Funding in the Humanities
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HANOVER RESEARCH

Funding in the Humanities

The Humanities Funding Landscape

Approaches to Humanities Funding

Developing Humanities Proposals

Resources for Humanities Grantseeking

Webinar Logistics

- Feel free to ask questions on the phone or via the chat box.
- There will be time for questions after the presentation as well.

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Who funds the humanities?

Humanities funding comes from a variety of public and private entities.

- Federal agencies
  - National Endowment for the Humanities (NEH)
  - Institute of Museum and Library Services (IMLS)
  - Department of Education (ED)
- State and local agencies
  - CT Humanities
- Private organizations
  - Foundations
  - Corporations
  - Associations

A Note on Public Funding for the Humanities

Humanities funding is currently the subject of much political wrangling.

At the state level:

- A line-item veto eliminated humanities grant funding for FY2016-2017.

- Humanities grant funding was restored in the FY2017-2018 budget.

At the national level:

- The President's FY2018 budget request defunded humanities programs.

- While the federal budgeting process for FY2018 is ongoing, Congress has not seen fit to follow the President's lead.

Vigorous advocacy efforts have been successful at maintaining public funding for the humanities. We will likely see cuts at the federal level this year, but they will not be as drastic as many had feared.

Federal Humanities Funding

The bulk of federal funding for the humanities comes from four agencies.

- National Endowment for the Humanities (NEH)
  - Funding for research, education, preservation, outreach
  - Cut by 3% in the House budget
- Institute of Museum and Library Services (IMLS)
  - Funding for programming and research
  - Level funded in the House budget
- Department of Education (ED)
  - Funding for international education and dissertation research
  - International ed. level funded in the House budget, Fulbright-Hays eliminated
- National Historical Publications and Records Commission (NHPRC)
  - Funding for research, preservation, archives, education
  - Cut by 1/3 in the House budget
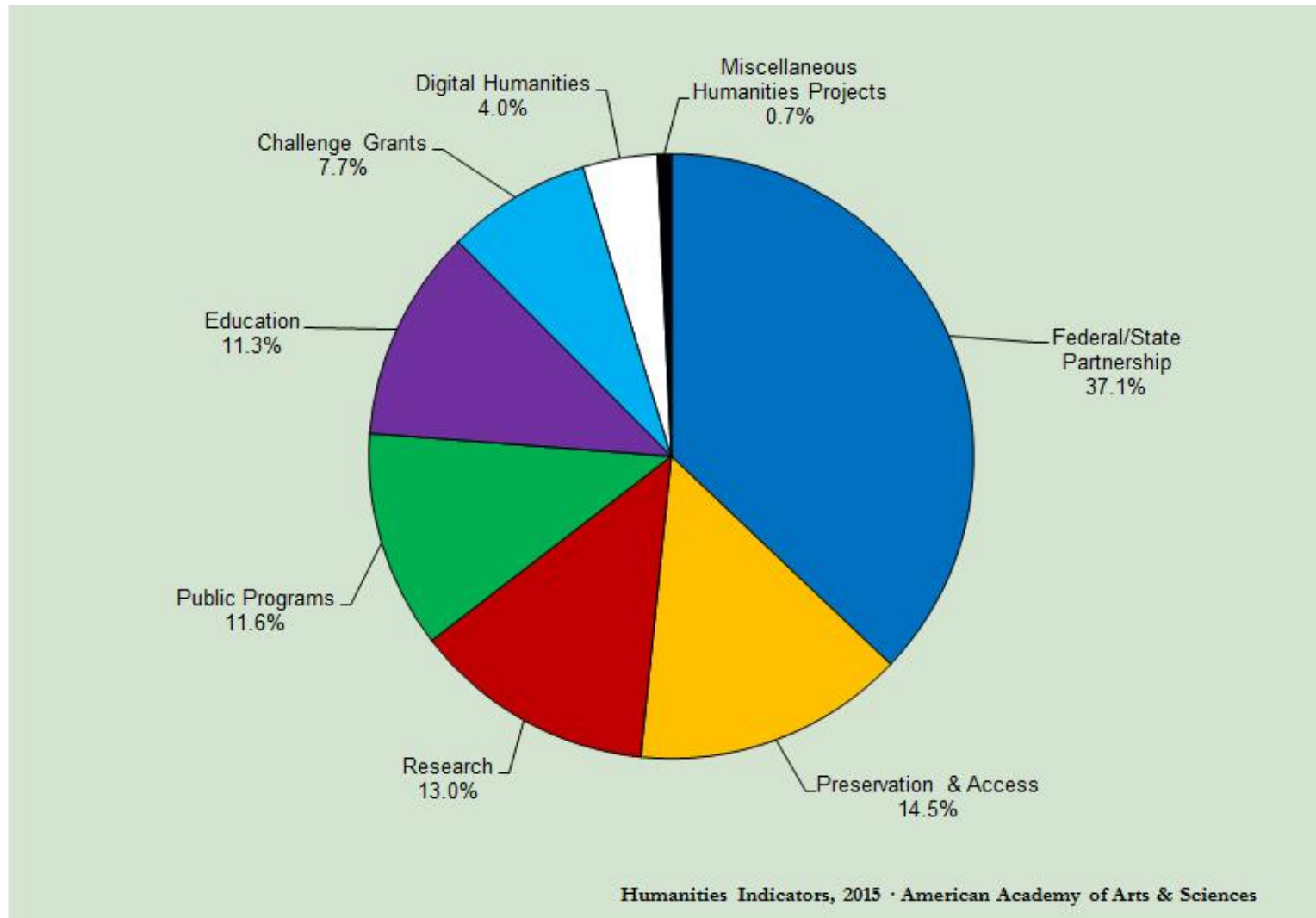
National Endowment for the Humanities

