NCA

NATIONAL COMMUNICATION ASSOCIATION

Grantseeking Basics:

A Guide for the Communication Scholar

National Communication Association

About *Grantseeking Basics*

Grantseeking Basics: A Guide for the Communication Scholar is a video that contains interviews with four communication scholars who have successfully written, and been funded with, grants from a variety of government agencies and private foundations. Representatives from American Council of Learned Societies, National Endowment for the Humanities, National Science Foundation and a private foundation are also interviewed for their perspectives on the funding process.

Funding Agency Representatives

Dr. William Elwood
National Institutes of Health

Dr. Amber Story
National Science Foundation

Funding Agency Representatives

Dr. Nicole Stahlmann

American Council of
Learned Societies

Michael Halligan

Dennis & Phyllis
Washington Foundation

Dr. Nicole Stahlmann
American Council for Learned Societies

Mike Halligan, J.D.
Dennis & Phyllis Washington Foundation

ACLS

DENNIS & PHYLLIS
WASHINGTON
FOUNDATION

NCA Grant Recipients

Dr. Marshall Scott Poole

University of Illinois

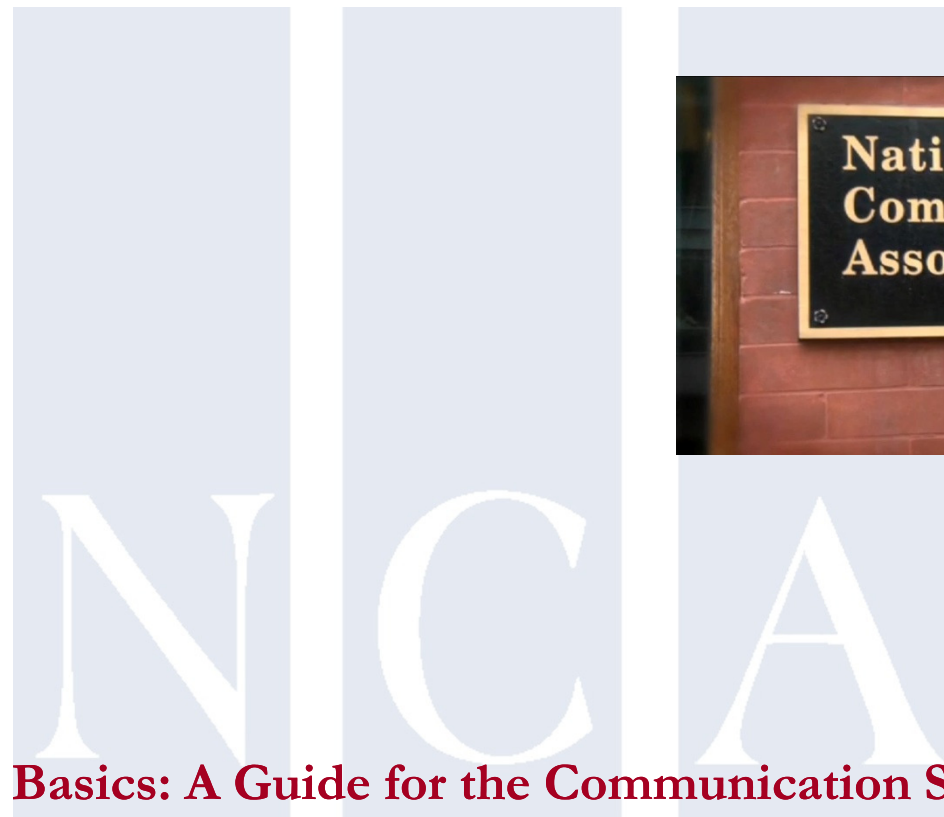**Dr. Noshir Contractor**

Northwestern University

Dr. Marshall Scott Poole
University of Illinois, Champaign-Urbana

Dr. Noshir Contractor
Northwestern University

NCA Grant Recipients

Dr. Shawn J. Parry-Giles
University of Maryland

Dr. Timothy Sellnow
University of Kentucky

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University of Kentucky

Grantseeking Basics: A Guide for the Communication Scholar

HOW DO I START?

