

# On-Line Grant Writing Proposal

## SUMMARY

Truckee Meadows Community College requests \$3,350 in funding to enhance and promote an inexpensive grant writing course which the college currently offers on the Internet. Located in Reno, Nevada, Truckee Meadows Community College provides low-cost, high-quality education to over 10,000 adult students in Washoe County and is expanding its learning opportunities to the larger global community through distance education and Internet classes. Created in 1997-1998, On-Line Grant Writing is a web-based class that is easy-to-use and offers any person with access to a computer and the Internet the opportunity to master the basics of grant proposal writing in as little as 15 hours, at their own pace, in the convenience of their own home or office.

To provide the course as inexpensively and to as many people as possible, Truckee Meadows Community College requests funds to promote the On-Line Grant Writing class and create supplemental audio recordings of quick tips from experienced grant writers and proposal evaluators. This funding will acquaint more people with the benefits of this class and resources available to them on the class web-site, such as on-line grant links, Internet search tools, funding source information, and quick proposal writing tips.

## INTRODUCTION

Truckee Meadows Community College, or TMCC, was created in 1972 in response to the increasing educational needs of a rapidly growing state and diverse workforce. Today, TMCC offers university transfer courses, occupation-specific 1-year certificates and 2-year degrees, remedial English and math classes, community service workshops, and customized job training and workforce development for local businesses. TMCC is subsidized by state taxes, low student tuition, and grant funding. Employing more than 300 full-time and 400 part-time employees, TMCC prides itself in meeting the diverse educational needs of a growing local community of working adults with inexpensive, high-quality education and small class sizes.

To expand its offerings beyond traditional service areas to a fledgling global community, in 1997 TMCC began offering distance education courses over television and the Internet. One of its classes, Grant Writing, was selected to be the college's first web-based course. The new class, called On-Line Grant Writing, was developed based on the curriculum of the traditional Grant Writing class taught to over 300 Nevadans since 1991. On-Line Grant Writing was piloted during the Fall 1997 and Spring 1998 semesters, and revised in the Summer 1998. Poised to reach a wider audience, TMCC can strategically market and enhance the quality of the web-class with additional grant funding.

## NEEDS ASSESSMENT

The World Wide Web, electronic communication, and computers are changing the way we acquire and evaluate information, as well as gain access to learning opportunities. Today, high school diploma programs are offered on-line by the State of Utah, and university degrees from prestigious institutions such as Harvard are available at our finger tips. Distance education,

or “schools without walls”, such as California’s Virtual University and Western Governors University, are popping up everywhere. In fact, Alan November, renowned futurist, recommends that high schools begin requiring all students to take at least one distance education course before they graduate as a preparation for the virtual classrooms of the future.

Some of the benefits of distance education are that it transcends time and space, is delivered directly to the customer in the privacy of their own home or office, and allows for people to learn at their own pace. Given the trends of distance education, busy work and family schedules for many adults, and travel time needed to get to learning centers, education delivered over the Internet is rapidly becoming a preferred method of learning for hundreds of thousands of working adults nation wide.

Another global trend facing many communities is the lack of available resources to serve the needs of community members. Often, the survival of many educational and human service institutions and non-profit organizations is dependent on the ability to secure funding from a variety of sources to serve community needs. Today, many universities are making grant proposal writing a requirement of graduate students, and frequently, employers look highly at job applicants with grant writing experience.

In the new millenium, the art of grant writing will be much different than it was 10 years ago. Many resources and funding source information are now available electronically. Grant application forms are downloadable on the Internet, and information which might take many hours of library research to gather can be compiled quickly and directly from one’s own computer. Also, collaborative efforts with other agencies and partners are enhanced by quicker and more efficient electronic communication and information sharing.

TMCC’s On-Line Grant Writing class addresses both needs of learning grant writing and applying Internet skills, while adding the benefits of distance education for working adults. Anyone, anyplace (that has a computer and Internet access), at anytime can learn basic grant writing skills in approximately 15 hours. This application requests funds to market the class (including the procurement of an easily accessible web address) and add supplemental audio enhancements that will improve the quality of instruction. With this funding, TMCC will be able to keep the cost of the class as low as possible -- \$79.

As a service to the community, sections of the web-site have been designed for use by anyone interested in conducting Internet searches for potential funding sources and learning useful grant writing tips from experienced grant writers and proposal evaluators.

## **PROGRAM OBJECTIVES**

As a result of this project,

1. At least 250 people will visit the On-Line Grant Writing class web-site between November 1, 1998 and December 31, 1999 as measured by the electronic counter on the web-site.
2. At least 75 people will register and successfully complete an On-Line Grant Writing class between November 1, 1998 and December 31, 1999.
3. At least 90% of the individuals who successfully complete an On-Line Grant Writing class will consider the “audio clips” as an enhancement to their web-based learning experience as measured by a rating of 3 or higher (on a 1-to-5 scale) on the final class evaluation form.

