



# OVPR Web Site

**PURDUE UNIVERSITY** Office of the Vice President for Research

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**About Research at Purdue**

The objective of this site is to provide faculty, staff and visitors access to the services provided by the Office of the Vice President for Research.

**Dimensions of Discovery**

PDF and Excel files of Sponsored Program Awards are now available online. Awards are posted two months behind the current month and an archive is available from the OVPR Publications link.

- Dimensions of Discovery
- Sponsored Program Awards

**Useful Links**

- Center and Institutes
- Discovery Park
- Purdue Research Foundation
- Technology Commercialization
- Sponsored Program Services

**Full Event Calendar Link**

DECEMBER 2009

Su	M	Tu	W	Th	F	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

**Events for December 2009**

December 8  
**Industry Research and Collaboration**  
Registration

Full Event Calendar  
Full Event List

**Contact Information**

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OVPR Staff

**Welcome to the OVPR's Web site**

**Announcements**

**American Reinvestment and Recovery Act (ARRA)**

The Office of the Vice President for Research has established a Web site to provide timely information on grant opportunities resulting from the American Reinvestment and Recovery Act (ARRA). The site includes links to federal funding agencies, information about campus groups focused on funding opportunities in life sciences, education, energy and defense, and ARRA contact information for both OVPR and SPS.

**News**

**Researchers develop new 'finFETs' that promise compact, faster circuits.**  
Nov 24, 2009

Purdue University researchers are making progress in developing a new type of transistor that uses a finlike structure instead of the conventional flat design, possibly enabling engineers to create faster and more compact circuits and computer chips.

[Read Full Story](#)

**Researchers develop drug that may be used to treat spinal injuries, multiple sclerosis.**  
Nov 19, 2009

Researchers have shown how an experimental drug might restore the function of nerves damaged in spinal cord injuries by preventing...

[Read Full Story](#)

**Purdue leads research team in developing better vaccines and antiviral drugs.**  
Nov 19, 2009

Purdue University is leading a team of researchers in a federally funded effort aimed ultimately at developing better vaccines...

[Read Full Story](#)

**Purdue faculty leads new Homeland Security Research Center**

ECE professor David Ebert speaks about the newly formed Center on Visual Analytics for Command, Control and Interoperability Environments (VACCINE) at Purdue.

[View all news stories](#)

**Starting Points**

OVPR Staff
 Centers & Institutes
 Emergency Information
 Publications
 Discovery Park
 Sigma Xi

<http://www.purdue.edu/research/vpr>

# Large Proposal Development



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OVPR ▸ Research Development ▸ OVPR Large Proposal Development Services

**Research Development**

- [Proposal Preparation Resources](#)
- [OVPR Large Proposal Development Services](#)
- [OVPR Small Proposal Development Services](#)
- [Education, Outreach, and Diversity Resources for Proposal Development](#)
- [Archived Grantsmanship Workshop Presentations](#)

## Research Development

### OVPR Large Proposal Development Services

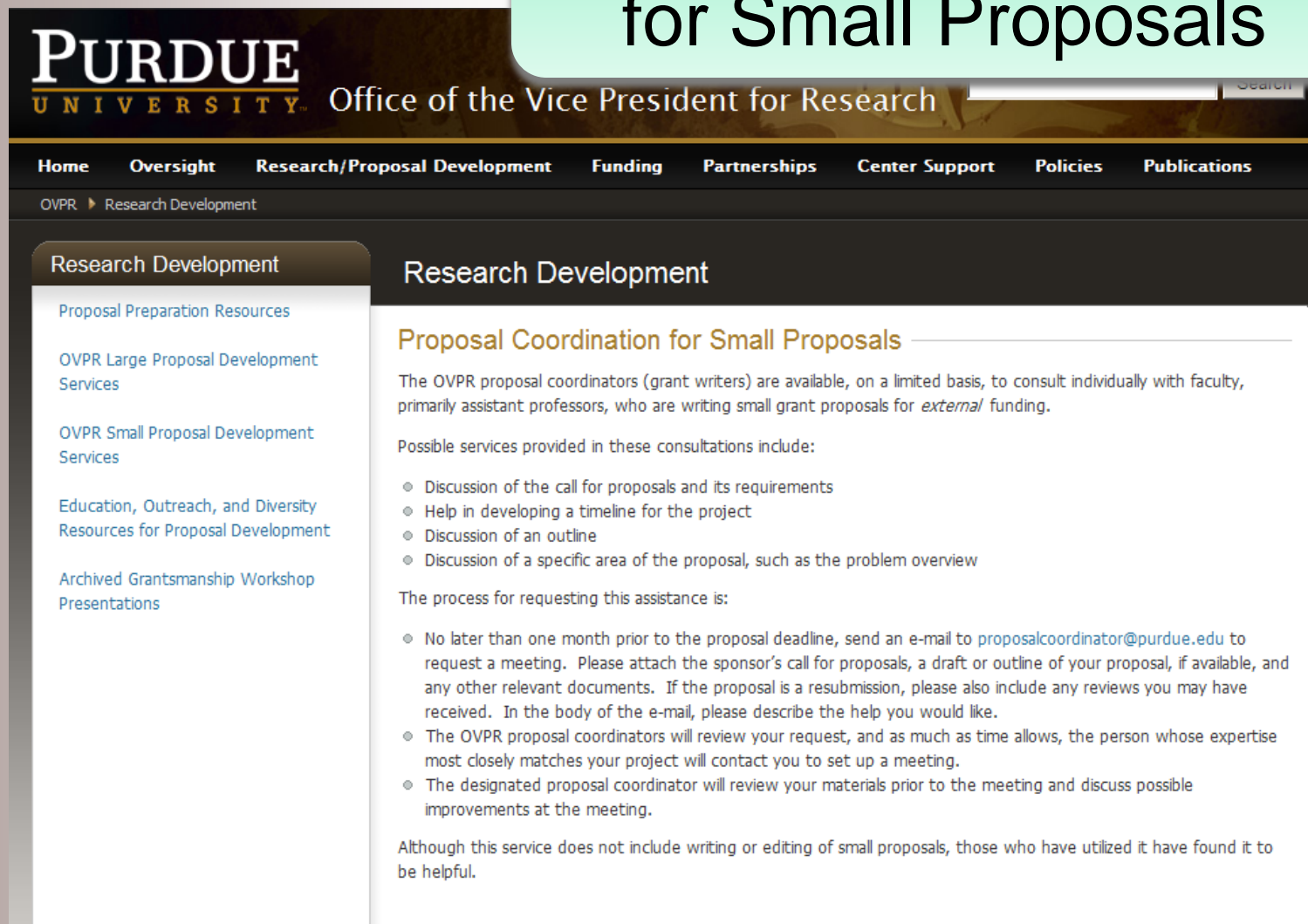
Research Development staff provide a number of services and resources for those developing large (minimum \$1 million budget) multidisciplinary proposals. Please visit the links below for information about these services.

