



UWW ORSP DEADLINE: 21 FEBRUARY 2012

UNIVERSITY OF WISCONSIN SYSTEM/WISYS
APPLIED RESEARCH GRANT (ARG) AND COMBINED ARG-WISYS
TECHNOLOGY ADVANCEMENT GRANT (WITAG) PROGRAMS

INTRAMURAL GRANT APPLICATION PACKAGE

X

University of Wisconsin-Whitewater Office of Research and Sponsored Programs Intramural Transmittal Form. ONE original, complete ORSP Transmittal Form including all relevant funding competition information, proposal information, required clearances, and required signatures must accompany each proposal submitted to ORSP.

X

Proposal Development and Submission Instructions. Each University of Wisconsin grant program has varying proposal development and submission requirements. Principal Investigators must review this application package carefully and adhere to specific program requirements to be competitive.

X

Grant Program Forms. Each University of Wisconsin grant program requires the submission of different forms. All relevant forms are included in this application package. Electronic versions of all forms can be accessed on the ORSP Funding Page (<http://www.uwworsp.org/media/funding.htm>).

X

Additional Proposal Development and Submission Resources. University of Wisconsin grant application packages may include additional resource information including evaluation/review criteria, description of proposal review processes and deadlines, and other pertinent appendices.

The Office of Research and Sponsored Programs can provide additional information, proposal development assistance, and copies of funded proposals. ALL proposals must be submitted to ORSP. Grants submitted to directly to System or Extension may not be reviewed.

DENISE EHLEN, Director, 262-472-5212, ehlend@uww.edu
RON FLEISCHMANN, Acting Assistant Director, 262-472-5212, fleischr@uww.edu





UNIVERSITY OF WISCONSIN
WHITWATER

RSP APPROVAL & CERTIFICATION
TRANSMITTAL



DO NOT COMPLETE SHADED SECTIONS WITH DOUBLED BORDER – FOR UWW RSP USE ONLY

FUNDING COMPETITION INFORMATION Deadline:		RSP USE ONLY ID:	
1. Sponsor & Program:		Date Submitted:	
2. Address:		Number of Copies to Sponsor (original +)	
3. Telephone:	Fax:	Binding of Original: <input type="checkbox"/> Clip <input type="checkbox"/> Staple <input type="checkbox"/> Other <input type="checkbox"/> N/A	
4. Web:		GT Proposal Entry: GT Award:	
4. Notes:			
PROPOSAL INFORMATION			
5. Principal Investigator:		5a. Department/Division/Institution:	
5b. Address:		Phone:	Fax: Email:
6. Co-Investigator:		6a. Department/Division/Institution:	
6b. Address:		Phone:	Fax: Email:
7. Co-Investigator:		7a. Department/Division/Institution:	
7b. Address:		Phone:	Fax: Email:
8. Co-Investigator:		8a. Department/Division/Institution:	
8b. Address:		Phone:	Fax: Email:
9. Project Title:			
10. Funding Type <input type="checkbox"/> New <input type="checkbox"/> Renewal/Continuation		AWARD INFORMATION – RSP USE ONLY <input type="checkbox"/> GRANT <input type="checkbox"/> CONTRACT	
11. Total Request \$		New Account <input type="checkbox"/> Non-Federal <input type="checkbox"/> Federal (CFDA#)	
12. Match Information \$		Org Information <input type="checkbox"/> New <input type="checkbox"/> Add To	
13. Begin Date End Date		Total Award Begin Date End Date	
REQUIRED CLEARANCES – Does the project involve: <i>Approved? (choose one)</i>			
14. toxic, infectious or carcinogenic/mutagenic material? Use recombinant DNA technology?		<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
15. use of human subjects, human tissue or vertebrate animals?		<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
16. action involving space, remodeling, or construction?		<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
17. hiring non-UWW personnel?		<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
18. requires release time by PI (and/or Co-Is) in support of project activities?		<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
19. creation of new degree programs or services?		<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
20. potential environmental impacts, which require review under the Wisconsin Environmental Policy Act?		<input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> Pending	
REQUIRED SIGNATURES		PLEASE RETURN FORM TO RSP	
PRINCIPAL INVESTIGATOR/PROJECT DIRECTOR		SIGNATURE DATE	
I certify that the plan detailed in the proposal/contract complies with all campus, state, and federal regulations and policies and reflects University, College/Division, and Department/Unit goals. This project is achievable as described, including the limitations of time, resources, and personnel expertise. All required clearances have been satisfied. I have disclosed any possible conflicts of interest during the proposal development process. If awarded, I agree to conduct the proposed project in compliance with (1) the conditions of the grant and (2) with all policies of UWW, UWS, and the State of Wisconsin.		TYPED NAME:	
I authorize the use of my name and grant information for university publication. <input type="checkbox"/> NO <input type="checkbox"/> YES (initial)			
DEPARTMENT CHAIR/UNIT DIRECTOR		SIGNATURE DATE	
I certify that I have reviewed the proposal/contract and found it to be complete, including required clearances, budget, and commitments involving space, faculty/staff time, and matching funds. In addition, I certify that all resources and other provisions of any award will be fulfilled. A match (check one) <input type="checkbox"/> has OR <input type="checkbox"/> has NOT been pledged. Cash match will be satisfied by a transfer of funds from org code _____ in the amount of \$ _____ or via in-kind contributions as described in the budget (narrative).		TYPED NAME:	
COLLEGE DEAN/DIVISION DIRECTOR(S)		SIGNATURE DATE	
I certify that I have reviewed the proposal/contract and found it to be complete, including required clearances, budget, and commitments involving space, faculty/staff time, and matching funds. In addition, I certify that all resources and other provisions of any award will be fulfilled. A match (check one) <input type="checkbox"/> has OR <input type="checkbox"/> has NOT been pledged. Cash match will be satisfied by a transfer of funds from org code _____ in the amount of \$ _____ or via in-kind contributions as described in the budget (narrative).		TYPED NAME:	
<i>Applicants submitting proposals including an international component must secure the signature of the Director of the Center for Global Education in this cell.</i>		TYPED NAME:	
RESEARCH AND SPONSORED PROGRAMS CERTIFICATION		SIGNATURE DATE	
By signing this transmittal, I certify that this proposal/contract is consistent with campus, state, and federal regulations; is within the campus' research/service mission; and is approved for submission to the funding agency.			
INITIAL HERE TO APPROVE GRANT/CONTRACT ACCEPTANCE:		DATE: TYPED NAME: DENISE EHLEN	

