



IDEAS
INCREASE & DIVERSIFY
EDUCATION ABROAD
FOR U.S. STUDENTS

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



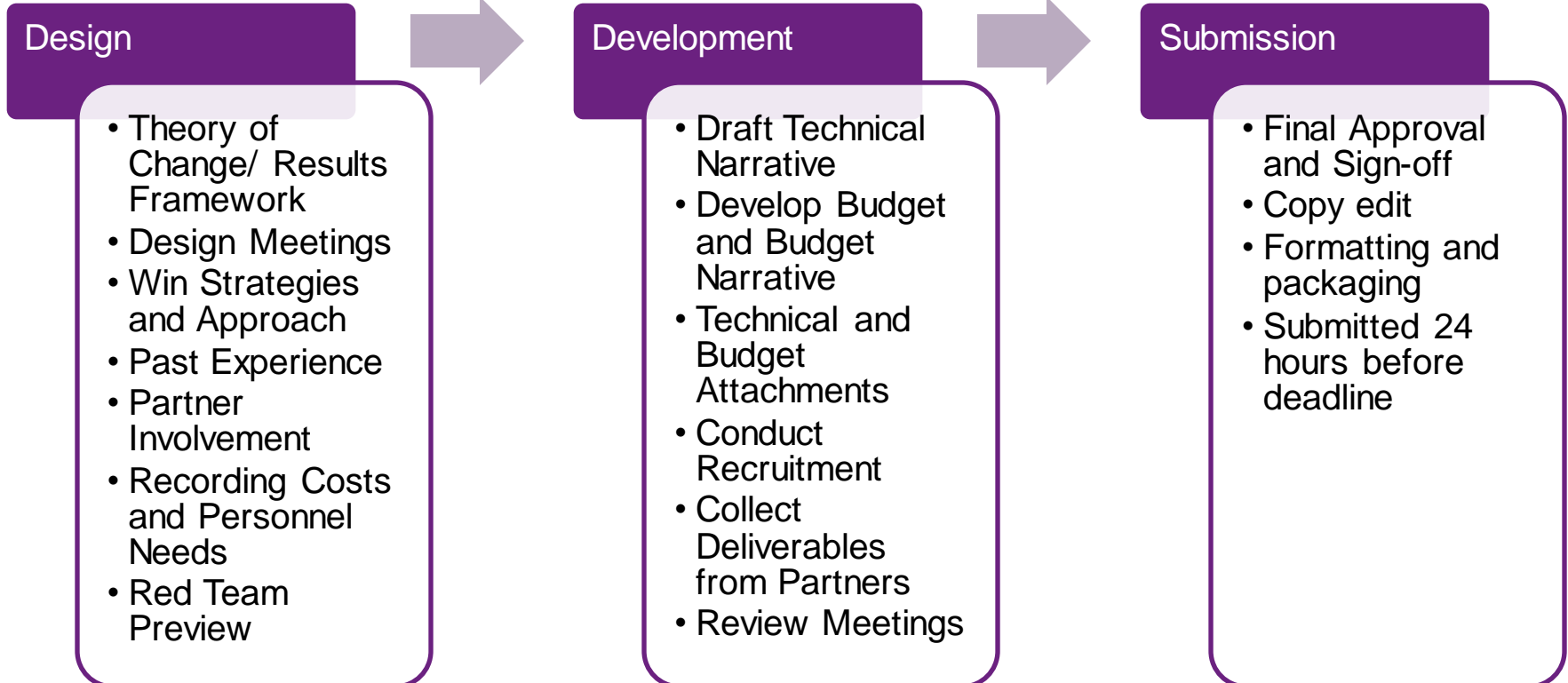
Paula Álvarez Tamés
(she/her)
Director of
International
Programs,
Ursinus College



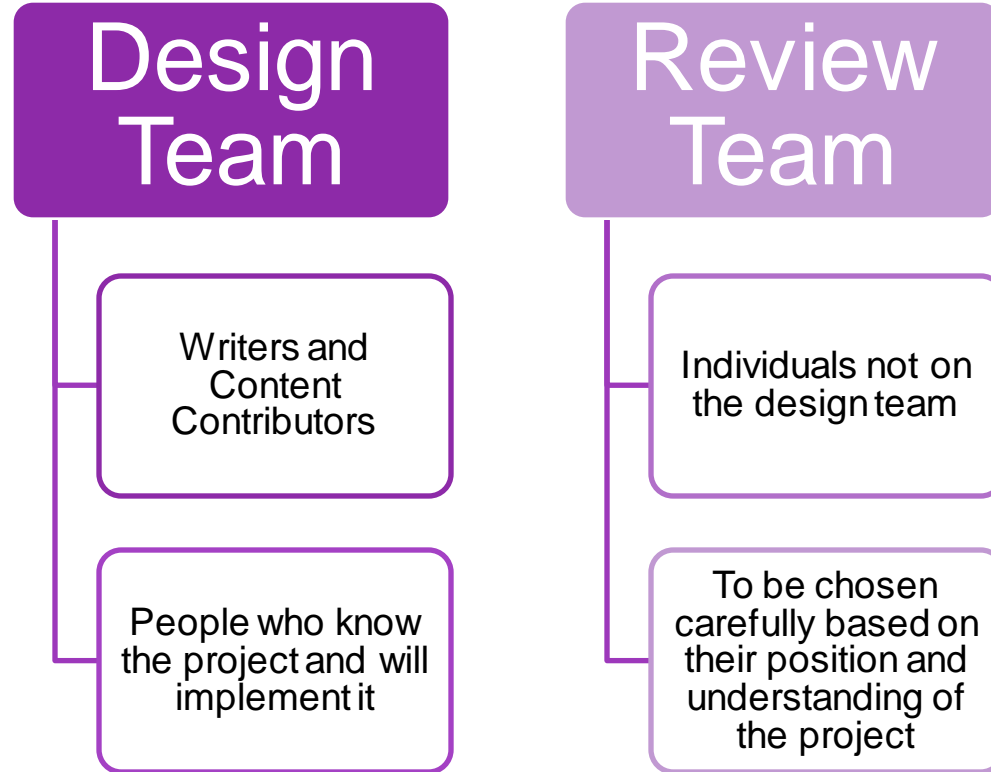
Matt Swenson
(he/him)
Grants Director,
Green River
College

