

THE 2024-2025 CREATIVE WORK AND SOCIAL IMPACT SCHOLARSHIP FUNDING PROGRAM (CWSIS)

The Creative Work and Social Impact Scholarship Funding program is a strategically focused investment strategy that enhances faculty capacity and university prestige. This competitive program supports scholarship in areas of creative work and social impact that have strong potential to enhance program and university rankings and bring greater visibility and recognition to our faculty and institution.

In addition to raising the visibility and influence of Auburn University, CWSIS projects may attract external funding in the form of grants, industry partnerships and contracts, private foundation funding, and donor support. Investing in CWSIS supports the university's strategic plan by elevating scholarly impact, investing in outstanding people who advance the university's mission, and providing an exceptional student experience.

Program Priorities:

This program is intended to foster the development and growth of innovative and transformational creative/research activities. Priority will be given to -

- Faculty with limited current and cumulative funding or faculty pivoting to a new creative/scholarly project
- Projects with the ability to attract recognition, partnerships, or extramural funding (*The applicant should be prepared to explain the creative output that is planned or identify a potential sponsor/funding opportunity related to the project.*)
- Faculty working collaboratively in cross-disciplinary projects

Disciplines:

The Program will provide opportunities for faculty to apply for funding in the following disciplines. Collaborative roles with STEM disciplines are also strongly encouraged.

Design and the Arts: Architecture, landscape architecture, interior architecture, interior design, industrial design, environmental design, apparel design, consumer and design sciences, graphic arts, visual arts, studio arts, performing arts (music, dance, theater, etc.), creative writing, and other relevant fields.

Humanities: English, foreign languages, literature, linguistics, philosophy, history, history of art and architecture, archaeology, ethics, and other relevant fields.

Social Impact Scholarship: Applicable scholarship within business, education, social sciences, health and well-being, and relevant activity in other fields such as quantitative and qualitative research, policy research, urban and community planning, design for health, best practices/evaluation research, outreach scholarship, and other social impact scholarship.

The list is not exclusive nor exhaustive.

CWSIS Return on Investment (ROI):

CWSIS ROI includes enhancing the institutional brand, visibility, and prestige, securing extramural funding, publications in prestigious journals and other works, citations/recognition of work, and/or capacity building for further scholarly production. ROI also includes work that demonstrably enhances the quality of life. Proposed projects should have a strong potential for some of the following types of ROI (order is alphabetical):

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- Authorship of books, book chapters, or articles related to the scholarship of the discipline
- Awards and honors from professional societies and other recognized organizations
- Citations/Recognition of work*
- Creation of unique, widely shared datasets
- Digital humanities scholarly activity
- Donor support
- Foundation grants, Industry/Research Center contracts
- Industry sponsorship and/or partnerships
- Innovative scholarship/research aimed at improving, broadening, and/or opening new horizons in the discipline
- Inventions, patents, licenses
- Invited distinguished lectures/invited national/international presentations
- Literary work published
- Media press release nationally or internationally
- Partnerships with private, public, or nonprofit organizations
- Performances in recognized/prestigious venues
- Presentations of work in highly regarded professional/disciplinary symposia/conferences
- Publication in elite scholarly journals
- Published writings (poems, novels, short stories, etc.)
- Recognition of substantial social, environmental, educational, or economic impact (quality of life)
- Significant recognition for work submitted in professional competitions
- Status in distinguished societies (fellowships, scholarships, residencies, etc.)
- Testimony at the state, federal, or international level
- White papers
- Work shown in juried/curated exhibitions at accredited institutions
- Work published in books or recognized professional journals (refers to citations*)

**Citations: Design professionals consider it a citation to have their work published in prestigious, edited professional journals or shown in curated exhibitions. In the apparel design field, citation data are not often available, thus the acceptance rate of creative work at a juried exhibit is used.*

Funded proposals have a performance period of no more than two years. It is the responsibility of the PI to provide an annual report (form-based), and a final project report.

