Check here if this is your first grant application where you will be serving as a principal investigator (PI).

Principal Investigator (PI) Name: Christine Fruin

Department: Library Administration  
Email: christine.ross@ufl.edu  
Phone: 273-2710

Additional project applicants, please give name, email, and brief role for each:

Barbara Hood (hood@ufl.edu), co-PI, marketing and communications expert

Title of grant application project: A Graphical Approach to Marketing the IR@UF

Project abstract (no more than 100 words):

This project will involve the creation and testing of an infographic and a videographic that are designed, with the assistance of an external graphic designer, to inform the UF community about the existence, use and benefits of the University of Florida’s Institutional Repository (IR@UF).

Funds requested (Limit of $5,000): $5,000

Describe how the 10% mandatory cost share will be met (be specific):

The cost share requirement will be met through the contribution of 2.5% time or approximately 1 hour per week by the co-PI and the librarians listed below. The total cost share will be $10,660.

Please list the library resources/departments to be used in this project and the name of the person authorizing the intended use and date authorized. Each authorizing person must initial their approval and availability of resources for this project. If you need more room, continue on a separate page.

<table>
<thead>
<tr>
<th>Resources Required for Project as applicable</th>
<th>Authorizing Individual</th>
<th>Approving Initials</th>
<th>Date Authorized</th>
</tr>
</thead>
<tbody>
<tr>
<td>including cost share contributions</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Barbara Hood</td>
<td>Judy Russell</td>
<td></td>
<td>10/9/13</td>
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<tr>
<td>Shelley Arter</td>
<td>Patrick Reakes</td>
<td></td>
<td>10/9/13</td>
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<tr>
<td>Cindy Craig</td>
<td>Patrick Reakes</td>
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<td>10/9/13</td>
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<tr>
<td>April Hines</td>
<td>Michele Tennant</td>
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<td>10/9/13</td>
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<tr>
<td>Jennifer Lyon</td>
<td>Vernon Kelling</td>
<td></td>
<td>10/9/13</td>
</tr>
</tbody>
</table>

I confirm receipt of approvals from all project team members to participate in this project as described in the narrative and budget:

[Signature]

Date: 10/9/13

Approved by:

[Signature]

Date: 10/10/13

Dept Chair Signature

Date

Page 1 of 1
A Graphical Approach to Marketing the Institutional Repository at the University of Florida

Project Proposal and Budget Narrative

A. Project Description
This project proposal seeks $5000 to support the creation of two graphical marketing devices to promote the Institutional Repository at the University of Florida (IR@UF). Through development and dissemination of these new graphical marketing devices, A Graphical Approach to Marketing the IR@UF will endeavor to reach new contributors to the IR@UF, educate the UF faculty about the many benefits of contributing their scholarly works to the IR@UF, and foster further communications with faculty about issues such as author’s rights and open access. Since the IR@UF’s launch in 2006, no formal marketing plan has been developed for its promotion. Rather, its advertisement and exposure has been limited to a simple brochure, web site mentions, and word of mouth.

This project will be completed in multiple steps as detailed in Part E of this proposal. The two graphical marketing devices that will be completed by the conclusion of the project are an infographic\(^1\) and a videographic\(^2\). The project will entail surveying faculty from various disciplines about their usage, perception, and value of the IR@UF; development of concepts and sharing of perspectives to inform the development an infographic and a videographic about the IR@UF; consultation and collaboration with a professional graphic designer in the design and drafting of an infographic and videographic; and testing of the infographic and videographic with faculty from various disciplines, including the humanities, social sciences, natural sciences and medicine with feedback informing the final versions of the infographic and videographic. The final versions of the two graphics will be distributed through various channels as determined by a dissemination plan to be developed by the project team.

