

A one-day workshop hosted by The Louis Stokes Midwest Center of Excellence

Leveraging Private Support for Broadening Participation in STEM

Friday, June 22, 2018 | Indianapolis, Indiana



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Workshop Objectives

The workshop is designed to engage higher education faculty and administrators in discussions about the best practices in cultivating support from private corporations and foundations to fund activities and initiatives that broaden the participation of underrepresented minorities in STEM.

At the end of the workshop, participants will be able to:

1. Determine the groundwork to be completed at their institution before approaching sponsors
2. Collaborate with appropriate university offices to identify potential sponsors that align with corporate priorities
3. Articulate the projected project outcomes to communicate with potential funders
4. Construct a draft plan of action to seek sponsorship

Special Thank You

This workshop would be not possible without the generosity of time and expertise by our presenters. Thank you to all involved in the development and presentation of the workshop materials.



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Leveraging Private Support for Broadening Participation in STEM

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Workshop Agenda

9a - 9:30a	Check-in and Connect
9:30a	Welcome – Kim Nguyen, Ed.D.
9:35a - 11:30a	Morning Session <i>The Basics of Private Funding: The Landscape, Key Components, and Required Groundwork</i> Robyn Gibboney, Ph.D., GPC
11:30a - 12:00n	Break and Lunch Buffet
12n - 1:30p	Luncheon Panel Discussion <i>Garnering Private Support for STEM Initiatives: Case Studies of Successful Partnerships</i> Panelists: Matt Calhoun, Ph.D. Mathew Palakal, Ph.D. Stacy Zearing
1:30p - 1:45p	Break
1:45p - 2:45p	Afternoon Session <i>Private Funding in an Academic Setting</i> Josh Moore and Tracey Wischmeyer, MBA
2:45p - 3:00p	Break
3:00p - 3:45p	Afternoon Activity <i>Sketch your Plan of Action</i> Small group discussions and teamwork on identifying the groundwork that needs to be done at their organization to prepare for potential private funding outreach.
3:45p - 4:15p	Networking and Information Exchange
4:15p	Closing Remarks
4:30p	Adjournment

Welcome!

June 22, 2018

Dear LSMCE Workshop Participants,

It is with great pleasure that I welcome you to the workshop titled *Leveraging Private Support for Broadening Participation in STEM*. This one-day workshop is funded by the National Science Foundation and hosted by the Louis Stokes Midwest Center of Excellence on the IUPUI campus.

While many of the invited attendees of this workshop are familiar with governmental funding sources such as the National Science Foundation or the National Institutes of Health that support efforts to increase the participation and academic success of underrepresented groups (URM) in science, technology, engineering, and math (STEM), garnering private supports from non-governmental organizations for STEM projects that sustain deeper impacts on diversity in the nation's STEM workforce is a new learning concept. *Leveraging Private Support for Broadening Participation in STEM* is designed specifically to engage the participants in learning the basics of private fundraising and crafting a grant proposal that aligns with funding priorities of non-governmental organizations.

The workshop will be led by Dr. Robyn Gibboney, an active member of the Grant Professionals Association who had managed the fundraising efforts at Indiana University School of Nursing, Rhodes College in Memphis and currently serves as Director of Grants at Cincinnati Museum Center. Robyn will first speak about the overall fundraising landscape in the USA, present strategies that are effective for finding funders and share the key components of a successful grant proposal. Additionally, the participants will learn about current case studies on how two institutions of higher learning are leveraging institutional partnerships with non-governmental organizations to create barrier-free pathways for underserved groups to excel in STEM disciplines.

The workshop will underscore the importance of building relationships with grant professionals and aligning the perceived need for financial support with the funders' awarding priorities. We hope that the knowledge gained from this workshop will help the participants to assess their readiness for seeking external support in their continued efforts to broadening the participation of URM populations in STEM careers.

Sincerely,



Kim Nguyen, Ed.D.
LSMCE CO-Director and Co-PI
STEM Education Innovation and Research Institute
IUPUI



Morning Session 9:40AM - 11:30AM

The Basics of Private Funding: The Landscape, Key Components, and Required Groundwork

Dr. Robyn Gibboney will lead the workshop activities and discussions throughout the day. She will open with an introductory presentation on the basics of private fundraising, including the overall landscape and tips to craft a proposal that aligns with funding priorities. She will discuss how to find a funder and dispel some common myths around obtaining grants.

At the end of this session, participants will know more about these key concepts:

- The overall fundraising landscape
- Strategies for finding a funder
- Basic rules of working with private entities
- Strategies for developing key components of a successful proposal
- Strategies for making proposals reader-friendly

Small Group Activity

In small groups, participants start drafting a needs statement that addresses the mission of the foundation/program/project and how does this meet the need of the community.

