

Catching Their Attention: The Engineering Way



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Who are “they”?

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- Deans/Associate Deans
- Sr. Management
- Dept. Chairs
- Tenure track faculty
- Research faculty
- Lab staff
- Project managers



What do “they” talk about?

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- **Biology**
- **Health Science**
- **Chemicals**
- **Climate change**
- **Engines and cars**
- **Sustainability**

- **Manufacturing**
- **Nano**
- **Robotics**
- **Systems**
- **Mars**



What do “we” talk about?

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- Deadlines
- Compliance
- Conflict of Interest
- Data Management
- Authorized Signers
- Effort
- Budgets
- Cost Sharing (or not)
- IRB
- A-21

What are “they” thinking?

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- Publications
- Tenure
- Supporting students
- Proposals
- Teaching
- Committees
- Meetings
- Reports

What does this word mean to you?

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OPPORTUNITY

**What does this word mean
to “them”?**

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OPPORTUNITY

Thought Process

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They want to know....

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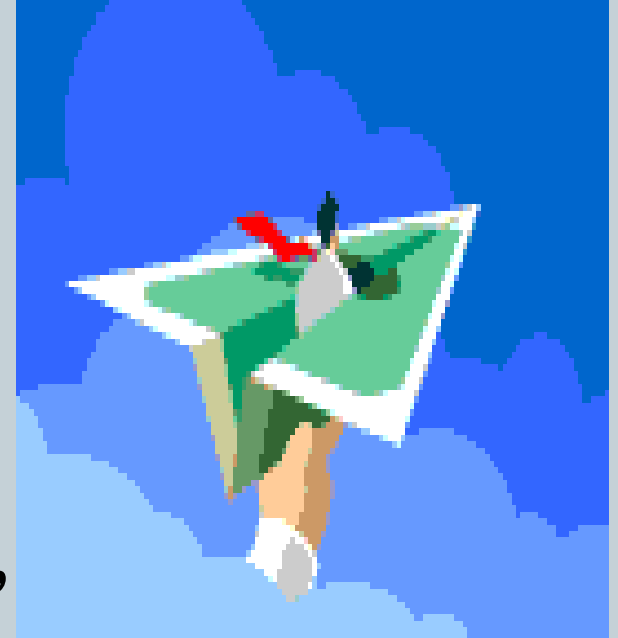


**What is the likelihood
that pursuing a funding opportunity
will be worth the expenditure of my time?**

Communication Decisions

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- Call
- Email
- Another electronic intrusion
- Website
 - (Do they know you HAVE a website?)
- Newsletter
- Staff (dept. or central) “heads up”



An Engineering Pilot Solution for Foundation and Award Opportunities

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- Spreadsheet of Opportunities (including awards)
- Dept Chair reviews 2xx/yr
- Dept Chair identifies faculty
- Dept Chair invites faculty to look/see/apply

What does the spreadsheet look like?

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- **Deadline**
- **Funding Entity**
- **Opportunity**
- **CANDIDATE(S)**
 - (as identified by chair)
- **Notes and Important Details** (deal breakers)
- **Award Amount**
 - Or prestige factor
- **Limited Competition**
 - Yes or No
- **Early Career**
 - Yes or No

How will we know if it works?

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- **Feedback**
- **# Awards**
- **# Proposals**
- **# Funded projects**

Q&A

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