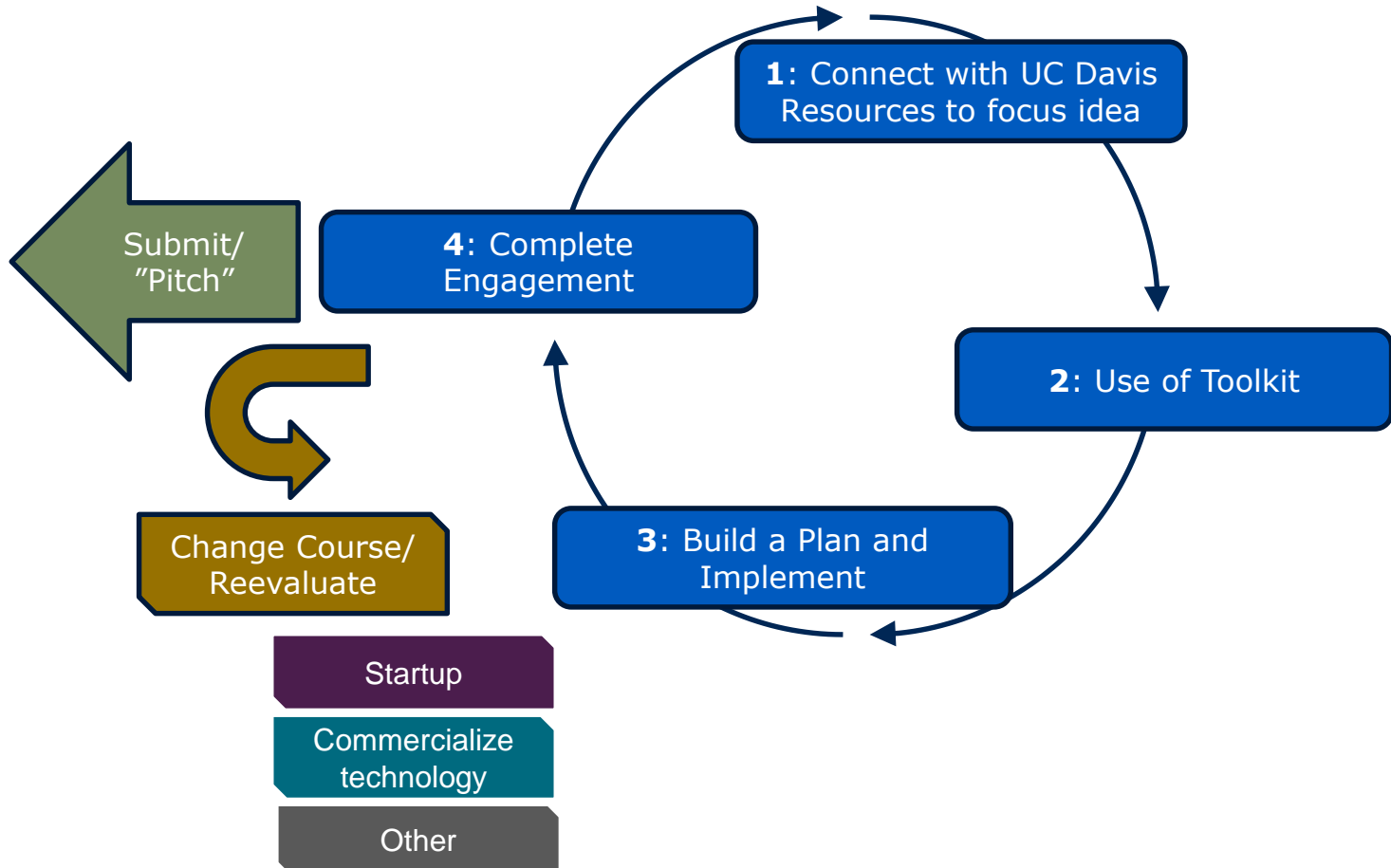# New Faculty Brownbag:
Research Development

Presented By:

Interdisciplinary Research Support
Foundation and Corporate Giving
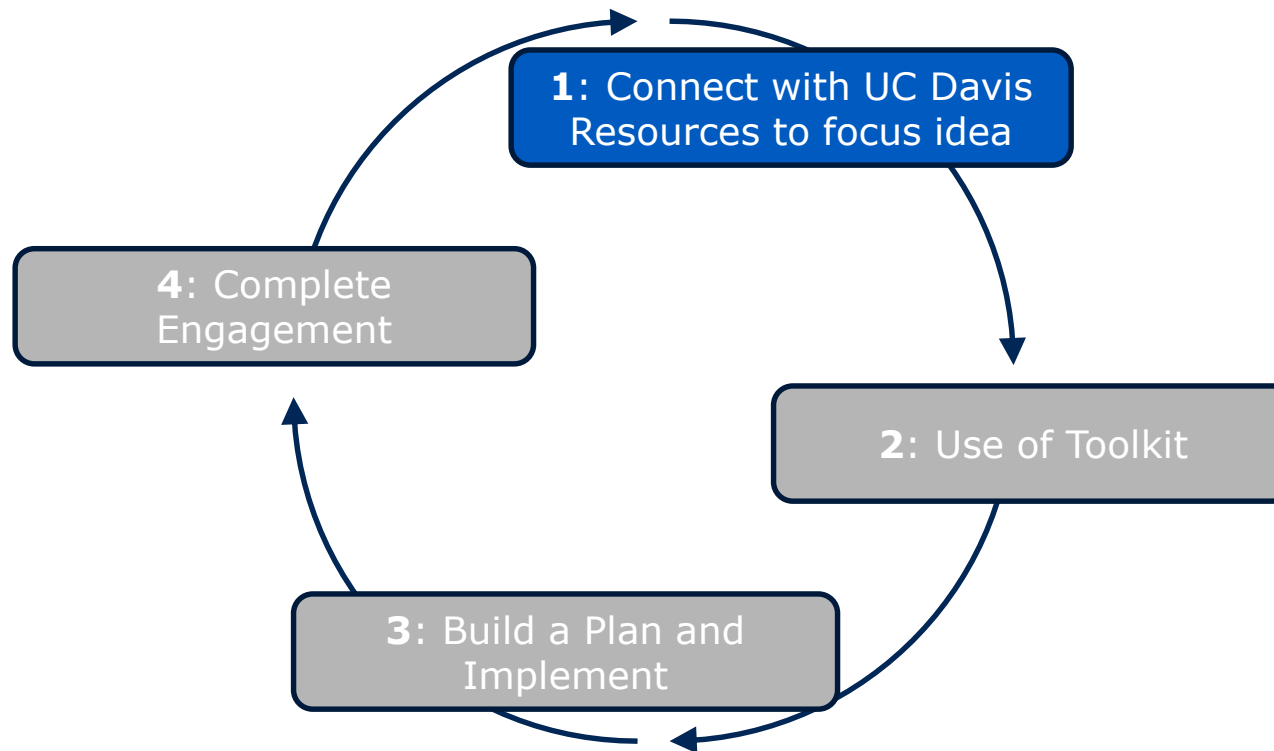Office of Corporate Relations

UC**DAVIS**
UNIVERSITY OF CALIFORNIA

Research Development Workflow:

- **Interdisciplinary Research Support (government)**
- **Foundation and Corporate Giving (foundations)**
- **Office of Corporate Relations (companies)**

1: Connect with UC Davis Resources to focus idea

2: Use of Toolkit

3: Build a Plan and Implement

4: Complete Engagement

Submit/ "Pitch"

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

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
- Budget development
- Funding identification

One-on-One Support Programs

- New Faculty development
- Drop-in Office Hours

Interdisciplinary Research Support: Step 1

Receive the Weekly
Research Funding Update

View in the Research Funding system

Create a search in Pivot

Follow us on Twitter
@UCDavisFundOpps

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

Foundation and Corporate Giving: Step 1

- Contact our office at fcg@ucdavis.edu 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**