UNIVERSITY OF WISCONSIN SYSTEM /
WISYS APPLIED RESEARCH GRANT (ARG)
AND COMBINED ARG WISYS TECHNOLOGY
ADVANCEMENT GRANT (WITAG)
PROGRAMS

SPECIAL NOTE

Applicants must first submit the proposal to the Office of Research and Sponsored Programs for internal review and Provost signature.

The internal deadline to the Office of Research and Sponsored Programs for full proposals is **FIRM.**

Contact Denise Ehlen (ehlend, x5212) with additional questions.

UNIVERSITY OF WISCONSIN SYSTEM

REQUEST FOR PROPOSALS

UW System Applied Research Grant Program, 2012-2013 and Joint UW System-WiSys Applied Research-WiTAG (WiSys Technology Advancement Grant) Program, 2012-2013

UW System, in collaboration with WiSys Technology Foundation, offers two research grant programs to UW faculty: 1) the Applied Research Grant Program, and 2) a joint Applied Research-WiTAG (WiSys Technology Advancement Grant) Program. Both grant programs are closely tied to the goals of UW System's Growth Agenda for Wisconsin – goals that include a plan to develop advanced human potential and the knowledge economy that employs that potential. In particular, the Applied Research and Applied Research-WiTAG programs help to promote technology transfer and economic development throughout the state.

The UW System-sponsored Applied Research Grant program offers one-year awards for up to \$50,000 or, for collaborative proposals, up to \$50,000 per participating institution. Faculty and staff in all disciplines on all UW campuses are eligible to apply. Award recipients should consult the appropriate technology transfer agent in order to maximize the potential for intellectual property (IP) protection for IP created using Applied Research Grant funding.

The Joint UW System-WiSys Applied Research-WiTAG program offers \$50,000 per year with a potential for a maximum of \$150,000 in funding over a three-year period in science and technology fields only. UW-Madison and UW-Milwaukee researchers are not eligible for Applied Research-WiTAG awards. Intellectual property created using Applied Research-WiTAG funding must be assigned to WiSys.

UW System Administration (UWSA) will work with the appropriate technology transfer agent to monitor the scientific progress of the funded projects on a regular basis.

Pre-proposal (optional) deadline for both programs: November 11, 2011

Full proposal deadline for both programs: February 29, 2012 (extended from 1/13/12)

See *Applied Research Grant (ARG) Eligibility and Conditions* and *Applied Research-WiTAG Eligibility and Conditions* sections for full details and submission guidelines. In addition to ARG & Applied Research-WiTAG submission guidelines, please follow your institution's process for grant submissions.

If you have questions regarding the ARG and/or Applied Research-WiTAG programs, please contact Lisa Beckstrand at lbeckstrand@uwsa.edu, 608-263-9939 or Ally Hauser at ahauser@wisys.org, 608-316-4035.

APPLIED RESEARCH GRANT ELIGIBILITY AND CONDITIONS

In addition to the ARG submission guidelines below, please follow your institution's grant submission process.

