PROGRAM PURPOSE
The School of Graduate Studies and Continuing Education announces the availability of funding to support initiatives that establish or enhance UW-Whitewater relationships with area educators and/or administrators with the purposes of improving PK-12 education in Southeastern Wisconsin. Applicants may request up to $45,000 per project. Applications will be accepted from UW-Whitewater faculty and/or staff members who agree to serve in the role of project director. The fall 2014 deadline for full proposals is December 8, 2014. All fall awards will require recipients to spend funds by December 31, 2015.

Initiatives should focus on enriching existing projects/partnerships and/or applied experiences, grounded in best practices. The Education Outreach Grant Program does NOT provide funding for research or curricular development. Applicants developing proposals for research or curricular development are encouraged to consider the Academic Staff Development Grant program (http://uwworsp.org/ASDG), Faculty Development Grant program (http://uwworsp.org/FacultyDevelopment), or other UW-Whitewater grant programs (http://uwworsp.org/I-Grants).

PROGRAM OBJECTIVES
Proposals are sought for projects that establish or build upon previously developed partnerships/collaborations with area schools and/or school districts; or which foster mutually beneficial relationships between UW-Whitewater and the Cooperative Educational Service Agency #2. All proposals should have the broader intentions of improving PK-12 student learning, the professional development of educators and/or administrators, and the performance of area schools. Proposals that focus on the following will be given special consideration:

- Development of innovative and sustainable partnerships with regional PK-12 educators;
- Programs that reach underserved and non-traditional student populations;
- Programs that will create new graduate credit programs or certificates for PK-12 educators, administrators, and staff.

DEFINITION OF OUTREACH
Scholarship of Engagement (or Outreach) (in the higher education context): In his 1996 article in the inaugural issue of the Journal of Public Service and Outreach (now the Journal of Higher Education Outreach and Engagement), Ernest Boyer coined the term “scholarship of engagement” to represent work across the four scholarship models that would involve engagement with communities for the benefit of communities. For Boyer, scholarship of engagement applied to the scholarship of discovery, integration, application, and teaching.

Engaged scholarship refers to faculty/staff projects satisfying three criteria:

- Involves a community,
- Benefits a community, and
- Advances the faculty/staff member’s scholarship.

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Salient features/values of engaged scholarship:

- Engaged scholarship includes discovery, application, and integration, but not teaching;
- Engaged scholarship is carried out with and in the community, and not just on the community;
- Genuine partnerships draw on assets of all parties; and
- There is (indigenous) knowledge in the community that can be tapped to advance knowledge.

ELIGIBILITY

Proposals are invited from UW-Whitewater faculty and/or staff members who agree to serve as the project director. Preference will be given to new outreach initiatives. **Eligible proposals must include a well-defined role for the partner organization or institution.**

TERMS AND CONDITIONS

1. Prior to the submission of the full proposal, all applicants are required to meet with Seth Meisel, Associate Dean, School of Graduate Studies and Continuing Education, for a mandatory consultation to review and discuss the pre-proposal reviewer comments, project evaluation plans, proposed budgets, and the role of the partner organization or institution.

2. Proposals may request up to $45,000 per project. Larger requests may be considered for large projects promising significant impact or for requests that include a significant match (50% or more). Requests for capital equipment, materials, travel, summer stipends, modest course release during fall and/or spring terms, substitute teachers, and attendance at seminars or support of professional development must be justified in the budget narrative to be approved for funding. Funds from the program may not be used to pay for tuition remission.

3. Project funds should be expended prior to December 31, 2015. Project extensions to June 30, 2016 may be granted if justified in the proposal and are contingent on a satisfactory submission of an interim progress report by October 1, 2015.

4. Project results will be provided to University of Wisconsin-Extension, and the project director(s) is/are expected to work closely with Continuing Education to document the impact of the funded project. Project directors are also strongly encouraged to submit project results to professional journals for publication as appropriate.

5. Following completion of the project, a final report and all deliverables (if appropriate/relevant) must be submitted to ORSP no later than **March 1, 2016.** Funded proposals become the property of the UW-Whitewater and may be used as models to help others prepare proposals. One copy of unfunded proposals will be retained by ORSP. Additional copies will be destroyed or returned to the author(s).

