



**Queen Mary**  
University of London

# **SFU Applicant Seminar: What are the judges looking for?**

**March 7, 2019**

**10:15 – 11:15**

**Professor Stephanie Marshall**

# How to write a successful application:

Story Board:

1. Importance of the Centre Plan
2. Clarity regarding the proposed Innovation
3. Embedding the evaluation and impact measures, and the dissemination process

# 1. Importance of the Centre Plan

1. What is the clear, concise **vision** for the Centre? (looking forward 5 years);
2. With the *end in mind*, what **key steps** will need to be taken to realise this vision? (year on year, via coherent workstrands, gantt chart methodology);
3. What will **success for this centre** (at institutional, national and global) look like?

## 2. Proposed innovation

1. What is the **perceived 'need'** which is driving this proposal?
2. What was the **market research** that was undertaken to identify this need, and to gauge responsiveness to the suggested innovation?
3. How extensively have you **'market tested'** you proposal – with networks to include students.

### 3. The 'evaluation and impact' and 'dissemination' frameworks

1. **Start with the end in mind** with both;
2. Clarity with respect to '**what success will look like**' crucial – for the overall project, and the individual workstrands. This will inform both appropriate KPIs and measures, and points at which dissemination will assist with feedback to inform next steps;
3. Ensure that the 'whole' is greater than the sum of the parts (**leadership and management infrastructure** will really help here)

**Questions?**