TITLE VI-B:
BUSINESS
and INTERNATIONAL
EDUCATION GRANTS

BUSINESS and INTERNATIONAL EDUCATION (BIE) PROGRAM

FEDERAL FUNDING

To improve the academic teaching of the business curriculum and to conduct outreach activities that expand the capacity of the business community to engage in international economic activities.

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ELIGIBILITY CRITERIA

✓ HIGHER EDUCATION INSTITUTIONS
   ✓ That enter into agreements with business enterprises, trade organizations, or associations engaged in international economic activity

✓ EMPHASIS ON PARTNERSHIP
   ✓ Between academia and business community

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THREE REQUIREMENTS

- ✓ MUST enhance international academic programs
- ✓ MUST provide international business services to the U.S. business community
- ✓ MUST have a Partnership agreement

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ELIGIBLE ACTIVITIES

- ✓ CURRICULUM DEVELOPMENT
  - ✓ New courses, infusion of IB components into existing courses
- ✓ PROGRAM DEVELOPMENT
  - ✓ IB major, minor, concentration, area studies, interdisciplinary programs
- ✓ FACULTY DEVELOPMENT and RESEARCH
  - ✓ FDIB, fellowships, internships, job shadowing
- ✓ BUSINESS OUTREACH
  - ✓ Export education, opportunity awareness
- ✓ STUDENT DEVELOPMENT
  - ✓ Internships, exchange programs

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INELIGIBLE ACTIVITIES

✓ Activities where the primary goal is to enhance the ability of foreign businesses to engage in trade or global commerce

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AVERAGE AWARDS

- ✓ APPROPRIATIONS
  - ✓ Around $4,600,000 per year
- ✓ 25-27 NEW AWARDS EACH YEAR
  - ✓ # of applicants usually around 100
  - ✓ Continuation awards
- ✓ $88,000 ANNUAL NEW AWARD (2009)
  - ✓ Range: $50,000 – $95,000
  - ✓ 2-year colleges ≈ 7
- ✓ TWO-YEAR MAXIMUM AWARD
  - ✓ One-year awarded at a time

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6 – 12 MONTHS BEFORE DEADLINE

- ✓ *WORK BACKWARDS FROM DEADLINE*
  - ✓ Invitation to submit issued 30 days ahead in Federal Registry
  - ✓ Deadline will be early January

- ✓ IDENTIFY NEEDS
  - ✓ Verify that needs *match* program goals
  - ✓ Needs should *guide* goals and activities
- ✓ BUILD SUPPORT
  - ✓ Internal and External

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ABSTRACT

- ✓ This is the readers' first impression

- ✓ Sets the tone, sets expectations

- ✓ Introduces your college, the setting

- ✓ May write first or last

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1. EXTENT OF NEED (25)

- ✓ IS THERE A MATCH BETWEEN YOUR NEEDS and the BIE PROGRAM?
  - ✓ Your institution / community may have important, substantive needs. But unless there is a match, stop now.
- ✓ DOCUMENT NEEDS
  - ✓ With current, substantive research
  - ✓ Tell how many surveyed, survey results, detail in appendix
- ✓ DEMONSTRATE
  - ✓ Linkage with business community
- ✓ DESCRIBE
  - ✓ How you will make a lasting difference, if funded

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TIPS and TRICKS

- ✓ DON'T
  - ✓ Recite national statistics
- ✓ ANECDOTAL EVIDENCE
  - ✓ Can be powerful when it complements solid evidence of research / surveys
- ✓ THIS SHOULD BE THE <u>FIRST</u> SECTION YOU DEVELOP

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2. PLAN of OPERATION (20)

- ✓ DESCRIBE YOUR OBJECTIVES
  - ✓ And how these objectives relate to Title VI-B
- ✓ EXPLAIN
  - ✓ What you plan to do
  - ✓ How you will manage the activities
  - ✓ How you will leverage your resources and personnel, including your partner
  - ✓ Your plans for equal access

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TIPS and TRICKS

- ✓ YOUR ACTIVITIES SHOULD BE A LOGICAL OUTFLOW OF YOUR NEEDS
  - ✓ "Disconnects" between needs and activities are red flags to reviewers
  - ✓ Activities should follow needs demonstrated in Section 1
- ✓ YOU MIGHT GET FUNDED!
  - ✓ Develop this section with implementation in mind
- ✓ YOU MIGHT NOT GET FUNDED!
  - ✓ Develop some activities you can implement anyway, and talk about this when you reapply
- ✓ DEMONSTRATE SUPPORT
  - ✓ Of your department, your institution, your business community, students
  - ✓ "One-person-shows" are red flags to reviewers

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3. QUALITY of KEY PERSONNEL (10)