INTRODUCTION

The purpose of the **Applied Research Grant** program is to encourage faculty and academic staff to apply their expertise and scholarship to the economic development of Wisconsin. The state legislature and governor make approximately \$350,000 available annually for the support of applied research activities that are likely to improve the connections between knowledge and practice, while promoting positive change in the state's economy. Potential benefits of these activities include fostering business expansion and improving profitability, creating jobs and enhancing workforce quality, reducing costs and increasing efficiency, and improving the quality of Wisconsin's products and services.

Proposals are invited from faculty and staff in all academic disciplines, including the humanities, social sciences and liberal arts. Funding is available for one year to researchers at all UW institutions. UWSA and WiSys will maintain the full confidentiality of all submitted grant applications and documents.

Eligibility

Faculty and academic staff employed at least half-time in UW System institutions are eligible to apply. Proposals may request a maximum of \$50,000 of state funding (for one year) or, for collaborative proposals, a maximum of \$50,000 per participating institution. All expenditures of state funds must be made between July 1, 2012 and June 30, 2013. Additional funds from private or public partners should be listed in a separate column on the budget page, and their source and application explained in the project narrative.

The UW System has a strong commitment to advancing humanities, social sciences and liberal arts programs. Applied Research Grant applications from these fields of study that benefit local regions or the state are encouraged. Please see Appendix A for examples of Applied Research Grant-eligible projects in these areas.

Selection Criteria

It is expected that proposals will be clearly written, technically sound, and will include timelines and measurable goals. The primary selection criteria to be used in proposal evaluations are identified in the attached *Guidelines for the Evaluation of Applied Research Grant (ARG) and Applied Research-WiTAG Proposals* document.

Among equally strong proposals, a proposal will be more competitive if it:

- Includes a commitment for fiscal support from a private or public partner with appropriate agreements to protect UW intellectual property and share economic benefits among participating institutions;
- Has appropriate and significant student participation;
- Can demonstrate sustainability or potential of extramural funding for further development;
- Is interdisciplinary or involves more than one UW System institution.

Lastly, consideration will be given to ensuring diversity in terms of geographic region, type of economic impact, institutional affiliation, and disciplinary field. Generally, no more than two Applied Research Grant awards may be made to any one institution due to budget limitations.

IA: Guidelines for Applied Research Grant Pre-Proposals (Optional)

Applicants may (but are not required to) submit a one- or two-page pre-proposal by November 11, 2011. The pre-proposal process is designed to assist applicants in submitting a stronger full proposal.

Submission:

- For UW System institutions other than Madison and Milwaukee, pre-proposals should be submitted electronically to WiSys Technology Foundation at www.wisys.org/grants or sent to Ally Hauser, ahauser@wisys.org.
- UW-Milwaukee pre-proposals should be sent to UW-Milwaukee Research Foundation (UWMRF) at arg@lists.uwmfdn.org.
- UW-Madison pre-proposals should be sent to Leah Haman at Wisconsin Alumni Research Foundation (WARF) at lhaman@warf.org.
- Pre-proposals must be no longer than 2 pages in length and received no later than November 11, 2011.

Pre-proposals must:

- State the technology, product or benefit that will be created;
- State the importance of undertaking the project;
- List the economic benefits and potential for extramural funding; and
- List the types of assistance that you are requesting for the preparation of a full proposal (market study, patent protection issues, industry or university collaborations, locating research equipment, or expertise with legal agreements).

Once the pre-proposal is received, WiSys (for applicants from all UW System institutions other than UW-Madison and UW-Milwaukee), UWMRF (for UW-Milwaukee) and WARF (for UW-Madison) will assist the applicant by:

- 1) Evaluating and commenting on the appropriateness and fit of the project to the Applied Research Grant program;
- 2) Interacting with the PI to provide the specifically requested assistance (market study, patent protection issues, industry or university collaborations, etc.);
- 3) Providing advice to the PI on intellectual property protection and sharing of benefits;
- 4) Facilitating agreements among partners; and
- 5) Providing general assistance to PI in preparing better grant applications.

WiSys, UWMRF and WARF may also consult UWSA for additional input, in particular for social sciences and humanities pre-proposals.

You will receive an acknowledgement within two days of receipt of the pre-proposal and feedback on your project within approximately four weeks. Market studies, if requested and

approved, will be forwarded by the end of December 2011. If you do not receive acknowledgment, feedback, or market studies (if applicable) please contact WiSys, UWMRF or WARF to ensure your application was received and is being processed.

IB: Guidelines for Applied Research Grant Full Proposals

Full proposals must be endorsed by the Provost or designated officer of the UW System institution applying for the grant. For UW-Madison, full proposals must be endorsed by an Authorized Official at the Office of Research and Sponsored Programs. For UW-Milwaukee, full proposals must be endorsed by the Office of Sponsored Programs. In the case of multi-institution proposals, applicants should work with both institutions for approval.

