Write Winning Grant Proposals
A Virtual Seminar in Two Parts*

Monday, March 7, 2022     Part 1: 8:30 to 12:00 p.m. Central Time and
Tuesday, March 8, 2022     Part 2: 8:30 to 12:00 p.m. Central Time

You are strongly urged to view/attend both Part 1 and Part 2 – they are not separate
standalone sessions. Please see attached agenda for details.

Presenter:  John D. Robertson, Ph.D.
Grant Writers’ Seminars & Workshops

This seminar will be presented as a virtual livestreamed seminar. Those attending
the livestreamed seminar will be able to ask Dr. Robertson questions in real time.

All registered participants will be able to view the seminar as a recorded webinar
for 30 days following the livestreamed seminar for those who might miss a
portion, have connectivity issues, or wish to revisit a topic.

The seminar is appropriate for faculty, professional research staff, postdoctoral
fellows, graduate students, and research administrators.

Please contact Elena V. Mota for details regarding the recorded version.

Dr. John D. Robertson is the Managing Member with Grant
Writers’ Seminars and Workshops, an organization founded
by academicians for academicians seeking research
funding. He received his doctoral degree in 1999 from The
University of Texas at Austin in Pharmacology and
Toxicology. From 1999-2003 he served as a postdoctoral
research fellow at the Karolinska Institute in Stockholm,
Sweden.

He was subsequently hired in 2004 by the University of
Kansas Medical Center in Kansas City, KS where he was a faculty member in the
Department of Pharmacology, Toxicology and Therapeutics, and was an associate
member of the University of Kansas Cancer Center. In 2010, he was recruited to teach
grantsmanship by Grant Writers’ Seminars and Workshops.

Dr. Robertson has been the recipient of competitive extramural funding from the NIH and
non-federal sources. He has authored 30 peer-reviewed journal articles and three book
chapters. He has been a member of grant review panels, a reviewer for biomedical
journals, and has served on editorial boards. In addition, he has routinely recognized for
excellence in teaching.

This seminar comprehensively addresses both practical and conceptual aspects that are
important to proposal-writing success and is designed for faculty members and
administrative staff who have had some exposure to writing grant applications, either
through training/mentoring or personal experience. Emphasis is given to such things as
idea development, identification of the most appropriate granting agency, how to write for
reviewers, and tips and strategies that are of proven value in presenting an applicant's
case to reviewers. Participants are taught to organize their presentations using a linear
progression of logic, which leads reviewers through their applications.

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The University of Texas at Austin
Vice President for Research,
Scholarship and Creative Endeavors
Write Winning Grant Proposals

This presentation comprehensively addresses the practical, conceptual, and rhetorical aspects of writing competitive grant proposals. We cover:

1. Critical steps for organizing and planning your proposal (all of the things you need to do before you start writing a full proposal in order to have a competitive edge)
2. Understanding the role (and mindset) of your reviewers
3. A 4-paragraph rhetorical strategy for writing a compelling Specific Aims or Overview & Objectives page
4. Specific strategies and tips for each major section of a grant proposal

Emphasis is placed on doing the “extra” things that can make the difference between being funded versus not. Regardless of the target agency, participants are taught to write with a linear progression of logic, which leads reviewers through an application without them knowing that they are being led. We also emphasize the fact that applicants are writing for two different audiences – the assigned reviewers, who read the application in its entirety, and non-assigned reviewers who may have read little, or none, of the proposal before the meeting of the review panel.

This seminar is appropriate for junior through senior faculty members, postdoctoral fellows, and doctoral students who have had some exposure to writing grant applications, either through training / mentoring or personal experience. Experienced faculty may use the seminar as an overall refresher, for new ideas on gaining a competitive edge, and/or for strategies in how to mentor others in proposal writing. Junior faculty and doctoral students may use the seminar as a primer in proposal writing that helps demystify the components of a proposal and the process of writing one strategically.

The University of Texas at Austin seminar will focus on proposal writing for a number of federal agencies including: the National Institutes of Health (NIH) and the National Science Foundation (NSF), with some information for those in the Humanities. Note that the majority of this content will be relevant and usable for individuals applying to other funding entities (e.g., private foundations, professional organizations, and state/other federal agencies). This is because the core structure/format of most grant proposals, and the review criteria for most grant proposals, are very similar across funding entities, often merely called something different.

Please review the agenda for additional detail about the seminar structure and topics.
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Grant Writers’ Seminars & Workshops

Day 1: Monday, March 7, 2022*

8:30 a.m. GENERAL GRANT WRITING CONCEPTS
Introduction to the seminar
The three requirements needed for success in any application
   Your idea!
   Your commitment!
   Your grantsmanship skills!
Grant Applications – similarities of all formats

9:15 a.m. UNDERSTANDING NIH & NSF FUNDING PRIORITIES
Funding Opportunity Announcements (FOAs)
The importance of Program Officers/Directors
Electronic News Services
Different NIH & NSF funding mechanisms

10:15 a.m. BREAK

10:30 a.m. - PREPARATION OF THE APPLICATION – General Concepts
12:00 p.m. How to create a compelling Overview/Executive Summary section

Day 2: Tuesday, March 8, 2022*

8:30 a.m. Approach/Research Plan
   Significance
   Background and Preliminary Studies
   Innovation

10:00 a.m. BREAK

10:15 a.m. Biographical Sketches and Environment
   Broader Impacts
   Budget – general concepts
   Titles
   Project Summary/Narrative
   Critical review of your proposal

11:15 a.m. - THE REVIEW PROCESS
12:00 p.m. The concept of peer review
   Common assumptions about peer review
   The importance of identifying your NIH reviewers
   Recommending or excluding reviewers
   Implicit vs. explicit review criteria at NIH & NSF
   NIH & NSF review and procedures

Schedule is approximate depending upon scope and extent of discussion.

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