WELCOME TO THE PROJECT GREEEN WORKSHOP FOR ACADEMIC RESEARCHERS

NOVEMBER 2, 2021
Project GREEEN Workshop Presenters

Doug Buhler, Director, AgBioResearch
   Assistant VP, Research and Innovation, MSU
Jim Kells, Project GREEEN Coordinator
Ron Bates, Director, AABI, MSU Extension
Ray Hammerschmidt, Project GREEEN Advisor
Jackie DeSander, Project GREEEN Manager
Project GREEEN Workshop Agenda

Welcome and Introductions
History of Project GREEEN – Doug Buhler
Impacts of Project GREEEN – Jim Kells
Industry Priorities – Jim Kells
Review 2022 RFP – Jim Kells
Competitive Grants Programs:
  • Applied Research – Jim Kells
  • Extension – Ron Bates
  • Basic Research – Ray Hammerschmidt
Supporting Letters – Ray Hammerschmidt
Industry Matching Funds – Ray Hammerschmidt
Proposal Review Process – Ray Hammerschmidt
Funding Timeline – Jackie DeSander
Proposal Submission Process – Jackie DeSander
Q and A - Presenters
Questions for Presenters

During Presentations – Use Chat (bottom of screen)
During Q and A – Chat, Raise Hand, or Unmute
History of Project GREEEN

Presenter: Dr. Douglas Buhler
BACKGROUND & HISTORY

- GREEN = GENERATING RESEARCH AND EXTENSION TO MEET ECONOMIC AND ENVIRONMENTAL NEEDS
- FOUNDED IN 1998
- GRASSROOTS EFFORT LED BY THE PLANT COALITION
  - Plant coalition continues as core supporter
- LINE ITEM IN STATE OF MICHIGAN BUDGET
PROGRAM PRINCIPLES

- STRONG, BROAD-BASED PARTNERSHIP
  - MSU (AgBioResearch and MSUE)
  - MDARD
  - Industry groups

- RESPONSIVENESS, FLEXIBILITY AND ACCOUNTABILITY

- BUILT AROUND INDUSTRY PRIORITIES AND SUPPORT

- REGULAR INDUSTRY PARTICIPATION/INTERACTION

- INCLUSIVE
FLEXIBILITY IS KEY

- Personnel – capped at about 30 percent
  - Faculty
  - Extension educators
  - Industry partnership positions
  - Key staff in core programs
- Remaining funds in grants, program support, available for discretionary/rapid response investments
- MSU absorbs most administrative costs to maximize impact
Impacts of Project GREEEN

Presenter: Dr. Jim Kells
Project GREEEN Financial Summary

Finance and Operations

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Personnel</td>
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<tr>
<td>New Grants</td>
<td>17</td>
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<tr>
<td>Program Support</td>
<td>18</td>
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<tr>
<td>Continued Grants</td>
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<tr>
<td>Value-Added</td>
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Competitive Grants New Funding Breakout

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<td>Basic/Seed</td>
<td>22</td>
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<tr>
<td>Extension</td>
<td>13</td>
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1064 Awards Granted

47% Success Rate
Project GREEEN 1998-2018
Economic Impact Study

$2.5B total economic impact

Average annual net gains of $126.5M

$31.50 to $1 long-term return to Michigan
MSU-led team receives nearly **$2 million EPA grant** to explore biosolid treatments, effects of chemical pollutants such as PFAS

PI – Hui Li

September 14, 2021
Industry Priorities
2022 Industry Priorities

Revised Industry Priority Process
  - Maximum Five Priorities with Three Specific Priorities Each

https://www.canr.msu.edu/research/plant-agriculture/Michigan_plant_agriculture_industry_priorities/
Plant Agriculture Industry Priorities

Grower-led organizations continue to help direct MSU AgBioResearch and Project GREEEN activities when they submit their research and Extension priorities, which identify critical and emerging issues affecting their industries. Use the navigation to the left to explore the priorities of some of Michigan’s most important plant-agricultural commodities.

In addition to the industry-specific priorities listed below, Project GREEEN supports research and extension programs addressing global issues facing plant agriculture, such as climate change, water quality/quantity, food safety, and invasive species, among others.