Submitting your Full Proposal

Full Proposals must be submitted to WiSys Technology Foundation and **received by 5:00 pm on February 29, 2012 (extended From 1/13/12)**. There are two ways to submit your full proposal:

Send one hard copy by mail to:

Ally Hauser
WiSys Technology Foundation
401 Charmany Drive, Suite 205
Madison, WI 53719

Submit your application online at www.wisys.org/grants (select ARG & ARG-WiTAG).

An expert review panel convened by UW System Administration (UWSA) will screen the full proposals based on published criteria. The panel will rank the applications and forward its recommendations to UWSA for final decisions on funding. Based on an estimate of available funds, those who have submitted applications will be informed of their status by early March 2012. However, official final funding determinations will be conveyed to eligible applicants by May 14, 2012 or later, when the State releases funds. The level of awards and date of distribution will be contingent on the availability of funds. Neither WiSys nor UW System is responsible for any breaches in funding based on State budget decisions.

Multi-Institution Applications

For collaborative Applied Research Grant proposals originating from more than one UW System institution, the leading institution should submit the full application along with cover page and budget page for that institution. Other supporting institutions would only submit a cover page, budget page, and CV/resume for the involved researcher. WiSys will collate these forms together from each institution in the final application.

All proposals become the property of the University of Wisconsin System.

Applied Research Grant Full Proposal Format

Full proposals should include a cover page (attached) and a budget page (attached), and be organized into six sections (described below). Full proposals should not exceed a combined length of 8 pages of single-spaced, 12-point type with at least 0.5-inch margins. The 8-page limit does not include letters of support or collaboration, PI resume, bibliography or budget page (budget narratives are included in the 8-page limit).

Refer to the *Guidelines for the Evaluation of Applied Research Grant (ARG) and Applied Research-WiTAG Proposals* document for additional information on criteria the evaluators will use to assess ARG & Applied Research-WiTAG proposals.

1. **Technology Development (3-4 pages)**. State the technology, solution to problem, product and/or benefit that will be created. Describe how your idea or solution is superior to existing products or solutions. Technology descriptions must be brief and concise. Provide measurable, realistic milestones for the project. Performance evaluations of these milestones will be used to determine the success of your project. Arrange Section 1 as follows:
 - Introduction (brief background to technology field including competing technologies)
 - Technology/product/benefit description including how it solves the market problem and how it is superior to existing solutions. This should include the basic concept of how the invention would be commercialized, who are the customers and what is the market size.
 - Include any barriers to overcome and target performance levels to meet to be a success
 - Methodology (be brief)
 - Three to four measurable milestones to determine performance. Milestones are planned events that, when met, help verify the progress toward accomplishing the goals and objectives of the project. They track your progress on a time scale and allow informed decisions to be made about the future of the program.

(Publishing a paper or acquiring an instrument are not milestones, whereas completing the development of a functional prototype is.)
 - Industry and academic partnerships, if applicable. Mention partnerships, the interdisciplinary or inter-campus nature of your project, and any student training opportunities. List agreements with partners; however, do not submit the actual inter-institutional or company agreements with the ARG application. Describe how the project may attract future extramural funding or create a platform technology. For humanities and social sciences proposals, describe the societal benefits of the project and its short- or long-term benefit to the state.
2. **Economic Impact (1-2 pages)**. What are the broader impacts/commercial potential of the proposed technology? How does your technology or product impact the economy of Wisconsin? This could be a direct impact through new jobs or competitive advantage for a Wisconsin industry. This could also be an indirect impact through licensing revenue returned to Wisconsin and the UW campuses. Provide any available market estimates, product prices, production costs, potential new jobs, and competitive advantages Wisconsin industries may benefit from through adaptation of your technology. How will the economic impact be measured?
3. **Intellectual Property (IP) (50-100 words)**. Describe the potential for IP protection and how agreements or understanding between partners will be used to protect UW interests and benefits. Copies of such agreements or documents must be submitted along with the

full proposal. They will not count towards the 8-page full proposal limit. For humanities and social sciences proposals, describe why the project is unique and timely.

4. **Grant History (100 words or less).** Is the proposed project part of a current or past grant application? Are you or your colleagues receiving other grant funds for the project? If the answer to one or both of these questions is “Yes”, please provide titles of grants, funding level and funding period.
5. **Budget Narrative (budget form provided).** Budget narrative (counted in 8-page limit) should provide justification for the requested resources and match the requirements of meeting the milestones. Letters of committed fiscal support from partners should be attached in an appendix (not counted in 8-page limit). Budget form does not count in 8-page limit.
6. **Bibliography (maximum 1 page).** Selected Bibliography and abbreviated resume of PI. (not counted in 8-page limit).

Monitoring the progress of the funded projects is an important aspect of the Applied Research Grant process. During the course of the project, the PI has an obligation to update UWSA regarding project progress through the appropriate technology transfer agent.

