



PROPOSAL SUBMISSION GUIDELINES

Center for Academic Innovation

2014-15

Please address – briefly (in approximately 250-300 words or less for each one) – the following question areas in your proposal.

1. Summary: Present the “elevator pitch” for your proposed initiative in three sentences (problem, solution, value proposition).

2. Problem Statement: What problem or need will your initiative address? Why is this problem compelling? How does this proposal relate, if at all, to community-generated statements of need such as the City of Keene’s Master Plan, the State of New Hampshire’s Climate Action Plan or other action plans at a national/international level?

3. Solution Statement: Describe the solution you propose to address this problem, need or challenge. What are the expected outcomes and what external partners are – or could be – involved in this offering? How will you measure the success of the initiative?

4. Target Audience: Describe who will benefit from or participate in the proposed initiative? Describe the typical participant/student and the geographic scope (e.g., local, regional, national, international and/or organizational). How many of these participants are there in the service area? Will this initiative take place at our Keene campus or elsewhere? Who will pay for the solution (the payee and participant aren’t always the same). For example, will participants use professional development funds or some other source?). Is offering CEUs relevant for any prospective participants? If so, what type of CEUs?

5. Value Proposition: What is the current situation for the target audience (i.e., how do they currently solve the problem, if at all)? How would the situation for the target audience change if the proposed initiative succeeded? How does this proposal offer something bold in terms of enriching our learning community? How will it generate revenue (e.g., through fees for service, external grant funding, etc.)?

6. Positioning Statement: How does the program leverage, reinforce and maximize the impact of the mission/purpose/values, visibility/reputation, and resources of AUNE? For example, how does this proposal support or interface, if at all, with existing AUNE matriculated degree offerings? What other organizations offer a similar program? If ours is successful, how easy would it be for other organizations to quickly launch a competing program? Who are the best possible people to deliver this offering (either AUNE-connected people or others who are not already connected to AUNE)?

7. Marketing & Outreach: What do you imagine are the most effective ways to market this offering (e.g., through existing listservs, newsletters, lists held by external partners)? What existing lists are

available for marketing this offering? List the top 3 media placements for a story about your project and explain why.

8. Budget/Timeline: What is the total amount that you are requesting? List and justify all major expenses. List the source & anticipated amount of any revenue this project will generate.

What is the proposed start date and roll out for your project?

Evaluation Criteria: Grant proposals will be evaluated on a competitive basis, using this criteria:

- Clarity of initiative description and activities and alignment with AUNE purpose & values
- Realistic and achievable timeline (i.e., can be launched quickly and/or will achieve measurable results within the initial grant period)
- Meaningful benchmarks and indicators of success
- Innovative and effective strategy with potential for systems change
- Capacity to implement the initiative – expertise, staffing and, if relevant, departmental support
- Expertise in initiative content area or potential to acquire needed content expertise (possibly through external collaboration).
- Ability to leverage other resources and/or effectively engage and collaborate with external partners
- Budget: amount requested is reasonable and justified
- Ability to attract external funding and/or generate revenue
- Ability to raise visibility and strengthen the reputation of Antioch University New England within the target audience communities

Following initial review of proposals, selected applicants may be asked to provide a more detailed project description and budget prior to final award decision.