



Thank you for joining!
We will begin momentarily

Tips & Strategies for Developing Your Innovation Fund Grant Proposal

THE 2021 U.S.-BRAZIL INNOVATION FUND GRANT COMPETITION

November 17, 2021



PARTNERS
of the AMERICAS



A couple notes...

- **Live Translation**
- **Slides for main presentation available in Portuguese online at www.100kstrongamericas.org/webinars/**
- **Recording & materials available week of November 29**



**PARTNERS
of the AMERICAS**

AGENDA

What is the Innovation Fund?

Maggie Hug, Director of Regional Education Initiatives, Bureau of Western Hemisphere Affairs at U.S. Department of State

EducationUSA

Rita Moriconi, Regional Advising Coordinator for South America, EducationUSA

SENAI

Gustavo do Vale Dias Rosa, Superintendent of International Businesses, SENAI

How to Apply, Competition Eligibility & Requirements, Tips & Strategies

Laura Cossette, Senior Program Officer, Partners of the Americas

Tips & Strategies for 100K Partnership Development and Program Implementation

Dr. Jandro Abot, Associate Professor, Department of Mechanical Engineering, Director of International Programs, School of Engineering
The Catholic University of America

Dr. Matthew Flynn, Associate Professor of International Studies & Sociology
Georgia Southern University

Question & Answer

You can submit
questions at any
time throughout
the webinar!

**All webinar materials, including this presentation, and a link to the webinar recording, will be sent to all participants and will be available online at <https://www.100kstrongamericas.org/webinars/>.*



100K INNOVATION FUND

The *100,000 Strong in the Americas* **Innovation Fund** is the dynamic **public-private sector partnership** between the U.S. Department of State, Embassies, Partners of the Americas, NAFSA: Association of International Educators, corporations, foundations, and higher education institutions.

The Innovation Fund supports the creation of strategic **partnerships among higher education institutions** in the U.S. and the rest of the Western Hemisphere.

Gustavo do Vale Dias Rosa

Superintendent of International Businesses
SENAI

partners.senai@senaicni.com.br

JOIN THE INNOVATION NETWORK



- ❖ Connect with other higher education institutions
- ❖ Receive news and updates about competitions, conferences, webinars, and more

HOW TO APPLY

The screenshot displays the website's navigation bar with links: ABOUT THE INNOVATION FUND, GRANTS, IMPACT, INVEST, MEDIA, EVENTS, JOIN THE INNOVATION NETWORK, and CONTACT US. A dropdown menu is open under the GRANTS link, listing: OPEN COMPETITIONS, APPLICATION PORTAL (highlighted with a yellow circle), GRANT FAQs, PROPOSAL FORMAT & DESIGN GUIDE, and MEET THE WINNERS. On the left, a 'LEARN MORE' button is positioned above the text '100K IN HEALTH'. The main banner features a group photo of diverse professionals and the text: 'Northwestern University & Universidad Panamericana' and 'Public Health in Mexico: A Collaborative and Comparative Framework for Learning'.

Learn more at

100kstrongamericas.org/application-portal/



PARTNERS
of the AMERICAS



THE 2021 U.S.-BRAZIL INNOVATION FUND GRANT COMPETITION

Generously supported by

**Brazil's National Service of Industrial Training (SENAI)
&
The Bureau of Western Hemisphere Affairs at the U.S. Department of State**

Application Deadline: March 28, 2022 at 9:00 AM ET

Learn more at

<https://www.100kstrongamericas.org/grants/>

AVAILABLE AWARDS



6*

Innovation
Fund Grants



34,250
(USD)

**Pending the review process*

ELIGIBLE COUNTRIES

Brazil



United States



ELIGIBLE PARTNERSHIPS

Required Partnership



1 U.S. HEI



1 SENAI Innovation
Institute or Higher
Education School

Recommended Tripartite Partnership



1 U.S. HEI



1 SENAI Innovation
Institute or Higher
Education School



1 Other Brazilian
Institution*

**Non-SENAI higher education institutions in Brazil are eligible to be a part of a tripartite alliance; however, they cannot be the prime applicant in the proposal. They may only participate as a partnering institution, alongside a U.S. HEI and a SENAI Innovation Center or SENAI Higher Education School, any of which could serve as the prime applicant of the grant.*

ELIGIBLE THEMATIC AREAS

- Internet of Things (IoT)
- Cloud Computing
- Big Data
- Cybersecurity
- Artificial Intelligence
- Environment and Climate Solutions
- Human Rights and Public Policy
- Health Sciences and Public Health
- Education (Technology and Distance/Virtual Education)
- Food and Agricultural Sciences
- Water, Sanitation, and Hygiene (WASH)
- Biotechnology
- Business Development
- Science, Technology, Engineering, and Math (STEM)

Unsure if your proposed program falls under one of these categories?