# Starting the Funding Process

Dr. Tim Sellnow
University of Kentucky

Dr. Marshall Scott Poole
University of Illinois, Champaign-Urbana

Dr. Shawn Parry-Giles
University of Maryland

1. **Collaboration (Ch. 2; 00:19)**
   - Senior Scholars
   - Scholars from other disciplines
2. **Mentoring (Ch. 2; 01:27)**
3. **Specificity & Purpose (Ch. 2; 03:44)**
   - Start small; be specific
   - Incorporate Communication
4. **Reviewing Proposals (Ch. 2; 07:35)**
5. **Adaptation & Flexibility (Ch. 2; 08:18)**
   - Talk to funding agencies
   - Prepare; do "homework"
   - Adapt projects to funding calls; RFPs
6. **Persistence & Perseverance (Ch. 2; 09:45)**
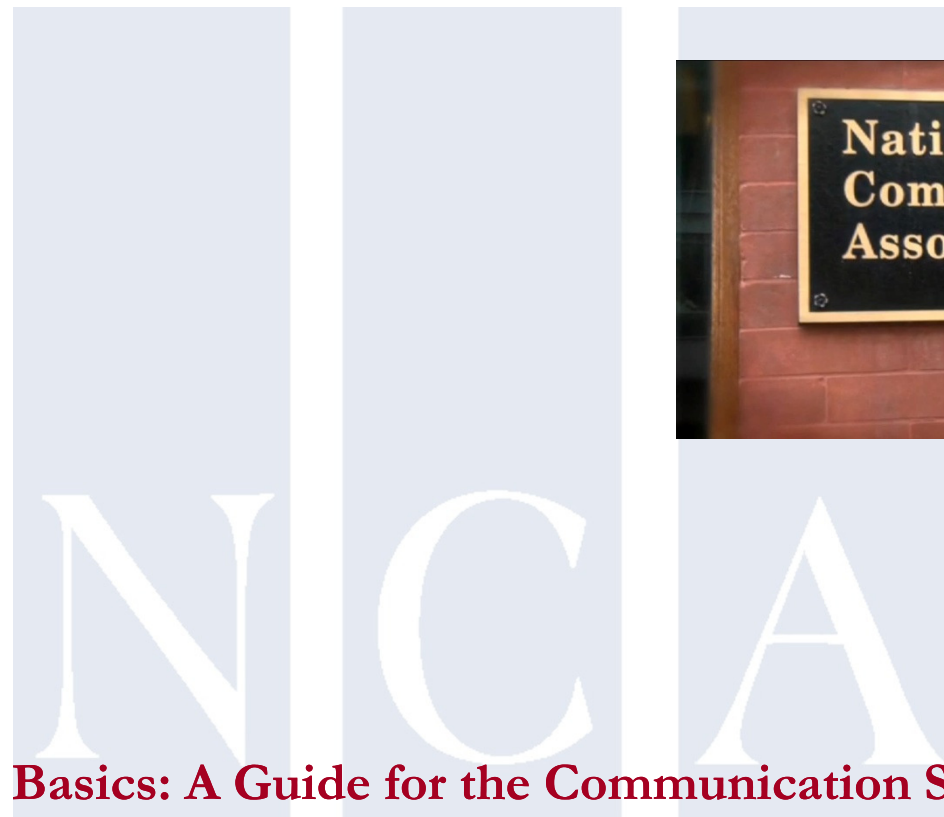
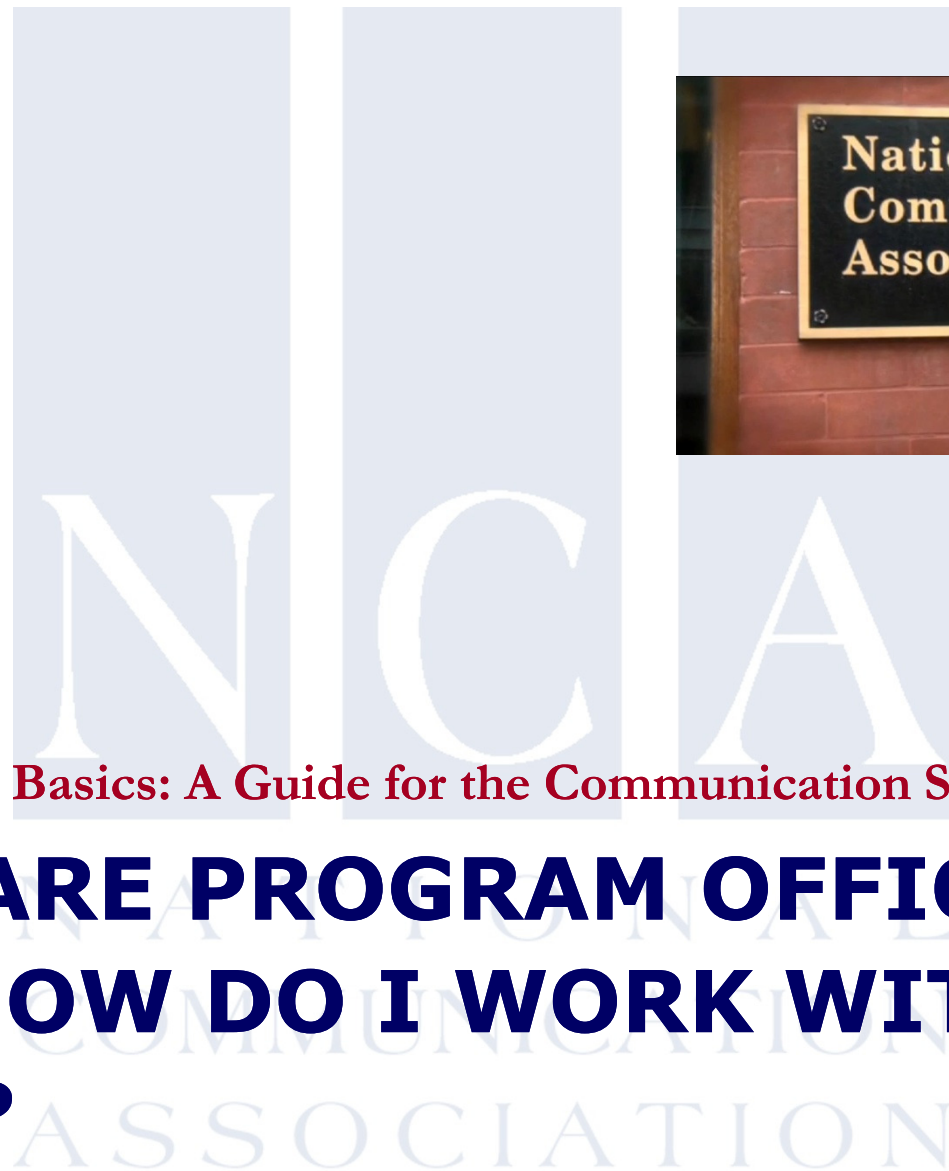**Grantseeking Basics: A Guide for the Communication Scholar**

