

Crafting a Quality Grant Proposal  
September 27, 2013

# CTE Revitalization Grant



# During this webinar...

- Please mute any microphones or phones
- A copy of the RFP and these slides is available on the CTE Grant Applications Materials Webpage:  
<http://www.ode.state.or.us/search/page/?id=3945>  
(Having a copy of the RFP for reference may be helpful)
- Submit all questions through the chat feature (Access chat on the drop-down menu at the top of your screen)
- We will answer as many questions as possible at the end of the presentation

# Webinar Outline

- **Introductory material**
- Planning
- Writing strategy
- Writing mechanics
- Writing content

# First Things First

- Read and understand the RFP
- Contact us with any questions
  - See p. 15 for contact information

# Formatting

- Follow the formatting specifications
  - See p. 7
- Double-check them

# Submitting

- Secure File Transfer – REQUIRED
  - Webinar on Using Secure File Transfer and Last Minute Questions, October 11
- Word or RTF only (no PDF files, please)
- Paper Copy Submission – 3 copies
- See p. 8 for more information

# Before You Begin Writing a Proposal

- Check the CTE Revitalization Grant web page
  - <http://www.ode.state.or.us/search/page/?id=3389>
  - Past successful proposals, 2013 materials
- Plan your project
- Plan your writing strategy

# Watch the Webinars

- Partnerships
- Programs of Study
- Grant Bidders
- Links to webinars and slides are at <http://www.ode.state.or.us/search/page/?id=3945>



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# Plan Your Project

- Collect the right people (build partnerships)
  - Repeat as needed
  - Utilize internal strengths
  - Explore connections
  - Who can help solve problems?
  - Who can build support?

# Plan Your Project (cont.)

- Identify your need
- Develop your vision
- Decide on strategies that will help you achieve your vision
- Choose the activities to implement those strategies
- Sketch out a one-page summary of your project

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Please submit the application documentation in the order listed:

1. **Cover Page<sup>6</sup>** - Identify each school that will participate in the grant activities. The role of each school must be clearly identified in the grant narrative.
2. **Required Project Overview** – This section may not exceed 5 pages.
3. **Required Grant Narrative** – This section may not exceed 20 pages.
4. **Budget** - This section should include a narrative and budget worksheet. This section may not exceed 4 pages.
5. **Bonus Narrative** – *OPTIONAL* – Each response to the optional bonus section questions may not exceed one page.
6. **Previous Recipient Eligibility Response** - This section should be completed by previous recipients in order to be eligible for consideration in this grant cycle.
7. **Required Documentation<sup>7</sup>**
  - a. Statement of Assurances for Each Participating School
  - b. List of Partners
  - c. Partner Commitment Letters
8. **Appendix** – Any supporting charts, graphs, tables and other materials may be placed in an Appendix and referenced in the Grant or Bonus Narrative.

Required Submission

p. 7

# Plan Your Writing Strategy

- Organize your proposal to match the RFP
  - This makes it easier to read
  - Use appropriate headings
  - Answer questions where they are asked
  - Don't duplicate your responses

# Plan Your Writing Strategy (cont.)

- Consider having different people write specific sections
- Identify an editor
  - Editing skills are different from writing skills
  - Check for consistency, a unified voice, etc.
- Give yourself enough time

# Sections That Require Writing

- Required Project Overview – 5 pages or less
- Required Grant Narrative – 20 pages or less
- Budget – 4 pages or less
  - Budget Worksheet (1 page)
  - Budget Narrative (3 pages or less)
- Bonus Sections (Optional) – 1 page or less (each)



# An Approach to Writing Sections

- Required Project Overview – 5 pages or less
  - Purpose and Scope of Project – 1 page, no points
  - Supporting the Overall Revitalization Effort
    - Innovation – 1 page or less, 10 points
    - Integration – 1 page or less, 10 points
    - Expansion and Growth – 1 page or less, 10 points
    - Experiential Learning – 1 page or less, 10 points

# An Approach to Writing Sections

(cont.)