It is understood that evidence of an ROI is likely to occur within the latter stages of the performance period of the CWSIS project; however, an ROI seen in the early stages of the performance period is a positive indicator to include in all project reporting. Awardees will be asked to submit ROI information (i.e., a list of publications and extramural grants related to the CWSIS project) for two years after the final report is submitted, and any future CWSIS proposal submitted by past awardees will require ROI documentation. This information will help measure ROI and substantiate continued program support.

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Principal Investigator Eligibility:

Eligibility follows the University's [Statement of Principal Investigator Eligibility](#).

Each eligible faculty member may serve as a PI on only one grant (CWSIS or RSP) per year but can serve as a co-I on an unlimited number of grants.

Past Awarded PIs

A PI cannot submit an additional proposal while leading an ongoing CWSIS or RSP project (e.g., if a PI is leading a two-year CWSIS or RSP grant, the PI cannot apply for another CWSIS or RSP grant in the second year of the existing grant, even if all other requirements are met).

PI is eligible to apply for a CWSIS grant during the upcoming funding cycle if:

- The PI has not received a CWSIS or RSP grant within the last three years or
- The PI has received a CWSIS or RSP grant within the last three years, but that project will be concluded by the start of the upcoming funding cycle, and
- The PI has developed valuable partnerships, can show evidence of external visibility for their work, has submitted one or more grant proposals to an extramural source(s), and/or has clear evidence of other forms of ROI resulting from the most recent CWSIS or RSP funded project. Past Awardees should be prepared to submit a detailed description of the ROI activities related to the funded project.

Exceptions or modifications to PI eligibility for a specific project will be determined by reviewing ADRs.

Funding:

The OSVPRED will fund external reviews for up to five (5) proposals from each constituent college that participates in the intramural funding programs (i.e., across RSP and CWSIS combined). In addition, the OSVPRED may fund up to ten (10) proposals from both the RSP Program and the CWSIS Program *in toto*, not per program.

Proposers may request between \$2,000 and \$25,000 from the OSVPRED with a 1:1 anticipated matching contribution between the OSVPRED and the College(s)/Department(s). For example, if \$25,000 is requested from the OSVPRED, a \$25,000 match is required for a proposed total project cost of \$50,000. The requested period of performance may be for up to two years. (Limited no-cost extensions are approved on a case-by-case basis.)

Proposal Preparation

Auburn University Competition Space (InfoReady) Online Instructions

To apply, go to the [Auburn University Competition Space](#) (InfoReady), scroll down, and click on the 2024-2025 CWSIS Letter of Intent. In the top right column of the page click on “Apply”. You will be taken to the AU login screen. First-time users will need to click on “Register” in the lower right corner of the login screen using their Auburn University Login. Once you have set up your account, the application will open. Follow the instructions for completing your application. Using the Save as Draft feature at the

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bottom of the application allows you to save your application and return to complete it as needed. You must check the Applicant Acknowledgment box at the end of the application every time you save for future input and when you submit. When you are ready to submit, click on “Submit Application” and the routing process will begin. **Please note that once you click submit, no further edits can be made.**

Step One:

Mandatory, non-binding 2024-2025 CWSIS Letter of Intent (LOI):

- The PI should submit the LOI through the [Auburn University Competition Space](#) (InfoReady), no later than 4:45 pm on November 20, 2024
- Scroll down and click on 2024-2025 CWSIS Letter of Intent
- The LOI information requested is limited to two pages and includes the PI’s department, a short description of the proposed project, personnel and college of personnel, and a budget if available.
- The LOI is for information purposes and is not part of a selection process. PIs will not receive a response to the LOI. Continue in the process of working on the full proposal.

Step Two:

Proposal Requirements:

To apply, go to the [Auburn University Competition Space](#) (InfoReady), scroll down, and click on the 2024-2025 CWSIS Funding Program. In the top right column of the page click on “Apply”.