The Request for Proposal, Guidelines for Evaluation, Cover Sheet, and Budget Form can all be found on the web at www.wisys.org/grants (select ARG & ARG-WiTAG) or at www.uwsa.edu/acss/applres/.

APPLIED RESEARCH-WiTAG ELIGIBILITY AND CONDITIONS

In addition to ARG & Applied Research-WiTAG submission guidelines below, please follow your institution's grant submission process.

INTRODUCTION

Joint Applied Research-WiSys Technology Advancement Grant (WiTAG)

Faculty and academic staff from **science and technology fields** may wish to apply for funding through the joint Applied Research-WiTAG program. The Applied Research-WiTAG program is for longer-term research (up to 3 years) with the potential to develop high-value intellectual property and/or marketable products. Technical projects laying the foundation for future extramural funding are also encouraged. **Note: Applied Research-WiTAG proposals are initially funded for the first year only.** In order to apply for 2nd and 3rd year funding, the PI must contact WiSys and submit an application including a progress report by January 14, 2013 for 2nd year funding, and by January 13, 2014 for 3rd year funding. Funding for 2nd and 3rd years is conditional on achieving sufficient project progress. **WiSys and UWSA cannot guarantee funding for 2nd and 3rd years.**

UW-Madison and UW-Milwaukee researchers are not eligible for Applied Research-WiTAG awards. Intellectual property created using Applied Research-WiTAG funding must be assigned to WiSys.

Faculty and academic staff employed at least half-time in UW System institutions except UW-Madison and UW-Milwaukee are eligible to apply for an Applied Research-WiTAG grant. Funding is limited to \$50,000 per year with a maximum of \$150,000 of funding over a three-year period. Typically one year is awarded with an invitation to apply for years 2 and 3 based on outcomes from years 1 and 2. The UWSA award letter will indicate the timeline for expenditure of funds. Typically, expenditure of first year funds must be made between July 1, 2012 and June 30, 2013; and expenditure of 2nd and 3rd year funds (if awarded) must be made no later than June 30, 2015). Additional funds from the private sector or other parties should also be listed in a separate column on the budget page, and their source and application explained in the project narrative.

Applied Research-WiTAG full proposals must meet one or more of the criteria below:

- May generate **high-value intellectual property** (have significant revenue generation potential through licensing);
- May produce a **marketable product or technology** in the near term (3 to 7 years); and/or
- Lays a solid foundation for future extramural funding.

IIA: Applied Research-WiTAG Pre-Proposals (Optional)

As with the Applied Research Grant program, you have the option to submit a one- to two-page pre-proposal to WiSys (for UW System institutions other than UW-Madison and UW-Milwaukee), UWMRF (for UW-Milwaukee), or WARF (for UW-Madison) by November 7, 2011. The pre-proposal process is designed to help WiSys, UWMRF or WARF assist you in submitting a stronger full proposal application. Pre-proposal submission is not mandatory.

Pre-Proposal guidelines for the Applied Research-WiTAG program are the same as those for the Applied Research Grant program (See Section 1A on page 3). Clearly indicate at the top of your pre-proposal: “**Applied Research-WiTAG**”

IIB: Guidelines for Applied Research-WiTAG Full Proposals

Full proposals must be endorsed by the Provost or designated officer of the System institution applying for the grant.

Submitting your Full Proposal

Full Proposals must be submitted to WiSys Technology Foundation and **received by 5:00 pm on February 29, 2012 (extended from 1/13/12)**. There are two ways to submit your full proposal:

Send one hard copy by mail to:

Ally Hauser
WiSys Technology Foundation
401 Charmany Drive, Suite 205
Madison, WI 53719

Submit your application online at www.wisys.org/grants (select ARG & ARG-WiTAG).

Both Applied Research Grant and Applied Research-WiTAG proposals are screened by the review panel described in **Section IB** (Page 4). However, Applied Research-WiTAG proposals undergo additional screening by WiSys prior to full review by the panel. WiSys will make a recommendation as to whether the proposal meets WiTAG criteria. If the review panel accepts an Applied Research-WiTAG application rejected by WiSys, the application will be funded only for **ONE year** through Applied Research Grant funds.

Multi-Institution Applications

For collaborative Applied Research-WiTAG proposals originating from more than one institution, the leading institution should submit the full application along with cover page and budget page for that institution. Other supporting institutions would only submit a cover page, budget page, and CV/resume for the involved researcher. WiSys will collate these forms together from each institution in the final application.

All proposals become the property of the University of Wisconsin System.

Applied Research-WiTAG Full Proposal Format

Proposals should include a cover page (attached), a budget page for all three years (attached), and be organized into eight sections (listed below) which should not exceed a combined length of 12 pages of single-spaced, 12-point type with at least 0.5 inch margins. The 12-page limit

does not include letters of collaboration or support, bibliography, resumes or budget pages (budget narratives are included in the 12-page limit).