The Proposal Development Process

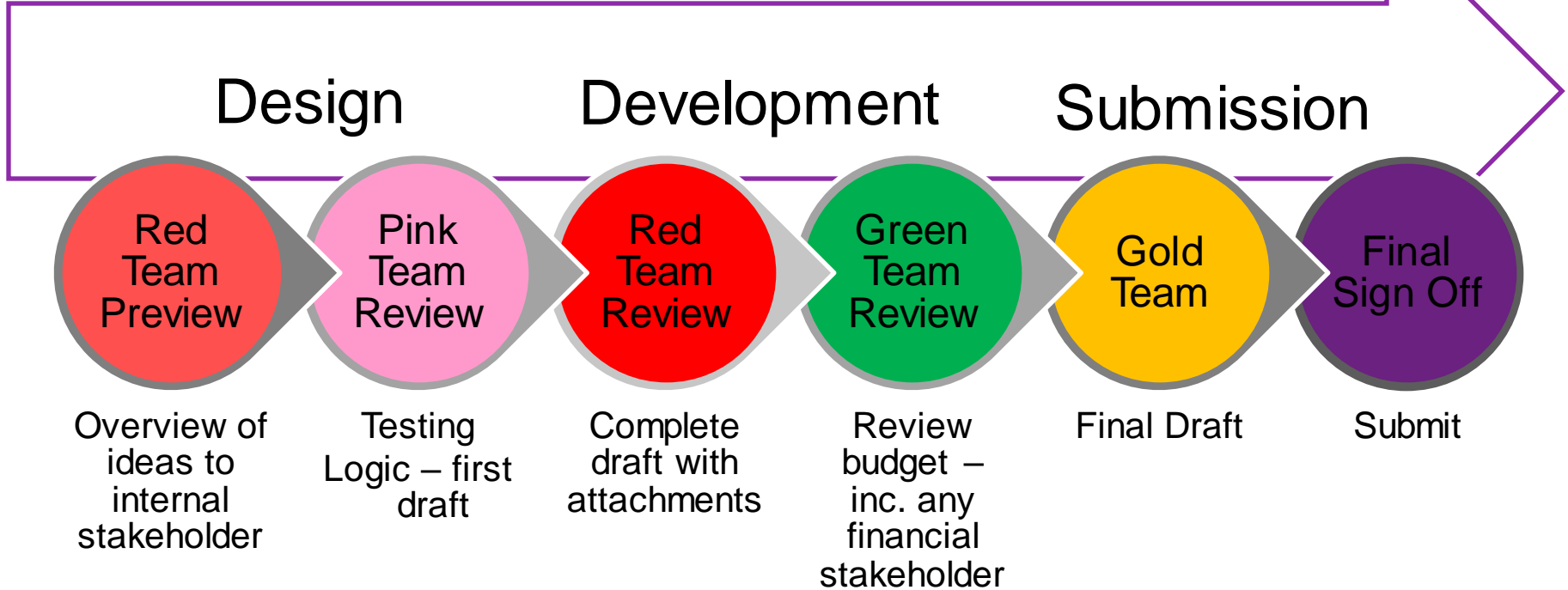
Proposal Process Phases



Proposal Development Teams



Proposal Review



Proposal Development Calendar

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February				7 Phase Two Opens	8	9	10
	11	12	13	14	15	16	17
	18	19	20 Training 1	21	22	23 CCID -----	24 -----
	25 -----	26	27	28 Training 2	29	1	2
March	3	4	5	6	7 Training 3	8	9
	10	11	12	13	14	15	16
	17	18	19	20 Forum Conference	21 -----	22 -----	23
	24	25	26	27	28	29	30
April	31	1	2	3 Goal Submission Date	4 Proposal Due Date		

Compliance or Evaluation Matrix

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

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)*

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

Who?

What?

Where?

When?

How?

Why?