Format Requirements

- All Margins – 1 inch
- Font Size – 12 point, Times New Roman
- Single-spaced, 8.5 x 11-inch pages

Proposal Title

A descriptive project title, suitable for publication on our public website

Applicant Details

Name, position, college, and department of all key personnel

Past Awardee Acknowledgement

Are you a past CWSIS/RSP awarded PI? If yes, please indicate the year of your award and project title. Please include details of the Return-on-Investment activities related to the awarded project. List any prestigious creative/scholarly activities associated with the awarded project as well as any external funding received. Provide any other relevant details you’d like to share.

Cumulative Funding

Please provide a list of your cumulative funding as PI or Co-PI over the past five-year period. List the funding source, project, & project dates for each award.

Compliance

Does your proposal require Compliance Approvals? You will select none or all that apply. All research must be conducted in compliance with Federal and University Regulations. Compliance letters and protocols are not needed at the time of proposal submission. However, **funds will not be released for awarded projects until a notice of compliance approval is received** from the Office of Research Compliance.

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Previous Submission

Have you previously submitted this proposal (or any portion of this proposal) for Intramural Funding? If “yes”, please list the 1.) PI name, 2.) year submitted, 3.) competition name and 4.) year awarded (if applicable). Please provide any relevant details distinguishing this project from the original submission.

Project Abstract

Please provide a 250-word maximum description of the project for a sophisticated lay audience, suitable for publication on our website. The abstract should describe the project’s broad significance, the proposed activities, and the project’s intended outcomes. If selected for phase two of the competition, the initial abstract will be provided to the external review firm to initiate their expert reviewer search. External review firms will be told that the initial abstract may change during the revision period.

File Upload Requirements:

The following must be uploaded to the online system as a single pdf document with clearly labeled sections. Note: The file must be a flattened pdf, not a pdf portfolio (multi-layered) document since InfoReady cannot read that format.

- **Proposal Narrative:** (6 pages maximum) A descriptive narrative that enables cognizant reviewers to judge the merits of the project using the review criteria listed under the Review Criteria tab. The project narrative page limitation does not include biosketches, budget worksheets, budget justifications, current and pending proposals, and references/citations. While these additional items are included in the single pdf along with the project narrative, they may not be used to expand the project narrative page limitations. Proposals should avoid using weblinks or any other external references that expand the project narrative page limits.
- **References/Citations:** (no page limit) Include any relevant citations to published work. It is especially helpful to reference published works of key personnel as related to the proposed project.
- **Detailed Plans/Capacity for Return on Investment (ROI):** (as appropriate; no page limit) Please describe your plan to pursue recognition, creative or scholarly output, or external funding opportunities related to this work. This should include one to five examples of the creative/scholarly output opportunity, external recognition or external funding opportunity. Include relevant details including the opportunity, organization, or funding agency (solicitation, amount of funding, etc.). Please include other relevant details you’d like to share about your plans and how the CWSIS program funding would be helpful.
- **The Budget:** (use form provided) A PI may request a maximum of \$25,000 with a 1:1 match for a proposed maximum project budget of \$50,000. The intent of the program is to allow for budget freedom within regulatory requirements to enable applicants to accomplish their work.
Allowable Costs: salary, personnel, travel, supplies/activities, equipment, publications, and items normally covered under indirect costs participant costs.
Unallowable Costs: subawards, the salary of a collaborator at another institution *except as a consultant fee. A consultant fee should be thoroughly justified.
 - **Budget Justification:** (two-page limit) The budget justification should address, as appropriate, elements such as personnel (inclusive of fringe costs), travel (clearly identifying domestic and/or international), supplies, equipment and/or other allowable

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costs. Proposals should clearly justify how requested funds will be used to best align the project for success and lead to identified ROIs.