NEH makes grants through seven divisions and offices.

NEH Divisions and Offices

- Education Programs

- Preservation and Access

- Public Programs

- Research Programs

- Federal/State Partnership

- Office of Challenge Grants

- Office of Digital Humanities

Through these divisions and offices, NEH provides the bulk of U.S. public funding for the humanities.

NEH Funding Breakdown (FY2014)

Humanities Indicators, 2015 · American Academy of Arts & Sciences

Federal Grant Spotlight: NEH Digital Humanities

NEH Digital Humanities Advancement Grants (DHAG)

DHAG funds:

- Creating or enhancing experimental, computationally-based methods, techniques, or infrastructure that contribute to the humanities;

- Pursuing scholarship that examines the history, criticism, and philosophy of digital culture and its impact on society, or explores the philosophical or practical implications and impact of digital humanities in specific fields or disciplines; or

- Revitalizing and/or recovering existing digital projects that promise to contribute substantively to scholarship, teaching, or public knowledge of the humanities.

Funding levels:

- Level I awards (from $10,000 to $50,000)

- Level II awards (from $50,001 to $100,000)

- Level III awards (from $100,001 to $325,000 for up to three years)

State Humanities Funding

In Connecticut, state humanities funding is provided by CT Humanities.

- On November 10, 2017, CT Humanities began accepting grant proposals after a hiatus due to budget cuts.

- The CT Humanities Fund supports "a wide variety of institutions and projects of the highest quality that engage the public in thoughtful consideration of the human condition."