- Apple
- Asparagus
- Blueberry
- Canola
- Carrot
- Celery
- Cherry
- Chestnut
- Christmas Trees
- Cole Crops
- Corn
- Cranberry
- Cucurbits
- Dry Beans
- Field Crop
- Floriculture
- Forage
- Hay and Grazing
- Hops
Dry Beans
Research Priorities for the Michigan Dry Bean Industry

Michigan Bean Commission
Joe Cramer
516 South Main, Suite D
Frankenmuth, MI 48734
989-262-8550
jcramer@michiganbean.com

- Genetic improvement through variety development of dry bean lines well suited to Michigan's production region and market classes for the following traits
  1. Yield and processing quality
  2. Disease resistance (white mold, anthracnose and root rot)
  3. Sustainability (nutrient (N,P) use efficiency) and Abiotic stress (heat stress, drought, flooding tolerance)
- Management of disease, soil fertility and nutrient management, weed control, and plant desiccation in direct harvest systems.
  1. White mold management including but not limited to: applications timings, active ingredients, prediction models
  2. Weed control including but not limited to: new active ingredients, overlapping residual herbicide programs, cultural management and research on organic practices
  3. Soil fertility and nutrient management including but not limited to: nitrogen fertilizer use rates, starter fertilizer programs, foliar fertilizer tank-mixes and timings
- Development of tools and genetics that lead to the increased usage of dry beans and dry bean as an ingredient in food productions
  1. Dry bean flour
  2. Nutriceuticals and phytochemicals
  3. New market opportunities

Updated October 2021
2022 RFP

Proposals Due January 10, 2022
Annual Requests For Proposals

- Issued in October, proposals due early-January
- Must be led by MSU or MDARD employee
- Review panels
  - MSU
  - MDARD
  - Commodity groups
  - Industry groups
- Panel/scoring system (linked to industry priorities)
- Panel recommendations to DAT for final decisions
Project GREEEN Directors Action Team (DAT)

- Doug Buhler, Director, AgBioResearch
- Quentin Tyler, Director, MSU Extension
- Gary McDowell, Director, MDARD
Project GREEEN RFP
https://competingforgreeen.agbioresearch.msu.edu/Files/GR/2022_GREEEN_RFP_jjk.pdf

Read the RFP Carefully

- Page Limits
- Letters of Support
- Submission Timeline (submit on time)
- Define Roles of Each Investigator
- Clear Budget with Justification
Project GREEEN Request for Proposals 2022

INTRODUCTION

Project GREEEN (Generating Research and Extension to meet Economic and Environmental Needs) is a cooperative effort by plant-based commodities and businesses with AgBioResearch, Michigan State University Extension (MSUE) and Michigan Department of Agriculture and Rural Development (MDARD). The Michigan Legislature created Project GREEEN to advance Michigan's economy through its plant-based agriculture. Its mission is to:

- Develop research and educational programs in response to industry needs;
- Ensure and improve food safety; and
- Protect and preserve the quality of the environment.

Funding for competitive grants to meet this mission is available during the upcoming fiscal year. New proposals for FY21 will be considered for funding.

ELIGIBILITY

Principal Investigators (P.I.) must be employed by Michigan State University or the Michigan Department of Agriculture and Rural Development. There are no restrictions on employment status of other team members.

TIMELINE FOR FY22 PROJECTS

- October 11, 2021       Call for proposals
- January 10, 2022       Proposals due
- April 4-8, 2022        Notification of awards
- May 2-6, 2022          Project funds available*
- June 30, 2023          Termination date for FY22 funding

*Please note that technically the funding cycle runs from July 1st to June 30th. Project GREEEN awards are allocated in May to assist with the planting season. Our target is early May; however, allocations may occur at a later time.

INDUSTRY PRIORITIES

Project GREEEN has been meeting plant agriculture industry challenges since 1998. Current research and extension priorities have been submitted to Project GREEEN by commodity groups and other partners. They are available by visiting agbioresearch.msu.edu.

All proposals must clearly state how the proposed activities will enhance Michigan's plant-based agriculture. Projects must deliver clearly defined results within a realistic time frame. All proposals will be evaluated by peer review panels composed of researchers, educators, and industry/government professionals.

Project GREEEN proposals are due Monday, January 10, 2022.

View research priorities and submit grant proposals thru competingforgreen.agbioresearch.msu.edu
Project GREEEN

PROGRAM AREAS

All proposals should focus on priorities identified by plant industry groups and other commodity partners.

Applied Research proposals must:
- Enhance industry profitability
- Provide long-term benefits to Michigan’s plant agriculture
- Contain a plan to disseminate information to the plant industries
- Be environmentally and socially responsible
- Address issues through single or multi-disciplinary approaches

Basic Research proposals must:
- Position investigators to be competitive for national/international grants
  - Include a specific plan (including timeline and target funding agency) for the submission of a grant proposal
  - The major outcome of the project is the successful submission of a proposal to the target program
- Generate knowledge that can be used to:
  - Address contemporary problems and/or
  - Enable future development of improved techniques
- Link to plant commodity priorities
- Include a vision and plans for the improvement of Michigan crops or other industry segments
- For resubmissions, describe how reviewer comments were addressed in the revised proposal.

