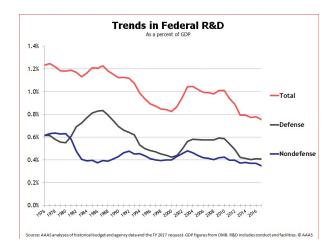


VSA R&D CONSULTING

THE VSA R&D CONSULTING DIFFERENCE

Federal research budgets are flat and the competition between universities for federal funding is increasing. Faculty and administrators across the country are struggling to find new sources of extramural research funding. VSA R&D Consulting works with you to provide a range of services to administrators and faculty to help them identify federal funding trends and upcoming opportunities, plan and organize their resources to maximize their comparative advantages, and successfully capture competitive awards. VSA R&D Consulting is not a lobbying service, but we coordinate with internal and external government relations offices, as desired, to leverage Congress to assist with your research funding priorities.

VSA R&D Consulting works with universities to seek and secure federal R&D opportunities and to enhance its academic stature and visibility amongst federal decision makers. Working closely with clients, we specialize in federal R&D program trends and analysis, strategic planning, faculty training and mentoring, proposal development, and effective communication.



VSA R&D Consulting has relationships with more than 250 disciplinary consultants. These consultants and subject matter experts play a critical role in project conceptualization, presubmission review. and proposal development. These funded investigators come from academia, government, industry, and the private sector, and include large-scale Center directors, ex-agency officials, national Lab personnel, and other nationally- and internationally-competitive researchers. VSA has a successful 20-year track record of working with these consultants to: (a) advise proposal teams, (b) conduct pre-submission reviews, (c) lead color teams; and (d) provide critical feedback and insight to increase the overall competitiveness of our client's offering. To date, these consultants have helped to secure more than \$800 million from the major federal R&D sponsors.



ABOUT US

VSA R&D Consulting is managed by Dr. Leslee K. Gilbert. Dr. Gilbert has worked with and for institutions of higher education for over 20 years. As a former university faculty member and staff director for a Congressional committee that authorizes programs for federal research and development agencies, she has unique insights into how to work with university faculty, administrators, and federal

officials to achieve research and development success. Dr. Gilbert works with a wide range of former federal agency experts within the Van Scoyoc Companies as well as external consultants.

We feature a talented team of senior-level policymakers, government officials, and leaders in the commercial and academic communities to manage client needs and provide strategic counsel and planning and analysis. In crafting and executing a comprehensive solution for your organization's strategic goals, we will also rely on the vast talents of our network of former high-level federal government officials from key agencies, such as the National Science Foundation, the National Institutes of Health, the Department of Defense, the Department of Energy, the United States Department of Agriculture, and the National Aeronautics and Space Administration. These consultants provide clients with unparalleled insight into the cultures and processes at federal agencies, and can help guide your faculty toward success.

Through strategic partnerships with organizations and individuals who provide high-level strategic advice and counsel, VSA R&D Consulting draws experts to the table to meet clients' unique needs. By coordinating and managing your team of experts, we minimize the time and aggravation you need to spend locating and contracting with various area specialists. Our approach also ensures that your research and development goals and objectives remain focused while you enjoy the benefits of multiple perspectives and approaches to problems.

SERVICE OFFERINGS

Each client is unique, and we structure our services to address the needs and circumstances of each client. Whether it be developing a Department of Defense funding capture strategy, or workshops for early career faculty, we offer maximum coverage and flexibility for services that can complement your existing efforts.



Every contract includes the following Essential Services:

- Grant Positioning Analysis
- Alignment of Researchers with Federal Initiatives
- Strength, Weakness, Opportunity and Threat Analysis
- Federal Agency Updates and Trend Analysis
- Budget Tracking
- Weekly Federal Updates
- Strategic Plan for Federal Funding Capture
- Operational Plans to Provide Detailed Timelines and Deliverables on Goals
- Strategic Partnering Advice Across Higher Education and Business and Industry
- Funding Opportunity Tracking and Assessment

The following available Enhanced Services complement the Essential Services, and are selected by the client in consultation with VSA R&D Consulting:

- Campus Workshops
- Early Career Faculty Development and Mentoring
- Proposal Reviews
- Mock Site Visits
- Targeted Campus Visits with Agency Experts
- Federal Agency Visits Planning
- Federal Visibility Building
- Advice on Navigating and Obtaining Membership on Federal Research and Development Advisory Committees

SAMPLE PACKAGES OF ENHANCED SERVICES

University Seeking Early Faculty Development

- A campus workshop featuring a former program director from NSF and NIH for early career faculty outlining the cultures of key funding agencies and how to approach developing successful proposals.
- Mentorship with former agency program officers for 7 faculty per year including targeted advice on working with the agencies, quarterly meetings/calls to keep efforts on track, and assistance with proposal development.
- Assistance with agency meetings, including advice on timing of visits, initial program officer outreach, and the preparation of meeting materials.
- Review of 7 early career grants, including preliminary drafts and outlines, from experts who ran agency programs and had great success at capturing Federal funding.

University Pursuing Funding for Centers/Institutes

- Campus small group meetings led by former agency directors with key faculty to help coordinate across divisions and academic programs.
- Grant consultation for large-scale grants, including identifying appropriate agency programs and solicitations and working with faculty to hone proposals.
- Coordination of external reviews for large multidisciplinary proposals to Science and Technology Centers (STCs), Multidisciplinary University Research Initiatives (MURIs), and similar programs.
- Mock Site Visits by former agency officials who were directly involved in making funding decisions based on actual agency site visits.

University Wanting to Raise its Research Profile and Funding Portfolio at Targeted Agencies

- Introductions to key agency officials, including accompanied meetings, as appropriate.
- Advice and consultation on placing key faculty members on agency boards and review panels.
- Coordination of campus visits by current agency officials.
- Campus workshops or targeted meetings focused on the culture and processes at and within particular agencies from officials who used to run programs at those agencies.

VAN SCOYOC ASSOCIATES INC

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