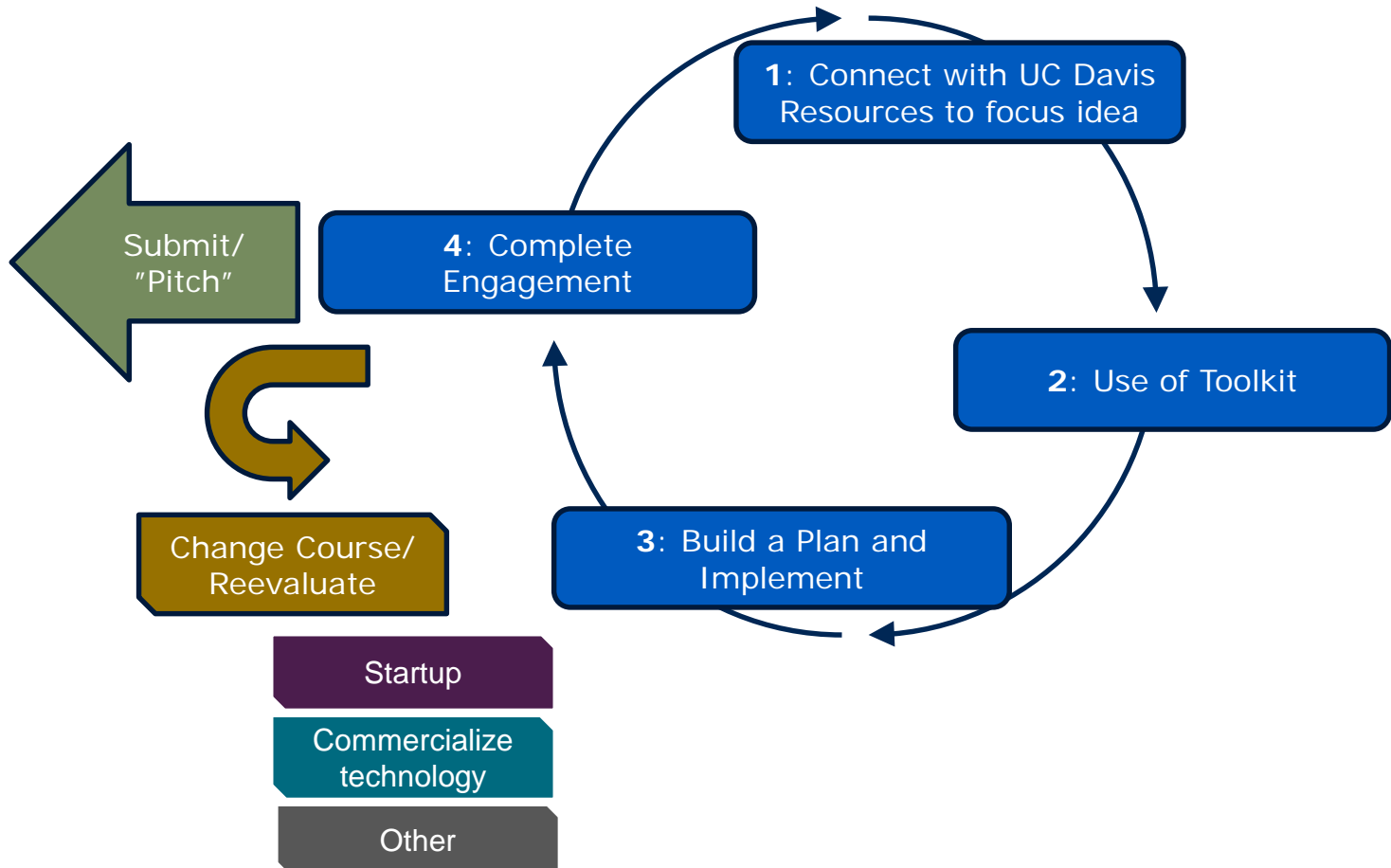# Faculty Bag Lunch:
Research Development

Presented By:

