Center for Rural Engagement
Project Proposal Guidelines

Background

The Indiana University Center for Rural Engagement (CRE) transforms the relationship between the flagship campus of the state’s largest and most comprehensive university and its neighbors in rural Indiana, with an initial focus on the geographic area known as the Uplands (see Enclosure 1: The Uplands Map) by facilitating community-based research and projects, in conjunction with local, regional, and statewide partners, that improve the lives and opportunities of Hoosiers. Working in full-spectrum community innovation, the CRE builds vision, harnesses assets, and cultivates sustainable leadership structures within the communities with which it engages to ensure long-term growth and success.

The CRE strives to work with rural communities to discover and deploy evidence-based and scalable solutions to community-identified problems; to work with our partners to develop a sense of shared future in the state; and to demonstrate how a research university’s broad resources can be marshalled to improve the well-being of rural communities. The CRE’s current emphasis is on health and well-being; quality of place; and resilient communities; with plans for future initiatives in economic development, educational attainment, and capacity building and leadership development.

Vision

The vision for the Indiana University Center for Rural Engagement is to serve as a vital and pivotal national model for connecting the distinctive resources of a state comprehensive flagship research and teaching university to the needs and future of the state’s rural residents and communities.

We believe that IU staff, faculty, and students are interested in extending the reach of their research and teaching in order to enhance community engagement and explore ways to further develop meaningful and vibrant rural partnerships. Doing so is an
investment in the lives of Hoosiers and IU students. The CRE makes students a seminal part of its approach which draws upon the creative energy and ideas that students bring to projects, creates greater professional skill development opportunities, delivers significant numbers of person-hours to large tasks, and enhances rural workforce development by connecting young people to opportunities in rural areas. Students who have participated in these initiatives have reported that they were inspired to remain in Indiana and pursue a career here.

The CRE supports and enhances the work of IU faculty, students, and staff on rural issues through applied research, community-engaged teaching, and student service to reach shared outcomes and goals of communities, regional partners, and Indiana University. Moreover, the CRE fosters teamwork and strong relationships with interdisciplinary partners and uses this knowledge and situational awareness of the Uplands region to more effectively deploy projects that are predicated on addressing community issues over the long term. Developing and implementing an engagement model with rural communities is essential to 1) attract and retain Indiana residents by enhancing employment, recreation, and educational opportunities; 2) strengthen housing and public infrastructure; and 3) improve healthy and sustainable lifestyles.

**Mission**

The mission of the Center for Rural Engagement is to partner with rural communities to improve Hoosier lives. It does so by providing rural communities and small regional cities with access to IU’s cultural assets, research, data, community-engaged teaching, and student service. The center builds, coordinates, and deepens sustained relationships between communities and the university to address rural challenges and opportunities.

The CRE aims to create a well-developed and tested community revitalization model which can be used anywhere in the country to generate and activate dynamic vision for a community to ensure it thrives in a 21st century model of rural enhancement. The CRE will develop a set of assessment and implementation tools to ensure that any community wishing to improve its economic and cultural vitality and the health and well-being of its residents has a well-tested methodology for doing so.
Values

The Center for Rural Engagement’s values include collaboration, partnership, trust, community focus, sustained involvement, stewardship, and accessibility.

Areas of focus

- **Healthy Hoosier Communities**—health and well-being
- **Hoosier Quality of Place**—arts, culture, and built environment
- **Resilient Hoosier Communities**—environmental stewardship and social sector support
- **Hoosier Educational Attainment**—in conjunction with Regional Opportunity Initiatives, Inc.
- **Thriving Hoosier Communities**—entrepreneurship and economic development
- **Capacity Building and Cultivating Leadership Development**—in partnership with communities

Strategic goals

Health

**Goal 1:** Address major chronic and lifestyle conditions, specifically type 2 diabetes, hypertension, and obesity. Reduce new cases of type 2 diabetes, hypertension, and obesity among adults ages 18 and older. Promote health and reduce chronic disease risk through healthful diets and physical activity.