- Grant funding areas include
  - Quick grants (under $5,000)
  - Project Planning ($5,000 to $25,000)
  - Project Implementation ($5,000 to $50,000)
  - Capacity Building ($1,500 to $9,999)
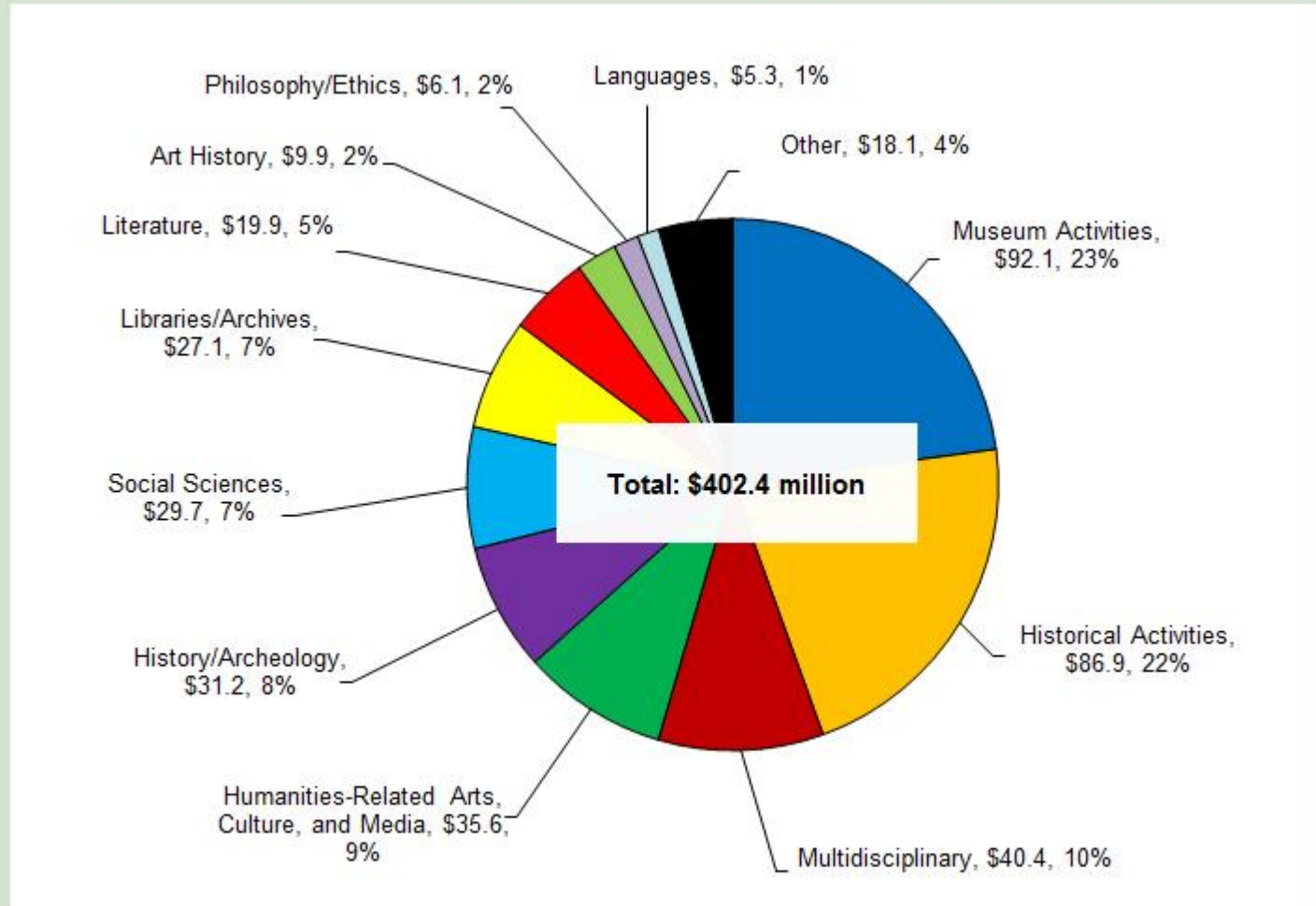 - Constitution of 1818 (up to $3,000)

Private Humanities Funding

Private Humanities funders are a heterogeneous group.

- Foundations
  - Research-focused foundations
  - Education-focused foundations
  - Small foundations (e.g., family foundations, community foundations)
- Corporations
  - National / international corporations
  - Regional / local corporations
- Associations and Societies
  - Large organizations, e.g., American Council of Learned Societies (ACLS)
  - Discipline specific groups

Relationships are a key consideration for private funding.

