAA education resources:
 - Online Tutorials
 - In-depth Curriculum
 - Individual Lesson Plans
- List of *selected* resources available online:
http://www.oesd.noaa.gov/elg/NOAA_assets.html



ACES: K-12 students learning about marine animal migration and NOAA data, **ELG**

Project Evaluation

- Explain your plans for meeting the goals and objectives of your project and for tracking and measuring progress on your outputs and your short-term outcomes
- Use specific and appropriate approaches to project evaluation
 - Plans may be quantitative and/or qualitative and may include, for example, evaluation tools, observation, or outside consultation
- Include appropriate funds for evaluation in the budget
- Identify your evaluator and include them in the writing team
- Reviewers will not be impressed by broad outcomes that evaluation is not assessing

Appendices

- Results from Prior NOAA Support
- Budget (slide 25)
- Timeline (slide 26)
- Logic Model (slide 27)
- Partners' Letters of Commitment

Budget

- Make sure to show the basis for your costs: provide clearly delineated description of costs
- Make sure it adds up & is not over the max or below the minimum
- Look at where your money is allocated and what this says about the project
- There are budget templates or models available
- Include documentation of indirect cost rate agreement

Milestones/Timeline

- Include a project schedule that indicates when each action, event, milestone, product development, and evaluation will occur.

OBJECTIVES	MILESTONES	STRATEGIES	ACTIVITIES	TIMELINE
Objective 1	By August 15, 2010, meet with at least three LEA supervisors to complete needs assessment & project planning.	Individual meetings	Meet with nine Eastern Shore Environmental Science Coordinators for strategic planning needs assessment for each LEA, PD and potential partnerships	July- August, 2010
Objective 2	By fall, 2010, train 30 teachers from 9 LEAS. By fall, 2011, train 30 additional teachers from 9 LEAS. By fall, 2012 train 30 additional teachers from 9 LEAS	Summer workshops MAEOE Conference Attendance In-service Day Workshops as determined by LEA	Environmental Science Content Issues-based Instruction GIS	July -August, 2010 – 12 June, 2013

S A M P L E

Logic Models

- A helpful tool that can be used in project planning, implementation, and assessment

Current Situation	Inputs	OUTPUTS		OUTCOMES	
		Activities	Participation	Short-term Outcomes	Long-term Outcomes (2 to 5 years later)

S A M P L E

Key Terms: **Current Situation:** What would happen without B-WET funding

Inputs: resources, contributions, investments that go into the program

Outputs: activities, services, events and products that reach people who participate or who are targeted. Outputs must occur and be reported to NOAA during the project period.

Activities: What you propose to do (conduct workshops/field experiences, develop products, create partnerships, etc.)

Participation: Who you propose to reach (# teachers, # students, agencies)

Outcomes: results or changes for individuals, groups, communities, organizations, communities, or systems

Short-term: Immediate to one year after program (awareness, knowledge, attitude, skills, opinions, aspirations)

Long-term: Two to five years after program (behavior, practice, decision-making, social action)

More information available at:

<http://chesapeakebay.noaa.gov/bay-watershed-education-and-training-b-wet/evaluation>

<http://sanctuaries.noaa.gov/education/evaluation/evaluation.html>

Partnerships

If yours is the lead institution for the application:

- Partnerships among multiple organizations or networks of organizations are typically a component of full-scale implementation
- Include commitment letters from partners detailing their role in and/or funding of project
- Do NOT include letters of general endorsement
- Letters demonstrating school or school division support or regional capacity-building efforts are encouraged



Marine Mammal Institute: North Carolina informal science educators learning about marine mammals and climate change, **ELG**

General Tips and Guidance

Respond to Announcement and Follow Directions

- Know the Granting Organization
 - Philosophy & Priorities
- Know the Process
 - Grant Criteria & Guidelines
 - Deadlines
- Know Your Project
 - Detailed Project Summary, including deliverables
 - Detailed Budget
- Make a compelling argument
 - Provide sufficient detail
- Don't assume the reviewer knows your project/organization
- Call the federal program officer AFTER YOU HAVE READ THE FFO if you continue to have questions

Carefully Format & Organize the Text

- Follow the suggested Project Format
- Make succinct statements on project goals & deliverables. Provide necessary detail to back up the summary
- Use bullets, headers, text boxes, etc. to organize and emphasize key points
- Proofread to reduce redundancy and grammatical errors
- See handout for a summary of “Dos and Don’ts”



Questions?

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