**Goal 2:** Improve the health and well-being of women, children, and families. Reduce pregnancies among adolescent females ages 15 to 17 years old. Increase abstinence from alcohol, cigarettes, and illicit drugs among women during and after pregnancy. Increase the proportion of women who receive early and adequate prenatal and postnatal care.

**Goal 3:** Reduce the cumulative impact of substance abuse in Lawrence, Orange, Daviess, and Martin counties.

Quality of Place

**Goal 1:** Develop a replicable, collaborative rural regional housing planning process and model, launching the first plan by 2020 that will create 3,500 new housing units for
varied income levels for the counties of Monroe, Owen, Greene, Orange, and Lawrence. Replicate the planning process with two other regional areas by 2023.

**Goal 2:** Drawing on IU Bloomington’s considerable strengths in the arts and humanities, design and test a scalable, replicable, and sustainable process to build community capacity for social and cultural capital in at least three rural Indiana communities in order to build sense of place and enhance the ability of rural communities to grow and thrive.

**Goal 3:** Working with three communities, create a comprehensive community development plan which includes activities and public places for interaction, downtown revitalization, diversified housing plans, broadband, and access to health care.

**Resilient Communities**

**Goal 1:** Create and begin to implement a local food value chain advancement plan for regional food producers to affect an increase in food grown within the Indiana Uplands and a 5 percent increase in consumption of locally grown food by Uplands residents by 2021.

**Goal 2:** By 2021, conduct three regional analyses to inform the communities of the Indiana Uplands on the environmental, economic, health, and social impacts of the distinctive karst geography on the region’s water quality and supply.

**Goal 3:** Lead an education, promotion, and development campaign for parks, trails, and recreation to attract 10 percent more visits to parks and recreation facilities in the Indiana Uplands region by 2021.

**Eligibility**

Funding provided by the Center for Rural Engagement is available to the following: Indiana University (all campuses) units, registered student organizations, individual IU faculty (regardless of tenure status), staff, and students. Although a proposal can be aligned with a community organization or partner, it is only an IU entity (unit, registered student organization, faculty, staff, or student) that can be funded. The primary recipients of funding are IU partnerships, but the CRE will consider requests from community organizations that are aligned with an IU partner. Priority is given to
projects in the CRE’s initial geographical area of the Indiana Uplands but other projects in other areas are also considered. (See Enclosure 1: The Uplands Map).

**Appropriate use of funds**

In accordance with policy, fund transfers between grant accounts is not permitted. Therefore, all project expenses must be charged directly to CRE grant accounts in coordination with the CRE business office and expended in compliance with university policies and procedures. If the project incurs expenses not related or over the proposed budget it will be the proposer’s unit that will be responsible for the cost. Permitted use of funds include but are not limited to the following:

- Student/faculty/staff pay
- Hospitality (food and beverages)
- Honorariums for speakers
- Rental space for events
- Travel expenses
- Project supplies and materials
- Performance services
- Print materials to promote the program and for use during the program
- Physical and digital displays and exhibits

Not permitted use of funds (Not exhaustive)

- Private initiatives
- Support of political organizations, events, and speech
- Donations

**Funding amount**

Funding amounts range from a few hundred dollars up to $100,000. However, if there is a proposal that exceeds this amount, the CRE may collaborate with other entities to see if funding can be secured. The CRE is planning to distribute $1.5 million annually in projects that align with the CRE’s strategic goals. The length of time of a project can range from is a single event, to multi-month, to a two-year duration.

**Proposal requirements**

See Enclosure 2 (Proposal Template) and Enclosure 3 (Proposal Budget Worksheet). Please ensure that the breakdown and total of all expenditures is included on the proposal budget worksheet. Additionally, all research projects must follow responsible
conduct of research and comply with human subject testing applicable policies and IU guidelines. If your research involves human subjects or is regulated by the Food and Drug Administration (FDA), it requires review and approval from an institutional review board (IRB) or the Human Subjects Office. See the link below to the Office of the Vice Provost for Research for a step-by-step overview of the IRB process. 
https://research.iu.edu/compliance/human-subjects/index.html

No funding will be awarded until the necessary training (https://research.iu.edu/training/required/human-subjects.html) has been completed and the appropriate study forms have been approved by IU's IRB.