Technology Management and Corporate Relations (TMCR): Overview

Foster university-industry relationships

Students

Career Opportunities

Internships

Recruitment of graduate students

Fellowships

Research

Sponsored Research

Research Gifts

Joint federal grant submissions

VISTR Program

Science and Innovation

Licensing

Scientific Meetings

Startup Formation

Adjunct/visiting professor appointments

Services and Contracts

Clinical Trial Agreements

Purchasing and Business Contracts

Core Facility Services

Office of Corporate Relations: Step 1

The UC Davis Office of Corporate Relations (OCR) serves as the front door to university resources for corporations and businesses.

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
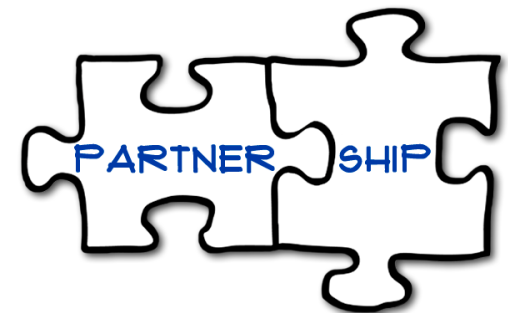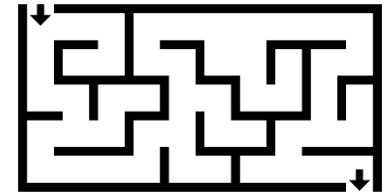
Common Pitfalls: Step 1

- 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

Discussion: Step 1

- How many of you have worked on submitting a grant to the **US government** (NIH, USDA, etc.)

- How many of you have worked on submitting a grant to a **foundation**?

- How many of you have submitted a proposal to work with **industry**?