- **Cost Share:** Applicants who advance to the second phase of the competition (external review) will also need to complete the Cost Share FOP Table requiring ADR Signature(s) of each contributing unit. The form can be sent via email to collect the appropriate information and signatures. Please also provide the ORG #; if awarded, this will be used to create the FOP #.
- **Biosketches/CVs:** (page limit – three pages per key personnel) Each key personnel member of a proposal should submit a three-page biosketch/CV (SciENcv generated versions allowed). You may use the format prescribed by any federal agency or a listing, not to exceed three pages of educational preparation, positions held, research activity and relevant publications, presentations, etc.
- **Current and Pending Grants/Contracts:** (no page limit) List all current and pending internal and external grants/contracts and other sources of major support of all key personnel involved in the project, including title, award amount, funding agency, period of performance, and effort allocation. Indicate any grants/contracts related to the proposed project and briefly describe the relationship.
- **Extramural Proposal Reviews:** (as appropriate; no page limit) Proposals requesting support of efforts to strengthen recently submitted, but unfunded, extramural proposals that have received a high ranking should provide the official reviews and/or ranking from the extramural program to which it was submitted. The proposal narrative should clearly describe how the identified strengths and weaknesses of the unfunded extramural proposal will be addressed.
- **Conflict of Interest:** (use form provided) Each PI (and Co-I) should provide a separate alphabetical list of Conflicts of Interest (internal and external). This information is needed for proper review of your proposal. In lieu of filling out the COI tables on the provided form, a list created from an Excel file or Word document may be used. The respondent's name, role on the project and all the information that is requested on the original COI form should be provided.

Proposal Review and Selection Process:

A two-tiered review and selection mechanism is used to advance proposals for competition in the CWSIS. Each college ADR will form a review and selection advisory group (recommended minimum of three members) that would only put forward those proposals that are most likely to be competitive and impactful. This will allow the ADRs to appropriately budget for matching contributions while also minimizing the reviewer burden at the upper (OSVPRED) competition level.

A mix of internal and external cognizant reviewers will be utilized in the CWSIS proposal selection process. All reviews will be submitted via Auburn University Competition Space (also known as InfoReady). External reviews will only be solicited for proposals down-selected to advance to the upper competition level. Both internal and external reviewers will assess proposals using the Review Criteria (below).

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If a collaborative/interdisciplinary proposal spans multiple colleges, the primary college will be determined by the identified corresponding principal investigator of the proposal. The primary ADR may choose to involve ADRs from each represented college of a collaborative/interdisciplinary proposal in the initial review, down-selection process, and budgeting of matching contributions. *Please note:* Proposal reviews will be made available to proposers to aid in enhancing the quality of proposals that will undergo a review(s) from an external reviewer(s), extramural proposal development, or subsequent proposals to the CWSIS if not selected during a given program cycle.

Once a proposal is selected for funding, a single funding account will be established based on the project correspondent's college. All matching funds and OSVPRED funds will be loaded into this account for project activity. All compliance requirements must be met before any project activities may proceed.

The OSVPRED will fund external reviews for up to five (5) proposals from each constituent college that participates in the intramural funding programs (i.e., across CWSIS and RSP combined). In addition, the OSVPRED may fund up to ten (10) proposals from both the CWSIS Program and the RSP Program in toto, not per program.

Review Criteria:

The following review areas will be used by all review teams to evaluate proposals; reviewers are asked to keep the following program goals in mind when reviewing proposals for CWSIS:

- The Creative Work and Social Impact Scholarship (CWSIS) funding program fosters innovation and discovery and builds faculty reputation and competitiveness.
- Disciplines associated with CWSIS include, but are not limited to design and the arts, humanities, and applicable areas within business, education, social sciences, and health and well-being.
- Creative work poses questions and searches for answers through iterative processes that demand intellectual rigor and hard work. Related scholarship narrates, analyzes, and evaluates the production and products of creative work, or proposes new and innovative approaches to that work.
- The goals of creative work and scholarship are ultimately tied to making significant contributions to a meaningful and dignified quality of life.
- Social impact scholarship involves research that is specifically aimed at societal challenges and values both theoretical and applied. Research in this domain often engages a diversity of stakeholders with the goal of bringing beneficial effects and valuable changes to the economy, society, education, public policy, health, and/or quality of life.
- The CWSIS program is a strategically focused Auburn University investment strategy that enhances faculty capacity and University prestige.