Presenter and Workshop Facilitator



Robyn Gibboney, PhD, GPC, Director of Grants, Cincinnati Museum Center

Robyn Gibboney has more than 30 years of experience in nonprofits, first as a faculty member in higher education and later specializing in development at both the Indiana University School of Nursing in Indianapolis and Rhodes College in Memphis, TN. She earned her PhD in higher education administration with a minor in philanthropic studies from Indiana University. For the past 14 years she has focused on the grant profession.

Dr. Gibboney earned her Grant Professional Certification (GPC) and started Gibb's Grants & Consulting in 2011. She currently serves as Director of Grants at Cincinnati Museum Center, where she has worked for the past six years. She has been an active member of the Grant Professionals Association (GPA) for nine years, serving as a peer reviewer and coordinator for the Publications Committee and as president of two different local chapters, Mid-South Chapter from 2010 to 2012 and Greater Cincinnati Chapter during 2016 and 2017.



Luncheon Session

12:00PM - 1:30PM

Garnering Private Support for Stem Initiatives: Case Studies of Successful Partnerships

The afternoon session will showcase panelists who have successfully partnered with private foundations and corporations to fund broadening participation programs and activities in STEM.

Dr. Robyn Gibboney and the panelists will reveal the strategies they used to successfully approach and secure funding. In addition, panelists will share their own experiences, lessons learned, and provide insights on how to align your project with private funding priorities.

Panelists



Matthew Calhoun, Ph.D., Assistant Professor of Civil Engineering, University of Alaska Anchorage

Dr. Matt Calhoun is an Athabaskan Indian from the Upper Kuskokwim River region who grew up in Homer, Alaska. In 2002, he was one of the first ANSEP™ students to graduate and earned a B.S. in civil engineering from the University of Alaska Anchorage. After being employed in the construction industry, he returned to work with ANSEP™ as Pre-College Program Director in 2006 with the purpose of motivating and empowering more Alaska Native high school students to pursue a degree in science or engineering. Since then, Matt has earned his M.S. and Ph.D. degrees and is the only Alaska Native in the world to complete a doctorate in civil engineering. He is now an assistant professor at the University of Alaska Anchorage and plans on mentoring more engineering students through to Ph.D.

About ANSEP

ANSEP's objective is to effect systemic change in the hiring patterns of Alaska Natives in science and engineering by placing our students on a career path to leadership. Started in 1995 as a scholarship program for university students, ANSEP has evolved into a longitudinal education model that provides a continuous string of components beginning with students in sixth grade and continuing on through high school, into science and engineering undergraduate and graduate degree programs through to PhD. ANSEP students at every level are successful at rates far exceeding national and state numbers. We provide inspiration, guidance, and opportunity for students from over 100 Alaskan communities. We have arrived at this model after 20 years of effort, with the awareness that a fragmented approach that focuses on one academic level is not adequate to deal with the scope of the problem and ultimately falls short. ANSEP is more than 100 corporations, philanthropic organizations, state and federal agencies, universities, high schools, and middle schools. ANSEP is nearly 2,500 Alaska Native middle school students, high school students, university students and ANSEP alumni.

www.ansep.net



www.facebook.com/ANSEP



[@ANSEP_AK](https://twitter.com/ANSEP_AK)





Mathew Palakal, Ph.D., Executive Associate Dean for the IU School of Informatics; Professor, Computer Sciences in School of Science; and Director, Informatics Research Institute, Indiana University-Purdue University Indianapolis

Dr. Mathew Palakal is the Executive Associate Dean for the IU School of Informatics at IUPUI, Professor of Computer Science in the School of Science and the Director of Informatics Research Institute where he is leading numerous industry and community related projects. He is currently working on problems related to information management in the field of life sciences. Mathew has developed a system called BioMap that generates methods for analysis of biological data such as identifying biological pathways, providing computerized support for disease targeting and new drug discovery using biomedical literature documents. Mathew has served as PI or Co-PI on over 20 different research grants and received over \$14.68M in external funding from sources such as NIH, NSF, IMLS, Eli Lilly & Co., Indiana 21st Century Grant, and Delco. He has published over 100 manuscripts in peer reviewed venues and given more than 30 invited presentations. He served as proposal reviewer for NSF and NIH and currently serves on the editorial board for a major international Bioinformatics Journal and on the Conference Committee of an International Conference related to Bioinformatics since 2004.