Refer to the *Guidelines for the Evaluation of Applied Research Grant (ARG) and Applied Research-WiTAG Proposals* document for additional information on criteria the evaluators will use to assess ARG & Applied Research-WiTAG proposals.

1. **Technology (1-2 pages).** State the technology, solution to problem, product and/or benefit that will be created. Describe how your idea or solution is superior to existing products or solutions. Technology descriptions must be brief and concise. Arrange Section 1 as follows:
 - Introduction (brief background to technology field including competitive technologies)
 - Technology/product/benefit description including how it solves the market problem and how it is superior to existing solutions. This should include the basic concept of how the invention would be commercialized, who are the customers and what is the market size.
 - Include any barriers to overcome and target performance levels to meet to be a success.
2. **Economic Impact (1-2 pages).** What are the broader impacts/commercial potential of the proposed technology? How does your technology or product impact the economy of Wisconsin? How will it be measured? This could be a direct impact through new jobs or competitive advantage for a Wisconsin industry. This could also be an indirect impact through licensing revenue returned to Wisconsin and the UW institutions. Provide any available market estimates, product prices, production costs, potential new jobs, and competitive advantages Wisconsin industries may benefit from through adaptation of your technology. Economic impact is a crucial selection criterion for Applied Research-WiTAG applications.
3. **Research Plan (maximum 5 pages).** Describe the research plan for the 1st, 2nd and 3rd years. For each year, provide a concise description of experiments and measurable milestones and how these milestones would contribute to advancing the commercialization. Technology descriptions must be brief and concise. List human resources needed (e.g., faculty reassignment time, hiring of post-docs and research assistants). Provide measurable, realistic milestones for the project. Milestones are planned events that, when met, help verify the progress toward accomplishing goals and objectives of the project. They track your progress on a time scale and allow informed decisions to be made about the future of the program. Performance evaluations of these milestones will be used to determine the success of your project on a yearly basis, and will determine continued funding for subsequent years. **WiSys retains the right not to continue funding if milestones are not met.**
4. **Industry or Academic Partnerships (~200 words).** Describe the interdisciplinary or inter-campus nature of the program, and any student training opportunities. List agreements with industry or university partners; however, do not submit the actual inter-institutional or company agreements with the ARG application. Describe how the project may attract future extramural funding or create a platform technology.

5. **Intellectual Property (IP) (100 words).** Describe the potential for IP protection and how agreements or understanding between partners will be used to protect UW interests and benefits. Copies of such agreements or documents must be submitted along with the full proposal (such documents do not count towards the 12 page limit). UW inventors must assign their IP to WiSys to receive Applied Research-WiTAG funding.
6. **Grant History (100 words).** Note whether the proposed study is part of a current or past grant application. Are you or your colleagues receiving funds from another grant for all or a portion of the study? If the answer to one or both of these questions is “Yes”, please list grant titles, funding agency, amount and period of funding.
7. **Budget Narrative (budget form provided).** The budget narrative should provide justification for the requested resources and match the requirements of meeting the milestones. Applicants are required to provide the first year budget form only. (Budget form is not counted in 12-page limit). Year 2 and 3 budgets are optional and can be provided using the budget form (not counted in the 12-page limit) and/or can be described in the narrative (counted in 12 page limit). Full 2nd and 3rd year budget sheets must be submitted along with progress reports in subsequent fund requests. Letters of committed fiscal support from partners should be attached in an appendix (not counted in 12-page limit).
8. **Selected Bibliography and Resume of PI (maximum 1 page).** Include an abbreviated resume of the PI (not counted in 12-page limit).

Monitoring the progress of the funded projects is an important aspect of the Applied Research-WiTAG process. During the course of the project, the PI has an obligation to update UWSA regarding project progress and milestone achievements through WiSys.

The Request for Proposal, Guidelines for Evaluation, Cover Sheet, and Budget Form can all be found on the web at <http://www.wisys.org/grants> (select ARG & ARG-WiTAG) or at <http://www.uwsa.edu/acss/applres/>.

APPLIED RESEARCH GRANT AND APPLIED RESEARCH-WITAG GRANT ADMINISTRATION

UWSA will transfer funding for the approved projects from system-wide accounts to institutions at the request of the institutional business office. Consistent with the policy for other GPR appropriations, funds budgeted for salaries cannot be used for other budget categories without prior approval of UW System. Funds may not be spent for tuition remissions. Unspent or unencumbered funds may not be carried over beyond the end of the grant. WiSys will negotiate with individual institution administration to leverage funds to supplement the Applied Research-WiTAG portion of the grant money.

