

# Supporting Effective Educator Development Program

## FY 2013 Competition Overview

Note: These slides are intended as guidance only. Please refer to the official Notices published in the *Federal Register*.

# Agenda

- Program Overview
- Eligibility Requirements
- Priorities
- Selection Criteria
- Application Process

# SEED Program Overview

## Purpose

To provide competitive grants for projects with a proven track record of success in preparing or providing professional enhancement activities to teachers, principals, or both.

## Funding

\$25.3 million (est.) for new awards

## Applicants

Eligible applicants are:

- 1) National not-for-profit organizations that propose--
- 2) Projects supported by moderate evidence of effectiveness

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# Eligibility Requirements

- National not-for-profit organizations are the only type of eligible applicant.
- Projects must be supported by moderate evidence of effectiveness.
  - As defined in the Notice Inviting Applications
  - Evidence documentation will be reviewed by IES

# Eligibility Requirements

## National not-for-profit organization:

means an entity that meets the definition of “nonprofit” under [34 CFR 77.1](#)(c) and is of national scope, meaning that the entity provides services in multiple States to a significant number or percentage of recipients and is supported by staff or affiliates in multiple States.

# Eligibility Requirements

Moderate evidence of effectiveness: means one of the following conditions is met:

- 1) There is at least one study of the effectiveness of the process, product, strategy, or practice being proposed that meets the What Works Clearinghouse (WWC) Evidence Standards without reservations\*;
  - a) found a statistically significant favorable impact on a relevant outcome (as defined in the NIA) (with no statistically significant unfavorable impacts on the outcome for relevant populations in the study or in other studies of the intervention reviewed by and reported on by the WWC); and
  - b) includes a sample that overlaps with the populations or settings proposed to receive the process, product, strategy, or practice.

\*See WWC Procedures and Standards Handbook (Version 2.1, September 2011), which can currently be found at the following link: <http://ies.ed.gov/ncee/wwc/DocumentSum.aspx?sid=19>.

# Eligibility Requirements

Moderate evidence of effectiveness: means one of the following conditions is met:

- 2) There is at least one study of the effectiveness of the process, product, strategy, or practice being proposed that meets the WWC Evidence Standards with reservations\*;
  - a) found a statistically significant favorable impact on a relevant outcome (as defined in the NIA) (with no statistically significant unfavorable impacts on that outcome for relevant populations in the study or in other studies of the intervention reviewed by and reported on by the WWC);
  - b) includes a sample that overlaps with the populations or settings proposed to receive the process, product, strategy, or practice; and includes a large sample (as defined) and a multi-site sample (as defined in the NIA). (Note: multiple studies can cumulatively meet the large and multi-site sample requirements as long as each study meets the other requirements in this paragraph.)

\*See WWC Procedures and Standards Handbook (Version 2.1, September 2011), which can currently be found at the following link: <http://ies.ed.gov/ncee/wwc/DocumentSum.aspx?sid=19>.



# Eligibility Requirements

## Important Notes

- Studies submitted to meet the evidence requirement do not need to have already been cleared by WWC.
- Having an online program is not sufficient to meet the “national scope” portion of the definition of “national not-for-profit organization.”
- Additional FAQs may be found on the SEED website:

<http://www2.ed.gov/programs/edseed/faq.html>

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# Priorities

## Absolute Priorities

Teacher or Principal  
Recruitment, Selection, and  
Preparation

Professional Development  
for Teachers to Improve  
their Writing Instruction

Advanced Certification and  
Advanced Credentialing

***Must address at least one  
absolute priority.***

## Competitive Priorities

Supporting Practices and  
Strategies for Which There  
Is Strong Evidence of  
Effectiveness

Improving Efficiency  
(Cost-Effectiveness)

Promoting Science,  
Technology, Engineering,  
and Mathematics (STEM)  
Education

***May address all three  
competitive priorities.***

# Absolute Priorities

- Applicants must respond to at least one of three absolute priorities.
- No competitive advantage by responding to more than one of the absolute priorities.
- Applicants should clearly identify the priorities for which they are applying.
- Applicants' approaches to the absolute priorities will be reviewed and receive points based on the selection criteria.
- Specific wording for priorities may be found in the NIA on the SEED website:

<http://www2.ed.gov/programs/edseed/applicant.html>

# Notes on AP 1: Preparation

Focus on  
Schools w/  
High-Need  
Students

“...recruiting, selecting, and preparing talented individuals to work in schools with high concentrations of high-need students (as defined).”