# WHERE DO I LOOK FOR FUNDS?

Looking for Funds

1. **Begin close to home (Ch. 3; 00:10)**
2. **Public sources of funding (Ch. 3; 01:37)**
   - Federal funding agencies (NEH, NSF, NIH, NEA)
3. **Private sources of funding (Ch. 3; 01:37)**
   - Foundations
   - Corporate Sources of Funding
4. **Use technology (Ch. 3; 03:20)**
   - Online databases of funding
   - Online RFPs
   - Databases of funded projects
5. **Determine the best "fit" for your project (Ch. 3; 06:07)**
6. **Identify previously funded projects (Ch. 3; 06:54)**

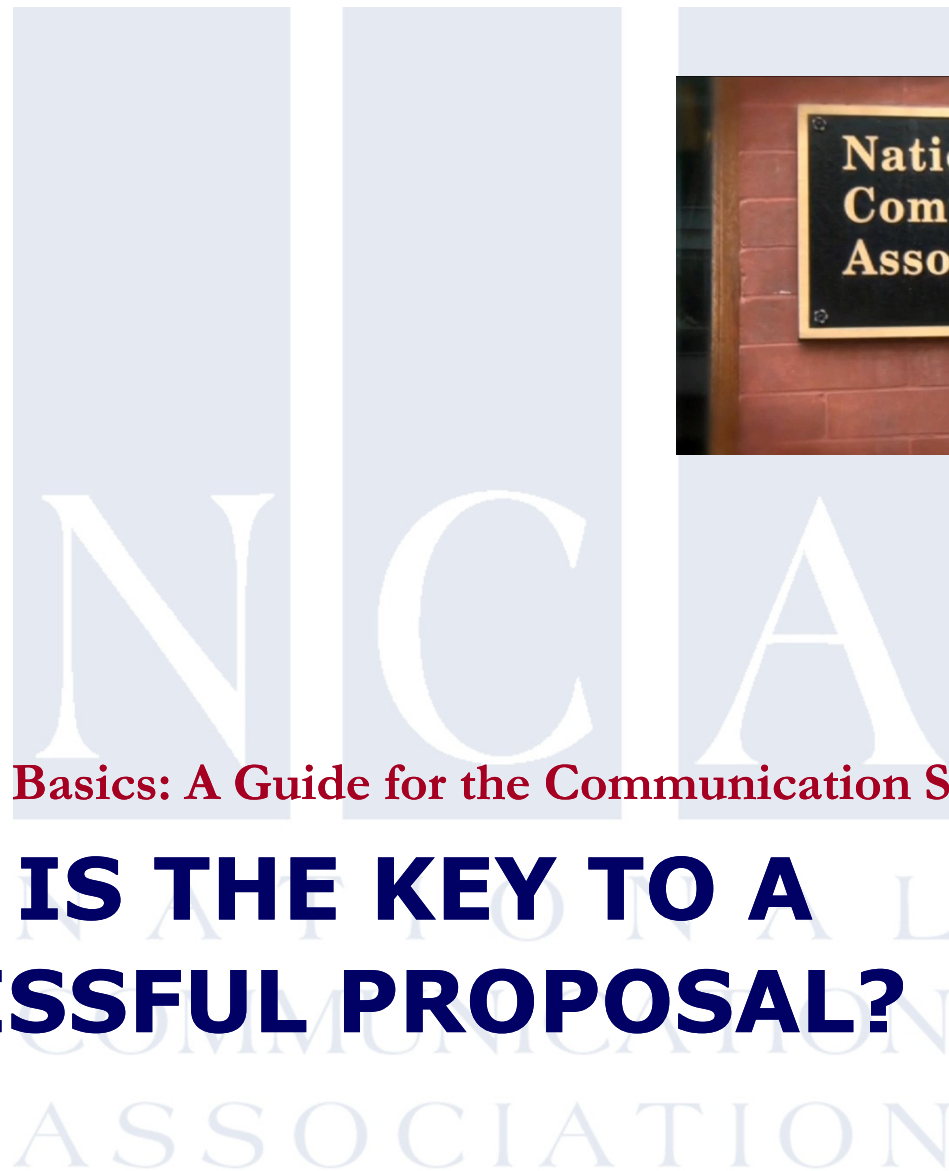**Grantseeking Basics: A Guide for the Communication Scholar**

WHO ARE PROGRAM OFFICERS AND HOW DO I WORK WITH THEM?

Understanding Program Officers
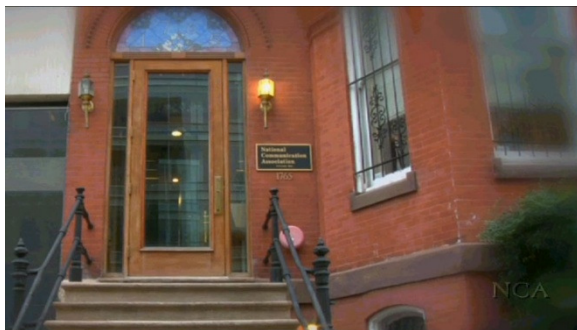
1. Role of the program officer (Ch. 4; 00:19)
2. "Do your homework" before contacting program officers (Ch. 4; 01:55)
3. Be focused at the start (Ch. 4; 03:56)
4. Program officers are your advocates (Ch. 4; 05:22)

