



Request for Proposal: Strategic Communications

Submission Deadline: June 30, 2020

Period of Performance: 3 Years

Earliest Start Date: July 1, 2020

The Center for Mind and Culture (CMAC) is a non-profit research center that innovates creative solutions for urgent and complex social problems. Committed to a radically interdisciplinary, non-partisan, high-tech approach, CMAC mobilizes an international network of experts to develop and disseminate visionary insights to public and professional stakeholders.

Funding Opportunity Description

Effectively communicating large and intricate scientific research projects to the general public and relevant stakeholders is a challenge that the scientific community is still struggling to meet. Although large research grants often yield groundbreaking findings, members of the general public rarely find out about them and, when they do stumble across a fascinating project, they have trouble understanding and tracing the evolution of a project. This breeds trust problems with many negative downstream consequences for the ability of scientific research to contribute to a healthy society.

Furthermore, talented younger scholars who would benefit from project findings as they pursue work in novel directions cannot easily interact with the project team to identify important connections and gaps worthy of future research attention. This leads to reinventing the wheel and slowing the advance of scientific understanding. Connected to this is the difficulty that scientific research is often born balkanized in university silos even when it would benefit from diverse disciplinary contributions. Communicating across disciplinary boundaries is critical to overcome artificial distinctions between university departments that interfere with scientific progress.

These communication difficulties can be attributed largely to the facts that:

- 1) scientists are not trained in communication and have to rely on universities to identify key findings that are relevant to the public;
- 2) scientists are incentivized to publish in scientific peer-reviewed outlets;
- 3) scientists are not aware of how to use mass media and new outlets (social media, podcasts, etc.) to engage the public in their research; and
- 4) scientists typically have little experience communicating with researchers outside their home field of expertise.

The Center for Mind and Culture is seeking new approaches, frameworks, and technical solutions to help guide effective communication of its projects. The vendor's solution should be generalizable to all projects and not tied to a specific type of project or partnership. The solution should be an end-to-end process that addresses all stakeholders impacted by the project. The solution should also address inclusion and accessibility at all levels of communication.



Contract Information

Funding Instrument: CMAC-Originated contract, maximum 15% indirect costs

Award Budget: \$155,000.00, inclusive of direct costs

Award Project Period: 3 Years

Application and Submission Information

All Applications must be submitted electronically to admin@mindandculture.org. Required application materials include:

Cover Letter

Include a descriptive title of proposed activity, names of all key personnel, and participating institutions.

Proposal Narrative

Describe the proposed solution. Be sure to describe the impact of the proposed solution, its significance to the field, and the relevant expertise of key personnel. Provide a timeline for proposed activities, identifying responsible staff. Outline deliverables for the proposed solution.

Budget

All costs must be reasonable, necessary to accomplish proposed objectives, allowable in terms of Code of Federal Regulations 200 Subpart E Cost Principles, auditable, and incurred during the period of performance. All costs are subject to audit and record retention. The payment schedule will be negotiated after award decision.

Center for Mind and Culture Contacts

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