

# How to start a signature project

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Signature project: Not federally funded, not out of core funding, evolved and developed in unique ways

- sustainability of funding over time, not dependent on a 3 year grant and a set of priorities

**Keywords: Risk, Relationships, Resilience**

Direct Course-

- Individuals (home health aides) who support
- started out as college of direct supports (500, 000 every day, in 42 states)
- Single largest source of funding in their UCEDD
- 18 statewide contracts,
- Start-up grant dollars
- Saw a need in mental health, aging, employment
  - Invited other universities to start sister products

-relationship with the dean

-don't have bridge dollars

Example: **Check and Connect**

- Started in the department of education clearinghouse
- Dropout prevention training intervention
- Training on how to implement, interventions and monitor student activities
- How to facilitate inclusion:
  - Find somebody with an idea
  - Bring it into their research network and test it

**How do you build relationships within your university setting?**

Messaging around the network crisis is wrong (long term services and supports)

- Creative messaging around the workforce
- Trainings you've done, does another group want that? If the contract's expired, you could market it to other entities in the state.
- Office of Technology and Commercialization
  - Have to make them understand that there's a market for your product, you have to do a lot of education
  - Putting a price tag on your training can be a challenge
    - One way to do it: Determine who's going to be involved, take their fully loaded rate, double it (salary and fringe benefits, etc), and any training or supplies that are known is an add-on). You usually end up making about 25%. What happens

with staff is that they underestimate the amount of time it takes, and they usually lose money on hours.

- Pricing
  - What will the market bear?
  - What are comparables charging?
  - Direct and indirect costs, account as fully as you can for your personnel costs, usually your highest
  - What do your margins look like
  - Banding- averaging for a certain career level
  - Fixed price contract
  - Universities are pushing more and more towards commercialization
    - Non-grant revenue is taxed at 18% (but this rate is negotiable)
    - But might encourage centers to be more entrepreneurial, will encourage you to tap to other resources on campus