

How to Work with Program Officers

Thursday, April 19, 2:30 to 4:00 p.m. TUC 400C



Today's Speakers/Panelists

Charles R. Doarn, NASA Research Professor, Family and Community Medicine and Director of Telemedicine, Special Assistant to the NASA Chief Health and Medical Officer

Alex Lentsch, CoM Senior Associate Dean for Faculty Affairs & Development and Professor and Vice Chair for Research in Surgery, Former chairman of the NIH Hepatobiliary Pathophysiology Study Section

Teri J. Murphy, Professor, Engineering Education, Former NSF IPA of the Division of Undergraduate Education





Agenda

Welcome/Brief Introductions (Reed)

IPA Panel Question and Answer Session (Doarn, Lentsch, and Murphy)



Learning objectives

- Gain valuable insight into the funding potential of your ideas
- Hear from persons who have been in the funding role from various agencies (NASA, NIH, NSF)
- Answer specific questions about your RFP and funding processes/procedures
- Gain tools to engage audiences to care about research



Activity

Introduce yourself with name, college and general research area.

Add: Why have/would you call/contact a Program Officer? What is your target agency currently?





Notes

 Making sure what you want to do aligns with "the" RFP or mission



Prior to a Meeting

- Make contact early (at least months in advance of due date)
- Do not make a cold call
- Email a one-page summary and request a phone call or in-person appointment
- Read RFP, Agency Mission



During the meeting (phone or in-person)

- Do not assume your one-pager has been read
- Take the Officer on a tour of the one-page summary you sent in advance
- Consider a skeletal budget
- Ask specific questions



After the meeting (phone or in-person)

- Follow up!
- Can just be a thank you for your time email
- OR can let the program officer know your decision and the impact the conversation had on that decision



Key Questions from a Program Officer

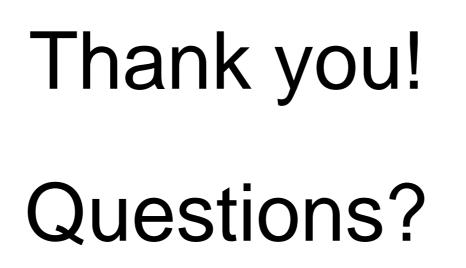
- What is the problem?
- How do you propose to solve/research it?
- Why now?
- Why you (and this team)?
- Why is this worthy of this specific pot of money?



Pitch Basics by Elissa Yancey

- Make it about people (you are a person)
- Highlight what is surprising, exciting, difficult, upsetting, mysterious?
- Your process can be compelling. . .and illuminating
- Lose/adapt your jargon (audience dependent—you're at a family dinner, your kid's school, with a colleague, etc.)
- Remember to tell a story: have a beginning, middle and end; or ABT = and (momentum), but (conflict), therefore (resolution)







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Have a great Summer full of Happy Researching!!