Extension/Demonstration proposals must:
- Have regional or statewide orientation
- Utilize a team of campus and field-based personnel
- Be supported by and use results from Project GREEEN or other relevant MSU research projects

FUNDING SCOPE

To maintain the flexibility of Project GREEEN funding, there are established guidelines for funding amount and multi-year proposals. All multi-year requests must clearly justify the proposed time span and provide a progressive linkage among the activities in subsequent years. Multi-year funding is not guaranteed but is contingent on satisfactory progress and available Project GREEEN funding. If year one activities are considered preliminary, submit as a single-year proposal.

Project GREEEN proposals are due Monday, January 10, 2022.

View research priorities and submit grant proposals thru

competingforgreen.aggibioresearch.msu.edu
MULTI-YEAR FUNDING GUIDELINES AND LIMITS

Project GREEEN has established limits on the number of submissions by lead Principal Investigators. The limits are:

- Applied Science – Limit 2 submissions
- Basic Science – Limit 1 submission
- Extension/Outreach – limit 3 submission

New fiscal year 2022 projects-time limits:

- Applied Research – two year maximum
- Basic Research – two year maximum
- Extension/Demonstration – two year maximum

New fiscal year 2022 projects-funding limits.
There is no formal cap on the amount of funding requested. However, strong justification is required for requests in excess of:

- Applied Research - $40,000 per year
- Basic Research - $40,000 per year
- Extension/Demonstration - $25,000 per year

PROPOSAL REVIEW

All proposals are subjected to scientific review and ranking by panels composed of current and emeritus MSU faculty, academic staff, MSUE educators, MDARD employees and industry professionals. Each panel is selected by Project GREEEN leadership to meet the needs of the individual funding panels. The identity of panel members is confidential.

The chair of each review panel reports the recommendations of the panel to the Directors’ Action Team (DAT). The DAT reviews these rankings and makes final decisions on funded proposals and appropriate allocations. The following criteria are used by all panel members.

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* Use this as a guideline for determining the strengths and weaknesses of your proposal. Panel reviewers utilize this evaluation criteria when reviewing proposals.

* For Basic proposals, the potential to leverage external and other funding sources is an important criterion that will be evaluated.
Applied Research Program
Applied Research proposals must:

- Enhance industry profitability
- Provide long-term benefits to Michigan’s plant agriculture
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# Proposal Rating Form

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**Total Points: 0**

**Recommendation:**
- [ ] Highly Recommended
- [ ] Consider if funds available
- [ ] Do not fund

**Comments:**

- [ ]
Project GREEEN

- Extension proposals **MUST** have a collaborative team of campus & field personnel executing the project.
  - The collaborative team should work on the proposal together and be aware of the deliverables and everyone’s responsibilities **BEFORE** proposal submission.

- Extension Panel Consists of:
  - Five industry and Michigan Department of Agriculture & Rural Development members.
  - Four MSU/MSUE members.
## Project GREEEN

### Evaluation Criteria

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Project GREEEN

Mechanism to Deliver: 30 points:

- Typically, poorly done!
- Have a defined outreach plan on how information will be communicated and discuss evaluation for appropriate activities.
- Be specific!
- Reference specific educational events where information will be shared.
- Indicate industry partner events where information will be presented as appropriate. This can be included in a letter of support!
Project GREEEN

Mechanism to Deliver: 30 points:

- Don’t assume insider knowledge of communication systems
  
  - MSUE News – discuss its reach – work with Work Teams and communicators on this information
  - CANR/MSUE Website – discuss it’s reach and reference views of similar materials
  - If shared at national meetings, discuss the # of attendees
Project GREEEN

Scientific Soundness: 25 points:

▶ Don’t try to camouflage an applied research activity as an Extension project

▶ Provide sufficient detail on the activity or activities, so the reader can understand what will be done and WHY it is important, including the benefit to the end user.

▶ If the project develops a new activity that will be repeated overtime, include how it will be sustained without GREEEN funding

▶ Budget Justification – be specific as feasible on how funds will be spent.
Project GREEEN

Scientific Soundness: 25 points:

- Activities can include:
  - Development of materials (e.g. publications, videos, podcasts, on-line courses, etc)
  - Updates of web materials
  - Educational series and materials
  - Monitoring and reporting back to growers/industry
  - Demonstrations
  - Etc

- Include discussion on how impact will be determined.
Project GREEEN

Alignment with Industry Priorities: 20 points

- Provide convincing narrative on how the project aligns with industry priorities.
  - Support letters should also include how the project aligns with industry priorities.

