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The Power of International Education

Best Practices in Award Design 2023-2024

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Revising Awards from an Applicant's Perspective

What we have long known about scholar applicants:

1. Comparison shop

2. Skim

3. Seek clarity and avoid uncertainty

4. Like flexibility

5. Procrastinate

6. Are attracted to visuals

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Revising Awards from an Applicant's Perspective

What we recently learned about potential applicants:

1. Want to hear about the experiences of other Fulbrighters

2. Need information to assess the cost of living

3. Are discouraged by Letters of Invitation

4. Avoid negotiating financial terms with institutions

5. Believe it is a program for academics, not professionals and artists

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Award Title

- Is the title **representative** of the award?

- Will a U.S. Scholar **understand** the title?

- Does it signal the award is **open to a broad audience**? If the award is discipline specific, is it as inclusive as possible?

Note:

- **To improve clarity**, please consider removing the term "**chair**"; using the defined terminology such as "**Early Career**," rather than undefined terms, such as "**junior scholar**."

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Award Types

1. **Fulbright International Education Administrator Award**

2. **Fulbright Scholar Award**

3. **Fulbright Postdoctoral Award**
    - Professional development opportunities primarily involving research
    - Open to scholars who will have received a doctoral degree (Ph.D., J.D, M.D., Ed.D., etc.) within five years of start date
    - Institutional affiliation in the U.S. is not required

4. **Fulbright Distinguished Scholar Award**
    - Most prestigious awards within your offerings
    - Open to scholars who have more than seven years of experience in their discipline or area of expertise, though some awards may further restrict eligibility
    - Teaching, not to exceed more than one course per term, or three-hours of teaching per week

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Activity Type

- **Select all relevant activity types** – applicants appreciate flexibility in choosing their activity type

- **View activity type definitions** by clicking on the **?** button.

Note:

- **Professional Project -** consider including if the award is open to professionals

- **Teaching -** applicants should not teach a specific syllabus designated by the host institution, though course topics can be specified

Activity (multi-select):

❑ Professional Project

❑ Seminar

❑ Research

❑ Teaching

❑ Teaching/Research

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Activity Detail

- This field **standardizes the activities required** under the award so that potential applicants can better understand what is expected of them

- **Select all activities that are required** of the candidate

Note:

- If the candidate can choose**, select the bottom option**, in addition to the relevant activity options ➡️

Activity Detail *

What is required of the applicant for this award? Please select all the activities that are required. If the applicant ca

Teaching, Research, and Teaching/Research

☐ -Advise and/or mentor students

☐ -Assist in faculty, curriculum, and/or program development

☐ -Conduct a research project designated by the host institution

☐ -Conduct a research project of the applicant's choosing

☐ -Teach graduate and/or undergraduate courses designated by the host institution

☐ -Teach graduate and/or undergraduate courses of the applicant's choosing

Professional Project Options

☐ -Conduct a professional and/or artistic project

Seminar Options

☐ -Participate in a two-week group seminar

☐ -The applicant can propose any of the listed activities

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Award Activity Text Box

- In this section, **expand on the selected activities** so that it is clear what is expected of candidates undertaking this award.

Note:

- **Teaching awards -** indicate the number of courses, hours, and/or amount of involvement in teaching responsibilities

- **Research** – explain research collaboration expectations

- **Teaching/Research awards -** list the preferred division of responsibilities between the two activities. *For example: 60% teaching and 40% research.*

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Career Profiles

- In this multi-select field, **choose all relevant career profiles**

Note:

- Consider **making the award inclusive of professionals and artists and academics of all career stages** for maximum appeal

- **Higher Education Administrators and Executives – s**elect only if the award is a Fulbright International Education Administrator Award.

Career Profiles (multi-select):
- ❑ Early Career Academics
- ❑ Mid-Career Academics
- ❑ Senior Academics
- ❑ Higher Education Administrators or Executives
- ❑ Professionals
- ❑ Artists

Definitions of each career profile are available in the award editing system

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Award Length, Date and Locations

Award Length and Start Dates

- *New* standardized fields to integrate with U.S. Scholar application
- Check the range of **grant length** and **award start months**

Note:

- **For maximum appeal**, consider making this flexible and allowing summer months
- The text box has the information that was in the award last year, it can be erased if all is captured in the new standardized fields

Locations

- Select from *new* dropdown to indicate if **the applicant can propose their own host or should affiliate with one of the listed hosts**.

