NTAE YEAR THREE
PROGRAM ACCELERATOR APPLICATION GUIDE

The New Technologies for Agricultural Extension (NTAE) cooperative agreement with the USDA National Institute of Food and Agriculture (NIFA) through a partnership with Oklahoma State University will enter its third year on September 1, 2021. A key program in the cooperative agreement is the Program Accelerator. The Program Accelerator is a unique partnership between a project/program team and the resources of the Extension Foundation for a year of rapid growth and progress resulting in expanding the team's local impact and national potential. Our unique methods and team of catalysts and key informants work uniquely with each team to produce scalable, better resourced, and more effective programs and community-based initiatives through a one-year boost of additional support. You can learn more about NTAE projects taking advantage of the Program Accelerator at https://impact.extension.org/ntae/.

AWARD UNIQUENESS

Over the course of one year, the project leader and team are coached to identify new possibilities and strengthen their planned impact. Each team receives additional support to create materials and experiences that engage Extension resources to speed development and generate a change where it is desired. The full value of this program is in the accelerator experience. Awardees can expect robust and productive interaction with a group of catalysts and key informants in a mentoring role to help you and your team grow professionally over the course of a one- year partnership.

- Support from key informants is customized to each project's needs including, but not limited to, team leadership development, communications and marketing/market research, evaluation planning, partnership development, digital engagement, professional development delivery, and publishing of project methodologies and support materials.
- Awardees receive $10,000 in the form of a stipend and/or salary and benefits of up to 10K. Indirect costs are not allowed on these funds. Recipients of this funding can be the team leader, team members, or support personnel.

- All Land Grant Universities are eligible to apply including 1862, 1890, and 1994.

The one-year journey for the project leader and team will be unique. Please expect the time commitment for the team leader to be as much as 10 to 20 percent (4-8 hours per week) on average over the course of one year. By the end of one year, your program is stronger, better-resourced, and more easily adopted or adapted by others across the Cooperative Extension system to serve the needs of people and communities.

FOCUS AREAS

Applications for the NTAE Program Accelerator for Year 3 will need to align with the USDA Strategic goals and be early-stage/high potential projects. In Year 3, projects are also sought to align with the Extension Committee on Policy (ECOP) Program Priorities to bring greater support for projects serving multiple national initiatives. At least one proposal is desired that advances the understanding of an engaged university. Such evidence includes 1) partner programming with nontraditional university units (colleges of liberal arts, engineering, medical school, etc.) and/or 2) co-creation of project design with partners, audience, and/or community members.

WHAT YOU NEED TO KNOW BEFORE YOU APPLY

- Projects must be in the early stages of maturity and have a high potential for making a significant local/state impact, and by providing a model for adoption by Extension professionals regionally or nationwide. This means the project is likely to have objectives completed, audiences identified, potential outcomes identified, and implementation planned or in an early stage.
- Each application should identify a team leader (a Fellow) for the project who will serve as the primary contact.
- Teams must have at least three (3) members including a project/team leader.
- All applications must have the support of the Extension Director/Administrator.
- Awardees are expected to provide quarterly updates on their project progress.

WHERE TO APPLY

This guide will prepare you to submit your application and provide resources to frame your proposal. The proposal will be submitted using an online application linked to our Application Portal. Applications can be initiated, saved in progress, and completed at a later date. If you do not already have an account in our system, the first step will be to obtain an account by using the registration link in the Application Portal. You can invite other team collaborators to assist in building and submitting your application.

THE APPLICATION QUESTIONS

- Institutional and Contact Information Section
    - Identify institution (from list)
    - Institutional Personnel Contact Information
    - Extension Director/Administrator Contact Information
    - Letter of Support from Extension Director/Administrator (upload)

- Project Information Section Guidance
    - This section you will provide a detailed description of your project and target audience. Identify who will be impacted, how they will be impacted and why this project is a good investment of Extension resources. Prioritized project solutions should be shaped by community member input and data. The project should build upon community assets and be clearly communicated.
    - Items to consider when providing your description:
        - What makes this issue so important?
        - What is the expressed need?
        - What is the project and its urgency?
        - What makes it inclusive and equitable?
        - Who benefits from your project?
        - How does this audience represent diverse interests and the community affected?
        - How has the audience been included in developing and implementing the project?