- If the project address an industry priority not listed within the Project GREEEN priorities, have an industry support letter from an industry representative that states the importance of the proposed project.
Project GREEEN

Alignment with Industry Priorities: 20 points

- **Letters of support**
  - Be strategic on the number of letters provided and what the letter states.
  - Multiple letters of support are not helpful if it is the same letter on different letter head.

- Should contain how an organization will provide support;
  - Stating that this is a priority for the industry and why
  - Indicate how their organization will work with the project;
    - Access to members, or mailing lists, other resources, etc
    - Having the project team present results at their events
    - Allow for publication of results in their periodicals
    - Matching funds
Project GREEEN

Extent of partnering and Impact: 15 points

- Describe what partnerships are involved and why they are important to the success of the project.
  - Why is this partnership(s) critical for the success of the project?
  - Can the partner(s) provide a letter of support?

- Infer what the impact can be upon successful completion on the project.
  - Discuss how the projected impact was arrived at.
Project GREEEN

Team Composition & Investigator Qualifications: 5 points

- Briefly state the role of each person and what they will do to ensure success of the project
  - Include the different roles for the field and campus members and why each are necessary for the success of the project. Be specific!

- If outside expertise is needed, include that information.
  - For example;
    - Project includes survey work, include consultation with a survey specialist.
    - Project includes working with Unmanned Aerial Systems, include personnel with the necessary expertise.
Project GREEEN

Leverage of External or Other Funding: 5 points

- If there are external funds pledged, make it clear on how those funds will be used.
- If existing funds will be leveraged, outside of Project GREEEN, describe what those funds are and how they will be used within the project.
- Describe how matching resources will be used for the success of the project.
Project GREEEN

Budget Tips

- Salaries for Academic staff are not allowed (TS Faculty, FT Faculty, Academic Specialists, Extension Specialists, Extension Educators)
- Salary support for non-academic staff must be appropriately justified. Specifically state what the personnel will do, and the time needed to do it.
- Work for Hire must be discussed in enough detail to understand what the outside company/personnel will do and why this is critical to the success of the project
  - A letter of support from the company would be helpful.
Budget Tips

- Adequately describe what materials & supplies you will need and their cost.

- Provide the approach on how travel support was determined.

- Adequately describe how *Other Direct Costs* were determined.
Looking forward to reviewing
Your
Project GREEEN Extension Proposal!
MSU is an affirmative-action, equal-opportunity employer. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, sex, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.
Basic Proposals
Fundamental Research with an Applied Vision

Focus on industry/commodity priorities
Up to $40K per year (2 year maximum)

Basic proposed research must:
- Position investigators to be competitive for national/international grants:
  - Include a specific plan for the submission of a grant proposal

Presenter: Dr. Ray Hammerschmidt
Basic Proposals
Fundamental Research with an Applied Vision

- Basic proposed research must:
  - Generate knowledge that can be used to:
    - Address contemporary problems and/or
    - Enable development of improved techniques that support future research on a priority
  - Develop and submit a competitive grant proposal
    - e.g., USDA, NSF
    - Timeline and agency/program for submission must be included
Basic Proposals

- Basic proposals must
  - Link to plant commodity priorities
    - Have a letter of support from industry
  - Include a vision and plans for how the research will support improvement of Michigan crops or other industry segments
- For Basic resubmissions:
  - describe how reviewer comments were addressed in the revised proposal.
## Scoring

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Letters of Support

- Important for all three grant programs
- Contact the appropriate commodity group or organization early in the process
  - Now would be a good time!
- Make sure that your proposal supports one or more of their priorities
- Provide the group with, at minimum, a summary of your project and why it supports their priorities
Letters of Support

- **Do not** write the letters
- If you seek support from more than one group, the letters should be from and specific to that group
  - Do not think that multiple letters that are all the same or very similar will help (it won’t)
- The group needs to send the letter to you, and you will need to upload the letter
Industry Matching Funds

- Most important for Applied research projects.
  - Not as relevant for basic research because of the types of projects industry groups typically support.
  - For basic proposals, the likelihood of the project to leverage competitive funds is most important.
- Funds are to complement GREEEN funds being requested
- Generally requested as part of the commodity group call for proposals
Industry Matching Funds

