



**UNIVERSITY OF MASSACHUSETTS  
AMHERST**

239 Whitmore Building  
181 President's Drive  
Amherst, MA 01003-9313

Vice Provost for Outreach

voice: 413.577.0247  
fax: 413.577.4272  
www.umass.edu/outreach

**MEMORANDUM**

TO: All Deans and Faculty

FROM: Sharon L. Fross, Vice Provost for Outreach

DATE: March 6, 2008

RE: Outreach Program Innovation Fund

I invite you to assist us in finding interested applicants for the 2008 Request for Proposals for the Outreach Program Innovation Fund. This innovative program development initiative serves as a catalyst to enhance and expand the university's outreach activity, particularly activity that can be self-sustaining. I encourage you to proactively seek new, innovative programs that could be launched through Arts Extension Service, Continuing & Professional Education, UMass Extension, University Without Walls, or WFCR. We are interested in credit and noncredit programs offered in a variety of formats – continuing education courses, conferences, specialized institutes, radio programs, and demonstration projects. The deadline for submitting proposals for the Program Innovation Fund is October 31, 2008. *However, proposals can be submitted at any time prior to the deadline and will be reviewed as they are submitted.* Notification of funding decisions will be provided as soon as possible, but within eight weeks of the submission.

**1. Purposes of the Fund**

- To facilitate new sustainable program development that enhances the quality or delivery of UMass Amherst programs in new and innovative ways
- To develop sustainable programs that address strategic goals of the academic colleges and schools as well as Outreach units
- To provide "seed" funding for programs needing market research or other startup costs (e.g., faculty development of courses, initial marketing and promotional costs) that generate sufficient revenue to recover full costs
- To provide selective funding for community outreach efforts that further the campus' engagement mission

**2. Criteria for Fund Proposals**

- Meet educational needs of professionals, adult learners, or the workforce; and
- Advance a distance education program approved by the college and Continuing & Professional Education, Arts Extension Service, or UWW; or
- Develop a fee-based, self-sustaining program for UMass Extension or Arts Extension Service audiences; or

- Revise an existing UMass Extension or Arts Extension Service program to serve new audiences who could sustain the program through fees

All programs should involve a unit of Outreach (Arts Extension Service, Continuing & Professional Education, UMass Extension, UWW, or WFCR). In general, these are one-time funds, although multi-year funding will be considered in exceptional cases. Funds are generally directed to new and innovative programs, but small planning grants will also be considered. Funds are limited and proposals should range from \$1,000 to \$20,000; 4-8 proposals should be funded during this year. To allow for maximum distribution of funds, meritorious proposals may only receive partial funding.

### 3. Review Process

Requests for proposals will be solicited annually. The goal is to allocate 70% of funds during this round and retain 30% of the funds for timely response to emerging opportunities identified during the fiscal year.

A review committee will evaluate applications and recommend projects for the approval by the Vice Provost for Outreach. The Vice Provost will appoint a review committee consisting of associate deans and faculty from varied colleges and representatives from Arts Extension Service, Continuing & Professional Education, UMass Extension, UWW, WFCR, Outreach Marketing & Communications, and Outreach Workforce Development.

Brief final reports will be required of all individuals who receive funding to document the program outcome, including the number of participants and the amount of revenue generated.

### 4. Proposal Submission Guidelines

*Planning grants require completion of the cover sheet only (Appendix A).* All other proposals must include the following sections:

- a. Cover Sheet. (See Appendix A) The Cover Sheet should be completed and submitted with the proposal. It is critical that you obtain all appropriate signatures prior to submission of the proposal. Please be sure to provide your department chair and Dean or Associate Dean with a copy of the proposal with sufficient lead time for review and endorsement of your proposal. Proposals without the appropriate signatures and endorsement cannot be considered.
- b. Narrative Description of the Proposal. This document should outline your proposal and provide supporting information by addressing the following issues:
  - Description of the proposed program/project – This section should include, but is not limited to, a brief description of the end product you envision, including the purpose of the program, mode of delivery, type of format, general overview of content, and any other elements necessary to an understanding of the program
  - Significance of the proposed program/project to both the students and academic department (this can include both academic and financial benefits respectively) – this section may include, but is not limited to, a brief description of the project's relationship to strategic goals of the university, academic college, school, or

department; its ability to enhance the university outreach culture; or its contribution to the field of outreach; in addition, please include a brief description of how your end product will impact your academic unit and the university in terms of supporting strategic goals, creating visibility, disseminating research, creating revenue, and impacting upon the target audience

- Need/demand/market for the program/project (address the target audience and any market research results or studies required along with an estimate of enrollment); include any existing competitors and potential collaborators
- Support for the proposed program/project (include a brief statement about the program's financial viability, the availability of other funding sources, and a description of administrative or other support from academic colleges or other units)
- Key milestones for the development and completion of the project including an estimate of when the program will initially be offered and the anticipated duration of the program

The narrative description should generally *not* exceed four (4) double-spaced, typed pages. Additional supplementary material will not be reviewed.

