EDA's University Center Program is a competitively-based partnership between EDA and academic institutions that makes the varied and vast resources of universities available to the economic development practitioner community.
AGENDA

➢ Program Overview
➢ Allocation
➢ Eligibility
➢ Award Period
➢ Match Requirements
➢ Application Documents
➢ Application Review Criteria
➢ Review and Selection Process
➢ Tools and Resources
The University Center (UC) Program – Enables institutions of higher education to establish and operate programs focused on leveraging university assets to foster regional economic development.

- Builds regional economic ecosystems that support innovation and high-growth entrepreneurship as well as resiliency and inclusiveness.

- Collaborates with other EDA partners by providing expertise and technical assistance to develop, implement and support regional strategies.

- Results in job creation, high-skilled regional talent pools, and business expansion in a region’s innovation clusters.
This program funds technical assistance provided by an accredited institution of higher education or a consortium of accredited institutions of higher education that is focused on one or more of the following program focus areas:

• Advancing regional commercialization efforts
• Advancing high-growth entrepreneurship
• Cultivating innovation
• Encouraging business expansion in a region’s innovation cluster(s)
• Developing a high-skilled regional workforce
• Increasing the resiliency of a region
For FY 2021, EDA has allocated approximately $7.4 million to the University Center program ($2.5 million for the first year of awards under this competition) under funding appropriated through the Consolidated Appropriations Act, 2021 (P.L. 116-260).

Divided among 2 Regional Offices
- CRO
- PRO

Funds about 8 to 10 awards per EDA Region

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<th>Chicago Regional Office</th>
<th>Serves: Illinois, Indiana, Michigan, Minnesota, Ohio, Wisconsin, and Muscatine and Scott counties in Iowa</th>
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Eligible Applicants

• Accredited Institutions of Higher Education including
  o Community Colleges or Junior Colleges
  o Consortium of Accredited Institutions of Higher Education
• University-Affiliated Research Institutions
• Non-Profit Organizations

See Notice of Funding Opportunity for eligibility details.
Period of Performance:

• Awards will be for a 5-year period of performance

  ➢ SF-424, SF-424A, Budget Narrative, and Staffing Plan should be for full 5 years

• Selected University Centers will **NOT** compete for 2\(^{nd}\) - 5\(^{th}\) funding years

Funding:

• Initial funding period will be for Year 1

• Matching funds for the project **must** be committed for at least Year 1

*Funding beyond the first year will depend on the availability of funds and recipient performance.*
MATCHING REQUIREMENTS

**Application Matching Requirements**

- EDA will fund up to 50 percent of the **total project cost**
- In-kind contributions are allowed
- Other federal funds may be considered match if authorized by statute (requires EDA’s prior approval)
- Matching share must: (i) be committed to the project for the project period, (ii) be available as needed, and (iii) not be conditioned or encumbered in any way
  - Supporting documentation!
- Local match must be committed at the time the application is submitted (only first year match amount required)
Scope of Work Activities

Applicants must describe specific activities to be undertaken by the University Center during the period of performance, including but not limited to providing technical assistance, conducting applied research, and disseminating information about, and the results of, the University Center’s economic development activities.

- **Technical assistance**: all economic development activities whether undertaken at the request of an entity outside of the sponsoring institution (or consortium) or directly by the applicant or co-applicants.

- **Applied research**: the direct use of research to address a specific challenge, meet a specific need, or solve a specific problem experienced by innovators, entrepreneurs, economic planners, and cluster-based industries.

- **Disseminating information**: (1) informing the University Center’s target audience of available assistance; (2) publicizing research findings and best practices; and (3) demonstrating to EDA how measurable economic development outcomes will be realized during the period of performance.

*see page 15 -16 of the NOFO for more detail*
• **Required Forms**
  – Form SF-424 – Application for Federal Assistance
  – Form SF-424A – Budget Information—Non-Construction Programs
  – Form CD-511 – Certification Regarding Lobbying
  – Form ED-900 – General Application for EDA Programs
  – Form ED-900A – Additional EDA Assurances for Construction Or Non-Construction Investments

• **Other Forms (if applicable)**
  – Form SF-LLL – Disclosure of Lobbying Activities

• **Other Attachments**
  – Staffing plan
  – Resumes
  – Personnel summary
  – Five separate itemized budgets
  – Organizational documentation (if applicable)
  – Indirect cost rate documentation (if applicable)
Application Review Criteria