Interdisciplinary Research Support
Foundation and Corporate Giving
Office of Corporate Relations
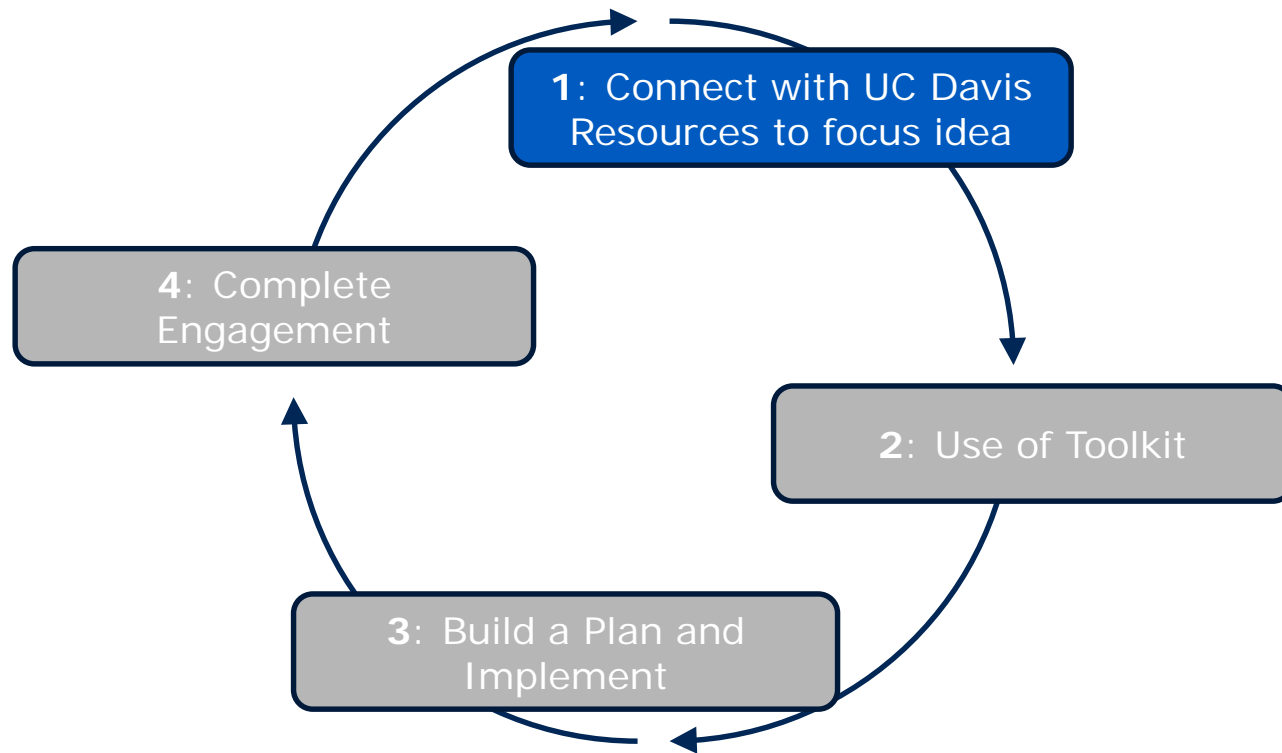
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UNIVERSITY OF CALIFORNIA

Research Development Workflow:

- **Interdisciplinary Research Support (government)**
- **Foundation and Corporate Giving (foundations, non-profit)**
- **Office of Corporate Relations (corporations, for-profit)**

Submit/ "Pitch"

1: Connect with UC Davis Resources to focus idea

4: Complete Engagement

2: Use of Toolkit

3: Build a Plan and Implement

Change Course/ Reevaluate

Startup

Commercialize technology

Other

Office Overviews and Step 1

1: Connect with UC Davis Resources to focus idea

2: Use of Toolkit

3: Build a Plan and Implement

4: Complete Engagement

UC DAVIS

Interdisciplinary Research Support: Overview

Funding Opportunities Identification

- Set-up personalized searches
- Coordinate internal selection processes

Grant writing and coordination

- Large-scale interdisciplinary projects
- Small to medium-scale projects
- Training grants

Workshops

- Grant-writing
- Funding identification

One-on-One Support Programs

- New Faculty development
- Drop-in Office Hours

UC DAVIS

Interdisciplinary Research Support: Step 1

Receive the Weekly
Research Funding Update

View opportunities in the
Research Funding system

Create a personalized
search in Pivot

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Foundation and Corporate Giving: Overview

We connect philanthropic organizations with the innovative thinking of UC Davis leadership, educators, scientists, physicians

1. Increase philanthropic support to advance research, programs, and education

2. Cultivate strategic relationships with private funders in order to further university goals

3. Support leadership and faculty with high level service through the entire fundraising process

UC DAVIS

Foundation and Corporate Giving: Step 1

- Contact our office at <u>fcg@ucdavis.edu</u> to set up a meeting with a member of our team

- We will:

    - Talk with you about your project

    - Work with you to identify potential private funders and share our insights on how your project can best align with funder goals

- Follow us on Twitter @UCDavisFCG or Facebook at UCDavisFCG to stay up to date on all the latest private foundation news