**Deadlines**

Proposals will be reviewed once each semester.

<table>
<thead>
<tr>
<th>Academic Year</th>
<th>Proposal Due Date to CRE Review Committee</th>
<th>Proposal Outcome Announced</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018-2019</td>
<td>September 15, 2018</td>
<td>November 2018</td>
</tr>
<tr>
<td></td>
<td>March 19, 2019</td>
<td>April 2019</td>
</tr>
<tr>
<td>2019-2020</td>
<td>October 1, 2019</td>
<td>November 2019</td>
</tr>
<tr>
<td></td>
<td>February 15, 2020</td>
<td>April 2020</td>
</tr>
</tbody>
</table>

**CRE review committee outcomes**

The CRE staff will review proposals to ensure that minimum standards are met. Proposals that meet minimum standards will be forwarded to the Office of Contracts and Grants for review as well as to the CRE Proposal Review Committee. The CRE Proposal Review Committee will select projects that best match the CRE’s goals, focus areas, and values. Applicants will be notified about committee decisions to either confirm acceptance or explain proposal rejection. The CRE Proposal Review Committee has established a review rubric that it will use to evaluate submitted proposals to ensure that a proposal incorporates community-based research with community partners resulting in an identifiable community benefit. (See Enclosure 4: *Proposal Selection Rubric*). The Proposal Review Committee issues three possible recommendations for proposals. These recommendations are the following:
Declined: The CRE Proposal Review Committee will decline proposals that it does not believe addresses the CRE’s goals and values.

Hold for Future Consideration: The CRE Proposal Review Committee will hold proposals for future consideration if they meet the CRE’s goals and values but are not selected upon initial review.

Approved: The CRE Proposal Review Committee will approve proposals that best address and align with the CRE’s goals and values.

Award process

Should the proposal request be approved by the CRE Proposal Review Committee, ongoing requirements will need to be met to continue to secure funding. The CRE and the project coordinator will sign a Memorandum of Understanding (MOU). The MOU will outline requirements and deliverables. See Enclosure 5 (MOU Template). For all projects, funds not expended by the conclusion of the project will be returned to the CRE. The CRE will provide templates for required reports. Any equipment purchased remains the property of the CRE after the project is completed. The CRE will determine the appropriate follow-on action: the equipment is transferred to a unit’s property accountability, turned in to IU surplus, or remains with the CRE.

Summissions

Submit proposals using this form.

Point of contact

Please send questions or concerns that you might have to Todd Burkhardt, Director of Campus Partnerships, at toddburk@iu.edu or (812) 855-6836.
Enclosure 1: The Uplands Map

The Uplands (Southwest Central Indiana) is composed of 11 counties: Brown, Crawford, Daviess, Dubois, Greene, Lawrence, Martin, Monroe, Orange, Owen, and Washington. The Uplands has a population of 402,000; encompasses 4,500 square miles; and consists of 48 cities and towns.¹

¹ Regional Opportunity Initiatives (ROI). [https://swcindiana.org/about/region-profile/](https://swcindiana.org/about/region-profile/)
Enclosure 2: CRE Proposal Template

Proposal Title

Names of person(s) and unit(s) submitting the proposal

Proposal Summary
Very brief overview of the proposal

Proposal Goal
Articulated as a SMART Goal: Specific, Measurable, Achievable, Relevant, and Time-bound

Introduction and Background
Address the situation, challenges, and opportunities

Justification
Rationale for the proposal and how it is aligned with the CRE’s goals, vision, and values

Key Community Stakeholders
Who/what are the essential partners/entities that your team will work with

Scope of Work
Details of the project

Letters of Support
Community interest or agreement regarding the proposal

Letter or Email of Concurrence
A brief letter or email from your unit’s chair showing concurrence with the proposal

Proposed Timeline
Projected timetable

Evaluations and Outcomes
A set of measurable outputs and/or outcomes will be provided to the CRE staff along with a reasonable outline of the evaluation plan

Deliverable Products
The results that should be accomplished
Inherent Risks
Potential for losses from operating within the circumstances in which the proposal operates