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Step 2

1: Connect with UC Davis Resources to focus idea

2: Use of Toolkit

3: Build a Plan and Implement

4: Complete Engagement
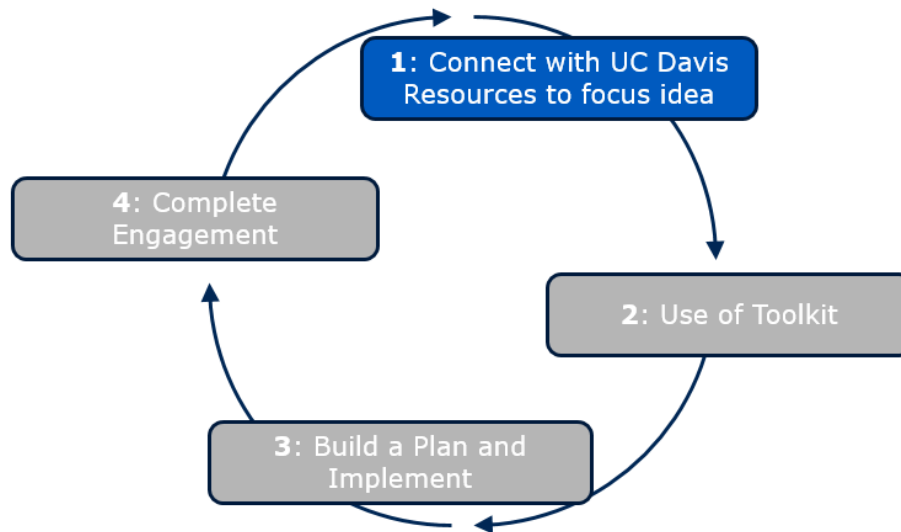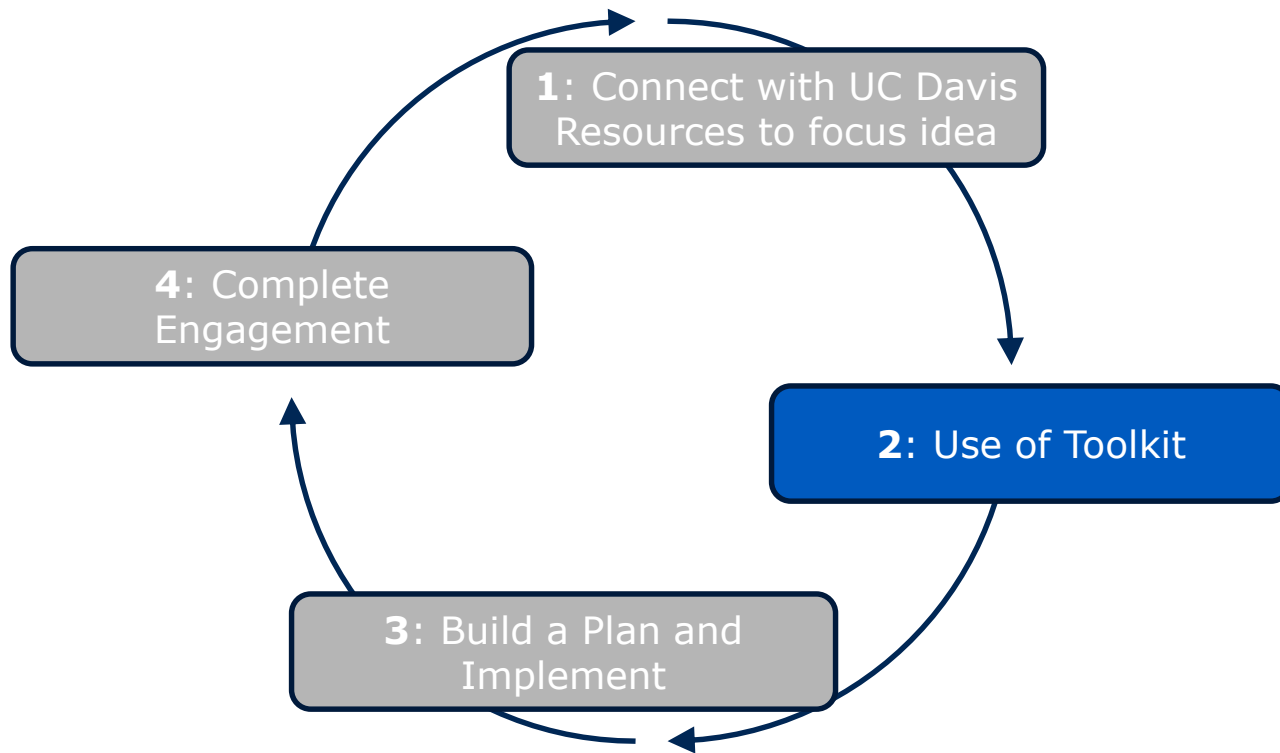
Foundation and Corporate Giving: Step 2

- 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

Interdisciplinary Research Support: Step 2

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

3. State your Specific Objectives

   Here's How

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

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?