Preparation of  
Teachers,  
Principals, or  
Both

“...creating or expanding high-performing teacher preparation programs, principal preparation programs, or both.”

Rigorous  
Selection of  
Candidates

“...demonstrating a rigorous, competitive selection process to determine which aspiring teachers or principals participate.”

# Notes on AP 2: Teaching Writing PD

## Teaching Writing Across the Curriculum

“...increase the number of highly effective teachers (as defined) by improving their knowledge, understanding, and teaching of writing in the context of their subject areas.”

## Meeting District and Teacher Needs

“(i) describe the need, in the districts proposed to be served, for teacher professional development to improve student literacy and writing skills and (ii) demonstrate alignment of their proposed projects with State standards.”

## Determining Effectiveness

“...measure the impact the professional development has on the effectiveness of teachers served by their projects.”

# Notes on AP 3: Advanced Certification

Advanced  
Credential for  
Teachers,  
Principals, or  
Both

“...encouraging and supporting teachers, principals, or both, who seek a nationally recognized, standards-based advanced certificate or advanced credential...”

Measuring  
Effectiveness of  
Participants

“...effectiveness of teachers or principals who receive advanced certification or credentialing must be determined through a rigorous, transparent, and fair evaluation...”

Rigorous  
Selection of  
Candidates

“...demonstrating a rigorous, competitive selection process to determine which aspiring teachers or principals participate.”

# Competitive Preference Priorities

- Three optional priorities that applicants may choose to include in their projects.
- Applicants may respond to as many CPPs as they wish.
- Applicants should clearly identify the priorities for which they are applying.
- Applicants may receive additional points based on how well they address these priorities, at the discretion of reviewers.



# Notes on CPP 1: Strong Evidence

This priority funds projects that are supported by strong evidence of effectiveness (as defined).

- Applicants will receive either 5 points or 0 points.
- Priority documentation will be reviewed by IES.

# Notes on CPP 2: Cost Effectiveness

This priority funds projects that identify strategies for providing cost-effective, high-quality services at the State, regional, or local level by making better use of available resources. Such projects may include innovative and sustainable uses of technology, modification of school schedules and teacher compensation systems, use of open educational resources, or other strategies.

- Applicants will receive 0 or 1 point.
- Priority documentation will be reviewed by peer reviewers.

# Notes on CPP 3: STEM

This priority funds projects that address one or both of the following priority areas:

- (a) Increasing the opportunities for high-quality preparation of, or professional development for, teachers of STEM subjects.
- (b) Increasing the number of individuals from groups traditionally underrepresented in STEM, including minorities, individuals with disabilities, and women, who are teachers of STEM subjects and have increased opportunities for high-quality preparation or professional development.

In addition, applicants must describe how they plan to measure the impact the proposed project activities have on teacher effectiveness. Applicants must determine teacher effectiveness through a rigorous, transparent, and fair evaluation in which performance is differentiated using multiple measures of effectiveness and based in significant part on student growth (as defined).

- Applicants will receive up to 3 points.
- Priority documentation will be reviewed by peer reviewers.

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# Selection Criteria

- All selection criteria will be scored by peer reviewers.
  - Significance: 20 points
  - Quality of the Project Design and Services: 25 points
  - Quality of the Management Plan and Personnel: 15 points
  - Sustainability: 20 points
  - Quality of the Project Evaluation: 20 points
- Grantees selected based on peer reviewer scores.
- Specific wording for each selection criterion may be found in the NIA at the SEED website:

<http://www2.ed.gov/programs/edseed/applicant.html>

# Notes on Significance

## National Impact

“The significance of the proposed project on a national level (as defined).”

## Advancing Field of Teacher and Leader Development

“The potential contribution...to the development and advancement of teacher and school leadership theory, knowledge, and practices.”

## Improving Student and Teacher Outcomes

“The importance or magnitude of the results or outcomes likely to be attained..., especially improvements in teaching and student achievement.”

