Yes…and?
Getting from there to here

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ASU®

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)
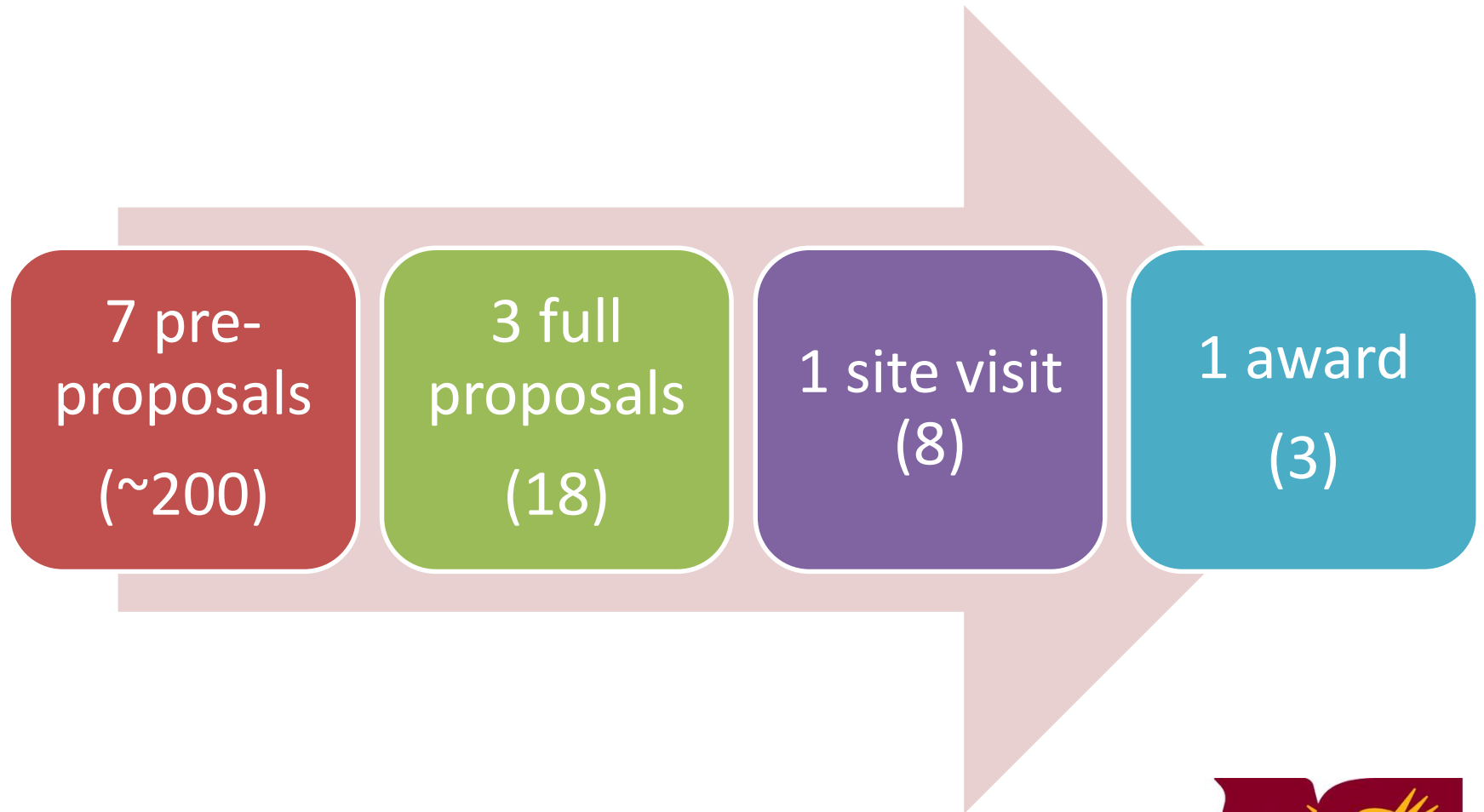
ASU NSF ERC full proposal - Highlights

- 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

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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
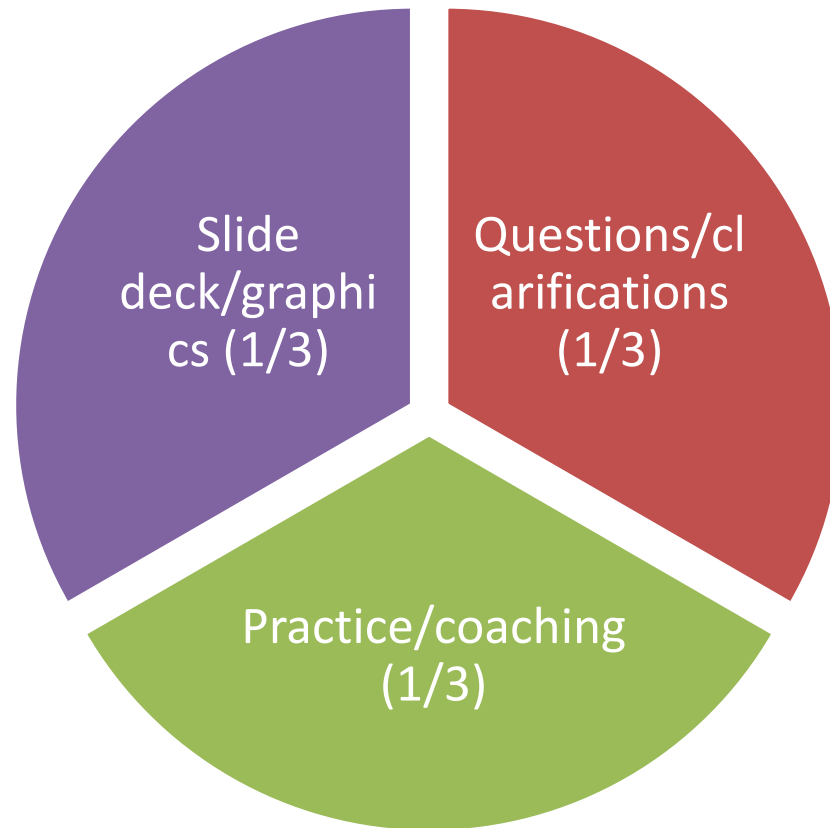
Definition of Terms - Process

- 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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