S.C. SEA GRANT CONSORTIUM
FY12-14 REQUEST FOR PROPOSALS

SECTION II: CONCEPT LETTERS –
INSTRUCTIONS for PREPARATION and SUBMISSION

Concept Letters are due in the S.C. Sea Grant Consortium office COB on April 8, 2011

Structure of Concept Letters
Concept Letters should present a synopsis of the proposed effort, and should include the following elements:

Problem Statement: Describe in concise terms the problem and/or opportunity to be addressed, and discuss its relationship to S.C. Sea Grant Consortium program priorities.

Objectives: Clearly list the overall objectives and hypotheses for the proposed project, and list specific objectives by year if proposing a multi-year project. (Projects may be proposed for more than two years; however, PIs will be expected to submit a Full Continuing Proposal for each two-year period beyond the initial biennium for review and processing.)

Methods: Concisely describe the proposed methods - reviewers should be able to make a preliminary determination about the appropriateness and innovativeness of the proposed approach for achieving the stated objectives.

Expected Outcomes: The PI should outline planned outcomes and the timeframes (on an annual basis, for each year of the proposed effort) in which they will be achieved. Expected Outcome statements should address how the proposed project is expected to contribute to the economic, environmental, social, and educational sectors of South Carolina and the region. The following list provides some examples of the types of statements the Consortium is seeking:

- New tools/technologies to be developed
- Number of jobs to be created/saved
- Changes in community/government/industry “behavior;” e.g., passage of new ordinances, adoption of new policies, etc., that may result
- Economic value of expected benefits to target audiences
- Number of schools adopting new curricula
- Number of patent applications to be filed

In addition, PIs are strongly encouraged to support the careers of undergraduate and graduate students, and to publish project results in scholarly journals. Therefore, PIs should outline their expectations for both in this section.

Please note that all PIs will be expected to report on and document their Outcomes in their annual and final reports (See Section V).

Targeted Audiences/Outreach/Education: Identify the users, organizations, and groups who will benefit from the work. Briefly identify the information products to be generated and the mechanisms that will be used to deliver resulting information to the target audiences. Prospective PIs should make contact with their target audiences prior to submission of Concept Letters to solicit their interest and possible involvement in the proposed effort. To increase the chance of Concept Letter success, user involvement during the preparation of Concept Letters and Full Proposals, as well as throughout the project itself, is strongly encouraged. Consortium outreach staff can be helpful in this regard (see
Appendix A for a Consortium staff listing).

**Anticipated Results/Benefits:** Outline the anticipated results and their potential application/implications to the Consortium’s priorities and the target audiences that have been identified in Section I.

**Personnel and Collaborators:** List the names and affiliations of all investigators, cooperators, senior staff, and students (if appropriate), and briefly describe their roles in the proposed effort. Also describe any industrial and commercial partners, user interactions, extension and/or education program staff involvement, and other details on those individuals who will contribute to the project.

**Budget/Duration:** Include a rough budget estimate (broken down into salaries, wages, fringe benefits, travel, equipment and supplies, and other costs) for each year of the project. Indicate the length of the proposed effort (in years).

**Preparation of Concept Letters**
Please prepare your Concept Letter using the following guidelines:

1. The Concept Letter should be no longer than four (4) 8.5" x 11" pages.
2. Do not include any attachments to the Concept Letter.
3. Do not use a type face (font) smaller than 11 point.

**Submission of Concept Letters**
All concept letters must be submitted to the Consortium by COB on April 8, 2011 in the following formats:

1. A Microsoft Word file and a PDF file, attached to an e-mail sent to conceptletters@scseagrant.org, and
2. The original and twelve (12) hard copies of each Concept Letter mailed to the Consortium address:
   - Concept Letter Desk
   - S.C. Sea Grant Consortium
   - 287 Meeting Street
   - Charleston, SC 29401-1514

**Review of Concept Letters**
Concept Letters should be succinct but sufficiently detailed so that Consortium staff and external panel reviewers can make an informed evaluation of the proposal’s relevance and capabilities of the PIs.

Concept Letters will be reviewed by members of the Consortium staff and an external review panel consisting of public and private marine and coastal resource and management representatives. Concept Letters will be evaluated based on the same criteria by which Full Proposals are judged. These criteria can be found in Section IV.

Principal Investigators who’s Concept Letters pass the initial review will be invited to submit **Full Proposals**. These investigators should prepare Full Proposals according to the guidelines found in Section III.