Foundation Funding in the Humanities (2012)

Pie chart — Total: $402.4 million

- Museum Activities, $92.1, 23%
- Historical Activities, $86.9, 22%
- Multidisciplinary, $40.4, 10%
- Humanities-Related Arts, Culture, and Media, $35.6, 9%
- History/Archeology, $31.2, 8%
- Social Sciences, $29.7, 7%
- Libraries/Archives, $27.1, 7%
- Literature, $19.9, 5%
- Other, $18.1, 4%
- Art History, $9.9, 2%
- Philosophy/Ethics, $6.1, 2%
- Languages, $5.3, 1%

Humanities Indicators, 2014 · American Academy of Arts & Sciences

HIGHER EDUCATION

Private Grant Spotlight: ACLS Collaborative Research

ACLS Collaborative Research Fellowships

- Funding comes from the Andrew W. Mellon Foundation.

- The grant supports:
  - Small teams of two or more scholars collaborating intensively on a single, substantive project in the humanities and related social sciences.
  - The goal of the project should be a tangible research product (such as joint print or web publications) for which at least two collaborators will take credit.

Funding levels:

- Award amounts depend on the number of collaborators and the duration of the research, but will not exceed $201,000 for any one project.

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Grant funding can be a key resource for impact and career advancement.

Reasons to seek humanities grant funding:

- To buy time and resources to undertake a key project
- To travel to conduct research
- To develop or implement education and outreach programs
- To disseminate findings or program models
- To build a strong reputation in your field

Grantseeking takes time and energy, but there are considerable payoffs.

Humanities funders make grants for a variety of reasons.

Humanities funders want to:

- Advance scholarship
- Improve education
- Improve access to cultural resources
- Preserve cultural resources
- Build cultural capital

Note that not all humanities funders will have all of these goals.

Funder Alignment: Key Considerations

Before approaching a humanities funder, determine where your goals and interests align.

Ask:

- What does the grantmaker want to accomplish?

- What do you (the grantseeker) want to accomplish?

- Where do the two overlap?

The point of overlap between what a grantmaker and a grantseeker want to accomplish is the "sweet spot" for funding success. *Do not "shoehorn" projects into funding sources that aren't truly aligned: it is a waste of time and could damage your reputation with the funder.*

Concept Development in the Humanities

Vague concepts are a pitfall of humanities grantseeking.

A strong grant concept in the humanities should clearly define:

- Your project's product
    - Knowledge; programs; tools
- The specific activities and steps that will lead to the product
- The potential impact of the product on your field and society
- Why you are the right person to produce this product

Always be clear about what the funder will get for their money.

Where to Look for Humanities Grants

For federal grant opportunities, start with the NEH website.

SEARCH FOR A GRANT

IMPORTANT: Please be aware that NEH utilizes social media to communicate with the public, but we will never ask you to send us money related to a grant.

Match your project to a grant program

Not sure where to start? Use this list as a springboard for finding a grant program that might fit your project.

| Filter by Division/Office ▼ | Applicant Type ▼ | Keyword(s): |

TITLE	DEADLINE ▼	DIVISION/OFFICE
Summer Stipends	September 26, 2018	Division of Research Programs
Documenting Endangered Languages	September 18, 2018	Division of Preservation and Access

Where to Look for Humanities Grants

For federal grant opportunities beyond NEH, use Grants.gov or COS Pivot.

Where to Look for Humanities Grants

For state grants, use the CT Humanities website.

Where to Look for Humanities Grants

For foundation and corporate grants, use Foundation Directory.

Where to Look for Humanities Grants

Other resources for finding grants in the humanities:

- Colleagues and mentors
  - Ask "How did you fund that?"
- Acknowledgements in publications
  - Look at the fine print: who supported the work?
- Professional networks and organizations
  - Workshops on funding and grantseeking
  - Opportunities to meet funder staff at conferences
- Search engines
  - Use a variety of search terms with keywords like "grants" and "funding"

Relationships: An Essential Element of Grantseeking

Even in formalized grantseeking structures, relationships are an essential element of the funding process.