The fields listed here are not a comprehensive list of eligible areas; rather, they serve as recommendations and guidelines. As long as the proposed program falls under one or more of the general themes and the proposed academic discipline(s) can be sufficiently justified in the proposal, it will be considered eligible.

Refer to the RFP for more details

APPLICATION REQUIREMENTS & COMPONENTS

Application Form

- ☐ Summary of Proposed Program
- ☐ Program Goals/Objectives
- ☐ Program Themes/Areas of Study
- ☐ Partnering Institution(s)
- ☐ # of Participating Students
- ☐ Anticipated Travel/Exchange Timeline
- ☐ Description of Student Credit

Technical Narrative

12 pages max (PDF)

- Cover Page (1 page)
- Table of Contents (1 page)
- Executive Summary
- Program Description
- Sustainability Plan
- Institutional Capacity, Challenges, and Opportunities for Growth
- Monitoring & Evaluation Plan

Budget Summary (Excel)

Budget Narrative (PDF)

Supporting Documents

10 pages max (PDF)

- Letters of Support
- CVs of Project Directors
- Additional Attachments

Application Form

☐ **Partner Information Request Form**

Needs to be sent to and completed by your partner institution(s)

Must be completed by application deadline

EVALUATION CRITERIA

10 pages max

Technical Proposal (80%)

Cover Page (1 page)

Table of Contents (1 page)

Executive Summary & Program

Description 40%

Sustainability Plan 15%

Institutional Capacity 15%

Monitoring & Evaluation Plan 10%

Cost Proposal (20%)

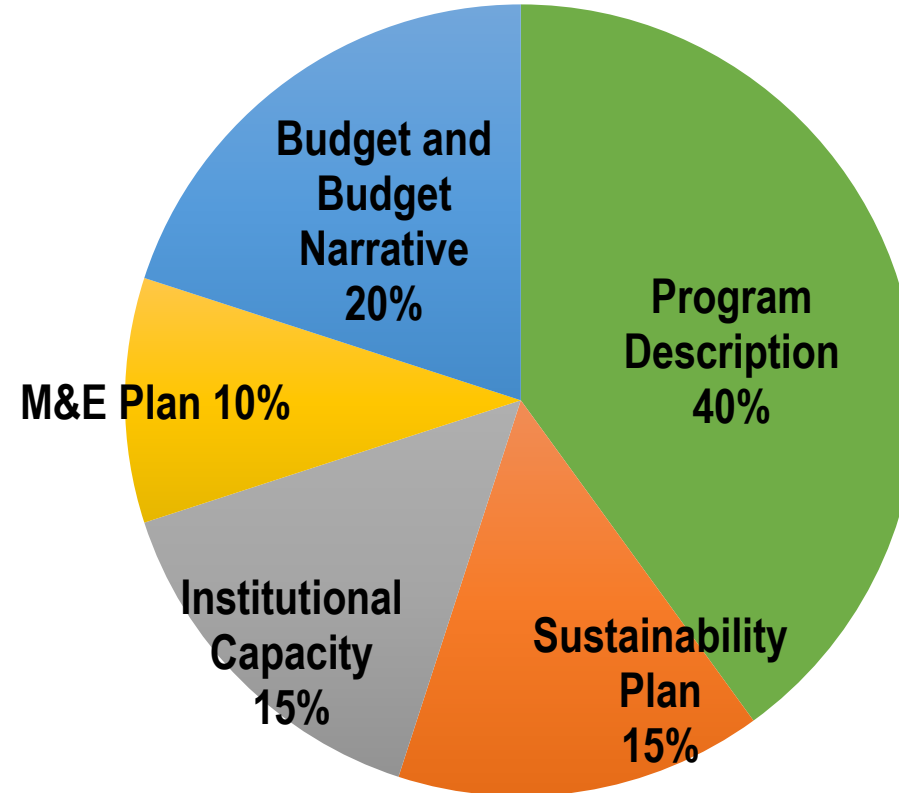
Budget Summary 15%

Budget Narrative 5%

Supporting Documents

CVs/Resumes

Letters of Support



All applications and supporting documents must be submitted in English

EXECUTIVE SUMMARY & PROGRAM DESCRIPTION (40%)

