

Rethinking Your Research Funding Course

A four-week course to help faculty go beyond federal grants and build a sustainable funding strategy

What is Rethinking Your Research Funding?

Rethinking Your Research Funding is a four-week virtual course designed to help faculty strengthen and expand their funding strategies. Participants will learn how to identify and pursue non-federal sources of research support—such as foundation, industry, and state or local grants—reframe their work for broader audiences, and build sustainable partnerships beyond traditional grant pathways.

This course is designed to support any faculty member exploring funding for their research. It is especially beneficial for those who have unexpectedly lost access to traditional funding options.

Core Components



Strategic Funding Map

Build a personalized plan that aligns your research with alternative funders, including philanthropies, corporations, foundations, and community organizations.



Communicating Beyond Academia

Learn how to present your work to non-academic audiences in ways that highlight its relevance, impact, and value.



Sustaining Support Over Time

Develop long-term strategies and cultivate a network to maintain momentum and keep funders engaged beyond the first award.

Why Rethinking Funding?

This course responds to the growing need for strategic, sustainable, and adaptable funding approaches, especially as more researchers turn to alternative sources. Rethinking Your Research Funding is the answer to challenges such as:

- How to move beyond federal grants and identify funders aligned with your work
- How to effectively communicate research to non-academic audiences
- How to maintain relationships and momentum once funding is secured

4,000+ Federal Grants Targeted

More than 4,000 federal grants were targeted for termination, impacting over 600 colleges and universities nationwide.

\$6.9 to \$8.2 Billion in Funding at Risk

These cuts include more than \$3 billion in unspent funds that remain vulnerable.

*data according to the Center for American Progress

Course Outcomes

Faculty who complete this course leave with more than ideas. They gain a clear strategy, renewed confidence, and practical tools to navigate today's funding challenges. This course is built to help participants take action and make meaningful progress toward their goals.

Rethinking Your Research Funding supports outcomes in three key areas:



Increased Confidence

Participants develop a stronger understanding of how to pursue non-federal funding, including where to focus their efforts and how to stay competitive.



Sharpened Focus

Faculty clarify which opportunities align with their research and values, helping them prioritize and make more intentional funding decisions.



Forward Momentum

By the end of the course, participants will have created a personalized plan, identified active outreach ideas, and outlined clear next steps they can begin right away.

Benefits for Academic Leaders

As traditional sources become harder to access, many researchers need help expanding their approach. This course provides targeted support that complements existing campus efforts without overburdening internal offices. It helps institutions:

- Build research resilience by equipping faculty with strategies to pursue a wider range of funding sources
- Align faculty proposals with broader institutional goals, including community impact and interdisciplinary work
- Provide scalable development that supports faculty success while easing demand on internal research staff

What's Included in the Sessions

Rethinking Your Research Funding is a four-week course built around **virtual sessions, reflection exercises, and guided strategy development**. Participants can expect:

- **Weekly Modules** - Bite-sized video and written content on funding mindset, opportunity search, plan creation, and application strategy.
- **Kickoff Webinar** - Live orientation to connect with instructors, peers, and the course structure. Recording will be available for those who cannot attend live.
- **Live Group Coaching** - Dedicated time to ask questions, get feedback, and refine your funding strategy in real time. Questions can be submitted ahead of time and the session will be recorded.
- **Private Community Forum** - Space for discussion, collaboration, and accountability—guided by weekly prompts and moderated by funding experts.
- **Strategic Planning Tools** - Templates and exercises to help you build a funding plan and mentor map aligned with your goals.
- **Resource Library** - Curated materials on alternative funding types, networking strategies, application tips, and more.

The Funding Experts Behind the Course

Expert guidance rooted in experience, strategy, and results.



Sabrina Noel, PhD

Associate Professor
University of
Massachusetts - Lowell
Area of Expertise:
Industry Funding



Connie Yowell, PhD

Senior Advisor to the
Provost
Northeastern University
Formerly with the
MacArthur Foundation
Area of Expertise:
Philanthropic Funding



Franco Montalto, PhD

Professor
Drexel University
Area of Expertise: State
and Local Funding



Jolie Sheffer, PhD

Associate Dean, FSP
Coach
Bowling Green State
University
Area of Expertise:
Pivoting Your Research

Course Details & Registration

- **Time Commitment** — 2-3 hours per week
- **Registration Fee** — \$495
- **How to Register** — [Click here to register now.](#)

[Request Program Information](#)

Course Schedule:

Week 1: Introduction to alternative funding sources, begin shifting your mindset to move beyond federal grants.

Week 2: Challenge misconceptions, explore alternative funders, and practice strategies for staying flexible while protecting your research integrity. **This week includes a live session.**

Week 3: Build connections with activities on networking, positioning research, and creating an elevator pitch to communicate your work more broadly. **This week includes a coaching call.**

Week 4: Create a strategic research plan and mentor map, giving you a flexible roadmap and support network to pursue alternative funding sources. **This week includes a coaching call.**