

The Process and Value of Effective Grant Writing in Higher Education: A Workshop for Students

Michael J. Diacin, Tennessee

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**75-minute symposium
(Richland B)**

Grant writing is a way for faculty members at institutions of higher education to obtain the funding needed to conduct various research endeavors. Due to shrinking budgets which limit institutions' abilities to provide financial assistance for faculty research, obtaining funding from external sources is often required of faculty. Therefore, knowledge of sources which can provide financial assistance for conducting research is beneficial. Obtaining external funding, however, can be a difficult process. Many experienced authors and reviewers of grant applications estimate that roughly 30% of all grant proposals are accepted (Protheroe & Turner, 2004). In order to write a successful grant proposal, the author must effectively convey the significance of their project to the granting agency as well as effectively provide a clear indication of the significance, methods, evaluation techniques, and budget associated with the proposal (Burke & Prater, 2000).

The process of effectively writing grants and securing external funding in higher education is a skill that is desired at many institutions (Bauer, 2007). Position vacancy announcements often include a statement indicating that experience in or potential/interest in grant writing and obtaining external funding is desired and/or preferred among the candidates applying for the position. Evidence of or interest in acquiring external funds among students attempting to enter the profession can provide them with a competitive advantage over other applicants. Effective grant writing and attainment of external funding is also viewed favorably when the employee is considered for tenure. As a result, knowledge of the relationship between effective grant writing and employment in higher education will be of benefit to students entering academia. The purpose of this panel presentation is two-fold: to provide Master's and Doctoral students with information related obtaining external funding in order to support research endeavors and to describe how success in securing external funding improves one's marketability as a candidate for employment as well as potential for gaining tenure.

This panel consists of faculty members who have successfully acquired external funding to support their research endeavors. The panel will discuss a variety of topics including: common sources of funding for sport management related research (e.g., government agencies, private foundations, corporate/business sector, etc.), types of projects that receive funding (e.g., marketing, socio-cultural, organizational theory, etc.), information to include in a successful grant proposal and common pitfalls in unsuccessful grant proposals. The panel will also discuss why institutions of higher education desire faculty who can/do write successful grant proposals and how writing a successful grant and securing external funding affects the process of securing tenure. Although the focus of this panel discussion is to orient students with significant aspects of the grant writing process, all NASSM attendees are welcome to attend to participate in the discussion.