CONTACT INFORMATION:

If you have questions regarding the Applied Research Grant and Applied Research-WiTAG programs, please visit the WiSys website at <http://www.wisys.org/grants> (select ARG & ARG-WiTAG), visit the UW System website at <http://www.uwsa.edu/acss/appres/>, or contact Lisa Beckstrand at lbeckstrand@uwsa.edu, 608-263-9939 or Ally Hauser at ahauser@wisys.org, 608-316-4035.

APPENDIX A

Examples of Social Science and Humanities Applied Research Projects

Social Science

This project, which received Applied Research Grant funding in 2005-06, teamed faculty and academic staff with campus-based organizations to address particular needs of low-income employees in communities in Southern and Central Wisconsin. The UW-Madison Center on Business and Poverty (COBAP) provided best practices and research methodologies. Students worked with medium and large businesses to help low-income employees filing forms for the Earned Income Tax Credit. They also worked with partner companies to help employees establish bank accounts for direct paycheck deposit. COBAP helped monitor the results of the applied best practices, keeping track of the number of tax forms filed, the accumulated tax refunds, the number of bank accounts established and the progress toward establishing direct deposit of checks. These results were compared to those achieved by control groups.

The project proposal cited an economic impact estimate based on a \$7.00-per-hour employee working the average 1800 hours per year. The employee is married to a spouse who is not in the paid work force, and has two children. If just an extra 50 such employees received the Earned Income Tax Credit and other savings, the project would have brought back to Wisconsin over \$200,000 for the investment of \$50,000.

Humanities – Visual Arts Example

Faculty or academic staff could use grant funding to hire students and work with community members (youth and adults) to create public art (a mural, sculpture, series of paintings, etc.) in a low-income urban neighborhood or rural area. The art work could celebrate the community's local history or cultural heritage. The Principal Investigator(s) could hold workshops in design, fabrication, and execution of the artwork.

Such a project would have a positive economic impact for a number of reasons. First, it could improve neighborhood life through job skills training and community organizing. It would visually enhance the neighborhood, thereby attracting tourists, new residents, and businesses.

UW SYSTEM APPLIED RESEARCH GRANT PROGRAM *(check one)*
JOINT APPLIED RESEARCH-WiTAG GRANT PROGRAM *(check one)*
COVER PAGE
FY 2012-13

INSTITUTION/CAMPUS:	AMOUNT REQUESTED: \$
P.I. NAME:	P.I. TITLE:
P.I. DEPARTMENT ADDRESS: P.I. DEPARTMENT PHONE: FAX: P.I. E-MAIL:	
OTHER INVESTIGATORS: (Names, Titles, Affiliations)	
PROJECT TITLE:	
PROJECT SUMMARY: (Describe major research objectives and procedures)	
ECONOMIC IMPACTS IN WISCONSIN:	
LIST ANY PAST APPLIED RESEARCH GRANTS RECEIVED OVER THE LAST 3 YEARS: LIST IP DISCLOSURES BASED ON THE LAST ARG FUNDING RECEIVED: LIST PUBLICATIONS, ABSTRACTS, OR POSTERS YOU HAVE PRESENTED BASED ON ARG-FUNDED WORK: PLEASE INCLUDE A COPY OF THE FINAL REPORT PROVIDED TO WISYS OR UW SYSTEM FOR YOUR LAST ARG PROJECT.	

Signature indicates endorsement by the Provost's Office.

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Signature of Provost or designee

Date

Each institution's Vice Chancellor/Provost or designee should sign a multi-institutional proposal.

**University of Wisconsin System
Applied Research Grant Program
Applied Research-WiTAG Program
2012-13 BUDGET FORM**

PROJECT TITLE:					
INSTITUTION:		Salary Requested	Fringe Requested	Funds Requested	Other Funding
SENIOR PERSONNEL (enter appropriate fringe rate - see below)	Fringe Rate				
1. Principal Investigator:			\$0	\$0	
2.			\$0	\$0	
3.			\$0	\$0	
4.			\$0	\$0	
OTHER PERSONNEL (Note: Funding is not provided for tuition remissions.)	Fringe Rate*				
1. Unclassified, permanent staff (Faculty/Academic Staff)	28.0%		\$0	\$0	
2. Classified, permanent or project staff	46.5%		\$0	\$0	
3. Ad Hoc Program Specialist, Undergrad Assistant, Student Hourly	8.0%		\$0	\$0	
4. Other: Research Associates, Grad Interns, Pre- and Post-Doc Fellows and Trainees, Project Assistants, Teaching Assistants, Research Assistants, Limited Term Employees (LTE)	37.0%		\$0	\$0	
5. Non UW Employee (do not calculate fringe on non-UW employees)	0.0%		\$0	\$0	
Salary Subtotal		\$0	\$0	\$0	\$0
CAPITAL EQUIPMENT (items over \$1,000, list each separately) (for more information, see http://www.uwsa.edu/fadmin/fppp/fppp33.htm)					
1.					
2.					
3.					
Subtotal				\$0	
TRAVEL (for more information, see http://www.uwsa.edu/fadmin/travel.htm)					
1. Mileage					
2. Meals					
3. Lodging					
4. Other (explain)					
Subtotal				\$0	
SUPPLIES & EXPENSES (List items)					
1.					
2.					
3.					
4.					
5.					
Subtotal				\$0	
TOTAL GRANT REQUEST				\$0	\$0

*For ARG and AR-WiTAG funding the GPR (actuals) fringe rate applies. The fringe benefit rates shown are suggested estimates for budget purposes based on FY10 actuals, to be used unless your institutional budget office specifically directs otherwise. These numbers may be adjusted if warranted when the FY11 actuals become available.