Stacy Zearing, Director of Development, IU School of Informatics and Computing, Indiana University-Purdue University Indianapolis

Mr. Stacy Zearing is director of development for the IU School of Informatics and Computing at IUPUI (SoIC). He earned a B.S. in Public Affairs from IU Bloomington and received a certificate in nonprofit executive leadership from the IU School of Philanthropy/School of Public and Environmental Affairs (SPEA). Stacy has over 18 years of higher education campaign and community fund-raising experience. Following eight years of progressively responsible positions at North Carolina State University, Stacy left Raleigh and his role as Executive Director of Development in its College of Humanities & Social Sciences to move back to his home state as Director of Development & External Affairs at Indiana University-Purdue University Columbus (IUPUC) in 2009. He helped revive an IUPUC development program that had only raised \$148,000 the previous year to over \$2 million during his three years there. Since January 2014, Stacy led SoIC’s campaign planning and fundraising for the school’s Bicentennial Campaign, which exceeded its goal 2.5 years early and recently increased the campaign goal to \$6 million.

About iDEW

The Informatics Diversity-Enhanced Workforce (iDEW) initiative addresses local and national IT/informatics workforce needs by attracting diverse high school students to informatics subjects with interesting, innovative and engaging programs, mentorship support, and development of skills and knowledge, providing a successful and diverse workforce that can power the digital economy. iDEW introduces computing concepts through real-world problems and solving those problems using informatics solutions that are exciting and hands-on. The workforce development initiative is led by the Indiana University School of Informatics and Computing (SoIC) at IUPUI in partnership with high schools, businesses, and community organizations in central Indiana. The program is currently finishing its third year, and to date has served over 400 students across four high schools, focusing on schools with high percentages of minority and economically disadvantaged students with the goal of increasing the number of these students who go on to earn 4-year or 2-year degrees in general and into information technology in particular.

soic.iupui.edu/idew



www.facebook.com/iDEWSOIC



Afternoon Session

1:45PM - 2:45PM

Private Funding in an Academic Setting

The afternoon session will feature two presenters from the Indiana University Foundation and Corporate Relations. Josh Moore and Tracey Wischmeyer will review how private funding works in the academic setting, explain the differences between gifts and non-governmental grants, as well as, the differences in private foundations versus corporations or corporate foundations.

This session will also identify campus resources that can help with prospect research and identification, proposal development, fiscal management, and donor stewardship. Finally, we will apply these lessons in two case studies based on our experiences partnering with Salesforce and the Howard Hughes Medical Institute.

Presenters



Josh Moore, Assistant Director of Foundation Relations, Indiana University

Josh Moore is the Assistant Director of Foundation Relations at Indiana University. Prior to his arrival at IU, Josh served as a Project Consultant at Thomas P. Miller and Associates, where he provided grant writing, program development, organizational assessment, and strategic planning services to nonprofit clients. He began his career in higher education student affairs, working as an educational consultant and a business development director for Phi Gamma Delta Fraternity International Headquarters in Lexington, Kentucky. Then, he moved into institutional advancement as a research consultant at the University of Illinois Foundation. After beginning his graduate studies at the Indiana University Lilly Family School of Philanthropy, Josh worked in fund development and alumni relations at the IUPUI University Library and the Indiana University Kelley School of Business.



Tracey J. Wischmeyer, MBA, Associate Director Corporate Relations, Indiana University

Mrs. Tracey Wischmeyer joined the office of corporate and foundation relations in June of 2014. Tracey has over 14 years of experience in the work force including marketing and communications, brand awareness, and sales. She holds a bachelor's degree of fine arts in visual communication from the Herron School of Fine Arts at IUPUI (2002), as well as, a MBA from University of Indianapolis (2008). With these skills, Tracey has created and developed a variety of creative channels to accomplish the objectives of the organizations that Tracey has been a part of. Tracey began her career at Colonial National Mortgage here in Indianapolis in 2002 in the role of office manager then quickly grew learning how to process loans during the great mortgage boom of 2003. After her time at Colonial, Tracey moved on to Intus Technologies where she was able to use more of her creative talents as a graphic designer. She began in their marketing department and quickly excelled developing brand awareness, marketing campaigns and market analysis. After ehealthclaim.net acquired Intus Technologies in 2007, Tracey began moving from the marketing department into sales. She provided her clients a new cloud base software suite to aid in processing healthcare claims. After obtaining her MBA in 2008, Tracey moved from ehealthclaim.net to Midwest Field Service, TriMedx, where she led the sales and marketing department until 2010. After a brief hiatus from the workforce to focus on family, Tracey rejoined the workforce in 2012 as Director of Community Outreach at the Hearth at Stones Crossing.