- ☐ Clear **program goals** and **objectives**, including **student learning goals**
- ☐ Detailed **description of student activities**
 - ☐ Including ***proposed timeline***
- ☐ **Need for program** explained/justified
- ☐ Defined **number of students** that will travel north and/or south
- ☐ **Student credit**


****Make sure reviewers are not left with any questions about the design and purpose of your proposal***

Be clear, concise, and specific about the proposed program design, goals and objectives, and student activities

SUSTAINABILITY PLAN (15%)

- ☐ Concrete **plans/actions**
- ☐ How will you secure “**buy-in**” and **support** from your and your partnering institutions to continue the program after the year of funding?
- ☐ Highlight **financial commitments** from institutions, community partners, etc.
 - ☐ *How will you receive additional funding?*

Make sure to explain how your proposed program will continue after the initial year of 100K funding



We plan on developing a long-term presence in the communities and continuing the exchange of students in the following ways:

1. Our first step will be to build the pilot program in t related to obesity, nutrition and physical activity. We will strengthen our relationships with University of , but more importantly we will strengthen our relationships in the targeted communities. With these established relationships, our future directions for the program will be adapted to community needs. We intend to continue the summer camp/study-abroad model annually through the I
2. To enhance the formation and development of future projects, we plan on working with Development Office for fundraising to build community centers that could serve as a base of operations for future projects with W This effort would be ongoing over several years.
3. Having a consistent presence of students in the communities will also enhance the sustainability of the program. Over the next few years, we will be working on developing internships, thesis and capstone project opportunities in for both students in the health and human service professions. Based on the relationships developed in , we are offering a new clinical rotation for Physician Assistant students in and have two students from enrolled for summer Preliminary discussions have begun for a similar Occupational Therapy clinical placement. The has already implemented individual placements of students as of January.
4. We plan on developing a relationship with the Ministry of Health in The has already had early discussions about obtaining support for this unique US/Mexican collaboration. Endorsement from the Ministry of Health may help to assure future funding and implementation of similar programs in other communities in
5. Students participating in the program will be expected to serve as advocates for improving US/Mexican relations. The students will be well poised for this role based on their knowledge and personal experience of how migration has impacted individuals on both sides Upon completion of this program, students will be involved in a range of activities for example, sharing their experiences at study abroad fair and with the International Committee. As alumni of the program, they will also be able to recruit and mentor future students.

Institutional Capacity, Challenges & Opportunities for Growth (15%)

- ☐ Demonstrate **capacity** to administer study abroad programs
- ☐ Clear awareness of institutional **challenges** & **plans to overcome/address challenges**
- ☐ **Opportunities** that may arise from challenges

*For **ALL** involved institutions*

REQUIRED: Letters of Support + Resumes/CVs of Primary Investigators

Letters of Support

- Your institution
- Your partnering institution(s)
- Any other involved organizations

INSTITUTIONAL CAPACITY, CHALLENGES & OPPORTUNITIES FOR GROWTH (15%)



- Addresses **all three components** of the section for **all involved institutions**
- Strong **Letters of Support**
 - All involved institutions
 - Provided in **English***

- Does not address all three components of the section
- Does not provide Letters of Support from all involved institutions
- Provides Letters of Support in language other than English



***Why does 100K require all proposal documents to be submitted in English?**

We require all proposal components to be submitted in English because not all of our reviewers speak Spanish/Portuguese

MONITORING & EVALUATION PLAN (15%)

Make sure to use the
100K M&E template
[Click here](#)

SMART Goals & Objectives

- ☐ **What?**
 - ☐ Target goals, benchmarks/indicators of progress, etc.
- ☐ **How?**
 - ☐ How will indicators be measured
- ☐ **When/How often?**
 - ☐ i.e. baseline, throughout, post-award, etc.
- ☐ **Who?**
 - ☐ Who will be responsible for collecting data?

S pecific
M easurable
A chievable
R ealistic
T imely

MONITORING & EVALUATION PLAN

Table 1. Monitoring & Evaluation (M&E) Framework - UWPLATT-UNESP Guaratingueta International Exchange Student Initiative.