- Project Alignment with Investment Priorities (25%)
- Capacity of Applicant for Execution of Scope of Work (35%)
- The Responsiveness to the NOFO (40%)
Projects **MUST** address one or more of the following EDA Investment Priorities:

- **RECOVERY AND RESILIENCE**
- **CRITICAL INFRASTRUCTURE**
- **WORKFORCE DEVELOPMENT AND MANUFACTURING**
- **EXPORTS AND FOREIGN DIRECT INVESTMENT**
- **OPPORTUNITY ZONES**

*See complete description of Investment Priorities on EDA’s website at [https://eda.gov/about/investment-priorities](https://eda.gov/about/investment-priorities).*
Four Equally Weighted Factors:

- Fosters job creation and promotes private investment
- Indicates feasibility of the project
- Describes sustainability and durability of results of the project
- Demonstrates organizational capacity

#2 Applicant Capacity
Successful applicants demonstrate the following:

- Serve a well-defined geographic area and benefit distressed communities within that area
- Provide technical assistance, conduct applied research, and/or disseminate information to foster regional economic ecosystems
- Drive regional economic development and strategies
- Leverage other university assets that support regional economic ecosystems
- Engage EDA stakeholders and partners (e.g., EDDs, Indian Tribes, RDOs)
- Include measurable activities and outcomes
- Plan for sustaining success beyond period of performance
➢ One purpose of the UC program is to leverage existing university resources, so describe the institutional systems, information, and expertise available to you.

➢ Competitive applications document strong partnerships. Partnership letters should identify the role the support organization has in the program and detail contributions.

UC Partners

- Economic Development Districts
- State Offices & Workforce Dev. Boards
- Non-Profit Organizations
- Business and Industry Associations
- Federal Agencies
- Cities and Counties
- Economic Development Organizations
Applications Due: **June 4, 2021** at 11:59pm ET

Applications must be submitted through grants.gov:
1. Read the NOFO in its entirety. Many of your questions can be answered by thoroughly reading the document.

2. The project narrative of your application is limited to 10 pages.

3. The indirect costs are limited to no more than 20% of the total project costs. No exceptions.

4. Notably, any program income must be added to the funds committed to the project, and all funds must be used to further eligible program activities before expiration of the five-year period of performance.

5. Register in GRANTS.GOV early!

6. SAM registration must be up-to-date.

7. The Authorized Organizational Representative (AOR) is the only person who can submit the application in Grants.gov.

8. We recommend submitting your application a week in advance to give yourself plenty of time to address technical and other issues that may arise.
POST-APPROVAL REQUIREMENTS

➢ Performance Evaluation
• In accordance with 13 C.F.R. § 306.7, EDA will conduct a performance evaluation of each University Center within three years after the initial start date of the award.
• EDA may conduct an additional performance evaluation prior to the end of the five-year award.
• Goal: assess the University Center’s contribution to providing technical assistance, conducting applied research, meeting program performance objectives, and disseminating project outcomes in accordance with the scope of work funded during the period of performance.
• Will include participation of at least one other UC as part of peer review process.
• Cost-reimbursable – so bake this into your budget!

➢ Reporting
• Progress reporting
• Financial reporting
• GPRA reporting: https://www.eda.gov/performance/gpra/
# 2016 UC Competition Applications

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<th>CRO</th>
<th>PRO</th>
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<tr>
<td>Applications</td>
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<td>Awards Made</td>
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<td>Average funding (per year)</td>
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EDA’s University Center page:
https://www.eda.gov/programs/university-centers/

https://www.eda.gov/programs/university-centers/applicant-resources/

Best Practices and Other Resources:
• https://www.eda.gov/tools/
CRO University Center POC:

Robin Bush, rbush@eda.gov
Regional Environmental Officer and Acting Supervisor-Partnership Planning, UC, B2S

U.S. Department of Commerce
Economic Development Administration
Chicago Regional Office
230 S. Dearborn St., Suite 3280
Chicago, IL 60604

PRO University Center POC:

Chivas Grannum, cgrannum@eda.gov
Economic Development Representative

U.S. Department of Commerce
Economic Development Administration
Philadelphia Regional Office
900 Market Street, Room 602
Philadelphia, PA 19107

HQ University Center POC:

Bernadette Grafton, bgrafton1@eda.gov
Program Analyst/UC Program Coordinator

U.S. Department of Commerce
Economic Development Administration
Washington, DC 20230
P: 202-482-2917

EDA Mission: To lead the federal economic development agenda by promoting innovation and competitiveness, preparing American regions for growth and success in the worldwide economy.
QUESTIONS?