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

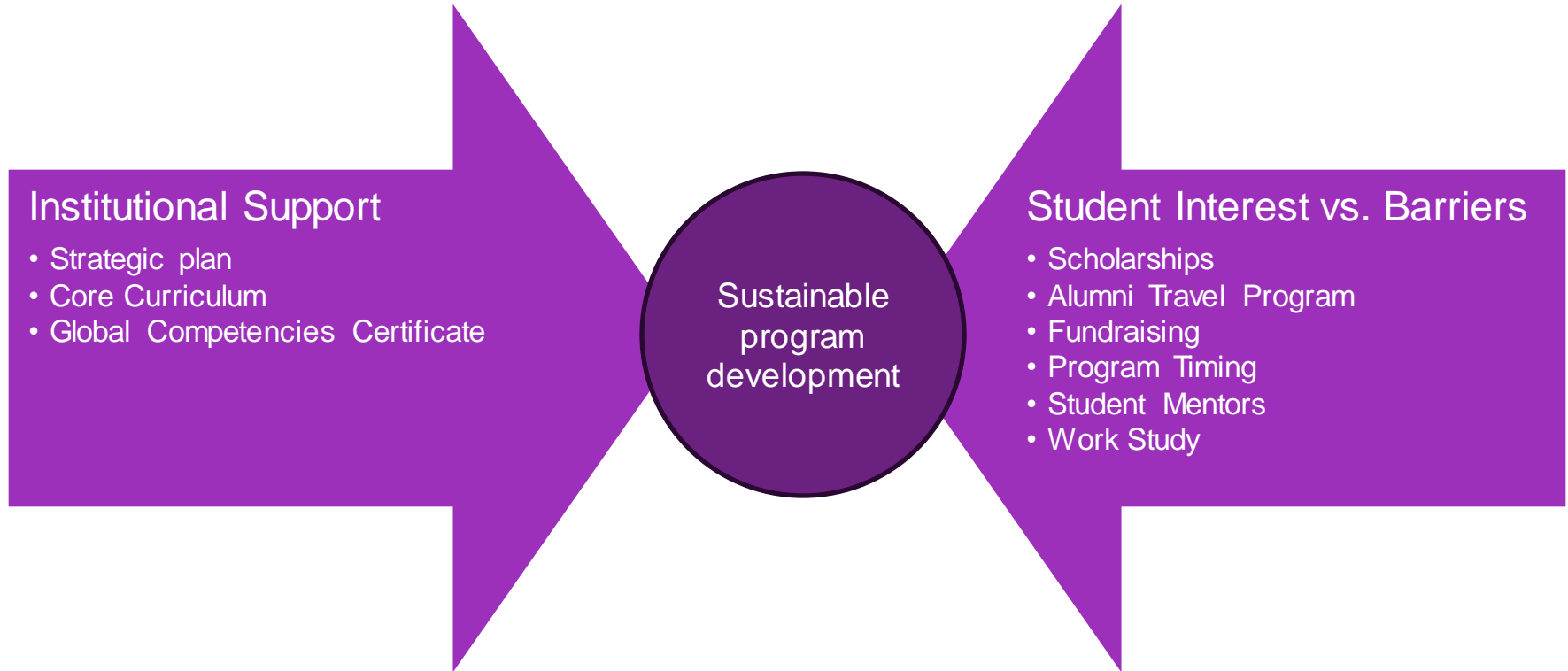
- **Economic Development and Entrepreneurship**
 - Public Health
 - Democracy and Human Rights
 - Energy and Natural Resources

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



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.

Activities	Description	Output	Responsible Person/Party	Month														Possible Indicator(s)
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	
1) Examine updated host institution course catalog and begin course	Identify compatible host institution courses and potential course equivalencies to NC curriculums.	List of courses to evaluate during academic-specific site visit	Chairperson of Education, Chairperson of Engineering, Assist. Professor of Education, Assist. Professor of Engineering															Communication with host institution partners and academic-specific site visit agenda.
2) Draft communication and catalog language for APPC	Inform APPC of education abroad curriculum integration model and draft catalog language.	APPC communication	Chairperson of Education, Chairperson of Engineering, Assist. Professor of Education, Assist. Professor of Engineering															APPC support and catalog language
3) Update course catalog and academic-specific curriculum materials to reflect education abroad integration	Partner with the Office of the Registrar to incorporate education abroad pathways into official academic catalog	Revised course catalog, program webpages, and education abroad program listings	Executive Director, CGE; Coordinator, Education Abroad, CGE; Chairperson of Education; Chairperson of Engineering; Assist. Professor of Education; Assist. Professor of Engineering															Interest inquiries from major-specific and underrepresented students.
4) Incorporate a sustainable model of promotion within major-specific gateway courses	Invite CGE staff members, and eventually program returnees, to present to students in EDUC 101 and ENGR 100 to promote program	Promotional presentations	Executive Director, CGE; Coordinator, Education Abroad, CGE; Chairperson of Engineering, Assist. Professor of Education, Assist. Professor of Engineering															Interest inquiries from major-specific and underrepresented students.

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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StudyAbroadCapacityBuilding.org

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