A creative brainstorming session was held in September 2013 with prospective project team members and other library faculty and staff to facilitate development of this proposal. The results of the brainstorming session can be viewed in Appendix A. The importance of the IR@UF and the need to better inform UF faculty of its importance and function in the larger realm of scholarly communication resonated with several attendees as evidenced by the collected responses. Further, a “Bid Request for Creative Services” was drafted and submitted to various graphic design professionals in the Gainesville area. The “Bid Request” form is attached to this proposal as Appendix B. As of the date of this proposal, four bids have been submitted in response to the request and they have been attached to this proposal as Appendices C-F. The project team will meet and review the bids and rank the bids according to preference while we await decision on this mini grant proposal.

B. Project Importance
Institutional repositories (IR) serve academic institutions by capturing and preserving the intellectual output of the universities. Faculty participating in their university’s IR realize numerous benefits from depositing their scholarly works and other materials into the repository. These benefits include, among other things, wider readership, increased impact, and early dissemination. Despite the benefits that it can deliver, the IR has not been readily adopted without the aid of promotional tools that target the needs of faculty. Many universities have adopted “build it and they will come” approaches to IR marketing. However, more active and dynamic marketing strategies are critical in communicating the

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1 For examples of infographics, see ALA’s “Weathering the Storm” (http://www.ala.org/research/alftrx/2011_2012/weatheringthestorm) or ARL’s “Fair Use” (http://www.arl.org/storage/documents/publications/fair-use-infographic-aug2013-letter-format.pdf)
2 For examples of videographics, see the whiteboard comics by RSA Animate (http://www.thersa.org/events/rsaanimate) or PhD Comic’s Open Access Explained video (http://youtu.be/L5rVH1GBCY)
value of the institutional repository. Since there is often competition for faculty attention, the marketing messages and vehicles must be creatively tailored to capture the reader/viewer’s attention in a way to increase the likelihood of eliciting the desired response, which is faculty participation in the IR.³

In a recent article on the importance of IRs, the president of BePress, an IR platform provider, states: “The best way forward, and the best way for the university to reconnect with its core mission... is to rediscover the IR as a place for authors. This requires...a new way of presenting it.”⁴ The IR@UF not only benefits faculty and the University but also benefits the larger cause of scholarly publication reform. Participation in the IR@UF helps expand access to scholarly research, provides faculty with a means of managing copyright in their scholarly works, brings control over dissemination of the University’s scholarly output back to the University, and brings heightened relevance to the mission and goal of the UF Libraries to produce, disseminate and preserve scholarly works. Further, a well-populated IR serves as a tangible indicator of the University’s scholarly productivity and helps to demonstrate the scientific, societal, and economic relevance of UF’s research activities. By modifying the current approach to marketing the IR@UF to a more quick, creative, engaging and informative method, the project team increases the likelihood of faculty awareness, exploration and utilization of the IR.

Since its launch in 2006, marketing of the IR@UF has largely depended upon a single brochure that is distributed at orientations and workshops and that has not been updated since 2006, a LibGuide (http://guides.uflib.ufl.edu/ufir), and word of mouth via library presentations. The content of these marketing devices primarily describe the content of the IR@UF and the steps for depositing content. However, after several years of this strategy, UF faculty still express a lack of awareness about and an understanding of the benefits of the IR@UF. Marketing strategies should change as an IR matures. During the early stages of IR development, marketing efforts typically focus on the mechanics of the IR, including software, policies, benefits, and processes for getting started with the service. But as the IR matures, marketing activities should shift to the development of resources intended to educate the university community on issues such as open access, copyright, and scholarly communication and to generate “teachable moments” which give rise to opportunities to talk about the IR within the context of larger issues facing academia.⁵ It is important that the direct benefits of participating in an IR are articulated clearly, emphatically, and often to engender faculty support.⁶ It is the project team’s intention to create graphical campaign that achieves this purpose.

C. Comparisons With Other Projects

There are numerous articles in library science literature on the successes that individual campuses have had with respect to developing and marketing their IR. However, all of the case studies reviewed in preparation for this proposal submission involved the traditional methods of marketing (e.g. web sites, brochures, library liaison word of mouth) that already have been employed at the Libraries. A review of other universities or academic libraries’ IR marketing strategies has not revealed evidence of infographic or videographic vehicles for promoting the benefits of participating in IRs.

