

The Urban Initiative

REQUEST FOR PROPOSALS FOR URBAN POLICY BRIEFING SERIES FACULTY GRANTS

Urban Initiative

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Dean
Rossier School of
Education

Geoffrey Cowan
Dean
Annenberg School for
Communication

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Robert Timme
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School of Architecture

**Carolyn Webb de
Macias**
Vice President
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FOCUS

The Urban Initiative will continue its successful series of urban policy briefings during the academic year. Funding is available for faculty to edit an existing piece of research into a condensed, approximately 1,000 word briefing format.

Designed to position the faculty and university as a leading voice in addressing current regional, national and international concerns, the briefs will inform policy makers, practitioners, journalists and opinion leaders in the region, state and nation. Past policy briefs are available at www.usc.edu/urban under Publications.

Using existing faculty research, the briefings will provide researched-based solutions to pressing urban problems. The policy papers should advance the Urban Initiative's overarching theme of Towards 2050: Designing Mid-Century Urban Societies; addressing the prospects for the future well-being of residents of Southern California.

The author of each briefing will be expected to present a university wide colloquium on the briefing with a respondent from both the community and academia.

FUNDS AVAILABLE

The Urban Initiative will provide a professional writer to edit the condensed piece in collaboration with the author(s), contract graphic design services to produce a 4-color cover and interior design, print 2,500 copies of each briefing, and work with the USC News Service to garner media coverage for each release. A common graphic design and format, in connection with existing logos and branding, will unify the series.

The Urban Initiative will mail approximately 1,250 copies to regional, state and national leaders and will work with the faculty member(s) to identify and mail copies to other appropriate recipients.

The Urban Initiative will also provide financial and organizational support for the colloquium.

Each faculty or faculty team will receive \$2,500 upon completion of the brief and colloquium. These funds will be transferred to a pre-existing 12-account of the faculty member's choosing. An additional \$7,500 is budgeted for the production and dissemination of each policy brief.

ASSESSMENT CRITERIA

The Faculty Steering Committee will review and select proposals according to the following criteria:

- Interdisciplinarity (5 points)
- Focus on a significant social problem (10 points)
- Consistency with the Urban Initiative's theme (10 points)
- Use of Southern California's environment, resources or situations (10 points)
- Innovation and creativity (10 points)
- Likelihood of enhancing USC's reputation for urban scholarship (20 points)
- Implications for public policy and social impact (20 points)
- Newsworthiness (20 points)

APPLICATION PROCEDURE

There is no standard form, but applicants must adhere to the following format in their letter of application.

1. Name, School / Department, and rank of P.I., co-PIs and other collaborators along with their email addresses and campus phone numbers.
2. Project Title.
3. Short description of project (up to 100 words).
4. Detailed project description (not to exceed two, single-spaced, 12-point font typescript pages).
5. Copy of published manuscript including date and place published.
6. Timetable for work performance
7. Names of two on-campus referees capable of assessing the quality of the proposed research (other than faculty collaborating with the project) along with their email addresses and campus phone numbers.
8. Up-to-date curriculum vitae(s)

Applications should not exceed four pages (excluding CV). 12 copies of the complete application and one electronic copy should be submitted to the contact person listed below by November 3, 2004.

DEADLINES

November 3, 2004	Deadline for receiving proposals
December 2, 2004	Successful applicants notified

CONTACT PERSON

Contact Richard Parks, Program Manager of the USC Urban Initiative, at (213) 740-8181 or richard@usc.edu with questions. 12 copies of the complete application must be received at WPH 604, MC 4036 by 5:00 p.m. on November 3, 2004.