UC DAVIS

Office of Corporate Relations

Foster university-industry relationships
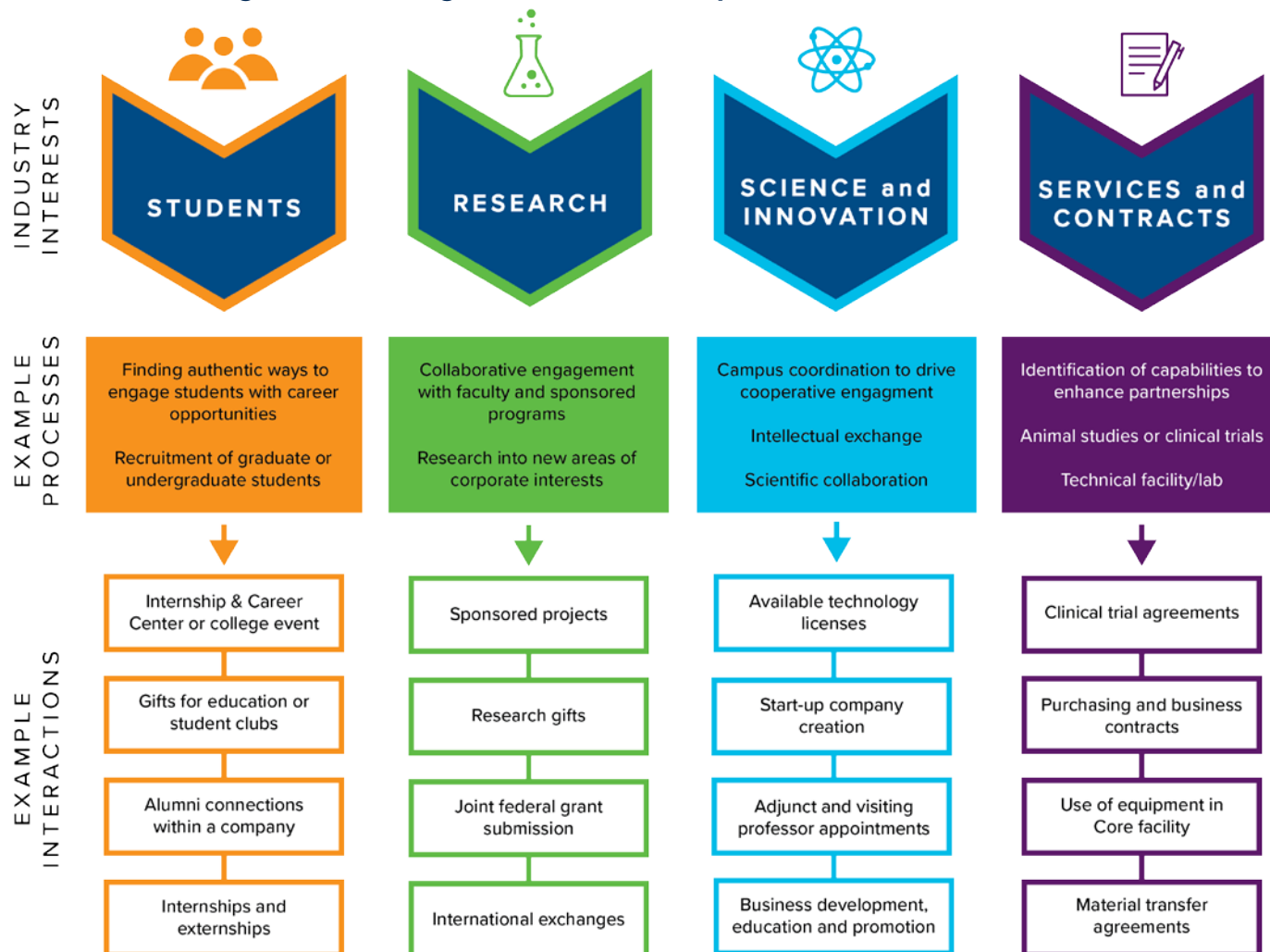
Office of Corporate Relations: Step 1

The UC Davis Office of Corporate Relations (OCR) is a **service unit** to both the campus and industry:
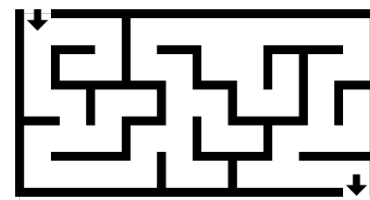
For industry:
- Navigate complex university maze
- Introduction to talent pipeline

For faculty:
- Facilitate first steps in developing research partnership
- Provide background intelligence on companies