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Scoring system: 1 is ‘poor’ or ‘very weak’ and 5 is ‘excellent’ or ‘very strong’. In general, those with higher aggregate scores (based on the number of items rated) will make it further in the process.

1. Scientific / Technical / Creative Merit and/or Social Impact Value of the Project

Are the project’s goals, hypothesis(es), intellectual question(s) or problem the proposer is trying to solve clearly articulated? (i.e., does the proposal clearly describe what is intended by the PI, how the PI intends to reach objectives, and anticipated implications of the project’s findings/contributions?) Does the proposed project logically lead to future expanded projects supported by external funding opportunities or valuable partnerships? Is it clear and specific who could benefit and what the impact will be if the project is successful? Is the audience for the proposal clearly identified? Does the audience include professional practitioners in relevant disciplines? Include specific comments on the strengths or weaknesses of the stated project goals.

2. Appropriateness of the Proposed Method or Approach

Does the project incorporate methods/an approach appropriate to the goals, objectives, or proposed contribution? Does the proposal suggest modified procedures in response to changing circumstances? Does the project effectively apply its stated methods/approach? Is the proposed analytic strategy appropriate for the aims of the project? Is the proposed solution relevant to/applicable in real-world situations? Will the project fill a potential need or function that is currently unfulfilled? Include any comments that could help the PI improve the proposal.

3. Competency of Applicant’s Personnel and appropriateness of the budget

Is the budget realistic and commensurate with both the project needs and time frame? Are project team member(s) clearly identified, along with work experience, in the proposal? Does the project’s team possess the skills uniquely qualifying them to complete the proposed scope of work?

4. Detailed Plans/Capacity for Return on Investment (ROI):

Is the expected outcome one that could enhance the institutional brand, visibility or prestige of Auburn University as a prominent research university? Does the project have the capacity to enhance quality of life? Is the project clearly presented as one that would potentially attract extramural funding and/or a prominent outcome?

5. Overall recommendation

Provide a brief summary of your overall impressions of this proposal. Please comment on the overall competitiveness/relevance of the work and how the work may contribute to the broader field of study.

6. Should this project be advanced to the next level of review? Yes / No

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Interdisciplinary/Collaborative Proposals that span RSP and Creative Work/Social Impact Disciplines:
Interdisciplinary Research Proposals that connect the Creative Work/Social Impact disciplines with STEM disciplines may fit with either the CWSIS or RSP program areas. Teams developing these types of submissions should determine whether the ROI fits more with CWSIS or with the RSP and submit to the best-fitting program area. Interdisciplinary research proposals submitted to the CWSIS may have funding/resource needs outside of typical CWSIS proposals. Collaborative teams should consult with the ADRs associated with their colleges for input and guidance.

Step Three:

Applicant Revision Period (2-25-25 – 3-7-25)

Applicants approved for external review will have a one-and-a-half-week window to make any revisions to applications before resubmission and subsequent external review. Applicants will be given a link through InfoReady to Phase Two of the competition; fill out and upload revised documents into InfoReady. **Even if no revisions are made, applicants are still required to re-upload documents into InfoReady.**

Applicants will also provide a one-page summary statement of the revisions made and email to PSFS, lde0020@auburn.edu, (to be provided to ADRs and OSVPRED, not external reviewers).

Post Award/Follow up:

To provide flexibility, all CWSIS grants for the approved dollar amount (including cost share) will be fully funded when the account is established and are two years in duration. The PI has the flexibility within the two years to spend the approved funding as appropriate. No cost extensions will only be allowed under extenuating circumstances. It is the responsibility of the principal investigator to provide an annual report (form based), and a final project report.

It is understood that evidence of an ROI is likely to occur within the latter stages of the performance period of the CWSIS project; however, an ROI seen in the early stages of the performance period is a positive indicator to include in all project reporting. Awardees will be asked to submit ROI information (i.e., list of publications and extramural grants related to the CWSIS project) for two years after the final report is submitted, and any CWSIS proposal submitted by past awardees will require ROI documentation. This information will help measure ROI and substantiate continued program support.