Focus evaluation	Monitoring What do we want to know? (Monitoring Questions)	How will we know it? (Indicator)	Where will the data come from? (Data Source/Method)	Who will capture the data? (Responsibility)	When will data be captured? (Timeframe)	Reporting Who will be involved?	How will it be reported?
Relevance	Do the exchange component activities meet the information needs of the students?	Level of satisfaction of students with respect to the UWPLATT-UNESP Guaratingueta International Exchange Student Initiative.	Survey to students.	Student tutor (assigned team member of the IPBEN-UNESP group or UWPLATT professors)	During the last week of the visit to the foreign HEI.	Student tutors and visiting students.	Project assessment report prepared at the end of the first year.
	To what extent is the project goal in line with the needs and priorities of the HEI involved?	Level of satisfaction of HEI international offices with respect to the UWPLATT-UNESP Guaratingueta International Exchange Student Initiative.	Survey to international affairs office from the HEI involved.	Project director assistant from UNESP Prof. Dr. Celso Eduardo Tuma and project director from UWPLATT Prof. Samir El-Ouadi.	During the last week of the project.	Project directors and delegate of international affairs office from UNESP and UWPLATT.	Project assessment report prepared at the end of the first year.
Effectiveness	To what extent did the engagement method encourage the students to take part in the project?	Number of students from Brazil that applied to participate in the project.	Records derived from the application platform available in the web site for UNESP students.	Project director assistant from UNESP Prof. Dr. Celso Eduardo Tuma	After closing call for UNESP students applications.	Project director assistant.	Status report prepared at the end of component 2 (visit of UNESP students to UWPLATT).
		Number of students from USA that applied to participate in the project.	Records derived from the application platform available in the web site for UWPLATT students.	Project director from UWPLATT Prof. Samir El-Ouadi.	After closing call for UWPLATT students applications.	Project director.	Status report prepared at the end of component 1 (visit of UWPLATT students to UNESP).
		Number of students	Records derived from	Project director	After UNESP	Project director	Status report prepared

11

Program monitoring and evaluation

Key goals for this program include: Contribute to institutional goal of increasing the overall number of students participating in study abroad; contribute to institutional goal of increasing the demographic diversity of study abroad participants at PSU; increase the number of students in identified majors (listed above) participating in study abroad; increase the number of faculty-led study abroad programs.

Using data from 2012 to the 2016 as our benchmarks, we will monitor progress on the following indicators to measure progress toward program goals:

- Total annual number of study abroad participants.
- Demographic profile of total study abroad participants and program-specific participants.
- Number of study abroad participants by major for targeted programs.
- Total number of faculty-led study abroad programs.

In addition to the above data collection, we will utilize our existing pre- and post-program evaluations to monitor program quality and student learning outcomes for the proposed new programs. The evaluation measures academics, student life, student goals, advising effectiveness, suggestions for program improvement, cultural competency indicators, student perceptions of professional and personal growth from program participation and connection to their academic major. Survey results will be used by program faculty and Education Abroad administrators to ensure continuous improvement and program sustainability.

Calendar of activities/timeline

October 2016: Preliminary program development and travel planning

October 2016: PSU Presidential Delegation visits UFF to sign Memorandum of Understanding

Remember
to use our
template!

BUDGET SUMMARY (15%)

Make sure to use
the 100K Budget
Summary template

[Click here](#)

Overall clarity (5%)

- ☐ **Use the 100K template**
- ☐ Ensure all **calculations** are correct
- ☐ Provide costs in **USD \$**
- ☐ Be as **specific** as possible

Indirect Costs (5%)

Indirect/administrative costs (*Maximum allowable of indirect costs charged to grant is 20%.*)

****The lower the indirect costs the better***

****Recommend to cost-share indirect costs***

Cost-Share (5%)

- ☐ Recommended **at least 1:1 match** (1.5+:1 preferred)
- ☐ Cost-sharing from **your institution, partner institution(s), and/or outside resources**

Examples:

- Personnel/staff time or consultants
- Equipment rental/use
- Student scholarships/stipends provided by the institution/partners/outside resources
- Indirect costs

Note: Expenses covered by students do not count as cost-share.

F. BUDGET NARRATIVE (5%)

- ☐ Explain and justify items/activities listed in summary
- ☐ Provide cost estimation breakdowns
 - ☐ How did you calculate the estimate?
- ☐ Be as specific as possible

How do I know what costs are allowable?