For both:
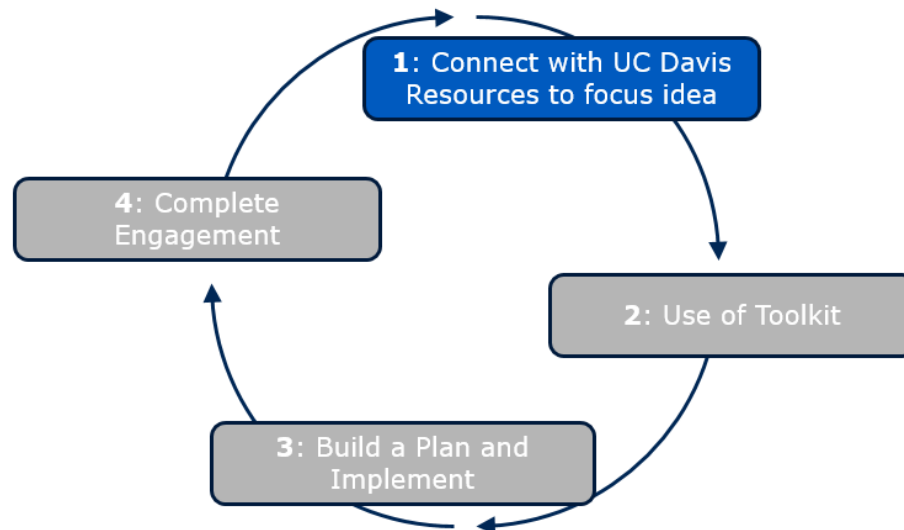- Steward the relationship and keep open communication flowing
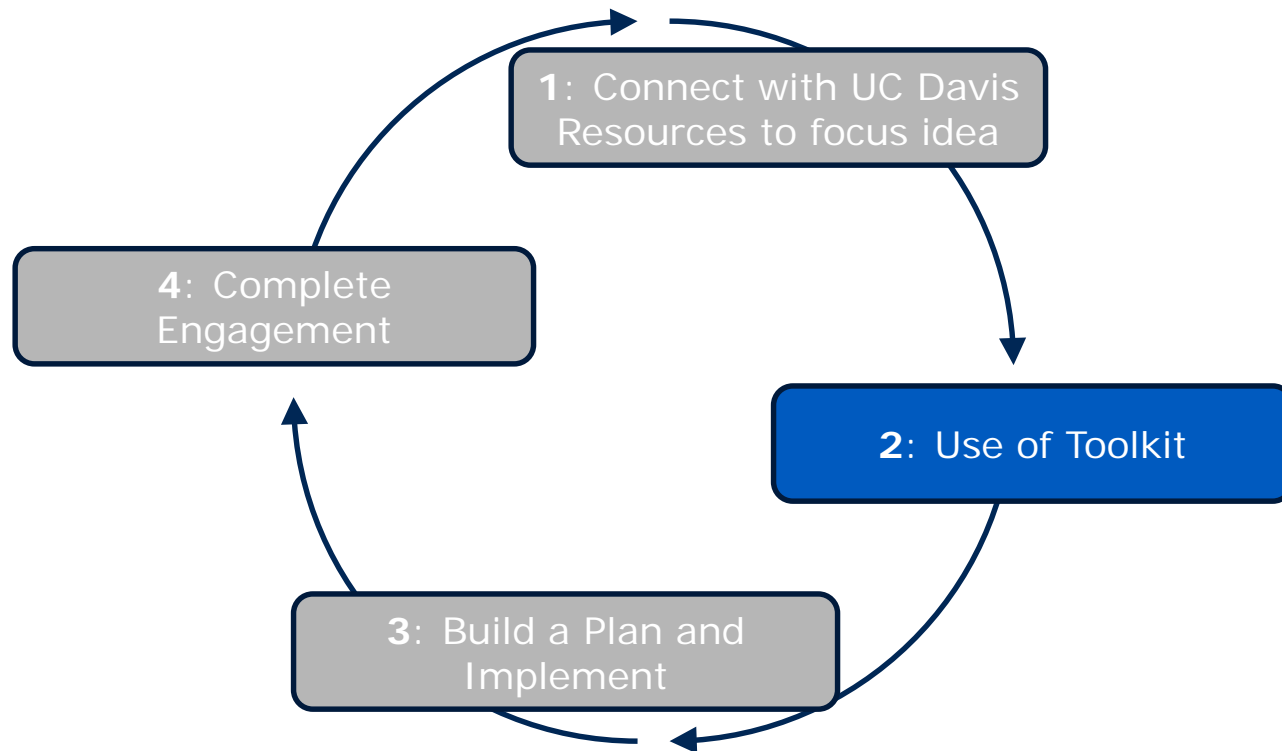
Common Pitfalls: Step 1

- Not taking advantage of campus resources (such as our offices!)
- Not taking the time to understand the funder's priorities
- Setting search criteria that are too narrow
- Talking to companies or foundations without first consulting expertise on campus
- Having a confidential conversation without appropriate agreements

Quick Poll: Step 1

- How many of you have previously worked to obtain funding with:

    - Interdisciplinary Research Support

    - Foundation and Corporate Giving

    - Office of Corporate Relations

Step 2

1: Connect with UC Davis Resources to focus idea

2: Use of Toolkit

3: Build a Plan and Implement

4: Complete Engagement

Foundation and Corporate Giving: Step 2

- How we can help you:

  - Identify funding opportunities

  - Project and concept development

  - Preparation of written materials such as concept summaries, letters of inquiry, and proposals

