2024 IDEAS Grant Competition

Semi-finalist Session: General Proposal Writing

#LaunchIDEASabroad

The IDEAS (Increase and Diversify Education Abroad for U.S. Students) Program is a program of the U.S. Department of State with funding provided by the U.S. Government and supported in its implementation by World Learning.
Agenda

• Introduction
• The Proposal Development Process
• Phase Two Proposal Elements
• Best Practices and Tips
• Q&A Session
• Timeline reminders
Presenters

Amy Schwenkmeyer (she/her)
Director, Program Development Unit,
World Learning

Paula Álvarez Tamés (she/her)
Director of International Programs,
Ursinus College

Matt Swenson (he/him)
Grants Director,
Green River College
The Proposal Development Process
Proposal Process Phases

**Design**
- Theory of Change/ Results Framework
- Design Meetings
- Win Strategies and Approach
- Past Experience
- Partner Involvement
- Recording Costs and Personnel Needs
- Red Team Preview

**Development**
- Draft Technical Narrative
- Develop Budget and Budget Narrative
- Technical and Budget Attachments
- Conduct Recruitment
- Collect Deliverables from Partners
- Review Meetings

**Submission**
- Final Approval and Sign-off
- Copy edit
- Formatting and packaging
- Submitted 24 hours before deadline
Proposal Development Teams

**Design Team**
- Writers and Content Contributors
- People who know the project and will implement it

**Review Team**
- Individuals not on the design team
- To be chosen carefully based on their position and understanding of the project
# Proposal Development Calendar

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<th>Sunday</th>
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<td><strong>February</strong></td>
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<td>7 Phase Two Opens</td>
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<td><strong>April</strong></td>
<td>31</td>
<td>1</td>
<td>2</td>
<td>3 Goal Submission Date</td>
<td>4 Proposal Due Date</td>
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*February 7: Phase Two Opens*  
*March 8: Training 1*  
*March 21: Training 2*  
*April 3: Goal Submission Date*  
*April 4: Proposal Due Date*
## Compliance or Evaluation Matrix

<table>
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<tr>
<th>Requirement – Sustainability</th>
<th>Compliant?</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Proposal has a clearly articulated plan to sustain new study abroad programming, resources, and/or institutional study abroad capacity beyond the grant.</td>
<td>Yes/No</td>
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<td>Proposal indicates involvement and/or support from the institution and its leadership.</td>
<td>Yes/No</td>
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<td>Proposal is clearly linked to the applicant institution’s U.S. student mobility abroad and/or campus internationalization goals</td>
<td>Yes/No</td>
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Proposal Writing Tips

• A proposal is a sales document, not a report, academic article, or research paper
  • Know your audience
  • Do not assume the reviewer knows anything about your institution

• Proposals represent an institution and should take a team-centered approach

• Successful proposals are not written in a day
  • Designing, writing, and refining = the best possible submission

• Page limits
  • Make page allocations early and use provided templates
Proposal Writing Tips

Formatting Matters

Avoid cliches

Write in a clear, short, concise way

Use the active voice

Avoid jargon
Phase Two Proposal
Elements
Phase Two Proposal Elements

Proposal Narrative
- Cover Page (1 page)
- Table of Contents (1 page)
- Executive Summary (1 page)
- Program Description (4-6 pages)
- Foreign Policy Goal Alignment (1 page)
- Sustainability Plan (1 page)
- Monitoring and Evaluation Plan (1 page)*
- Budget Narrative (2-3 pages)*

Proposal Attachments
- Calendar of Activities (template provided)
- Logic Model (template provided)*
- Key Staff Resumes (2 pages, one document)
- Budget Spreadsheet (1 document, 2 tabs)*

*these items will be addressed in future training sessions
Executive Summary

- One page overview of your proposed project
- A synthesis of your entire proposal
  - Consider writing this once the rest of your proposal elements are finalized
Program Description

Ursinus College

• Collegeville, PA
• Expanding Short-Term Programs: Towards a Global Competencies Certificate

Green River College

• Auburn, WA
• Global Exchange Academy (2021); Exploring Tribal Sovereignty and the Environment through an Indigenous Lens (2023 consortium grant)
Foreign Policy Goal Alignment