<https://www.100kstrongamericas.org/app-format/>

<https://www.100kstrongamericas.org/100k-competition-faqs/>

Personnel

Study Abroad Coordinator. XXXXX will devote 7% of his/her study abroad programming time (currently 100% of duties) on the G2G Exchange program. He/she will communicate with program grantors/administrators and maintain accurate reports of data, as well as monitor grant budgets and submit reports as appropriate. His/her current salary and fringe cost is \$74,712. 7% of his/her salary and fringe will be provided as cost share to the grant, totaling \$5,230.

International Student Support Specialist. XXXXX will serve as the first point of contact for prospective international students, assisting them through the international application process, advising students on visa requirements, and working with Enrollment Services to admit international students. He/She will also coordinate inbound student needs including orientation, weekly meetings, and volunteer activities, as well as cultural learning opportunities. His/her current salary and fringe cost is \$57,810. 7% of his/her salary and fringe will be provided as cost share to the grant, totaling \$4,047.

On-Campus Housing Coordinator. XXXXX will coordinate and facilitate all short-term and on-campus housing requests, as well as develop and implement cultural activities to include evening and weekend events. His/her hourly rate is \$15.30 and fringe is 7.65% (or \$16.47/hr). 40 hours of his/her time will be required for the grant activities (40 x \$16.47=\$659) and this will be cost shared by NWTC.

Manager of Student Involvement and International Programs. XXXXX will serve as the NWTC point of contact for continuing development of the partnership between the College and Universidad Politecnica de Guanajuato. His/her current salary and fringe cost is \$111,796. 2% of his/her salary and fringe will be provided as cost share to the grant, totaling \$2,150.

Program Costs

Faculty/Administrator International Travel. The rates are estimates based on previous travel to/from Mexico. Two faculty/administrators from NWTC will travel to Mexico in January 2018 for a site visit of Universidad Politecnica de Guanajuato and prepare for future trips in their own program areas. (Two NWTC faculty/administrators x \$1,500 = \$3,000). Four faculty/administrators from UPG will travel to Wisconsin in the summer of 2018 for a site visit of Northeast Wisconsin Technical College and prepare for additional study abroad opportunities. (Four UPG faculty/administrators x \$2,000 = \$8,000).

Item	NWTC/person costs	UPG/person costs
Flight	\$500	\$500
Accommodations	\$600	\$1,120
Meals	\$150	\$230
Excursions	\$150	\$150
Phone	\$50	\$0
Health/Emergency Insurance	\$50	\$0
Total	\$1,500	\$2,000

PROPOSAL CHECKLIST

- ❑ **Executive Summary & Program Description:** Have I clearly defined program goals, objectives, student learning objectives, and activities? Have I justified the need for the program? Have I provided a clear program timeline?
- ❑ **Sustainability Plan:** What will the grant allow us to do that we could not do before? How will we continue to implement the program after the grant?
- ❑ **Institutional Capacity, Challenges & Opportunities:** What are my [and/or my partner] institution's current challenges & opportunities to student exchanges?
Capacity to administer the program?
- ❑ **Monitoring & Evaluation (M&E) Plan:** How will I evaluate the program's progress and student learning? Track the outcomes and outputs?
- ❑ **Budget Summary + Narrative:** Is the budget detailed yet clear and easy to comprehend?
Are the Items relevant to the program? Funding sources identified?



FINAL INNOVATION FUND TIPS

Available at
<https://www.100kstrongamericas.org/app-format/>

- ❑ **Use provided 100K templates**
 - ❑ *M&E Plan*
 - ❑ *Budget Summary*
- ❑ **Refer to proposal samples**
 - ❑ *Complete proposal*
 - ❑ *Budget Narrative*
- ❑ Make sure all proposal documents are in **English**
- ❑ **Don't wait!**
 - ❑ *Begin your proposal & create your profile as soon as possible*

<https://www.100kstrongamericas.org/application-portal/>

**When in doubt,
refer to our website
& the RFP**

[Proposal Format & Design
Guidelines](#)

[Grant FAQs](#)

[Competition RFP](#)

QUESTIONS?

Please submit questions via the “Q&A” in your Zoom window.

Please note that any questions not addressed in this webinar will be answered in a Question & Answer Report, which will be sent to the email you used to register for this webinar.

You can also refer to our [Grant FAQs](#) page for answers to the most commonly asked questions.

THANK YOU!

For questions or clarifications, contact the Innovation Fund team:

100kstrongamericas@partners.net

All webinar materials, including this presentation, and a link to the webinar recording will be sent to all participants and will be made available on our website at www.100kstrongamericas.org/webinars/