INDIANA UNIVERSITY

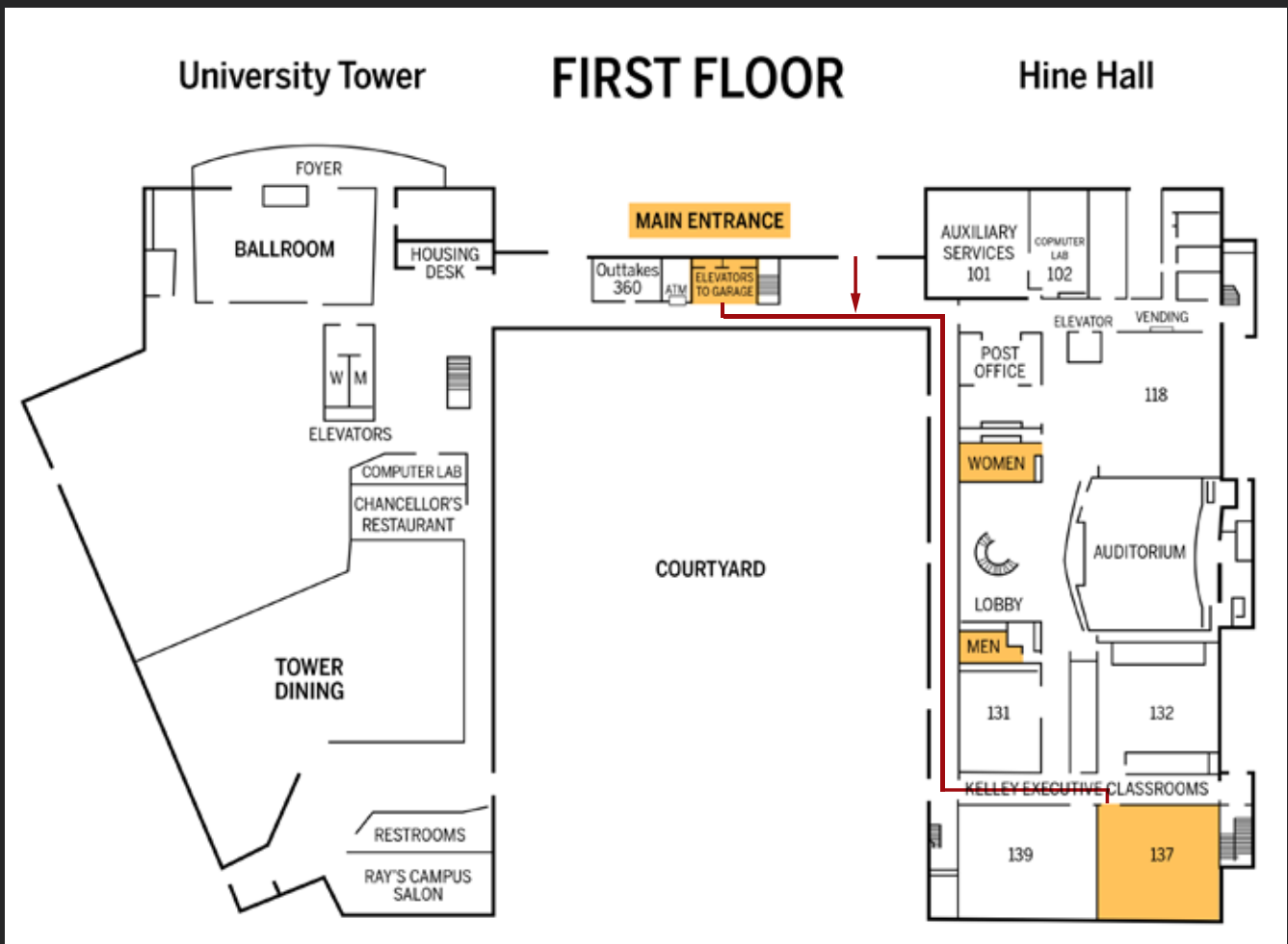
About LSMCE

The Louis Stokes Midwest Center of Excellence (LSMCE) was created in 2012 to communicate best practices, tools, and information garnered from the Louis Stokes Alliances for Minority Participation (LSAMP) consortium to a broader audience. LSMCE is a collaboration among Chicago State University, IUPUI, and Argonne National Laboratory. Together, LSMCE serves as a national hub of information for scholars to access data, models, and funding opportunities in broadening participation of underrepresented minority (URM) students in Science, Technology, Engineering, and Math (STEM). Additionally, the Center assists 28 Midwestern non-LSAMP schools with developing strategies to improve their URM students' performance, persistence and success in STEM degree programs and provide opportunities for their faculty and students to participate in STEM activities including workshops/conferences, webinars and research internships.

The Center activities are concentrated in areas of information dissemination and outreach. The Center's goal is to strengthen the recruitment and retention of URM students through mentoring and providing support to ease the transitional challenges at critical educational junctures. It also aims to help URM students move forward to degree completion and career advancement in STEM fields.

[Http://lsmce.org](http://lsmce.org)

Map of Hine Hall





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