- Required Grant Narrative – 20 pages or less
  - Project Outcomes and Progress Markers (~2.5 pages)
  - Career and Technical Education Program of Study Design (~2.5 pages)
  - Underserved Students (~1.7 pages)
  - Diploma Connections (~1.7 pages)
  - Sustainability and Communication (~4.2 pages)
  - Activities and Timeline (~1.7 pages)
  - Evaluation (~1.7 pages)
  - Partnerships (~4.2 pages)

# Focus Your Efforts Where It Counts

- Supporting the Overall Revitalization Effort (p. 9, **40** points)
- Partnerships (p. 12, **25** points)
- Sustainability and Communication (p. 11, **25** points)
- Budget (p. 12, **20** points)

# Focus Your Efforts Where It Counts

(cont.)

- Career and Technical Education Program of Study Design (p. 10, **15** points)
- Project Outcomes and Progress Markers (p. 10, **15** points)
- Underserved Students (p. 11, **10** points)
- Diploma Connections (p. 11, **10** points)
- Activities and Timeline (p. 11, **10** points)
- Evaluation (p. 12, **10** Points)



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# Know Your Audience

- Clearly and completely explain your project
  - But be succinct
- Don't over explain or talk down to your audience
- Refrain from using jargon
- Spell out all acronyms (at least the first time they are used in any section)

# Be a Winner

- A 'can do' attitude and projecting an image of being successful will develop confidence in your project
- Don't dwell on financial woes, or other difficulties of your situation
- The active voice is more positive and reads easier than the passive voice

# The Active Voice

- Passive Voice: Oregon education will be invigorated by the CTE Revitalization Grant
- Active Voice: The CTE Revitalization Grant will invigorate Oregon education
- Passive Voice: Opportunities for underserved students will be provided by our project
- Active Voice: Our project will provide opportunities for underserved students



# Use Efficient Formatting

- Headings
- Tables
- Bold key words
- Bullets

# Be Strategic

- Consider writing the Purpose and Scope of Project first, then the proposal
  - Then rewrite the Purpose and Scope of Project
- Condense your Purpose and Scope to one paragraph
  - Develop an elevator speech
  - If you can't explain your proposal briefly, it isn't yet clear

Optional Worksheet  
p. 25

	Goal 1: Innovation in the Delivery of CTE	Goal 2: Integration of Separate Components into a Coherent Whole	Goal 3: Expansion and Growth of CTE	Goal 4: Provide Students with Experiential Learning Opportunities
<b>Required Element</b>				
Project Outcomes and Progress Markers				
CTE Program of Study				
Underserved Students				
Diploma Connections				
Sustainability and Communication				
Activities and Timeline				
Partnerships				
Budget				
<b>Bonus Elements</b>				
CTSOs				
Middle School Component				
Out of School Time Programming				
Focus on Regional, Statewide or System Change				
STEM				

# Be Strategic (cont.)

- Edit, edit, edit
  - Keep editing drafts to create your best proposal!
- Have a colleague who is not directly involved in the project review the proposal for content, requirements, consistency, etc.
  - Use the Scoring Guide

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# Present Your Vision

- Keep your message consistent
- Include enough detail for readers to understand your project and how it will support your vision
  - Don't let details distract
- Keep it to the point

# Use the Scoring Guide

- Starts on p. 28
- Ensure that you are providing what the reviewers are expecting to see

# Technical Assistance

p.15

- Contacts
- ODE Website for 2013 Grant Application Materials,  
<http://www.ode.state.or.us/search/page/?id=3945>
- Webinar – Using Secure File Transfer and Last Minute Questions, **October 11, 2013, 3 p.m.-4 p.m.**
- Listserv
- Intent to Apply



# Due Dates

October 24, 2013 5:00 p.m.	All applications must be RECEIVED by ODE via Secure File Transfer.
October 31, 2013 12:30 p.m.	Three unbound hard copies of the application must be RECEIVED by ODE.

# Questions

Please enter your questions in the chat box.