

ZIEGFELD & ASSOCIATES

PROPOSAL CONSULTING

SERVICES OFFERED

Webinar: On proposal writing best practices—for groups

1-on-1 Mentoring: Sessions for faculty at all levels with nationally renowned proposal-writing experts

Mentoring the Mentor: Train faculty, administrators, or staff who mentor faculty—scaling the effort

Full Lifecycle Development: Manage process—planning to production—for large or strategic proposals

Program-Focused Workshops: Focus on specific programs—NSF CAREER/Noyce, or NIH SCORE

Tool Development: Create tools that help faculty deliver more competitive proposals

Assistance for Non-Native Speakers: Consulting on idiomatic English, grammar, and style



CREDENTIALS

Dr. Richard Ziegfeld has written and managed proposals for 30 years and is author/editor of 16 books and videos. He has also published 75+ scholarly articles on writing in a business setting, designing content for print and electronic media, and literature. Since 2010, he has managed 1000+ proposals valued at \$1.5 billion—at a win rate of 40%. Recently he managed a winning proposal that the U.S. Census Bureau valued at \$544M.

He has led workshops and managed proposals for many organizations such as California State University's Chancellor's Office, Illinois Institute of Technology, NASA Glenn, the Ohio Aerospace Institute, and businesses.

Holds a Ph.D. (comparative literature) and two M.A.s (English & German literature); University of Texas at Austin.

He has mentored in all disciplines but has extensive experience with NSF CAREER, NSF Noyce, and NIH SCORE.

Colleagues: Dr. Ziegfeld has five affiliates—Dr. Joan Bissell, Dr. Susan Golden, Dr. Michael Sikes, Dr. John Tarp, and Deborah Vrabel (M.A.)

Accomplishment of this team:

- Published 51 books/videos and hundreds of articles and reports
- Written or helped develop winning proposals valued at \$2 billion
- Served 400+ clients in educational, government, and industry sectors
- Been featured in national media outlets—newspapers, TV, radio



PROPOSAL SUPPORT INFRASTRUCTURE

Gaps Campuses Often Fill: Items 1-3

Gaps Ziegfeld & Associates Fills: Items 3-5



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DELIVERY METHODS

Remote, onsite, or both, depending on client preferences

PROGRAM EXAMPLE

CSU Chancellor's Office delivered 140+ 1-on-1 mentoring sessions to mentees from 21 CSU campuses; offered a 2½-hour system-wide webinar and 1-day proposal workshop for 20 NSF Noyce Teacher Scholar proposal writers

- **Federal Agencies:** NSF; NIH; NEH; NASA
- **Federal Departments:** Defense, Education, Health and Human Services, Labor, Transportation
- **Mentee Fields:** All STEM disciplines, social sciences, humanities, and education

BENEFITS OF MENTORING

- Faculty immediately submit more competitive, compliant proposals
- Faculty take less time to become productive researchers
- Faculty retain mentoring lessons in the long term on other proposals
- Faculty morale improves—someone in the system cares
- Campus generates more winners in prestigious programs—e.g., NIH SCORE, NSF CAREER, and NSF NOYCE



TESTIMONY FROM PARTICIPANTS AND ADMINISTRATORS

“Dr. Ziegfeld provides strategic reviews for faculty proposals that refine and polish ideas and put them into a competitive, actionable document.”

- Dr. Ganesh Raman, Assistant Vice Chancellor, Research, CSU Chancellor's Office

“The in-person consulting session was extremely informative and efficient. Dr. Ziegfeld was very helpful and provided accurate and constructive comments on my draft proposal. I learned a lot from him during this consulting session.”

- Dr. Mehran Mazari, Assistant Professor, Department of Civil Engineering, CSU Los Angeles

“Magic touch. You are so awesome!”

- Dr. Bin Tang, Assistant Professor, Computer Science, CSU Dominguez Hills

“Your feedback was instrumental in us getting the grant. Reviewers could hardly find any fault in the grant.”

- NSF Noyce Program winner, Dr. Jennifer M. Oloff-Lewis, Associate Professor, Education