- Letters of support should note if they have or will consider funding your research through their program.
  - Industry match is another way to show support for your work
- Do not use start-up or other internal funds as match
- In-kind contributions used as match must be clearly documented and show how they are needed for project success
Review Process

- Panels consist of representatives from MSU, MDARD and Industry
- Proposals are assigned to panel members for review
  - Primary reviewer
  - Secondary reviewer
  - Reader
- All panel members have access to all proposals
- Ad hoc reviewers may be solicited
Review Process

- Panel members use the score sheet to provide numerical and written evaluations
  - Written comments used to support numerical ratings
- Panels meet in person (or ZOOM) to discuss and rank proposals
- Discussion led by the primary reviewer
  - Followed by comments from the other reviewer before full panel discussion
Review Process

- Panel discussions results recommendations:
  - **Fund**
  - **Fund with changes** (requires a revised proposal and/or budget in most cases)
    - Reduced objectives
    - Reduced budget
    - Reduced duration
    - In rare cases PIs with overlapping proposals may be asked to submit a revised, combined proposal
Review Process

- **Do not fund** (several reasons can contribute to this)
  - Not aligned with priorities
  - Poorly written
  - PIs do not document necessary expertise
  - No industry letters of support or match
  - Failure to submit a complete proposal
  - Failure to address all points of the RFA
    - e.g., Not having an outreach plan in applied proposals
Review Process

- Panel chairs presents the panel recommendations to DAT
- DAT makes final decision (fund, fund with changes, do not fund)
- Letters with review summaries sent to all PIs
- Panel chairs available to discuss proposals after letters are sent out
Project GREEEN

Project Submission Process

Presenter: Jackie Garcia (DeSander)
Step One

A Proposal Development Document MUST be created using MSU’s EBS system prior to submitting proposal on Project GREEEN competitive site.
Lead principal investigator must be the one logging on using their MSU NetId and password.
Add Proposal for Project GREEEN

Required inputs are indicated with an asterisk (*)

Funding Year: 2022

* Select Applicant

Proposal Settings

* Type of Proposal:
  - New Proposal
  - Continuation of a Funded Proposal
  - Resubmission of an Unfunded Proposal

Create Proposal  Cancel
Update Proposal  Cancel

Proposal created on 09/14/2021 by jlawrence
Proposal last edited on 09/14/2021 by jlawrence
Proposal last modified on 09/14/2021 by jlawrence
Proposal Status: Proposal Incomplete, no proposal file uploaded

Proposal Information Sheet

ID: 1094
Funding Year: 2022
Project ID: MA23-001
Title: Test Proposal

Principle Investigator: 
Business Address: 555 Circle Drive, East Lansing, MI 48824
Institution: Michigan State University
Department: Entomology
Team Members: 

Additional Information
Amount requested: $50,000
Total Project Cost: $50,000
Project Duration (in years): 1

MCU: 91314
Proposal Development Number: 527864
Project to be used as matching funds for a Specialty Crops Research Initiative proposal? Yes
Project will utilize MSU greenhouse space? Yes
Project involves human subjects, genetic material or animals requiring university approval? Yes

Program Area: Applied Research
Commodity Categories: Potatoes
Commodity Group Affiliations: Michigan Potato Industry Commission

Proposal Synopsis
Short summary

Potential Impact on Michigan's Economy
Short summary

Supporting Files
No Proposal Uploaded
Add Letter of Support
Add Proposal File

All supporting files must be in a PDF format. To be complete, a submission must include a PDF proposal file with the proposal details. Letters of support are optional. Merge multiple letters into a single PDF file.
What happens after submission?

Proposal submitted by Principal Investigator

Proposals prepared for panel review and recommendations prepared by each panel chair

Recommendations made by panel chairs to Directors Action Team and final decisions are made

Notifications are created and emailed (including summaries to each department chair)

Simultaneously, award request is made from Project GREEEN to budget office (BO creates accounts)

Cycle complete until following RFP

Approximately 3 months from Project GREEEN deadline to completed cycle.

Questions? Contact Jackie Garcia at jdesande@msu.edu.

Thank you!
Resources:

- Project GREEEN Coordinator & Applied Research Chair: Jim Kells (kells@msu.edu)
- Director, AABI, MSU Extension & Extension Chair: Ron Bates (batesr@msu.edu)
- Project GREEEN Advisor & Basic Research Chair: Ray Hammerschmidt (hammers1@msu.edu)
- *Project GREEEN Manager: Jackie Garcia (jdesande@msu.edu)
- Project GREEEN Competitive Website: competingforgreeen.agbioresearch.msu.edu/

* Please contact with any questions regarding Project GREEEN’s systemic processes.