  - Facilitate conversations with funders prior to applying

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Interdisciplinary Research Support: Step 2

- ✓ Find funding
- ✓ Grant readiness
- ✓ Prepare your ideas

WRITING A ONE-PAGER FOR YOUR RESEARCH PROGRAM

Example
Recurrent Airway Obstruction (RAO) is a progressive, debilitating respiratory disease, occurring in 50% of mature horses, with 5% affected severely enough to result in an end to their working careers or to euthanasia. It is a chronic, recurrent condition with clinical characteristics that are well recognized, although its pathogenesis is complex, multifactorial, and currently not well understood. As an indication of industry concern, in June of 2000, 30 of the world's leading investigators were joined by pharmaceutical companies at a national conference devoted entirely to improving RAO prevention and management. Current management and therapeutic regimens for horses with chronic or severe disease are either not efficacious or are not able to be implemented. Strategies to remove environmental precipitators such as dust and mold often fail as many horse owners are unable or unwilling to comply with such recommendations. Clearly, current research shows a need for more effective RAO treatment modalities.

With this study, we propose to administer intravenous magnesium to horses with acute and chronic RAO to determine if this treatment improves respiratory function and/or reduces arterial hypertension, without the deleterious side effects of other commonly administered drugs. Recent case reports show magnesium to be efficacious for acute human asthmatics who fail to respond to more conventional therapy. As RAO is increasingly seen as an equine analog to asthma in humans (replacing the previous use of the COPD model), and severely affected RAO horses demonstrate many of the same clinical signs as human asthmatics, RAO horses could be equally responsive to this treatment.

The specific goals of this project are to:

1. Identify the cellular mechanism for acute changes in lung function in response to a range of intravenous magnesium doses

2. Monitor long-term changes in lung physiology and anatomy in response to chronic administration of intravenous magnesium

3. Identify long-term side-effects of intravenous magnesium in horses with acute and chronic RAO

Template
One sentence: Get the reviewers attention with a specific situation and its current impact or significance

One or two sentences: Identify the importance and address the need and why it is such a problem or question

One or two sentences: Summarize the state of the art and its limitations; may include an example

One sentence: Describe the challenges to solving the problem and the gaps that remain in the field

Two or three sentences: Introduce your concept and establish its credibility; why is it novel? Ensure reviewers that it is feasible.
One or two sentences: Describe your project's fundamental rationale and/or **hypothesis**. Why are you the one who can do this?

List 2-4 specific objectives of your proposal.
- These are NOT methods, rather they are more general aims of the research
- They should be linked to the overall hypothesis, or individual hypotheses to be tested

Interdisciplinary Research Support: Step 2

Writing a One-pager
Overview: The four paragraph format

1. Set the Stage—Lay Out the Problem

   Who Cares?

2. State the Theme and your Solution

   Here's How

3. State your Specific Objectives

4. Create a Vision

   So What?

Office of Corporate Relations: Step 2

3. Align partner interests with faculty
(facilitate meetings, interactions)

2. Identify fit with needs of partner
•Identify potential collaborator
(databases, historical interactions)

Corporate Partner

UC Davis

1. UC Davis assets
• Understand faculty interests
(online, one-on-one conversation)

4. **Implement partner engagement and partnering strategy**
- Multi-team Collaborations
- Sponsored Research
- Licensing
- Services

Common Pitfalls: Step 2

- Failing to provide a compelling argument of the importance and need

- Speaking to own needs and desires and not listening to the external partner/funder needs

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Discussion: Step 2

- What resources do you currently use to identify opportunities for engagement/funding?

  - How effective do you find those resources?

- What gaps remain and are there things that you think we can do to fill those gaps?