FULL PROPOSAL SELECTION AND EVALUATION CRITERIA

Reviewers will evaluate the full proposals in terms of the degree to which the project or proposal:

1) aligns with the focus areas mentioned above and with the strategic goals of the School of Graduate Studies and Continuing Education and the College of Education and Professional Studies;

2) stands to feasibly accomplish the project’s stated objectives and shows a potential to generate credit outreach tuition revenue;

3) has the capacity for long-term impact on the school or school district; and

4) stands to establish a sustainable relationship with a school or school district within the region.
Proposals will be evaluated based on the criteria listed on page 6 using the following scale:

<table>
<thead>
<tr>
<th>Score</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Inadequate</td>
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<td></td>
<td>Poor</td>
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<td></td>
<td>Average</td>
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<td></td>
<td>Good</td>
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<td>10</td>
<td>Excellent</td>
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**DEADLINES AND SUBMISSION INSTRUCTIONS**

<table>
<thead>
<tr>
<th>Application Deadline</th>
<th>Project Period</th>
<th>Required Proposal Development Consultation Meeting</th>
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<tbody>
<tr>
<td>December 8, 2014</td>
<td>January 1, 2015 to December 31, 2015</td>
<td>Contact Dr. Seth Meisel directly by November 19, 2014 to arrange a consultation meeting</td>
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Applicants must submit a single-sided, hard copy of their complete proposal to ORSP (2243 Andersen Library) **by 4:30pm on the deadline date**. Proposals should be submitted to Department Chairs and College Deans in time to allow adequate review in advance of the application deadline.

Applicants should direct questions regarding this program to Dr. Seth Meisel, Associate Dean, School of Graduate Studies and Continuing Education, via telephone (262-472-1013) or email (meisels@uww.edu). Applicants should direct questions regarding the application process to Dr. Laurie Taylor via telephone (262-472-5289) or email (taylorl@uww.edu).

**PROPOSAL REVIEW**

Complete proposals submitted to the Office of Research and Sponsored Programs (ORSP) by the deadline date and time will be distributed to the review committee. Following the established timeline, the committee members will individually, as well as jointly, evaluate the proposals.

Proposals will be highly recommended, recommended, or not recommended for funding. Proposals will be funded or not funded. Proposals may be collectively ranked in priority order. If proposals are not recommended for funding, reviewers will provide detailed feedback to applicants on required/recommended changes to the scope of work or budget. Applicants may revise and resubmit applications for consideration in the next Education Outreach grant competition, and are encouraged to consult with Dr. Meisel for additional feedback and guidance.

ORSP will forward the committee’s recommendations to the Dean of the School of Graduate Studies and Continuing Education who will make the final award determinations.

**AWARDS**

The Dean of the School of Graduate Studies and Continuing Education will convey the results directly to the applicants. All awards are contingent on continued funding.

The University of Wisconsin-Whitewater requires the following text to be used when releasing information related to Education Outreach grants: "This publication was prepared by [recipient name] under an Education Outreach award from the University of Wisconsin-Whitewater. The statements, findings, conclusions, and recommendations are those of the author(s) and do not necessarily reflect the views of the University of Wisconsin-Whitewater."
PROPOSAL FORMAT

Applicants should use a font no smaller than 11 point. The body of the proposal (item 2-Narrative through item 6-Ongoing and Previous Grant Awards) must be single-spaced and use one-inch page margins. The proposal must include the following (in this order):

1. **ORSP INTRAMURAL APPROVAL AND CERTIFICATION TRANSMITTAL FORM**
   A fillable electronic version of the Transmittal form is available at [http://uwworsp.org/EdOutreach](http://uwworsp.org/EdOutreach).

2. **NARRATIVE [60 POINTS TOTAL]**
   The narrative of the proposal must be no more than seven single-spaced pages including:
   
   a. **Introduction [10 points]:**
      Describe how the proposed project aligns with the focus areas of the UW-Whitewater Education Outreach Grant Program as defined above. In addition, describe how the project aligns with the strategic goals of the School of Graduate Studies and Continuing Education as well as the College of Education and Professional Studies. Competitive proposals will be grounded in best practices. Include a brief introduction to the literature review in your introduction.

   b. **Project Description, Objectives, and Timeline [20 points]:**
      Explain the background and need for the project as well as the objectives of the project and how they relate to the program’s objectives. Describe the proposed activities and if the project has potential to generate credit outreach tuition revenue. The project description must include a clear definition of the role of the partner organization or institution. Include estimated start and end dates as well as personnel involved.

   c. **Project Benefits and Impact [10 points]:**
      Describe the proposed project's capacity to provide a long-term impact on the school or school districts involved.

   d. **Sustainability Plan [10 points]:**
      Describe how the proposed project stands to improve or establish a sustainable relationship with a school or school district within the region and how the relationship will be sustained following the initial funding period. Competitive proposals will focus on capacity-building with the partner organization/institution.

   e. **Project / Proposal Evaluation [10 points]:**
      Provide a discussion of how the project will determine the degree to which each of the program’s objectives was accomplished. How many individuals will be impacted during the course of this project and moving forward? What does the project director, fellow team members, and other stakeholders aim to learn from the project moving forward?