- Proposed Project Questions

1. Share how your proposed project aligns with USDA, ECOP, and the Engaged University Model.
    a. With which [USDA Strategic goals](#) (2-7) does your proposed project best align? This is REQUIRED (select all that apply, required question)
        - Strategic Goal 2: Maximize the Ability of American Agricultural Producers To Prosper by Feeding and Clothing the World
        - Strategic Goal 3: Promote American Agricultural Products and Exports
        - Strategic Goal 4: Facilitate Rural Prosperity and Economic Development (Some health topics are included in this goal)
        - Strategic Goal 5: Strengthen the Stewardship of Private Lands Through Technology and Research
        - Strategic Goal 6: Ensure Productive and Sustainable Use of our National Forest System Lands
        - Strategic Goal 7: Provide All Americans Access to a Safe, Nutritious, and Secure Food Supply (Some health topics are included in this goal)

b. With which [(ECOP) Program Priorities](#) does your proposed project align? This alignment is DESIRED but not required (select all that apply)
- Broadband Access and Digital Skills
- Climate Mitigation, Resiliency, and Adaption
- Diversity, Equity, and Inclusion
- Economic and Workforce Development
- Health Equity & Well-Being
- Nutrition Education and SNAP-Ed
- Urban Programs and Urban Agriculture
- 4-H Positive Youth Development

c. This alignment is DESIRED (Yes/No). An Engaged University Model is defined as:
- partners with nontraditional university units (colleges of liberal arts, engineering, medical school, etc.), and/or
- co-creates the project design with partners, audience, and/or community members.

2. What specific issue is involved, and what makes it important to address? Include your Why Statement. Refer to the [Why statement description](#) for guidance. (300- word limit)

3. Describe your project's intended audience and what your project will achieve. Include a Unique Value Proposition (UVP) statement for your proposed project. Refer to the [UVP description](#) for guidance. (500-word limit)

a. Framework for the UVP: "A \<project description\> for \<target community members/participants\> that \<key value\> enabling \<primary benefits\> unlike \<existing alternatives\>."

b. Example: A fun, engaging, mobile game for consumers confused about common misconceptions on food labels (non-GMO, natural, organic) that empowers consumers enabling confident grocery shopping decisions based on their needs, unlike relying on food advertisements or fact sheets.

4. Share your intended results and initial plan to measure those results by completing the Impacts worksheet. Resources include the [Impact description](#) and [download Impact worksheet](#) to complete and upload.

5. Stages of Implementation:
a. In what month and year was this project conceived? (25 words)
b. To help us better understand your project's progress at the time of application and alignment as an early stage/high potential project, select all stages of implementation that apply. This information will help us determine what value we can provide to your proposal through catalyst and key informant support. (select all that apply)
- Issue: clearly identified
- Team: formed around the issue
- Partnerships: engaged with the audience, community members, and/or partners in the co-creation of the project
- Audience: clearly identified and/or engaged
- Outcomes/Projected impact: identified
- Ideation: developing solutions to address the issue

- Inputs: characterizing the issue further getting insights from others (including the audience) or identifying needed resources to develop and deliver the program
- Program Development/Planning: building out the program/activity
- Pilot Delivery/Assessment: delivering and evaluating project pilots (replicated as needed)
- Iteration: project pilots modified with assessment data
- Implementation/Assessment: final delivery and evaluation of the project
- Acceleration: regional and/or national implementation

6. Project Team: List the primary team members for this project. Table items to include are: Name, Title, Affiliation, and Team Role. Successful teams must have at least three (3) members and could consist of a variety of support roles such as designated leader/point person, stakeholders or community members, communicators, evaluator or person leading evaluation, etc. A person can serve in multiple roles and realize roles may change over time.

Team Member's Name	Title	Affiliation	Team Role

7. Describe a time when you/your team worked with a mentor, what you learned, and what value you received. (250 words)
8. What do you need to help you or your team be more effective? (250 words)
9. Budget: Projects can elect to budget up to $10,000 in the form of a stipend only and/or salary and benefits. The total for personnel costs is $10,000, whether for one or more people in a combination of fixed stipend or salary/fringe costs. For example, two people receiving a $5K stipend, or one person receiving $5K as a stipend, and one person receiving salary/fringe. No indirect costs are allowed. The online form will be fillable.

Budget items as seen in the application	
Personnel Costs	
- Stipend	$
OR	
- Salary	
- Fringe Benefits (if applicable)	$
Total Personnel Costs	$10,000

- **Office of Sponsored Programs Contact Information Section**

END OF APPLICATION GUIDE