Further, this proposal presents for the first time an iterative, multimedia marketing campaign to promote a service of the Libraries that benefits the entire spectrum of UF faculty. This project presents

an opportunity for librarians from multiple disciplines, including health sciences, humanities, and social sciences, and the faculty they serve to collaborate through user testing on a marketing project promoting a service of the Libraries.

D. Resources
Grant funds will be used to pay for the creative services provided by an outside professional graphic designer. Four bids have been submitted in response to the Bid Request for Creative Services. The bids range from $3500-5532. The PI will contribute an average of one hour of time per week during the grant period. The PI will serve as the subject expert on the benefit of the IR@UF to promotion of scholarly communication issues such as author’s rights and open access. The PI will lead creation of the ideas to be expressed in the infographic and the script to accompany the videographic. The co-PI will also contribute an average of one hour of time per week during the grant period. The co-PI is the subject expert on marketing and communications and will lend her expertise to developing effective and creative marketing devices.

Project team members will contribute an average of one hour cost share per week during the grant period. Project team members will provide expertise in user testing, completion of content (scripts) and videography as well as providing faculty contacts within multiple UF colleges. Project team members have also demonstrated knowledge of scholarly communications and the IR@UF’s role in promoting scholarly communications. This expertise will be used to: develop and distribute the faculty survey based on current perceptions of the IR@UF; develop the concepts and content for the infographic and videographic, and facilitate user testing.

E. Plan of Action

<table>
<thead>
<tr>
<th>Date</th>
<th>Task</th>
<th>Responsible Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 2013</td>
<td>Finalize hiring of outside graphic designer</td>
<td>PI</td>
</tr>
<tr>
<td>Nov./Dec. 2013</td>
<td>Devise survey of faculty use and perceptions of the IR@UF and begin brainstorming concepts, style examples, and content for infographic/videographic</td>
<td>Project Team</td>
</tr>
<tr>
<td>January 2014</td>
<td>Distribute survey to faculty</td>
<td>Project Team</td>
</tr>
<tr>
<td>February 2014</td>
<td>Meet with Graphic Designer and share initial ideas about concepts, styles and content as well as faculty feedback from survey</td>
<td>Project Team and Graphic Designer</td>
</tr>
<tr>
<td>March 2014</td>
<td>Graphic Designer prepares and presents three initial sketches or drafts of infographic and solicits feedback from Project Team</td>
<td>Project Team and Graphic Designer</td>
</tr>
<tr>
<td>March 2014</td>
<td>Project Team solicits outside feedback from user groups on efficacy of infographic drafts and shares feedback with Graphic Designer</td>
<td>Project Team</td>
</tr>
<tr>
<td>April 2014</td>
<td>Create 2 script versions for videographic</td>
<td>Project Team</td>
</tr>
<tr>
<td>April 2014</td>
<td>Develop dissemination plan for infographic and videographic and seek user input on dissemination plan</td>
<td>Project Team</td>
</tr>
<tr>
<td>April 2014</td>
<td>Produce draft infographic and present to project team for feedback</td>
<td>Graphic Designer and Project Team</td>
</tr>
<tr>
<td>May 2014</td>
<td>Finalize infographic.</td>
<td>Graphic Designer</td>
</tr>
<tr>
<td>June 2014</td>
<td>Create 2 storyboard versions of videographic</td>
<td>Graphic Designer</td>
</tr>
<tr>
<td>June 2014</td>
<td>Review videographic storyboards and solicit feedback from users.</td>
<td>Project Team</td>
</tr>
<tr>
<td>July 2014</td>
<td>Modify and finalize videographic script</td>
<td>Project Team</td>
</tr>
<tr>
<td>July 2014</td>
<td>Provide final feedback on videographic to Graphic Designer</td>
<td>Project Team</td>
</tr>
<tr>
<td>August 2014</td>
<td>Produce draft videographic</td>
<td>Graphic Designer</td>
</tr>
</tbody>
</table>
F. Collections
Not Applicable