Step 3

1: Connect with UC Davis Resources to focus idea

2: Use of Toolkit

3: Build a Plan and Implement

4: Complete Engagement

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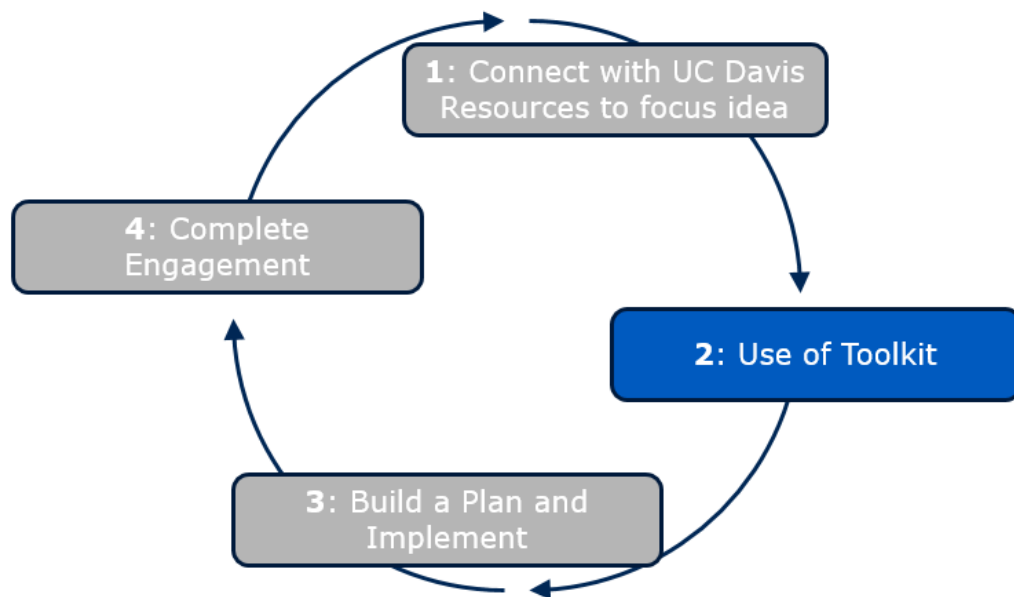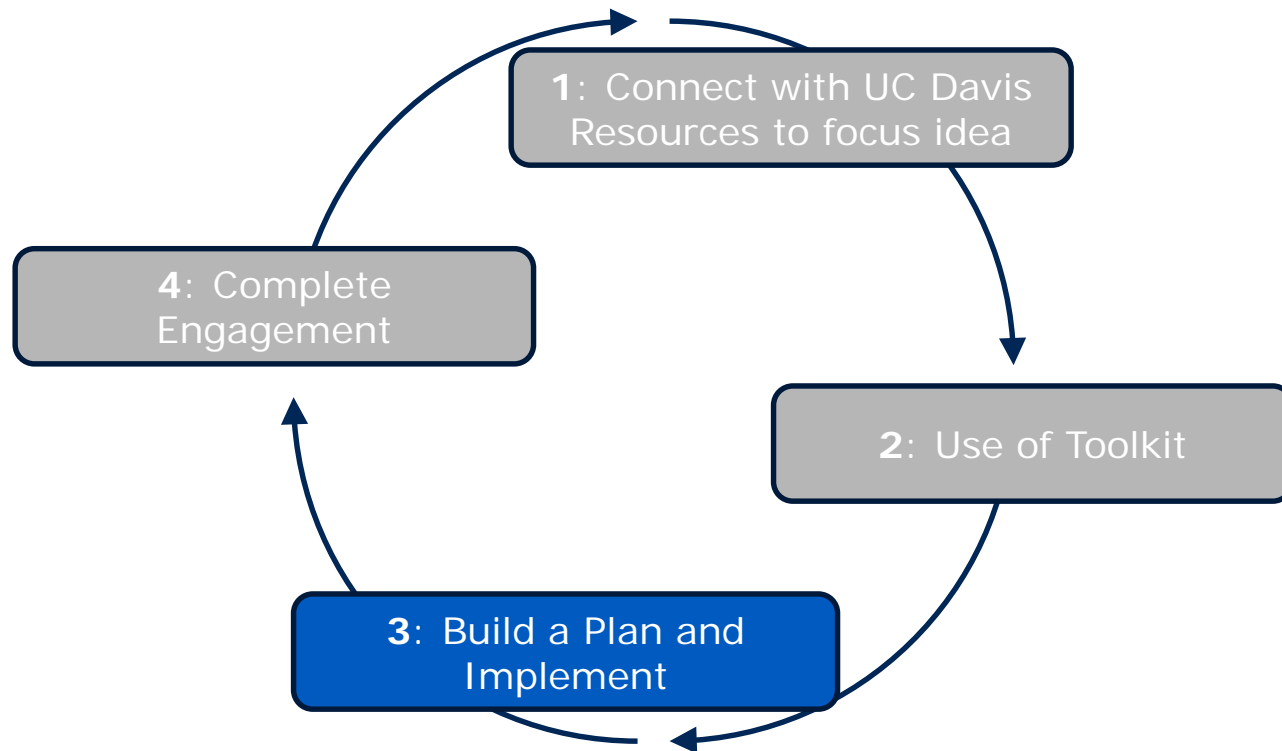
Office of Corporate Relations: Step 3

- Company intelligence / background

- Track agreements (CDAs, project)

- Facilitate meetings

- Intercampus engagement

- Set expectations, lines of communication

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Interdisciplinary Research Support: Step 3

Developing your proposal

- **Be proactive:**

  Proposal checklist and production calendar (timeline)

- **Attend grant writing office hours**:

  Samples, templates, boilerplate, figures

- **Find a Mentor:**

  Advice about funding agency, review drafts of proposal

- **Work with your department grant administrator:**

  Budgets and justifications, internal forms

- **Develop a relationship with your program officer**

  Feedback on your ideas, serve as a reviewer

- **Develop a robust filing system:**

  Maintain and update biosketches, list of current grant funding, list of collaborators, conflicts, and mentees