**METHODS****ACTIVITY TIME LINE**

<b>ACTIVITY</b>	<b>11/ 98</b>	<b>12/ 98</b>	<b>1/ 99</b>	<b>2/ 99</b>	<b>3/ 99</b>	<b>4/ 99</b>	<b>5/ 99</b>	<b>6/ 99</b>	<b>7/ 99</b>	<b>8/ 99</b>	<b>9/ 99</b>	<b>10/ 99</b>	<b>11/ 99</b>	<b>12/ 99</b>
Secure a web address, such as "www.grantwriting.com" and link current web-page	X													
Secure electronic mailing list and regular mailing list for individuals & agencies	X	X												
Design and print flyers	X	X												
E-mail electronic flyer			X											
Mail 3-fold flyer			X											
Purchase equipment for interviews/audio clips	X													
Conduct, record and edit interviews/audio clips		X	X	X	X	X	X							
Hire web consultant to put audio clips and transcribed versions on the web-site							X	X						
Evaluate outcomes and processes														X

The following steps will be taken to market the class and add audio enhancements:

1. At least 500 individuals will be identified and mailed an electronic flyer promoting the On-Line Grant Writing class by June 30, 1999 as measured by mailing lists and number of electronic flyers e-mailed.
2. At least 500 individuals and non-profit agencies will be identified and mailed a flyer promoting the On-Line Grant Writing class by June 30, 1999 as measured by number of flyers mailed.
3. At least 15 experienced grant proposal writers and evaluators will be identified and interviewed by the class instructor. Their conversations will be recorded, and audio clips will be identified to be included on the web-site by May 1999. The goal is to identify 12-20 short audio clips (2-3 minutes in length) which will:
  - Give practical tips for new grant writers
  - Illustrate key points of grant proposal writing
  - Identify common errors and mistakes made by beginning proposal writers
  - Demonstrate how the Internet is being used in the grant writing process
  - Show the key points of finding and approaching funding sources
4. A web consultant will be contracted to add audio clips and written transcripts of the audio clips to be downloadable from the class web-site by July 1999.

The required staff to complete these activities includes:

- ◆ The class instructor, Philip Johncock, who has 10 years of grant writing experience and a 95% grant success rate,
- ◆ A TMCC registration staff member, Dixie Schabert, who has been TMCC Employee of the Year and has worked at the college for 15 years,
- ◆ A TMCC administrator, Kathy Odynski, who is Co-Director of the Community Services Division of the college,
- ◆ A hired web consultant to put audio clips and written transcripts on the class web-site.

The mailing lists will include targeted individuals and agencies to receive flyers as identified and selected by the class instructor in conjunction with TMCC staff and administrators, as well as several experienced grant writers.

## **EVALUATION**

The evaluation plan for this project includes a mid-project and final report to be submitted by May 15, 1999 and January 15, 2000, respectively. This report, completed by the class instructor, will include:

- ◆ Numbers of web-site visits as measured by the site counter,
- ◆ Number of people who successfully complete the class as measured by instructor records,
- ◆ Class evaluation forms compiled by registration staff,
- ◆ Numbers of mailings as measured by mail room billing receipts and electronic e-mail records,
- ◆ An accounting ledger, and
- ◆ Any required financial reports.

A narrative summary of data analysis will also be included. The class instructor and registration staff has been selected to compile the report since they have the records and data required. Success of this project will be measured by the attainment of outcome objectives and completion of activities according to the activity time line.

## **FUTURE FUNDING**

The On-Line Grant Writing course was developed in 1997-1998 and revised in Summer 1998. Development costs were provided by TMCC and the instructor for the course. Additional funds needed to maintain and further develop the web-site will be provided by student tuition fees in addition to in-kind contributions by TMCC and the instructor. Equipment purchased by requested funds should last at least 4-5 years, so no funds will be necessary to replace the equipment in the near future. In 2-3 years, when the Internet will allow video clips to be accessed at quicker speeds, TMCC plans to develop a supplemental videotape. To develop the video, which would be shown over the Internet for free, additional funding will be sought.

**BUDGET SUMMARY**

CATEGORY	REQUESTED	DONATED	TOTAL
<b>TOTAL OF THIS APPLICATION</b>	<b>\$3,350.00</b>	<b>\$10,800.00</b>	<b>\$14,150.00</b>
<b>I. PERSONNEL</b>			
<b>A. SALARY &amp; WAGES:</b>			
(1) Instructor to secure domain name and mailing lists, design flyers, purchase equipment, conduct/record/edit interview, evaluate outcomes and processes 250 hours @ \$30/hr (no benefits)		\$7,500.00	\$7,500.00
(1) Registration staff & administration 50 hours @ \$30/hr (with benefits)		\$1,500.00	\$1,500.00
<b>B. Consultant to add audio clips and written transcripts to be downloadable from web-site (1) Consultant = 20 hours @ \$50/hr</b>	\$1,000.00		\$1,000.00
<b>II. NON-PERSONNEL</b>			
<b>A. Equipment/Software/License:</b>			
1. Computer phone/headset for interviews	\$50.00		\$50.00
2. Software for recording interviews/editing	\$450.00		\$450.00
3. Domain name license (5 years)	\$250.00		\$250.00
<b>B. Printing (600 flyers)</b>	\$500.00		\$500.00
<b>C. Mailing (500 flyers @ \$.35)</b>	\$165.00		\$165.00
<b>D. Mailing lists purchased</b>	\$500.00		\$500.00
<b>E. Phone - Long distance (interviews)</b>	\$100.00		\$100.00
<b>F. Web-Site Hosting</b>		\$300.00	\$300.00
<b>G. Web-Site Hosting Upgrade (to handle downloadable audio clips &amp; written transcripts) \$25/month x 6 months</b>	\$175.00		\$175.00
<b>III. INDIRECT COSTS - 8% (Established by cost analysis &amp; applied to all TMCC grants) \$3,100 requested funds x 8%</b>	\$250.00		