**THE 75 WORD IDEA: A Planning Guide**  
**to Starting a Foundation, Corporate or Government Proposal**

**The Idea**:  Write a summary of your project in 75 words or less.

**Self-reflective/Institutional Questions**:

1. Why is this project important for you as a scholar or your department as a whole?  That is, how does it connect to your and/or the department’s long-term goals or strategies?
2. Why is this project important for Lawrence? That is, how does this project connect to campaign priorities and/or the president’s vision for Lawrence (e.g. individualized instruction, individual/institutional self-reflection and assessment, arts/culture strengths, partnerships with community, academic leadership and reputation)?

**Broader Impacts/Academic Merit Questions**

1. Would the project be designed in a way that would make it exportable/replicable?
2. Will your project fill a “void” in the knowledge base of your discipline or in the pedagogical knowledge base of undergraduate education (or perhaps more specifically, in undergraduate liberal arts education)? If so, what evidence is there for this other than the anecdotal (*e.g.* academic literature, reports/surveys from reputable private organizations or from government agencies)?
3. Is there a demand in the undergraduate academic community for the product(s) of this project?  If so, what is your evidence? That is, can you cite a publication from a reputable organization or investigator outside of Lawrence? Are there colleagues in the field who have expressed possible interest in adopting your project and are willing to write a letter of support or be quoted in your grant proposal? [Note: evidence that there is a particular deficiency in the body of pedagogical or research literature does not necessarily mean there is *demand* to fill that void—a grant proposal will have to document both the need for the project and the demand for the project’s anticipated findings.]
4. What is the potential national or regional impact of this project? Whom will it affect? Will it help advance the work of other scholars in the field?  Might it serve as a model for improving undergraduate liberal arts education?  Will it have a more regional impact, such as ACM/GLCA?  The general public?  If the project is highly technical, what might be among its practical applications?