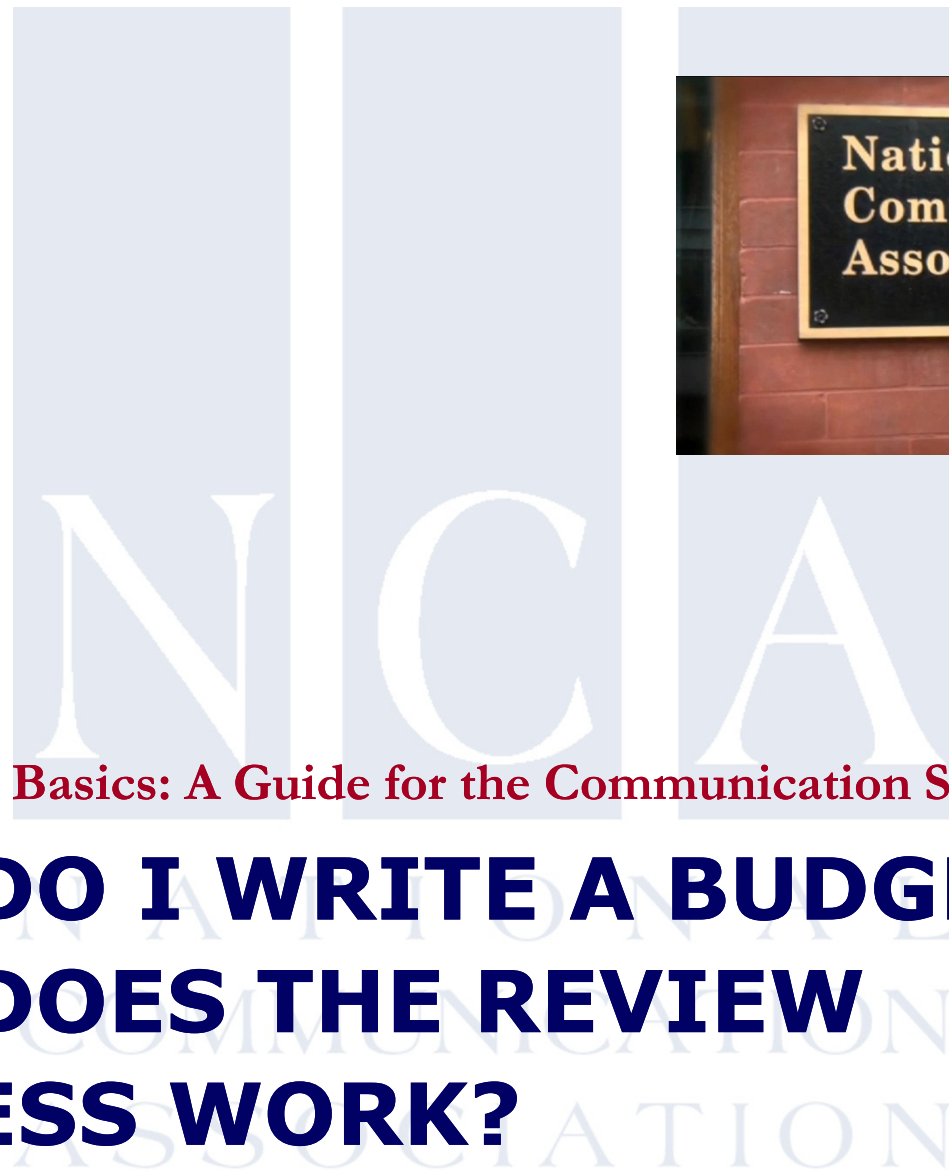**Grantseeking Basics: A Guide for the Communication Scholar**

WHAT IS THE KEY TO A SUCCESSFUL PROPOSAL?

Keys to a Successful Proposal

1. Have a good idea (Ch. 5; 00:13)
2. Sound theory; sound methods (Ch. 5; 01:31)
3. Take your time (Ch. 5; 02:48)
4. Comply with the guidelines (Ch. 5; 04:22)
5. Demonstrate that you can complete the project (Ch. 5; 06:37)
6. Assemble an excellent team (Ch. 5; 07:36)
7. Know your audience (Ch. 5; 09:07)
8. Avoid jargon (Ch. 5; 10:39)
9. Attend to all details (Ch. 5; 12:09)
10. Communicate the deliverables (Ch. 5; 13:17)
11. Don't be afraid to fail (Ch. 5; 16:08)

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HOW DO I WRITE A BUDGET? HOW DOES THE REVIEW PROCESS WORK?