G. Assessment
To measure the success of the project, the project team will conduct user testing of draft versions of the infographic and videographic. The project team intends to test the graphics on 20 persons representing a cross-section of UF faculty. The results of user testing will inform the final products. Success of the dissemination of the final versions of the graphics will be measured through view counts of the infographic and videographic at the sites that they are posted. The project team anticipates that in the six months following dissemination of the final graphics, visual products will each receive 1,200 views. Success also will be measured through an increase in new items added to the IR@UF. The project team estimates that 600 new items will be deposited by UF faculty in the six months following dissemination of the final graphics. This estimate is based current views of uploaded videos by the Libraries to YouTube and current upload statistics for the IR.

H. Dissemination
A dissemination plan for delivering the final infographic and videographic will be developed during the grant period. The project team anticipates that the dissemination plan will involve printing poster sized versions of the infographic for display in all of the Libraries at UF as well as in the individual academic colleges. The videographic will be linked from the Libraries homepage and several LibGuides. Both graphics will be announced through the Libraries news feed, through the weekly faculty update, and through targeted emails.

I. Financial Implications
This project does not implicate any long-term financial commitments. Grant funds support the one time creation of two graphical products; recurring monies are unnecessary to continue use of these graphics once they are completed.

J. Equipment/Supplies
The project team will not purchase any equipment or supplies that will need to be distributed at the end of the project. Existing equipment and supplies will be utilized.
Budget Narrative
Grant funds will be used to compensate a professional graphic designer who will assist in the design and production of the infographic and videographic. The project team solicited bids for the performance of these creative services and received the following four bids in response to the request (see Appendices C-F for the full bid proposals):

- Morgan Boecher $4000
- Tom Hart/SAW $3900-5450
- Rachel Smith/neutral7 $5532
- Anna Vittone $3500

The project team will be meeting to review the bids while awaiting decision on the proposal. The bids will be ranked for priority based on portfolio reviews and quality of bid responses.

The PI will contribute an average of one hour of time per week during the grant period. The PI is the subject expert on the benefit of the IR@UF to promotion of scholarly communication issues such as author’s rights and open access. The PI will lead creation of the ideas to be expressed in the infographic and the script to accompany the videographic.

To satisfy the cost share requirement of this grant, the co-PI and other members of the project team will contribute an average of one hour of time per week during the grant period. This equates to a cost share of $10,660. See the budget spreadsheet at Appendix I for a breakdown of individual cost share contributions.

The co-PI and project team members will be lending their expertise in the following capacities:

Infographic Development Team: Barbara Hood, April Hines, Cindy Craig, and Graphic Designer
Videographic Development Team: Barbara Hood, Shelley Arlen, April Hines, and Graphic Designer
User Testing Team: Val Minson, Jennifer Lyon and Cindy Craig.

**The PI will serve on all three teams.**
Appendices

A. Results of Creative Brainstorming Session
B. Bid Request for Creative Services
C. Bid from Morgan Boecher
D. Bid from Tom Hart and the Sequential Artists Workshop
E. Bid from Rachel Smith and neutral7 Design Group
F. Bid from Anna Vittone
G. Letter of Support from David Oppenheimer
H. Letter of Support from Sophia Acord
I. Budget Spreadsheet
Comments from Brainstorming Session

Infographic – Steps to Create

- Use online infographic builder – piktochart.com
- Hire me (Morgan)
- Use graphic design software such as Adobe suite or open source software such as Gimp
- Hire a real illustrator or graphic designer
- Graphic design or marketing/advertising course project or contest for design
- Narrow the concepts
- Have an overall theme or image