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Step 3

Cycle diagram:
- **1**: Connect with UC Davis Resources to focus idea
- **2**: Use of Toolkit
- **3**: Build a Plan and Implement
- **4**: Complete Engagement
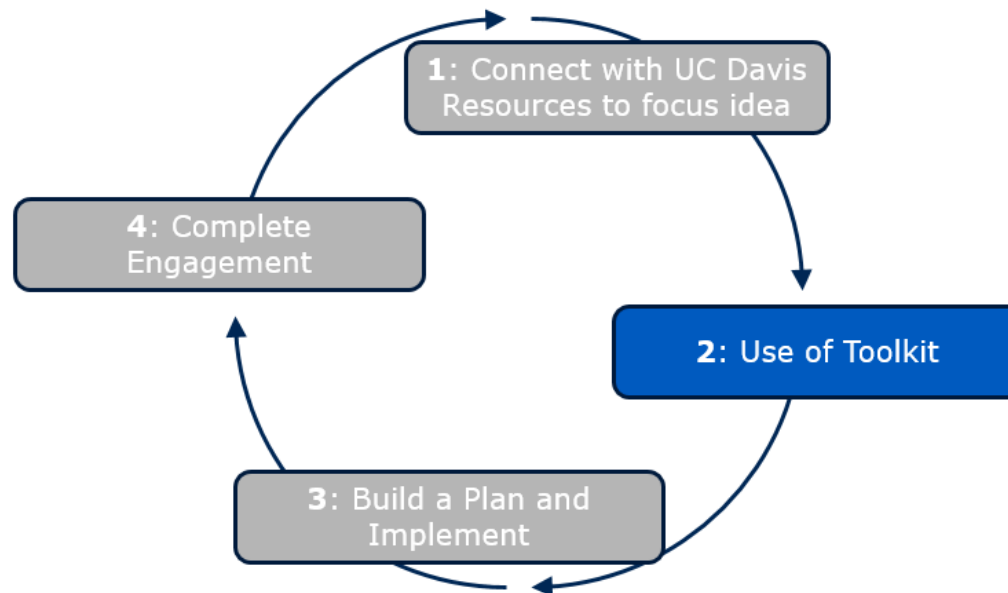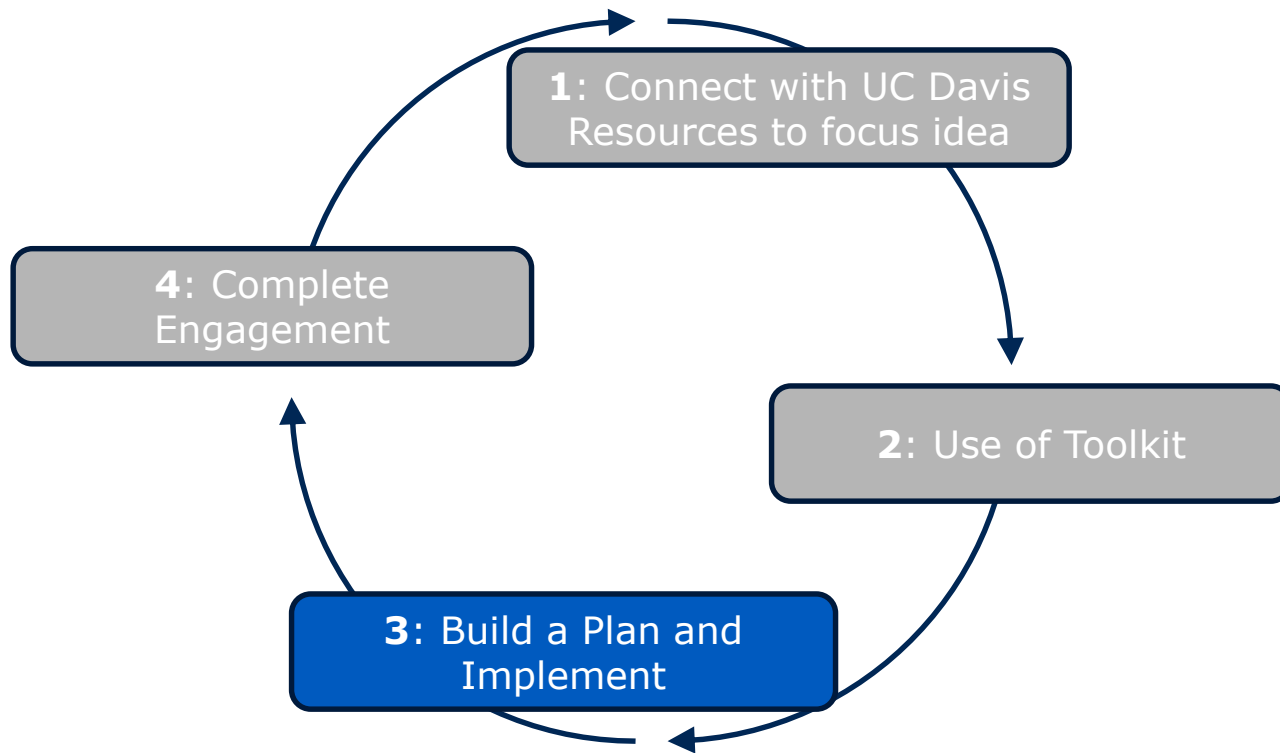
Office of Corporate Relations: Step 3