# Notes on Project Design

Clear &  
Measurable  
Goals

“...the goals, objectives, and outcomes... are clearly specified, aligned, and measurable.”

Part of Broader  
Improvement  
Effort

“...part of a comprehensive effort to improve teaching and learning and support rigorous academic standards for students.”

Sufficient  
Services to  
Lead to  
Improvement

“...the training or professional development services to be provided...will be of sufficient quality, intensity, and duration to lead to improvements in practice among the recipients of those services.”

# Notes on Management Plan

## Qualified Personnel

“The qualifications...of the project director, key project personnel, and project consultants or subcontractors.”

## Clear Plan to Keep Project on Track

“...plan to achieve the objectives of the proposed project on time and within budget, including clearly defined responsibilities, timelines, and milestones...”

## Appropriate Personnel Commitment

“...time commitments of the project director and other key project personnel are appropriate and adequate...”

## Sufficient Resources

“...sufficient and reasonable resources to effectively carry out the proposed project, including the project evaluation.”



# Notes on Sustainability

Impact Beyond  
Grant Period

“...designed to build capacity and yield results that will extend beyond the period of Federal financial assistance.”

Impact Beyond  
Grantee  
Organization

“...likely to yield findings and products (such as information, materials, processes, or techniques) that may be used by other agencies and organizations.”

Dissemination  
of Outcomes

“The extent to which the applicant will disseminate information about results and outcomes of the proposed project in ways that will enable others, including the public, to use the information or strategies.”

# Notes on Project Evaluation

## Appropriate Methods

“...methods of evaluation are thorough, feasible, and appropriate to the goals, objectives, and outcomes of the proposed project.”

## Quantitative and Qualitative Data

“...includes the use of objective performance measures that are clearly related to the intended outcomes of the project and will produce quantitative and qualitative data.”

## Formative Data

“...evaluation will provide performance feedback and permit periodic assessment of progress toward achieving intended outcomes.”

## Sufficient Resources

“...plan includes sufficient resources to carry out the project evaluation effectively.”

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# Application Process

- Applications for the SEED competition must be submitted electronically using the Grants.gov site ([www.Grants.gov](http://www.Grants.gov)).
- The Central Contracting Registry (CCR) was phased into the System for Award Management (SAM) in late July 2012.
- To submit an application in Grants.gov, your organization must have an active SAM registration.
- If you registered in the CCR system, your registration transferred to SAM.
  - Please verify that your registration is still active.

# Application Process

- In order to apply for a SEED grant, you must complete the Grants.gov registration process.
  - Go to the “Get Registered” link on the left side of the Grants.gov homepage.
  - Tutorial on this page instructs applicants how to complete the registration process.
- The registration process can take 3-5 business days (or up to 4 weeks if all steps are not completed promptly).

So **please register early!**

# Application Process

- To apply for a SEED grant, go to the “Apply for Grants” link on the left side of the Grants.gov homepage.
- Next, follow the step-by-step application instructions. The CFDA number you will enter for Step 1 is 84.367.
- Contact the Grants.gov helpdesk if you experience problems submitting your application.
  - Phone: 1-800-518-4726
  - Email: [support@grants.gov](mailto:support@grants.gov)

**NOTE:** You can download the application package without registering, but you cannot submit the application until registering.

# Application Timeline

Date	Event
3/7/13	Pre-Application Webinar
3/14/13	Intent to Apply Email Due
4/15/13	SEED Application Due

- Full recording of webinar will be posted on SEED website.
- Intent to apply is not required.
- Applications time stamped after 4:30:00 PM DC Time will not be reviewed.

# Cautions from Previous Competitions

- Upload PDFs
  - All files uploaded into Grants.gov must be in PDF format; all other file formats may not convert properly.
- Submit Early
  - Applications submitted after the April 15th (4:30:00pm Washington, DC time) deadline will be rejected.

**READ THE NOTICES and FAQs, UNDERSTAND THE REQUIREMENTS, AND PLAN AHEAD**



# Important Resources

- SEED Website:  
(<http://www2.ed.gov/programs/edseed/index.html>)
  - Notice Inviting Applications
  - Application Package (sample)
  - Frequently Asked Questions
  - Webinar Recording (pending)

***All questions about SEED may be sent to [SEED@ed.gov](mailto:SEED@ed.gov)***