Infographic – Considerations, Content, Style

- Most are too busy, static nature is a problem
- Posters – humor, visual, to the point
- One infographic per issue
- One page only
- Stay on brand – colors, personality copy
- Don’t “dumb it down” too much
- Focus short scripts
- Humor is always good
- Easy to understand visuals to convert important information – use symbols, metaphors

Infographic – Delivery, Distribution

- Brochures at Info Desk
- Post on Library website
- Print large posters and banners to post around campus
- Email to faculty and staff
- Post it everywhere – elevators, faculty lounges, waiting rooms
- Faculty Update

Infographic – User-testing Methods

- With classes – Maria Rogal, Terry Harpold, Don Ault, etc.
- Get out of the library
- Focus group

Videographic – Steps to Create

- Script, examples, team, narrator (faculty), production folks, test in-house
- Use Camtasia or Premier Pro
- Course project or contest for design
Videographic – Considerations, Content, Style

- Should be a story, not a lecture
- Whimsical
- Fast-paced
- Testimonies/testimonials
- Should have same branding/look as Infographic
- Story and outcome based
- Don’t “dumb it down” too much
- Keep it short/brief
- Hire a real illustrator (“like me”, says Morgan in response!)

Videographic – User Testing Methods

- Work with student/faculty scholars with no open access knowledge – what makes sense to them?
- Focus group

Videographic – Delivery, Distribution

- Professionally done
- Narrator = well known/liked faculty member
- UF Faculty Update
- On Website, LibGuide, UFL site
- Social media outlets
- Faculty and graduate student list-serv

Benefits

- Succeeds no matter what as outreach to faculty promoting awareness – this is awesome!
- Reach larger audience
- Eye-catching
- Get more faculty into IR
- Convey the benefits of OA – but must openly confront risks, too
- Brevity
- Can convey the essence in a moment in a friendly approach

Risks

- Over simplification
- Tenure and promotion pressures are real not perceived. There are “A” list journals, publishers, etc. Not that an open access journal can’t make the “A” list
- Library loses credibility as objective
- Faculty see as threat to scholarly society funding
• It will work!
• Using this format? Low risk
• Should not seem library-centric

Resources

• Barbara Hood
• Subject Liaisons
• Need a focus group – tester group
• Leverage faculty senate
• Graphic design specialist
• Hire a professional designer/illustrator

Why Do Scholars Deposit work in the IR?

• Reports
• Tenure – impact factors
• Immediacy – loving having a URL to point to
• Preservation
• Ease of CV support, share research, archive work, permanent reference
• Publish unpublished scholarly works
• Have your work/ideas out there
• Ability to get feedback on ideas before a “final” publication
• Ability to share raw data
• Stats of visits

Why Don’t Scholars Deposit in the IR?

• IR is library speak
• Not in their workflow for research
• Don’t know enough about open access journals
• Libraries aren’t doing it
• Don’t know it exists
• Seems complex, techie, time consuming
• Not in their thoughts of things to do; what are the benefits for them and their data
• If my work is already accessible, why would publishers still be interested – they want to make money
• Don’t understand what it is
• Time
• Don’t understand the kinds of materials they can pu in IR to extend access – posters, multimedia, white papers
• May interfere with future book contracts or publishing (have professors in humanities advocating not to contribute to IR or have thesis publics until book or journal published)
They think it will hinder other publication opportunities
Emphasize – keeping copyright ownership, accessible to colleagues internationally
Don’t know or think it is too much trouble
A steep learning curve
IR as separate from subject digital collections, viewed together is more successful
Want to focus on own personal web sites
Tenure – impact factors
Don’t know about it. If so, don’t know why it is a good idea

Other ways to engage/inform scholars to deposit in the IR? Who should we be emulating?