- Authenticity, Alignment, Activities
- Build proposal in an authentic way to support mission & goals
- Fully incorporate & align the FPG into the proposal
- FPG should support activities & activities should support FPG
- Explain how the program will impact students, faculty, institution, and/or community

Green River College

- Economic Development and Entrepreneurship
  - Public Health
  - Democracy and Human Rights
  - Energy and Natural Resources
Foreign Policy Goal Alignment

Priority areas for funding:

- Develop study abroad programs that help a range of students master career-related global and international competencies
  - Economic Development and Entrepreneurship
- Courses focused on topics tied to FPGs + Washington State Economy
  - Democracy and Human Rights; Energy and Natural Resources; Public Health
Sustainability Plan

Institutional Support
• Strategic plan
• Core Curriculum
• Global Competencies Certificate

Student Interest vs. Barriers
• Scholarships
• Alumni Travel Program
• Fundraising
• Program Timing
• Student Mentors
• Work Study

Sustainable program development
# Calendar of Activities

- Explain main activities implemented by month
- Realistic and achievable

**Objective 1:** Create a model for curriculum integration by incorporating a semester-long education abroad program into the two most underrepresented education abroad majors.

<table>
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<tr>
<th>Activities</th>
<th>Description</th>
<th>Output</th>
<th>Responsible Person/Party</th>
<th>Month</th>
<th>Possible Indicator(s)</th>
</tr>
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<tbody>
<tr>
<td>1) Examine updated host institution course catalog and begin course</td>
<td>Identify compatible host institution courses and potential course equivalencies to NC curriculums.</td>
<td>List of courses to evaluate during academic-specific site visit</td>
<td>Chairperson of Education, Chairperson of Engineering, Assist. Professor of Education, Assist. Professor of Engineering</td>
<td>1-10</td>
<td>Communication with host institution partners and academic-specific site visit agencies</td>
</tr>
<tr>
<td>2) Draft communication and catalog language for APPC</td>
<td>Inform APPC of education abroad curriculum integration model and draft catalog language.</td>
<td>APPC communication</td>
<td>Chairperson of Education, Chairperson of Engineering, Assist. Professor of Education, Assist. Professor of Engineering</td>
<td>1-10</td>
<td>APPC support and catalog language</td>
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<td>3) Update course catalog and academic-specific curriculum materials to reflect education abroad integration</td>
<td>Partner with the Office of the Registrar to incorporate education abroad pathways into official academic catalog</td>
<td>Revised course catalog, program webpages, and education abroad program listings</td>
<td>Executive Director, CGE, Coordinator, Education Abroad, CGE, Chairperson of Education, Chairperson of Engineering, Assist. Professor of Education, Assist. Professor of Engineering</td>
<td>1-10</td>
<td>Interest inquiries from major-specific and underrepresented students</td>
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<td>4) Incorporate a sustainable model of promotion within major-specific gateway courses</td>
<td>Invite CGE staff members, and eventually program returnees, to present to students in EDUC 101 and ENGR 100 to promote program</td>
<td>Promotional presentations</td>
<td>Executive Director, CGE, Coordinator, Education Abroad, CGE, Chairperson of Engineering, Assist. Professor of Education, Assist. Professor of Engineering</td>
<td>1-10</td>
<td>Interest inquiries from major-specific and underrepresented students</td>
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Key Staff Resumes

- 2 one-page documents for key staff responsible for project implementation
- Information provided should be that which is relevant to staffs’ work on the proposed project.
  - A full CV is not needed
Best Practices & Tips

Give your project a catchy title or theme

Explore the breadth of diversifying study abroad

Incorporate compelling data

Discern and define roles at your institution

Clearly communicate your student audience & demographics

Engage your institutional partners

Engage students

Others...
Questions?

Please enter your questions in the Q&A box.
Important Dates

February 28, 2024
• Training Session 2: Budget

March 7, 2024
• Training Session 3: MERL

April 4, 2024
• Phase 2 Closes

April-May 2024
• Phase 2 review

June 2024
• Finalists announced

September 1, 2024 – February 28, 2026
• Grant period of performance
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