- Grantseekers sometimes resist building relationships with funders.
  - It can be challenging to reach out to new people, especially for introverts.
  - In most cases, relationship-building is not part of the "official" required process.
- But <u>without relationships, grantseeking is difficult, if not impossible</u>.
  - A monetary award involves trust; people trust people they know.
  - Grants are awarded in the context of communities; communities are built on relationships.

Remember: Grant funding is a human endeavor; to make it work for you, build strong relationships with the people involved.

Selling your concept to a funder can be challenging.

Key tips:

- Follow the funder's communication preferences.

- Remember that many funders prefer that you reach out to discuss a project before applying: it makes things easier for everyone.

- Be clear and succinct in all communication.

- Make your communication confident yet respectful.

Remember that by offering your concept to a funder, you are helping them to accomplish their mission.

The Art of Funder Conversation

A one-sided "pitch" is boring and uncomfortable for both parties. An engaging conversation is much more likely to help you connect.

In an [insightful piece](#) in the Stanford Social Innovation Review, Kevin Starr, Director of the Mulago Foundation, reflected on cultivating foundation personnel in conversation.

- Three questions to "hit out of the park":
  - *What do you do?*
  - *How does that work?*
  - *But doesn't that…*
- Key tips:
  - Listen
  - Nail your metaphor
  - Have a few key facts that will stick
  - Be an equal
  - Be patient

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Humanities Proposals

Key considerations for humanities proposal development include:

- Format
  - It can be challenging to work within the rigid structure of the grant proposal.
- Writing style
  - Grant writing differs from academic writing in terms of style and substance.
  - Style can differ dramatically depending on the funder.
- Evaluation
  - Program evaluation requirements can be daunting.

Remember that small details can make the difference between a funded proposal and one that is denied funding.

Humanities Proposals: Format

Grant format and structure are often strictly prescribed.

- Always check formatting requirements (e.g., font, margins) before you begin drafting, to avoid problems later.

- Structure your proposal transparently around the funder's required elements, even if the funder doesn't ask you to do this.

- Use sub-headings to make all elements visible.

- Remember that reviewers are working with a checklist: everything on their checklist should be easy to find.

- Remember that reviewers are often tired. Make their lives easy!

Although it may be tempting to use a creative structure, in most cases grant proposals should be predictable and conventional.

Humanities Proposals: Writing

Grant writing is not like academic writing.

- Grant writing styles differ depending on the funder.
  - To determine style, find out who the reviewers will be and write for them.
- Grant language should always be clear and straightforward.
  - Do not let the language get in the way of the content.
  - Do not make your language complex to attempt to sound knowledgeable.
  - Remember that reviewers are often tired: if your language is too complex, they may miss things or get frustrated with you.
- Grant writing is persuasive writing.
  - Write to excite.
  - Balance selling and telling depending on the funder.

Humanities Proposals: Writing

An important resource for proposal writing: *[Why Academics Have a Hard Time Writing Good Grant Proposals](#)*, by Robert Porter at Virginia Tech.

Key insights to the differences between academic writing and grant writing:

"Sentences are shorter, with key phrases underlined or bolded to make them stand out. Lists are printed bullet style. Graphs, tables and drawings abound. Now read the pages more carefully. The writing is more <u>energetic, direct and concise</u>. The subject matter is easy to understand, as there are fewer highly technical terms."

"The lesson here is a hard one for beginners: <u>Success in grant writing is a matter of style and format as much as content</u>. Make no mistake—the best written proposal will not win money for a weak idea. But it is also true that many good ideas are not funded because the proposal is poorly written…. all too often, the core problem in a failed proposal lies in the writing itself, which bears too many characteristics of academic prose."