Work with subject liaisons for department workshop
Video on how to deposit
Emulate Wayne State University and Grand Valley State University
Open Access Week
UNT – faculty send CV to IR assistant who checks and harvests
Depositing in IR is potentially the way open access will succeed. Consider it an essential part
Tap graduate students – IR can count as publication – help determine impact
Harvard users email stuff to IR coordinator who does deposit
Encourage assignments that publish student work in IR
Examples of ones in IR being used in productive ways – testimonials, examples of easy finding features
Get to the grad students – future faculty
Encourage students to post thesis projects
Make part of the formal project/thesis/dissertation submittal process
Appeal to self-interest – testimonial
Publicize OA award winners

What else are you thinking regarding this project?

Similar project-style options to raise awareness with specifics – journal editors group, with library supporting out of print faculty books, etc.
Too broad
ACRL roadshow
Don’t make it boring
Bid Request for Creative Services

Bids are sought for performance of creative services to support an internal grant proposal by Christine Fruin (PI) and Barbara Hood (co-PI) at the George A. Smathers Libraries at the University of Florida (Libraries)

Project Summary

The Institutional Repository at the University of Florida (IR@UF) is the open access digital archive of the scholarly output of the University of Florida’s community of scholars, researchers, and students. Contribution of monographs, journal articles, dissertations, data, technical reports and more into the IR@UF by members of the University of Florida community not only preserves and showcases the University’s intellectual output, but also increases the findability of their efforts by interested readers and researchers worldwide.

The Libraries have endeavored to educate University of Florida faculty, staff and students about depositing their materials in the IR@UF through brochures, workshops, and web sites. However, participation is inconsistent across campus. This is due, in part, to lack of awareness of the IR@UF’s existence; it is also due to confusion about the process for and the usage of deposited works. Therefore, in order to advertise the existence of the IR@UF and educate the UF community about its purpose and its usage, the PIs of this proposed grant endeavor to produce and test two creative and clever graphical instruments: an infographic and a videographic comic.1

The project team will consist of the Libraries’ Scholarly Communications Librarian (PI), the Libraries’ Director of Communications (co-PI), librarians representing departments in the humanities, social sciences, natural sciences and health sciences who have expertise in user testing, instruction, and video creation, and a graphic artist who will provide the creative services outlined in this request. Members of the project team will collaborate on surveying University of Florida faculty about their perceptions of the IR@UF, on providing style/image and content examples to the graphic artist, on drafting a script for the videographic, and on soliciting and communicating appropriate feedback to the graphic artist in a timely manner. Work on the project will commence November 15, 2013 and end by approximately October 1, 2014.

Summary of Creative Services Requested from the Graphic Artist

- Participate in meetings with project team
- Work collaboratively with co-PI on design concepts
- Create 3 storyboards/sketches for infographic concepts
- Modify draft infographic based upon project team feedback
- Produce final version of infographic upon receipt of user testing feedback

• Create 2 storyboards/sketches for videographic (finished video will be 2-3 minutes in length)
• Modify videographic draft upon receive of project team feedback
• Produce final videographic upon receipt of user testing feedback

Response Requirements

In submitting a response to this bid request, please include the following:

• Name, address, telephone number, and email address
• Brief statement (250-500 words) on why this project is of interest
• Work sample (please provide digital samples or links to web sites containing representative works)
• Budget request for provision of creative services (Note -- grants funded under this internal program have a maximum total budget of $5000)

Bids should be submitted to Christine Fruin (christine.ross@ufl.edu) by October 4, 2013. Questions may be directed to Christine Fruin at christine.ross@ufl.edu or (352) 273-2710.
Dear Ms. Fruin,

I have been convinced of the merits of visual communication ever since childhood when reading Calvin and Hobbes comics was my favorite past time. Now, after designing graphics for university, nonprofit, and private organizations, I understand how words with pictures can add value by communicating ideas clearly and leaving lasting, emotional impressions. I want to be the graphic artist for the Smathers Libraries project of promoting the purpose and usage of the Institutional Repository at the University of Florida because I have the creative and technical abilities, find that working on teams and receiving feedback is an ideal way to design, and believe that creating a high-quality infographic and videographic will succeed in making the IR@UF more useful to faculty, students, and researchers.