- ✓ DESCRIBE
  - ✓ Project director's education, experience, qualifications, and duties
  - ✓ Include % of time the PD will devote to the project
- ✓ REPEAT
  - ✓ For other key personnel
  - ✓ Including time commitment
- ✓ DEMONSTRATE
  - ✓ Non-discriminatory employment practices

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TIPS and TRICKS

- ✓ THIS IS A GRANT APPLICATION
  - ✓ Not a job application
  - ✓ Put the bios in the appendix; Bio-specific to grant activities, 3 pages max
- ✓ ANY PROPOSED BUT UNSTAFFED POSITIONS?
  - ✓ Include a job description
- ✓ DEVELOP A "GRANT MANAGEMENT TEAM"
  - ✓ This demonstrates breadth of support and commitment
  - ✓ Include someone from Partner

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4. BUDGET and COST EFFECTIVENESS (15)

- ✓ PROVIDE
  - ✓ A detail breakout of all project costs for each year
  - ✓ Further disaggregate by federal and match

- ✓ DEMONSTRATE
  - ✓ The relationship between project objectives and expenditures

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TIPS and TRICKS

- ✓ BE SURE YOU UNDERSTAND
  - ✓ 50% match requirement
- ✓ MONEY SHOULD FOLLOW
  - ✓ Goals, objectives, activities
- ✓ DON'T ASK FOR TOO MUCH
  - ✓ Applications disqualified if requested funding exceeds specified maximum
- ✓ DON'T REQUEST $70,000
  - ✓ For grant-funded travel

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5. PLAN of EVALUATION (25)

- ✓ NOTE
  - ✓ Increasing emphasis on project evaluation and efficacy
- ✓ DEMONSTRATE
  - ✓ Comprehensive, effective evaluation plan
- ✓ DISCUSS
  - ✓ Evaluation tools
  - ✓ Methodology
- ✓ PLAN
  - ✓ To produce quantitative evaluation data
- ✓ INTRODUCE
  - ✓ External evaluator

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TIPS and TRICKS

- ✓ INCLUDE
  - ✓ Formative and summative evaluation plans

- ✓ MEASURE MORE THAN PARTICIPATION
  - ✓ Not just "how many" attended a workshop, but how activities contributed to advancing global trade
  - ✓ Establish a base-line if possible

- ✓ SELECT
  - ✓ Your external evaluator carefully
  - ✓ Evaluator can serve as a valuable on-going resource

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6. ADEQUACY of RESOURCES (5)

- ✓ DESCRIBE RESOURCES
  - ✓ Of both institution and Agreement partner

- ✓ FOCUS DISCUSSION
  - ✓ On how resources will support project activities

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COMPETITIVE and INVITATIONAL PRIORITIES

- ✓ COMPETITIVE PRIORITY
  - ✓ Subject to change each year
  - ✓ 5 points
  - ✓ 2010 – Innovation and foreign language

- ✓ INVITATION PRIORITIES
  - ✓ No points
  - ✓ Change each year – so remain flexible

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APPENDIX MATERIALS

- ✓ PARTNER AGREEMENT
- ✓ LETTERS of SUPPORT
- ✓ RESUMES
- ✓ SUPPORTING DATA FOR ESTABLISHING NEEDS
    - ✓ Survey instruments, detailed results
- ✓ EVALUATION MATERIALS
    - ✓ Evaluation instruments

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WAIT FOR THE REVIEW PROCESS

- ✓ REVIEW PROCESS TAKES SEVERAL MONTHS
- ✓ WHAT HAPPENS DURING REVIEWS?
- ✓ NOTIFICATIONS USUALLY IN APRIL / MAY
    - ✓ Funded? Your budget was (probably) cut
    - ✓ Not funded? All is not lost!!!

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FINISHING THOUGHTS

- ✓ FOR MORE INFORMATION
    - ✓ Senior Program Manager: Tanyelle Richardson
        202-502-7626 **tanyelle.richardson@ed.gov**

- ✓ GET SOME HELP
    - ✓ If you are new to grants or to BIE
    - ✓ Hire a qualified consultant, then *FOLLOW* *THEIR* ADVICE!
    - ✓ CIBERS, previous or current grantees

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USEFUL WEBSITES

URL	WHY?
http://www.ed.gov/programs/iegpsbie/index.html	Direct link to Department of Ed BIE program – Most important link for proposal development and submission
http://ciberweb.msu.edu/facultydev/	Link to master list of CIBER FDIB (Faculty development in international business by Centers for International Business Education and Research)
http://www.nasbite.org/	NASBITE
http://www.nasbitecgbp.org/	NASBITE CGBP
www.fedgrants.gov	Information on federal grants
www.grants.gov	More information on federal grants
www.cfda.gov	Catalog of Federal Domestic Assistance
www.fdncenter.org	Information on private foundation grants
www.guidestar.org	Another portal to private funding

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Success is Just a Proposal . . . . And a Bit of Hard Work Away

✓ Questions

✓ Discussion

✓ Thank You

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