The Budget & The Review Process

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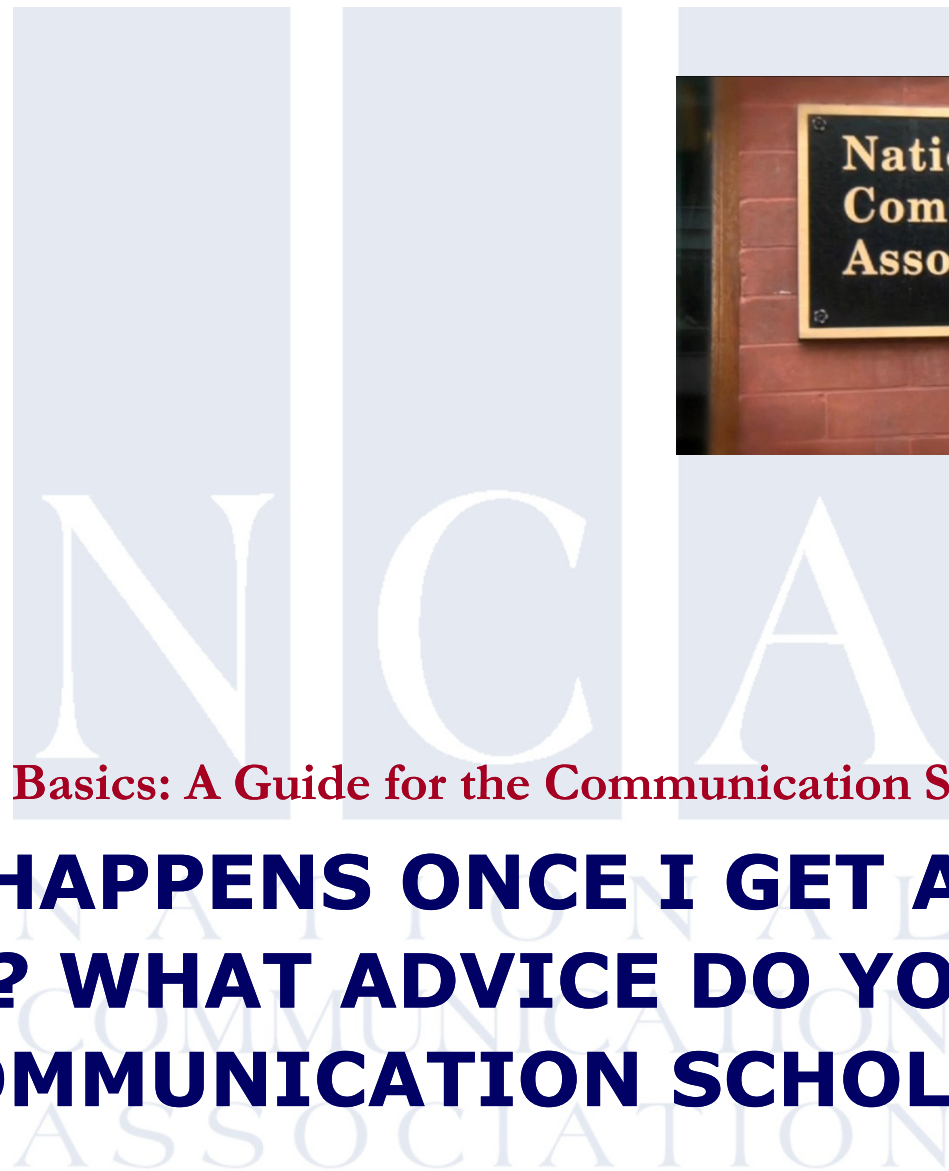
1. **Budget needs (Ch. 6; 00:20)**
   - Personnel
   - Equipment
   - Travel

2. **Consider restrictions (Ch. 6; 04:43)**

3. **Negotiate institutional commitments (Ch. 6; 05:37)**

4. **The Review Process (Ch. 6; 06:47)**
   - Process varies depending upon funding agency
   - Peer panels
   - Reviewer code of conduct
   - Ask for and use feedback/criticism

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WHAT HAPPENS ONCE I GET A GRANT? WHAT ADVICE DO YOU HAVE FOR COMMUNICATION SCHOLARS?

Getting a Grant

1. File required reports and updates (Ch. 7; 00:12)
2. Maintain contact with program officer(s) (Ch. 7; 01:14)
3. Carefully draft final grant report (Ch. 7; 01:50)
4. Publicize your accomplishments (Ch. 7; 02:13)
5. Capitalize on your disciplinary knowledge (Ch. 7; 03:38)
6. Maintain interdisciplinary connections (Ch. 7; 04:33)