Designing communication materials for universities has been a part of my professional experience since 2010 when I designed invitations, fliers, and emails to constituents, and put together four issues of the 24-page alumni magazine at New College of Florida. Following that role, the Columbia University School of Social Work commissioned me to illustrate promotional fliers for events that hundreds of students attended. Also during graduate school at Columbia, I worked as the Graphic Design Intern at the nonprofit goods for good, Inc. There, I was responsible for the creation of at least five assets a week that promoted, advocated, and fundraised for the organization. My designs were used in mass e-mails to over 3,000 people, in print at high-level events, including the Gala, and in social media campaigns.

As a freelance designer, a top priority is creating a product that aligns with what the client wants and does what is intended. I enjoy the process of receiving feedback, incorporating the input, and seeing the product improve. The IR@UF promotional project is exciting because it has the strength of a team of people offering research and a multitude of expertise. Projects to which coworkers offer multi-disciplinary perspectives that I may translate into cohesive designs are creative havens.

Graphics and comics are incredibly useful in breaking down complicated information and in providing an engaging entry-point for onlookers. It is hard work not only simplifying ideas but also presenting them in a clever, visually appealing way. However, no work is more satisfying to me. My comic, What’s Normal Anyway?, offered this challenge every week for the past three years. This month, all 143 strips got published after a successful crowdfunding campaign, to which 163 readers contributed $5,666. Dozens of readers have sent messages appreciative of how the comic allowed them to understand the transgender experience. I want to bring this motivation and creativity to Smathers Libraries and continue applying my skills in making information accessible.

Please visit http://www.behance.net/mboecher to view my portfolio. I am available for follow up at (352) 562-1032, at morgan.boecher@gmail.com, and I live a couple of blocks from campus at 1824 NW 5th Avenue, Gainesville, FL 32603.

Thank you for your consideration.

Best regards,

Morgan Boecher
September 26, 2013

Dear Ms. Fruin,

The cost of quality infographics and videographics range in the thousands of dollars, with the cost to the graphic artist fluctuating depending on added time and effort allocated to revisions and extra meetings. Considering the limited budget for this project, I will design the infographic with one revision at $1,500 and the videographic with one revision at $2,500, with additional revisions costing $100 each. This $4,000 includes all of the work stated in the Summary of Creative Services Requested from the Graphic Artist.

Best regards,

Morgan Boecher
10/01/2013

Proposal for the Institutional Repository@UF

Prepared by Tom Hart of
Sequential Artists Workshop (SAW)
PO Box 13077
Gainesville, FL 32604
718-687-7434
hutchowen@gmail.com

**Concept:**
Develop materials that will represent the Institutional Repository’ (IR)s mission in a lively and engaging way. Materials should speak to modern users, informing them of the IR and inviting them to become a part of the history and flow of information.

**Deliverables:**
One “Infographic”: a graphic design incorporating information, data and statistics about the IR that engages the potential user’s modern understanding and curiosity about such quantitative and comparative ideas. Traditional work in this field lately have a clean “vector” look, inspired by airplane safety cards, but with a modern sensibility designed to look clean next to the visual noise of our day. The IR has provided examples that have inspired them.

One “Videographic”: an animation no more than 3 minutes in length explaining the IR to web users and exciting them, through compelling narrative and lively drawings, to engage with it. The IR has provided examples of these “whiteboard animations” that have inspired them.

**Concerns and ideas to be examined in meetings:**
The main concern is that the infographic and videographic examples provided are two different styles, the infographics being comprised of clean, vector-based, cold, ideograms and design. However the animations particular to the RSA-style of animations, “white-board animations”, “explainer animations” etc. are warm, cartoony, loose, etc.
To maximize budget and also brand/information recognition, it might be advisable to condense into one consistent style, using assets from one for the other as well.

**Infographic:** Other questions about the infographic are: What data is going to be interesting to users (perhaps: stats of use, years in use, oldest images, most used asset, oldest text, most famous archive or contributor, comparison of UF to other institutions, context of IR in other digital collections, etc.)