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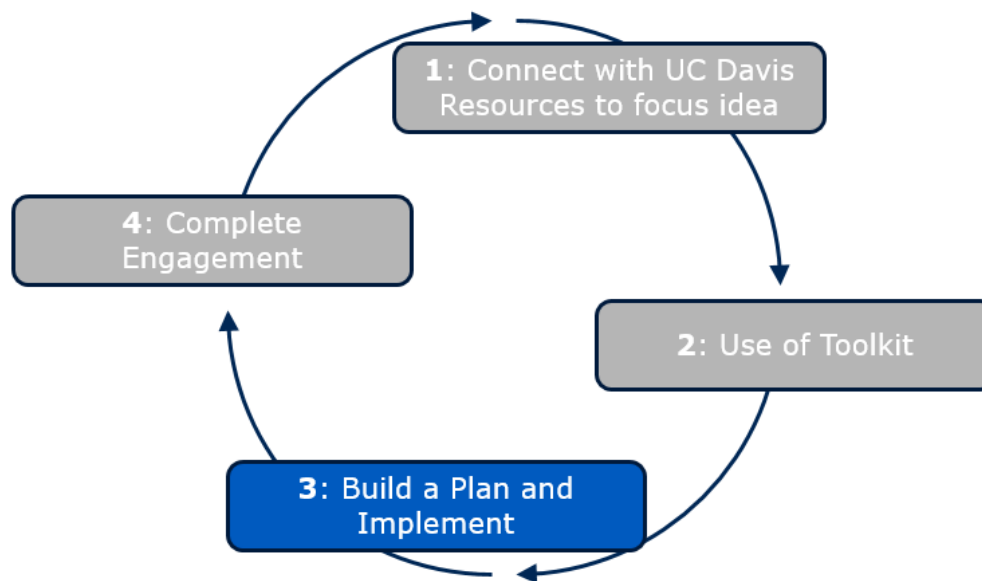# Foundation and Corporate Giving: Step 3

- We will work with you to develop a strategy for approaching each potential funder designed to maximize your success

  - Builds on our "insider" knowledge of private funders

  - Help you to identify your competitive advantage over other research/work

  - Develop a relationship with program staff that can separate your project from your competitors

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Common Pitfalls: Step 3

- Not allowing enough time for review from mentors

- Not following sponsor guidelines and being rejected without review

- Faculty members negotiating deal structure (only specific people on campus have the authority to negotiate)

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Discussion: Step 3

- What can our teams do to help support each of you as you work to seek funding?
  - Office hours
  - Small workgroups
  - Individual planning meetings
  - Introductions to sponsors

Step 4

1: Connect with UC Davis Resources to focus idea

2: Use of Toolkit

3: Build a Plan and Implement

4: Complete Engagement

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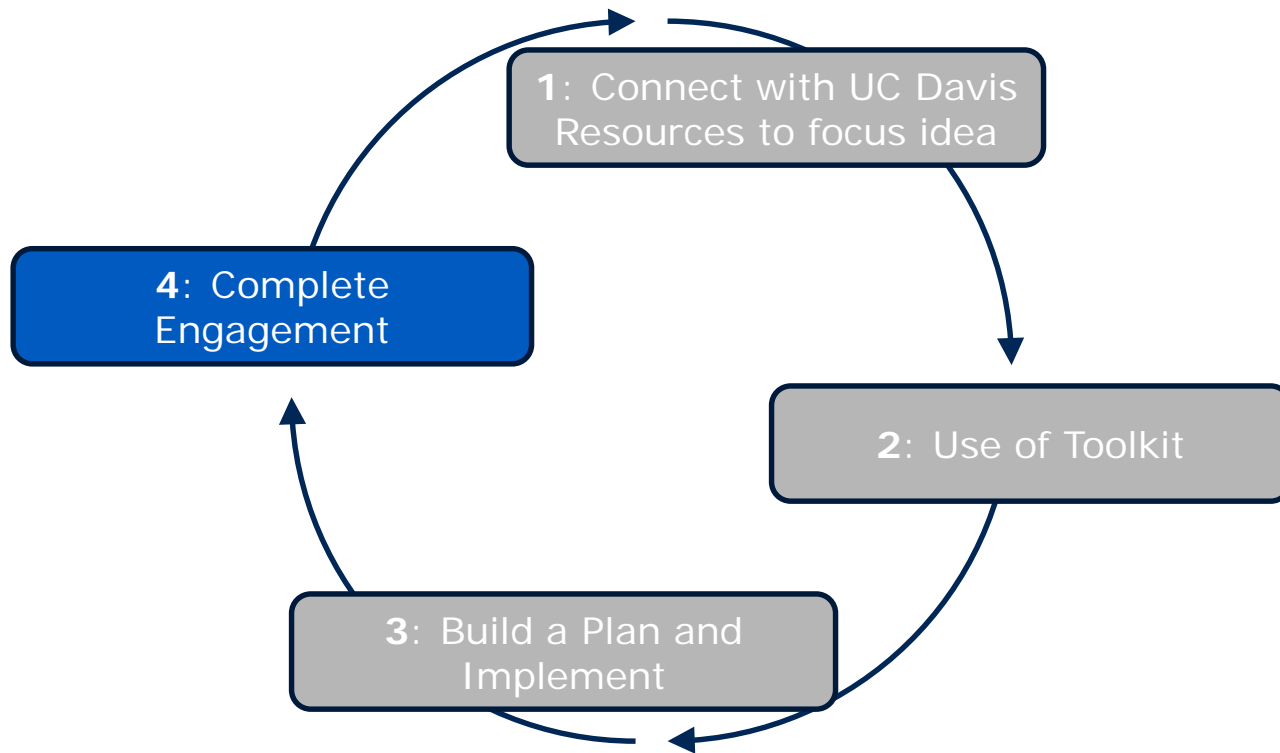
Interdisciplinary Research Support: Step 4