Note:

- **If a specific location is listed**, provide a hyperlink to an English-language website when possible

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Flex

- *New* standardized fields to consistently display the information.

- Typically **Flex grants are a total of four to six months** and allow for two or three segments over a two-year period.

Note:

- **Summer months option** *(new field)* **–** added as the potential applicant study revealed a desire to go abroad during the summer months.

- **If Flex is only available for a specific activity type**, make sure that is indicated. *For example: Flex is only offered for candidates pursuing research.*

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Disciplines/Areas of Interest

Disciplines

- If the award is "**All Disciplines**", no disciplines should be selected.

- If requesting **only certain disciplines**, select all that are relevant

Areas of Interest

- This section can expand on the **preferred disciplines, areas of specialization, and country-specific priorities**

- Only use this section when **targeting specific disciplines**; If it is "All Disciplines," we recommend not listing preferences

Recruitment priorities (Internal Only)

- **Instead of using "Areas of Interest**," which limit applicant numbers, let IIE know your priorities and how to target recruitment

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Letter of Invitation Requirement

- Select the choice that represents your preference

Note:

- **Consider relaxing this requirement -** requiring a letter of invitation (LoI) often deters qualified applicants from applying

- **If your award is tied to a specific department**, a letter of invitation should not be required

- **If there is a host institution contact**, please move it to the *Contacts and Helpful Links section* so there is one area that highlights overseas contact information. Ensure the contacts listed will be available to respond to emails over the summer, particularly in August

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Language Proficiency Requirement

- Select your language requirement preference.

- **Consider options besides "required"** as it makes it challenging for applicants to apply

- **If you select "required" or "recommended,"** details about language evaluations auto populate

- **Text box** is for any additional information about the language requirement

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Degree Requirements and Additional Qualifications

Degree Requirements

- This needs to match all other parts of the award description and the award type requirements.
- **Check for consistency** between the degree requirement, additional qualifications, and career profile, as there is often discrepancy.
- **Find a list of terminal degrees here.** If you select Ph.D. required, then an individual without a terminal degree, such as a MBA, would not be eligible for the award.

Additional Qualifications

- This box is to indicate any additional qualifications not captured in other fields.

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Award Benefits – Commissions Only

- All awards **must include a monthly or lump sum allowance**, which amounts to a minimum average monthly stipend of $2,500. *minimum allowance amounts for Distinguished Scholar awards must equal $6,000/month.*

Note:

- **Housing provision** can be factored into the monthly allowance to meet the minimum if an estimated amount is displayed in the award benefits .

- **Convert** stipend and benefit figures into **U.S. currency**. If preferred, note that the amount may fluctuate depending on current exchange rates

- **If you would like to discuss modifications to the stipend to make your award more appealing,** please reach out to IIE staff

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Allowances and Special Benefits

- **Estimated Travel and Relocation Allowance for Grantee**: list the amount for the grantee only.

- **Estimated Book and Research Allowance**: list the amounts here **only** if included in award.

- **Additional Dependent Benefits**: note any additional monthly allowance amounts, additional travel benefits for dependents as well as any tuition reimbursement for dependent schooling. If award does not provide support for this area, please keep it blank.

- **Estimated Cost of Living** *(new field)*: provides context for potential applicants about the cost of living in the country (housing costs, medical care, transportation, etc.)

- **Special Award Benefits**: list any additional benefits here, such as housing provided by the host institution, language-learning benefits, etc.

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Country Overview

This is a separate section that **must be filled out** and should **describe the country more generally**, as it is attached to every award.

- **What is life like for a Fulbrighter in your country?**
  - Describe what it is like for an American Fulbrighter living in your country.
  - **Include** information about housing, medical care system, schooling options for dependents, etc.

- **Previous Fulbright Recipients**
  - Highlight information about recent or notable Fulbright U.S. Scholar alumni to your country.
  - **Include** links to video testimonials or send photos to your IIE program officer to embed with a caption.

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