Human Subjects
A note about whether or not the proposal includes human subjects research

Peer Review
Names and contact information of 2-3 persons in your field of study/area of specialty that could provide a blind-review of the technical aspects of your proposal

References
The list of sources that were resourced in order to compile the proposal

Contact information
Name(s), email(s), phone(s), unit(s), and position(s)
## Enclosure 3: Proposal Budget Worksheet

**Project Title:**

**Organization Name:**

**PI Name:**

**Fiscal Officer Name:**

**Proposed Project Begin Date:**

**Proposed Project End Date:**

### Project Costs

<table>
<thead>
<tr>
<th>Faculty/Staff Name, Role on Project</th>
<th>Annual Salary</th>
<th>Benefits</th>
<th>% Proposed</th>
<th>Fiscal Yr 1</th>
<th>Fiscal Yr 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>10%</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>0%</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>0%</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Total Faculty/Staff</td>
<td>$ -</td>
<td>$ -</td>
<td>0%</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Graduate Student Name</th>
<th>Monthly Stipend</th>
<th>Mos Proposed</th>
<th>Fiscal Yr 1</th>
<th>Fiscal Yr 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Total Graduate Student</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Hourly Support</th>
<th>Hourly Rate</th>
<th>Benefits</th>
<th>Hrs Proposed</th>
<th>Fiscal Yr 1</th>
<th>Fiscal Yr 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Total Hourly Support</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
</tbody>
</table>

Total Compensation: $ -

Total Travel: $ -

Total Other Expense (Itemize)

<table>
<thead>
<tr>
<th>Other Expense (Itemize)</th>
<th>Fiscal Yr 1</th>
<th>Fiscal Yr 2</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td></td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
<tr>
<td>Total Other Expense</td>
<td>$ -</td>
<td>$ -</td>
<td>$ -</td>
</tr>
</tbody>
</table>

TOTAL PROJECT COST: $ -

2/4/2019
## Enclosure 4: Proposal Selection Rubric

<table>
<thead>
<tr>
<th>Categories</th>
<th>+</th>
<th>√</th>
<th>-</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Match</strong></td>
<td>Matches CRE values/mission and represents a politically salient issue that IU is uniquely positioned to address</td>
<td>Matches with most CRE values and is politically salient and IU has some capacity to address the issue</td>
<td>Does not align with CRE value/mission and/or addresses area outside of IU expertise or is politically irrelevant</td>
</tr>
<tr>
<td><strong>CRE goals</strong></td>
<td>Corresponds to an identified goal of CRE and has the potential for high impact</td>
<td>Corresponds to a goal of CRE and has a smaller scope of impact</td>
<td>Does not match with CRE goals and/or would have little impact in region</td>
</tr>
<tr>
<td><strong>Outcomes and assessment</strong></td>
<td>Identifies clearly defined, measurable outcomes with benchmarks and quality controls, and creates artifacts with lasting impact for the community</td>
<td>Includes benchmarks and quality control but outcomes and artifacts may have ill-defined measures and/or limited community impact</td>
<td>Includes outcomes that are hard to identify and measure and/or has no benchmarks for quality and/or generates no lasting artifacts for community</td>
</tr>
<tr>
<td><strong>Data</strong></td>
<td>Uses a pre-existing data set or generates new data important to the work of CRE and the region</td>
<td>Uses pre-existing data and generates nothing new, or generates new data which is project specific</td>
<td>Creates new data that doesn’t advance the work of CRE or have relevance to the region</td>
</tr>
<tr>
<td><strong>Scalability</strong></td>
<td>Scope, identified issue and outcomes all offer opportunities to replicate and scale the project to serve a larger audience</td>
<td>Tied to place or a unique issue and doesn’t offer much opportunity for replication or scaling</td>
<td>No opportunity to scale the project to a larger audience or region</td>
</tr>
<tr>
<td><strong>Faculty/Research</strong></td>
<td>Utilizes faculty research competency area and/or involves faculty across multiple schools/disciplines</td>
<td>Relies on faculty research expertise but has limited crossover to other disciplines/schools</td>
<td>Does not rely on faculty research expertise and/or is limited to one discipline</td>
</tr>
<tr>
<td><strong>Community needs</strong></td>
<td>Responds to a community-identified need and builds on existing community or regional efforts</td>
<td>Does not build on pre-existing work because of novelty but does respond to a community-identified need</td>
<td>Community needs have not been considered and/or project doesn’t build on pre-existing regional efforts</td>
</tr>
<tr>
<td><strong>Sustainability and community capacity</strong></td>
<td>Creates a sustainable outcome and ensures community capacity and resources for ongoing success</td>
<td>Creates a sustainable outcome but does not offer resources or generate capacity for ongoing success in the community</td>
<td>Creates neither a sustainable outcome nor does the project develop needed community capacity or resources</td>
</tr>
<tr>
<td><strong>Stakeholder involvement</strong></td>
<td>Includes regional stakeholders and community partners from project definition through to deliverables</td>
<td>Includes regional and community partners for some but not all of the parts of the project</td>
<td>Regional and community partners are not consulted before or during the project</td>
</tr>
<tr>
<td><strong>Funding</strong></td>
<td>Aligns with funding areas of CRE and leverages current and future external and/or internal funding sources</td>
<td>Has alignment with CRE funding areas but doesn’t leverage internal or external funding sources</td>
<td>Has no alignment with CRE funding areas and also has not leveraged other internal or external funding sources</td>
</tr>
<tr>
<td><strong>Foundation</strong></td>
<td>Addresses a high-priority for IUF and corresponds to donor interest</td>
<td>Addresses an area of donor interest for IUF which may not be a high priority</td>
<td>Does not comport to donor interest or IUF priorities</td>
</tr>
<tr>
<td><strong>Partners</strong></td>
<td>Collaborates with and leverages external and/or internal partnerships with agencies and centers for assistance, including staffing</td>
<td>Collaborates in some ways with internal and/or external partners and leverages some assistance</td>
<td>Presents no opportunities for partnerships with internal or external agencies or centers</td>
</tr>
</tbody>
</table>
Enclosure 5: CRE MOU Template