- ◆ [Project Coordination for Large Proposals](#)
- ◆ [Proposal Coordination \(writing\) for Large Proposals](#)

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# Proposal Coordination for Small Proposals



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OVPR ► Research Development

**Research Development**

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## Research Development

### Proposal Coordination for Small Proposals

The OVPR proposal coordinators (grant writers) are available, on a limited basis, to consult individually with faculty, primarily assistant professors, who are writing small grant proposals for *external* funding.

Possible services provided in these consultations include:

- ◆ Discussion of the call for proposals and its requirements
- ◆ Help in developing a timeline for the project
- ◆ Discussion of an outline
- ◆ Discussion of a specific area of the proposal, such as the problem overview

The process for requesting this assistance is:

- ◆ No later than one month prior to the proposal deadline, send an e-mail to [proposalcoordinator@purdue.edu](mailto:proposalcoordinator@purdue.edu) to request a meeting. Please attach the sponsor's call for proposals, a draft or outline of your proposal, if available, and any other relevant documents. If the proposal is a resubmission, please also include any reviews you may have received. In the body of the e-mail, please describe the help you would like.
- ◆ The OVPR proposal coordinators will review your request, and as much as time allows, the person whose expertise most closely matches your project will contact you to set up a meeting.
- ◆ The designated proposal coordinator will review your materials prior to the meeting and discuss possible improvements at the meeting.

Although this service does not include writing or editing of small proposals, those who have utilized it have found it to be helpful.



# Three High-Value Ways to be Intentional



"And so you just threw everything  
together?... Mathews, a posse is  
something you have to *organize*."

From *The Far Side* by Gary Larson


Have good idea?



**#1: TELL A COMPELLING STORY**

# Focus on the problem not the hypothesis or activities

- Think big picture first
- Identify a clear problem to be solved
- Use “open” language

A vertical strip on the left side of the slide showing an aerial view of the Purdue University campus. It includes several large, multi-story brick buildings, a green lawn, and a modern sculpture with several tall, thin, white, cone-like structures.

*Many proposals have perfectly good science but broach the topic in very unexciting ways. If you can't tell the reviewers why your work is significant, then your work has no sizzle and won't sell. You must relate your research to a real problem.*

—quote from a real, live NSF program officer



# A Compelling Storyline

- ***Every*** proposal should tell a story
- Think op-ed
- Use active and not passive voice

# Building the Storyline

- What is the problem?
- What has been done already to address the problem?
- What is the gap that remains?
- How do you propose to address this gap?

# Benefit?

- You show the significance of your idea in the big picture
- You inspire the reviewer and give them a reason to be your advocate
- Builds a logical rationale for your specific aims/goals and methodology  
= less red flags



## **#2: ANSWER ‘WHY PURDUE?’**

Identify your win differentiators....

- Researcher expertise
- Equipment, facilities, resources (HUBzero)
- Purdue experience and campus environment (Discovery Park)
- Uniqueness of academic schools (ENE)
- Uniqueness of programs (EPICS)
- Prior work




# #3:

## GET INDEPENDENT FEEDBACK

*Email your program officer and tell us about your idea. We can tell you if you are heading down the wrong track, or if we just funded three million projects with the same idea. We can save you a lot of time and effort.*

—a real, live NSF program officer

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- Ask your program officer if you can email a **one-page** project description
    - Storyline, vision, goals, concise methodology
  - Allow time for formal or informal internal reviews
    - Adjust general proposal timeline to your time frame. See sample proposal preparation timeline.
    - Convene internal review panel or ask colleagues informally