Submit your proposal

- Sponsored Programs level review and submission

Post submission/Pre award activities

- Preparation of nomination materials
- Advice and coaching for interviews and presentations to sponsors
- Respond to "just-in-time" requests from sponsor

Be Persistent

- Reapply to the program during the next cycle; respond to reviews
- Find other appropriate and related funding opportunities

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Foundation and Corporate Giving: Step 4

- We will work with you to use insights gained during engagement with prospective funder to modify and adjust your concept

- Available to provide feedback on writing in order to craft the best proposal possible

- Provide assistance with submission as needed

- **If funded** – strategize with you about how to continue relationship and set stage for future funding

- **If not funded** – help garner feedback on proposal that can inform future submissions

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Office of Corporate Relations: Step 4

You're not done yet!

- These relationships take time to grow

- **Steward** existing relationships

- Make sure company (and faculty) is pleased with **results**

- **Evaluation** process

- **Explore** potential new areas of engagement

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Common Pitfalls: Step 4

- Thinking that you are done after you submit your proposal

- Completion of project without further follow-up or genuine assessment (from both sides)

- Not exploring further potential for engagement following initial funded project

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Discussion: Step 4

- What do you personally find to be the most challenging part of seeking external funding?

- Brainstorming: What comes to mind to you for ways to continue engaging with funders?
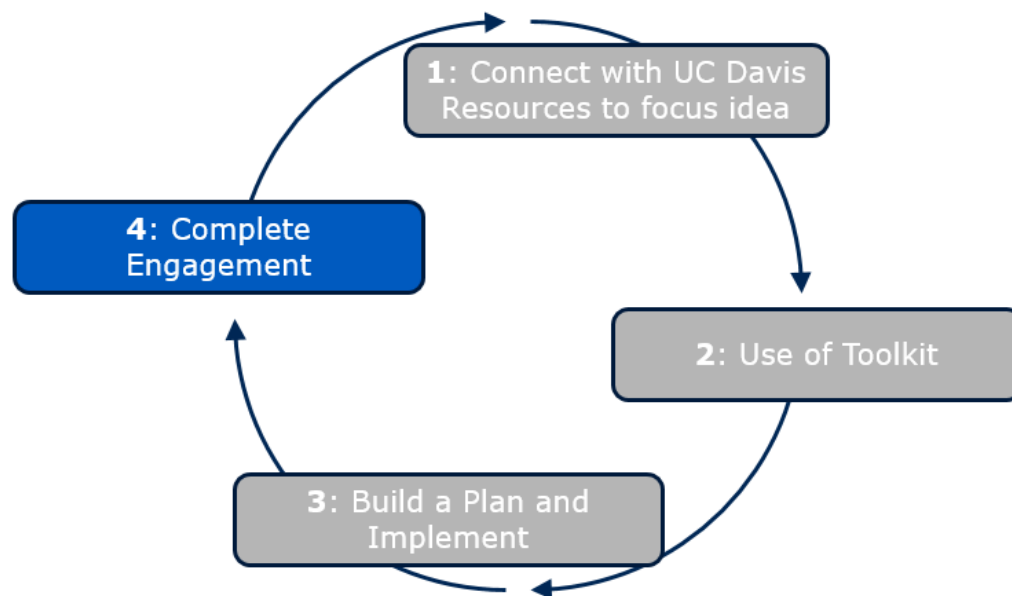
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Contact information:

- **Interdisciplinary Research Support**
  - Sheryl Soucy-Lubell
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  - Website:
    http://research.ucdavis.edu/proposals-grants-contracts/project-dev/

- **Foundation and Corporate Giving**
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  - Website: https://giving.ucdavis.edu/ways-to-give/fcg

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