3. **UW-WHITEWATER STANDARD BUDGET AND BUDGET NARRATIVE [20 POINTS TOTAL]**
   A fillable electronic version of the Budget form is available at [http://uwworsp.org/EdOutreach](http://uwworsp.org/EdOutreach).

   The budget must provide sufficient detail for the review committee to evaluate the appropriateness of funds requested. Funds may include:
   
   - Partial teaching/course release for UW-Whitewater faculty/staff (Up to $6,000 will be provided to the College for a replacement's costs to support a one course release from teaching in one semester. In special circumstances, a 50% release may be requested).
   - Summer stipends and/or overload for UW-Whitewater faculty/staff up to $6,000 in the project period. Seventy-five percent of the stipend/overload will be paid at the beginning of the project. The remaining 25% will be paid upon submission of the final report.
• Salary/stipends for non-UW personnel (consultants, speakers, and/or substitutes).
• Student help using the campus’ pay ranges (see the “Pay a Student” section of the Student Employment site at http://www.uww.edu/hawkjobs/on-campus-employers/pay-a-student).
• Other supplies and expenses including travel, software, books, office supplies, photocopying, workshops, and other expenditures, as appropriate.

The budget narrative must explain how you arrived at dollar figures in the budget and how/when the funding will be used. Applicants must provide a thorough justification for all budget items. If your project includes out-of-state travel (by the applicant to an out-of-state location or by an out-of-state partner/consultant traveling to UW-Whitewater), you must submit a complete Out-of-State Travel Approval Form, including all relevant signatures, during the award phase.

4. **PROJECT TEAM MEMBERS [REQUIRED]**
   For each member of the project team, provide a brief paragraph describing the person's role on the project. A condensed CV (one page or less) must also be included for each member of the team.

5. **LITERATURE REVIEW [REQUIRED]**
   List and provide a written narrative evaluating relevant publications, projects, and/or state or federal mandates that justify the project's approach.

6. **ONGOING OR PREVIOUS GRANT AWARDS [REQUIRED IF APPLICABLE]**
   List all state-funded (UW System and UW-Whitewater) grants that project partners have received within the past five years, including current awards.

   The following information must be provided for each award:
   a. **Name of the Grant Program**
   b. **Year of the Award** – Indicate the fiscal year of the award: e.g., 2009-2010 academic year (Sabbatical), 2009 2010 phase I (Academic Staff Development Grant).
   c. **Title of the Project**
   d. **Amount of Support** – Provide details regarding the amount of grant support as well as any department, unit, college, or division match. For a Faculty Sabbatical, indicate “not applicable.”
   e. **Summary of the Results of the Completed Work** – You may use the summary section from your Final Report.
   f. **Publications or Presentations Resulting from the Award**

   Applicants should contact Laurie Taylor (262-472-5289, taylorl@uww.edu) for details regarding recent awards if they do not have appropriate information in their records. ORSP maintains archives for the previous five years.

7. **SUMMER COMMITMENTS [REQUIRED IF APPLICABLE]**
   Please also include a list of any/all other summer commitments for 2015 and 2016. The following information must be included for each paid activity:
   a. **Brief description of project/activity** (e.g., 3 week summer course, Summer Faculty Fellowship)
   b. **Project Period/Year** (e.g., July 1 to July 30, 2013)
   c. **Anticipated Amount of Stipend/Salary**

8. **LETTERS OF SUPPORT / COMMITMENT [OPTIONAL BUT ENCOURAGED]**
   Letters from project collaborators, area schools, school districts, and/or CESA #2 collaborators may be attached. **Letters from UW-Whitewater faculty and staff may not be included.**
### FULL PROPOSAL REVIEW CRITERIA / RUBRIC