Memorandum of understanding

[Focus Area] Commitment

This MOU shall govern the funding agreement from the Center for Rural Engagement according to the terms provided below. Funds will support objective(s) in accordance with the Center’s organizational mission and comply with all Indiana University policies. The Center reserves the right to terminate funding in the event that the project is not meeting the intended scope of work or a conflict of interest arises. Please see the Award Letter for additional reporting requirements.

Award recipient(s)  
Name and Project

Recipient Unit:  
000

Project Start Date: 00/00/2019
Project End Date: 00/00/2019

Objectives(s):

Description here

Expenditure of Funds:

In accordance with policy, transfer of funds out of, or into grant accounts is not permitted. Therefore, all project expenses must be charged directly to CRE grant accounts in coordination with the CRE business office and expended in compliance with university policies and procedures.

Requirements:

1. Monthly meeting with the CRE Project Committee in order to provide a status update.
2. Provide a quarterly written summary and progress status with regard to outcomes and outputs (no more than a 1-page summary) to the CRE Project Committee.
3. All expenses will be handled by CRE in conjunction with the project’s fiscal officer.
4. Units are responsible for fiscal coordination with the CRE.
5. Any equipment purchased remains the property of the CRE after the project ends.
6. IRB Protocol number (if applicable) and status.
Project leads will work with the CRE Communications Director to develop a communications plan. Additionally, any publicity related to this project, including news releases, media inquiries, story pitches, and advertising, must be coordinated with the Communications Director.

Approvals:

<table>
<thead>
<tr>
<th>Lauren Robel, Provost</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indiana University Bloomington</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Kerry Thomson, Executive Director</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Center for Rural Engagement</td>
<td></td>
</tr>
</tbody>
</table>

Agreement:

<table>
<thead>
<tr>
<th>Project Lead Name</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit</td>
<td></td>
</tr>
</tbody>
</table>

Notes/Funding Sources:

- See attached documents for scope of work with deliverables and budget:
- See scope of work file: “NAME”
- See budget file: “NAME”