Humanities Proposals: Writing

Academic Writing versus Grant Writing: Contrasting Perspectives

Academic Writing	**Grant Writing**
Scholarly pursuit: *Individual passion*	**Sponsor goals:** *Service attitude*
Past oriented: *Work that has been done*	**Future oriented:** *Work that should be done*
Theme-centered: *Theory and thesis*	**Project-centered:** *Objectives and activities*
Expository rhetoric: *Explaining to reader*	**Persuasive rhetoric:** *"Selling" the reader*
Impersonal tone: *Objective, dispassionate*	**Personal tone:** *Conveys excitement*
Individualistic: *Primarily a solo activity*	**Team-focused:** *Feedback needed*
Few length constraints: *Verbosity rewarded*	**Strict length constraints:** *Brevity rewarded*
Specialized terminology: *"Insider jargon"*	**Accessible language:** *Easily understood*

More and more grant funders require robust evaluations, particularly for education and outreach projects.

Key tips:

- Understand the funder's evaluation needs.

- Connect with an evaluator early.

- Consider collaborating with an education researcher.

- Work collaboratively with your evaluator to design a project that will be easy to evaluate.

- Make sure you allocate enough time and funding to evaluation activities.

Recent trends in evaluation have moved many "evaluations" closer to educational research. Make sure your evaluator is qualified for the level of evaluation required by the grant.

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Resources: Funding Sources

Resources for finding grant opportunities:

- COS Pivot is a powerful tool for finding both public and private funders.

- Grants.gov is a clearinghouse for information on federal grants.

- The NEH Grant Search Page allows you to search for upcoming competitions.

- The NEH Funded Projects Query Form is a good resource for information on previous funding and trends.

- The US Department of Education Grants Forecast provides information on upcoming ED competitions (note, however, that it is often out of date).

- Foundation Directory Online provides a database of foundation funders.

- Simple google searches for keywords can often uncover private funding sources, particularly corporate funding.

Resources: Proposal Development

Resources for proposal development:

- The **National Organization for Research Development Professionals (NORDP)** maintains a [Writing a Grant 101](#) page, which includes links to many useful guides, as well as a more general [Resources](#) page.

- The **Foundation Center** provides a [Proposal Writing Short Course](#) tutorial, focused more on private grants.

- [*Why Academics Have a Hard Time Writing Good Grant Proposals*](#), by Robert Porter, is an essential resource.

- The UConn **Office of the Vice President for Research** provides detailed [proposal preparation guidelines](#) for grantseekers.

Resources: Evaluation

Resources for evaluation planning:

- The **US Government Accountability Office's** Designing Evaluations publication provides an introduction to program evaluation design.

- The **Institute of Museum and Library Services** keeps a list of evaluation resources.

- The **US Department of Education Institute for Education Sciences (IES)** maintains the What Works Clearinghouse, which includes specific standards that apply to many DoE-funded grant evaluations.

Resources for finding an evaluator:

- The **National Organization for Research Development Professionals (NORDP)** maintains a list of program evaluators.

- The **American Evaluation Association** maintains a database of member evaluators.

Hanover Research

Hanover Research supports UConn faculty and staff members throughout the grant development process. We work on one project at a time, with the following core capabilities:

Proposal Revision

We lead the proposal revision process by reshaping a previous submission to incorporate new project elements, responding to reviewer comments and heightening the proposal's responsiveness to the solicitation.   *Timeline: 8 weeks*

Proposal Support

We supplement the work of project teams by providing partial proposal writing support and consultative grant narrative editing and review. These services vary based on client needs and submission deadlines.   *Timeline: 6 weeks*

Proposal Review

We provide a strong review, edit, and critique of client-drafted narrative materials, helping the project team ensure compliance with submission guidelines to heighten the competitiveness of their proposal.   *Timeline: 3 weeks*

Contact the OVPR at research@uconn.edu to request Hanover support.

QUESTIONS?

Rebecca Huenink

Rebecca joined Hanover as a Grants Consultant in 2013. She has more than a dozen years of experience developing winning projects and proposals to help educational institutions and public benefit organizations succeed. Her experience includes project design, fundraising, and grant development for individuals and organizations across the United States. Rebecca has a special focus on helping clients build and cultivate fruitful long-term relationships with funders.

HANOVER RESEARCH

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