<table>
<thead>
<tr>
<th>Scale/Criteria</th>
<th>1 (Inadequate)</th>
<th>5</th>
<th>10 (Excellent)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Required Forms, Sections, and Clearances</strong></td>
<td>The applicant did not submit all required forms or sections. The applicant failed to include CVs for project team members and/or failed to adequately describe results from prior UWS / UW-W support.</td>
<td>The applicant submitted some forms. The applicant provided some or incomplete CVs and results from prior UWS / UW-W support.</td>
<td>The applicant provided all required documentation. CVs have been included for all project team members and complete information is provided on the results of prior UWS / UW-W support.</td>
</tr>
<tr>
<td><strong>Introduction</strong></td>
<td>The applicant does not adequately introduce the topic. Discussion of the connection between the proposed project and the Education Outreach Grant Program focus areas is not included or is unclear. Connection to GSCE and/or COEPS strategic goals is not included or is unclear. The proposed project is not grounded in best practices.</td>
<td>Discussion of the connection between the proposed project and the Education Outreach Program focus areas is incomplete or is unclear. Connection to GSCE and/or COEPS strategic goals is incomplete or is unclear. The applicant failed to make a compelling case for the project. The applicant failed to articulate the literature base/research that serves as the foundation for the proposed project.</td>
<td>The applicant provided a strong rationale for Education Outreach funding. The connection between the stated focus areas and GSCE and COEPS strategic goals is clear and compelling. The applicant presented a detailed description of the research base for the proposed project. The initiative is grounded in best practices as evidenced by the literature review.</td>
</tr>
<tr>
<td><strong>Project Description, Objectives, and Timeline</strong></td>
<td>Discussion of project goals and objectives is not included. There is no explanation of how the project objectives will be achieved. No evidence is presented that the applicant assembled or will assemble the project components necessary for success. The applicant does not describe/define a role for the partner organization. No project timetable is provided. Reviewers are unable to ascertain scheduled activities or project feasibility. Key project personnel are not described.</td>
<td>The discussion of project goals and objectives is incomplete. There is little explanation of how the project objectives will be achieved. The applicant has assembled some necessary project components. The role of the partner organization is not well defined. A partial description of scheduled activities is provided. Project feasibility is uncertain. Personnel roles and responsibilities are not adequately described.</td>
<td>The project goals and objectives are thoroughly described. How the project objectives will be achieved is clearly explained. The applicant has assembled all project components necessary to achieve the goals and objectives. The applicant clearly defines the role of the partner organization. A clear and concise project timetable is provided. The schedule of activities is logical and feasible in relation to the project goals, objectives, and budget. Personnel roles and responsibilities are adequately described.</td>
</tr>
<tr>
<td><strong>Project Benefits and Impact</strong></td>
<td>The long-term impact to schools/school districts is not clearly described. Key constituencies are not identified. The project significance not stated or unclear.</td>
<td>The project impact is short-term or limited to a small set of beneficiaries. Key constituencies are identified.</td>
<td>Discussion of the long-term impact is comprehensive. Detailed information regarding the impact on beneficiaries is provided. The project significance is clearly stated in practical terms.</td>
</tr>
<tr>
<td>SCALE/CRITERIA</td>
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<td>5</td>
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<td><strong>SUSTAINABILITY</strong></td>
<td>Information regarding how the project will establish sustainable relationships is not presented or is not compatible with the campus budget / staffing direction and/or operational principles. The sustainability plan is missing.</td>
<td>Information regarding how the project will establish sustainable relationships is incomplete or unclear. A partial sustainability plan is presented. It is not clear if the initiative involves capacity-building that will facilitate sustainability.</td>
<td>Discussion of the project’s ability to establish sustainable relationships is well defined and comprehensive. A full sustainability plan is presented. It is clear that the project goals and objectives focus on capacity-building and have significant support from the proposed partner organization.</td>
</tr>
<tr>
<td><strong>PROJECT / PROPOSAL EVALUATION</strong></td>
<td>Information regarding how the project goals and objectives will be assessed is not presented. The specified evaluation method is incompatible with project goals and objectives.</td>
<td>A partial explanation of the project evaluation plan is offered. Some elements of the assessment plan and/or methods are unclear.</td>
<td>How the project goals and objectives will be assessed is clearly explained. The correct evaluation method is presented and connects explicitly to stated activities.</td>
</tr>
<tr>
<td><strong>BUDGET AND BUDGET NARRATIVE</strong></td>
<td>Key expenses are neither described nor justified. The method(s) for arriving at proposed expense categories / amounts is/are not provided.</td>
<td>Key expenses are described and justified. The method(s) for arriving at budgeted expense is provided. However, limited detail is provided in general. The cost of the project is relatively high compared to the project’s potential impact.</td>
<td>Key expenses are fully described and justified. The method(s) for arriving at budgeted expense categories / amounts is clearly explained in detail. The budget is directly connected to the project description and timetable. The project cost is relatively low compared to the project’s potential impact.</td>
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