- Company intelligence / background

- Track agreements (CDAs, project)

- Facilitate meetings

- Intercampus engagement

- Set expectations, lines of communication

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

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

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)

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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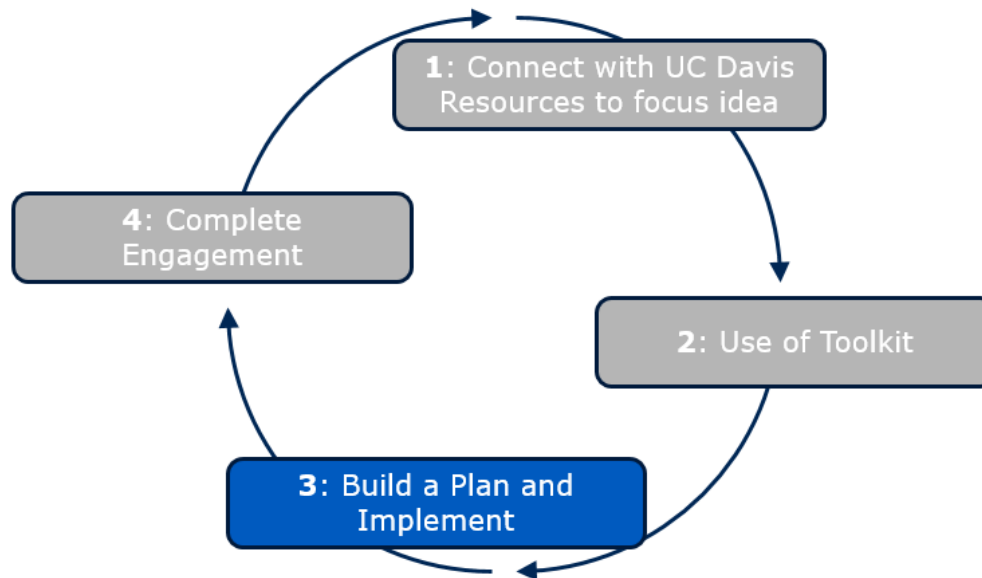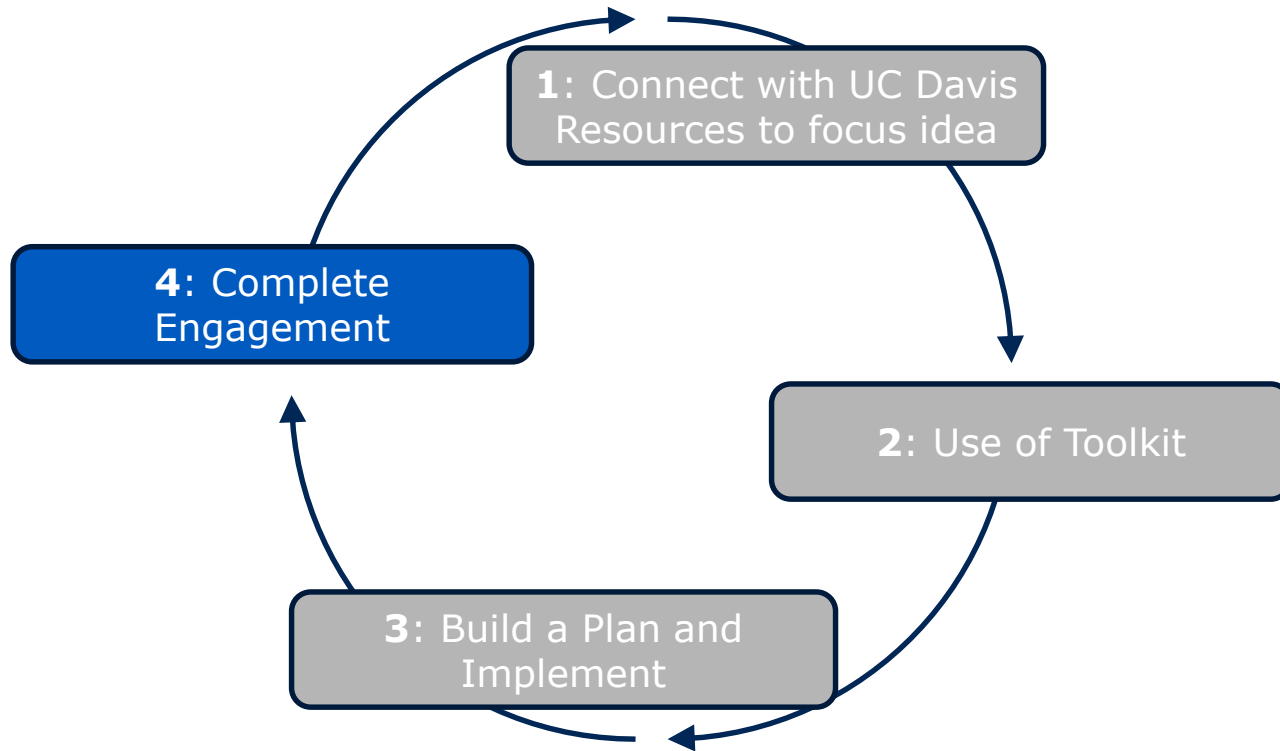
Interdisciplinary Research Support: Step 4

