Applying for Federal Awards: You Think You Know, But Do You?

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Introductory Discussion

• Why are you here today?

• What do you hope to learn?
Application Components

- Summary/Abstract
- Problem Statement
- Goal(s) and Objective(s)
- Proposed Intervention
- Special Target Populations and Organizations
- Outcomes
- Project Management
- Evaluation
- Dissemination
- Organizational Capacity
- Budget & Budget Narrative
Summary/Abstract

This section includes a concise description of the:

• **Goal(s)** - broad, overall purpose
• **Objective(s)** - narrow, more specific, identifiable or measurable steps toward a goal
• **Outcomes** - measurable results of a project
• **Products** - materials, deliverables
Problem Statement

Describes, in both quantitative and qualitative terms:

• the nature and scope of the particular problem

• how the project will potentially affect the older population and, possibly, the health care and social services systems
Goals and Objectives

• This section should consist of a description of the project’s goals and major objectives.

• The project goals and objectives should be reflective of the priority activities discussed in SMP Strategic Program Objectives and the Four Strategic Themes in the SHIP FOA.
Goals & Objectives: SMP Example

• Goal: To empower and assist beneficiaries, their families and caregivers to prevent, detect, and report health care fraud, errors, and abuse through outreach, counseling, and education.

  – Objective: Provide group education and one-on-one assistance to an increasing number of Medicare beneficiaries annually – a 5% increase annually over the prior project period.
Goals & Objectives: SHIP Example

• Goal: To consistently and confidentially provide accurate, objective, and comprehensive information and assistance about Medicare to beneficiaries, their caregivers, or advocates working on their behalf.

  – Objective: To continue to fund a partner in each of county who will provide local one-on-one assistance to beneficiaries via in-person, and phone counseling. In the recent 12-month period, SHIP reported 50,000 direct client contacts with 30,000 counseling hours. We propose to increase this number by at least 5% each year during the three-year project period.
Proposed Intervention

• Clearly describe the proposed intervention, including:
  – Strategic partnerships
  – Management and operation plan for the project

• Describe the rationale for using the intervention, including:
  – Lessons learned for similar projects previously tested
  – Factors in the larger environment that have created the right conditions for the intervention
  – Any major barriers you may encounter and how you will overcome them
SHIP Proposed Intervention

- The proposed intervention should address these four strategic themes:
  - Service Excellence
  - Capacity Building
  - Operational Excellence
  - Innovation
SMP Proposed Intervention

• Plans must address SMP Mission and Strategic Program Objectives, including:
  • Provide group education and one-to-one assistance to beneficiaries statewide
  • Recruit, train, and retain a sufficient and effective workforce ready to provide high quality education and inquiry resolution
  • Monitor and assess results on operational and quality measures
  • Position SMP to respond to changes in the programmatic landscape
SHIP Proposed Intervention
Review Criteria

• Does it include a clear and detailed plan that addresses the SHIP Objectives?

• Does it provide education and outreach strategies designed to better serve the target population groups? Does it include approaches to recruit, train, and retain counselors at all levels?

• Does it demonstrate the capacity to fully utilize a web-based data collection and reporting system to assess performance measures are accurately recorded and tracked in a timely manner?
SMP Proposed Intervention
Review Criteria

• Does it describe...
  – how program will be implemented?
  – plans to provide one-on-one assistance, group education, and media outreach?
  – plans to recruit, retain, and manage volunteers, staff, and partners?
  – plans to monitor and assess SMP results on operational and quality measures?
  – plans to position SMP to respond to changes in the programmatic landscape?
  – target populations to be served and innovative methods to reach those populations?
Special Target Populations and Organizations

• How will the applicant:
  – involve organizations in a meaningful way in the planning and implementation of the proposed project?
  – target disadvantaged populations, including limited-English speaking populations, those of greatest economic need and those of greatest social need?
Outcomes

• A measurable outcome:
  – Is an observable end-result that describes how a particular intervention benefits consumers
  – Demonstrates the functional status, mental well-being, knowledge, skill, attitude, or behavior
  – Describes a change in the degree to which consumers exercise choice over the types of services they receive or whether they are satisfied with the way a service is delivered
Outcomes Criteria for Review

• Is the project work plan clear and comprehensive?

• Does it include key task leaders, roles of staff/partners and feasible timeframes for the accomplishment of tasks? Does it include specific goals and tasks that are linked to measurable outcomes?

• Does it clearly identify the measurable program outcome(s) that will result from the project? Are the expected outcomes linked to the priorities of the program?
Project Management

• Provide a clear delineation of the roles and responsibilities of project staff, consultants and partner organizations

• Specify who would have day-to-day responsibility for key tasks

• Describe the approach that will be used to monitor and track progress on the tasks and objectives
Evaluation

• Describe the method(s), techniques and tools that will be used to:
  – Determine whether or not the proposed intervention achieved its anticipated outcome(s)
  – Document the "lessons learned" - both positive and negative - from the project that will be useful to people interested in replicating the intervention, if it proves successful
Dissemination

• Things to consider...
  – What parties might be interested in using the results of the project to inform practice, service delivery, program development, and/or policy-making?
  – What methods will be used to disseminate the project's results and findings in a timely manner and in easily understandable formats?
  – What format will the materials be in?
Organizational Capability

• Describe how the agency (or the division of a larger agency which will have responsibility for this project) is organized, the nature and scope of its work and/or the capabilities it possesses

• Be sure to include capabilities not included in the program narrative

• Include the organization's capability to sustain some or all project activities after Federal financial assistance has ended
Budget Review Criteria

• This includes a review of:
  – the adequacy and reasonableness of resources requested
  – the time commitment of the proposed director and other key personnel
  – allotted supervision and support to ensure the safety, integrity and professionalism of the workforce
  – strategies outlined under each budget category without duplication
  – budget line items clearly delineated and consistent with work plan objectives
Tips and Tricks

• Read the FOA closely and respond clearly to each question.

• Don’t assume the reviewers know anything about your agency, state, or work – this is your chance explain all the great work you do.

• Performance Measures are the beginning – how will you build on these to describe how you will measure all the work required and its impact?

• Ask a colleague to review your final application before submission.

• Review and borrow from the Center’s online resources.