Guidelines for the Evaluation of Applied Research Grant (ARG) and Applied Research-WiTAG Proposals

Science and Technology Grants

2012-13 Funding Cycle

The purpose of the Applied Research Grant and Applied Research-WiTAG programs is to provide funding *“for projects directly enhancing the economic development of the state” and “to encourage faculty to apply their expertise to problems outside academia ... that improve connections between knowledge and practice that could potentially promote positive changes in the economy in Wisconsin.”*

Primary Evaluation Criteria Checklist

Science and Technology proposals for ARG and ARG-WiTAG funding will be read and evaluated against the following criteria. The overall rating will reflect the evaluator’s assessment of how well the project addresses each of these areas.

1. The project fits the core purpose of the grant program: to apply research and scholarship to the economic development of the state. The economic benefit must be tangible and measurable.
2. The project has potential for significant economic impact within Wisconsin in one or more of these areas:
 - Fostering business expansion and/or improving profitability.
 - Helping to create jobs and/or enhance the work force.
 - Reducing costs and/or increasing efficiency and productivity and/or improving sustainability.
 - Improving the quality of products, services or the working environment.
 - Creating positive change in Wisconsin's cultural/natural environment.
 - Promoting the competitiveness of business.
3. The proposed project demonstrates creativity and/or innovation and, in the case of science and technology applications, appropriately addresses issues of intellectual property (IP), technology transfer, and commercialization with the assistance of WiSys.
 - The project idea is new and compelling
 - Proper procedures in place for protection of IP
 - Industrial or other partnership agreements protect UW interests and have long term benefit
4. The Principal Investigator (PI) employs a solid, appropriate research design with proper, measurable milestones. The project offers opportunity for student training.

5. There is a high likelihood of successful project completion.
 - The project is technically feasible and has realistic objectives.
 - The project is likely to yield meaningful outcomes within the grant period.
 - The project has the active support of private sector or other partners.
 - The project is sustainable or has the potential for extramural funding for further development.

6. The budget is cost-effective and appropriate to the scope of the project.
(The budget limit for Applied Research Grant one-year awards is \$50,000 or, for collaborative proposals, up to \$50,000 per participating institution. The budget limit for Applied Research-WiTAG funding is \$150,000 over a three-year period.)

7. The project includes well-developed milestones and metrics for evaluating its impact at the end of the grant period.

Guidelines for the Evaluation of Applied Research Grant (ARG) Proposals

Social Science and Humanities Grants

2012-13 Funding Cycle

The purpose of the Applied Research Grant Program is to provide funding *“for projects directly enhancing the economic development of the state” and “to encourage faculty to apply their expertise to problems outside academia ...that improve connections between knowledge and practice that could potentially promote positive changes in the economy in Wisconsin.”*

Primary Evaluation Criteria Checklist

Social science and humanities grant proposals for Applied Research Grant funding will be read and evaluated against the following criteria. The overall rating will reflect the evaluator’s assessment of how well the project addresses each of these areas.

1. The project fits the core purpose of the grant program: to apply research and scholarship to the economic development of the state. The economic benefit must be tangible and measurable.
2. The project has potential for significant economic impact within Wisconsin in one or more of these areas:
 - Creating positive change in Wisconsin's cultural/natural environment
 - Helping to create jobs and/or enhance the work force.
 - Reducing costs and/or increasing efficiency and productivity and/or improving sustainability.
 - Improving the quality of products, services or the working environment.
 - Promoting the competitiveness of business.
 - Fostering business expansion and/or improving profitability
3. The Principal Investigator (PI) employs a solid, appropriate research design with proper, measurable milestones. The project offers opportunity for student training.
4. There is a high likelihood of successful project completion.
 - The project is feasible and has realistic objectives.
 - The project is likely to yield meaningful outcomes within the grant period.
 - The project has the active support of private sector or other partners.
 - The project is sustainable or has the potential for extramural funding for further development.
5. The budget is cost-effective and appropriate to the scope of the project.
(The budget limit for Applied Research Grant one-year awards is \$50,000 or, for collaborative proposals, up to \$50,000 per participating institution.)
6. The project includes well-developed milestones and metrics for evaluating its impact at the end of the grant period.