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

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

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

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

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?
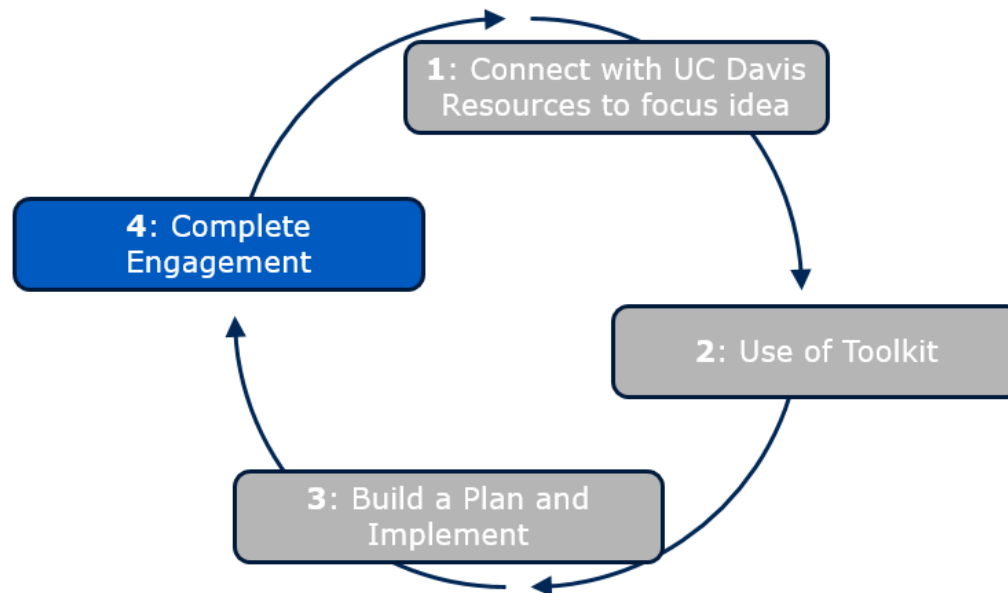
Contact information:

- **Interdisciplinary Research Support**
  - Sheryl Soucy-Lubell and Meg Sparling
  - Email: irs@ucdavis.edu   limsubmissions@ucdavis.edu
  - Website: http://research.ucdavis.edu/proposals-grants-contracts/

- **Foundation and Corporate Giving**
  - Jenny Bickford
  - Email: fcg@ucdavis.edu
  - Website: http://devar.ucdavis.edu/resources/faculty-staff/foundation-corp-giving

- **Office of Corporate Relations**
  - Victor Haroldsen and Jamie Shattuck
  - Email: ocr@ucdavis.edu
  - Website: http://ocr.ucdavis.edu

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