c. Itemized Budget Request Form. (See Appendix B) This page should identify all expenses associated with the proposed program for which you are requesting support. It should essentially provide details of the budget summary provided on the cover sheet. It should also note all sources of income to support the project. This document should also provide a brief justification for each of the items identified in the itemized budget. If there is to be a cost sharing or in-kind support by home department/college of the faculty member submitting the proposal, please have the appropriate associate dean or financial officer provide a letter of endorsement for submission with this section.

d. Endorsement Form. (See Appendix C) Once complete, the proposal should be submitted to your department head and dean or associate dean. After they endorse the proposal, it is forwarded to:

Victoria Matthew  
Director, Program Development  
Continuing & Professional Education  
100 Venture Way, Suite 201  
Hadley, MA 01035-9430

Please give these individuals sufficient time to review your proposal prior to the submission deadline. Submissions may be routed and submitted electronically (email approval from department heads and deans sent to the Outreach contact are encouraged).

## 5. Outreach Contact

A list of Outreach partners for assisting in development of your proposal are listed in Appendix D. Please contact Victoria Matthew, [vmatthew@contined.umass.edu](mailto:vmatthew@contined.umass.edu) or 545-0475, if you have any questions or comments concerning this program.

**Program Innovation Fund Proposal  
Cover Sheet**

- 1. Project Title: \_\_\_\_\_
- 2. University unit submitting proposal: \_\_\_\_\_
- 3. Program Category:   New Program \_\_\_\_\_   Existing Program \_\_\_\_\_
- 4. Please provide a 50-word summary of the proposed project:

5. Project starting and ending dates: \_\_\_\_\_ to \_\_\_\_\_

6. Project Director(s): \_\_\_\_\_  
*(please identify the PI, if there is only one)*

Academic Title: \_\_\_\_\_

Administrative Title: \_\_\_\_\_

Highest Degree Earned: \_\_\_\_\_

Department: \_\_\_\_\_

College: \_\_\_\_\_

University Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

7. Funding Request:

Program Innovation Fund Requested:       \$ \_\_\_\_\_

Other Funds Available<sup>1</sup>:                   \$ \_\_\_\_\_

Total Cost of Proposed Project:         \$ \_\_\_\_\_

8. Please attach the following *(disregard this portion for planning grants)*:

- a. Narrative description of the proposal
- b. Itemized budget request form (Appendix B)
- c. Endorsement form (Appendix C)

<sup>1</sup> Recommend that you visit <http://www.umass.edu/funding> to locate other sources of funding to support the development of your project.

**Program Innovation Fund Proposal  
Itemized Budget Request Form**

**Expenses**

Personnel	\$
Faculty	
Staff	
Graduate Assistant	
Wage Payroll	
Honoraria	
Supplies	
Communications	
Materials	
Travel	
Software	
Equipment	
Other	
<b>Total</b>	<b>\$</b>
<b>(Note: Please include fringe benefits and indirect costs)</b>	

**Income**

Tuition and fees	\$
Grant Support	
Department Support	
College Support	
In Kind Support (if any)	
<b>Total</b>	<b>\$</b>

**Brief Justification for Itemized Expenses**

**Program Innovation Fund Proposal  
Endorsement Form**

**Project Title:** \_\_\_\_\_

**Project Director(s):** \_\_\_\_\_

<p><b>Department Chair Name*:</b> _____</p> <p><b>Signature:</b> _____ <b>Date:</b> _____</p> <p><b>Comments:</b></p>
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<p><b>Dean or Associate Dean Name*:</b> _____</p> <p><b>Signature:</b> _____ <b>Date:</b> _____</p> <p><b>Comments:</b></p>
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\* If interdisciplinary, requires more than one college's endorsement

**Program Innovation Fund Proposal  
Outreach Partners**

Arts Extension Service

Maren Brown, Director  
[mtbrown@admin.umass.edu](mailto:mtbrown@admin.umass.edu)  
(413) 545-5240

Continuing & Professional Education

Irena Bozin-Mirkovic, Program Coordinator for:  
School of Education  
College of Engineering  
School of Public Health and Health Sciences  
[irena@contined.umass.edu](mailto:irena@contined.umass.edu)  
(413) 577-0845

Renee Fall, Program Coordinator for:  
College of Humanities and Fine Arts  
Isenberg School of Management  
School of Nursing  
[rfall@contined.umass.edu](mailto:rfall@contined.umass.edu)  
(413) 577-0675

Linda Honan, Program Coordinator for:  
College of Natural Resources and the Environment  
College of Natural Sciences and Mathematics  
College of Social and Behavioral Sciences  
Commonwealth College  
[honan@contined.umass.edu](mailto:honan@contined.umass.edu)  
(413) 577-0826

UMass Extension

Bob Schrader, Associate Director  
[schrader@umext.umass.edu](mailto:schrader@umext.umass.edu)  
(413) 545-0143

UWW

Cindy Suopis, interim Director  
[csuopis@uww.umass.edu](mailto:csuopis@uww.umass.edu)  
(413) 545-1196

WFCR

Helen Barrington, Program Director  
[hbarrington@wfcf.org](mailto:hbarrington@wfcf.org)  
(413) 545-0100