**Animation:** The main question, worth investigating, if it’s decided to use a “White Board Animation”, is to use the abbreviated software on the market, such as PowToon or Sparkol or to create a drawing live and film it, thus requiring proper lighting, photography, etc. Is it possible to have non-generic while utilizing streamlining software? Another question we would ask: is this the best form for the story we want to tell? Perhaps it is. It is certainly popular form, is it possibly oversaturated?

**SAW Team:**
Tom Hart: Artist, chief animator and chief project manager.
Justine Mara Andersen: Chief artist
Sally Cantirino, Anna Mack: Student artists and developers.

Tom Hart has created interactive work with the Burson-Marsteller agency in New York City for several years. His most notable client was The United States Treasury during their relaunch of the 20-dollar bill (and subsequent 10 and 5), for whom he created or co-created 3 online children’s games, a children’s CD-ROM, several interactive instructional videos, a poster, and an animated instructional video. Much of this can be seen at www.moneyfactory.com. He also created works for The Dallas Water Department, Entergy, Transitions Eyewear, and more. As a cartoonist, he has created work for *Mad* Magazine, DC Comics, and more. His website, which doesn’t feature
a lot of this commercial work is http://www.tomhart.net . Samples of animation and client work provided upon request.

Justine Mara Andersen worked for years as a main illustrator for Wizards of the Coast, creators of Dungeons and Dragons and Magic: The Gathering. She also was inker for work in DC Comics such as Swamp Thing and The Invisibles. Her illustration website is barefootjustine.com.

Students Sally Cantirino and Anna Mack are two of our best students, with excellent drawing and narrative skills.

Budget and Pricing:
We’ll work with you to keep the project to the budget of $5000. To this end, we’ll use a combination of the senior team of Tom Hart and Justine Andersen and the junior team of Sally Cantirino and Anna Mack. We are envisioning a breakdown of the following services utilizing the structure of the bullet-point template of the initial bid request:

- **Infographic:**
  - Participate in meetings with project team
    - Estimated at $175-$200
  - Work collaboratively with co-PI on design concepts
    - Estimated at $200-$350
  - Create 3 storyboards/sketches for infographic concepts
    - Estimated at $350-$550
  - Modify draft infographic based upon project team feedback
    - Estimated at $200-$350
  - Produce final version of infographic upon receipt of user testing feedback
    - Estimated at $350-$500
- **Infographic Estimate:** $1225-$1950

- Participate in meetings with project team
  - Estimated at $175-$200
- Work collaboratively with co-PI on design concepts
  - Estimated at $200-$350
- Create 2 storyboards/sketches for videographic (finished video will be 2-3 minutes in length)
  - Estimated at $350-$500
- Modify videographic draft upon receive of project team feedback
  - Estimated at $200-$350
- Produce final videographic upon receipt of user testing feedback
  - Estimated at $1500-$2000
- **Videographic Estimate:**
  - $2625-$3400
Appendix E

www.neutral7.com

Proposal

UF George A. Smathers Libraries
Dear Christine,

Please accept this proposal for the request for Creative Services. The attached proposal is a rough estimate based on the information provided in the RFP. The information was somewhat vague, so we would love to meet with your team to discuss the project in more detail and develop a process prior to the approval of the proposal.

While we do not have many examples of illustrative work in our portfolio, we have a network of artists that we work with and we will line up an illustrator for this project to work collaboratively with the neutral7 and IR@UF team.

At neutral7 we see ourselves as an extension of our clients’ marketing team and efforts. In taking on this project, the challenges described in the RFP for promoting awareness for the IR@UF will become our own collective goal. By creating a case study of this campaign, our team will become even more invested in its success. This will allow us to work out sections of the proposal to be pro bono to fit your designated budget.

Please review the information in this proposal for more information about our team and check out our work on neutral7.com. On behalf of the neutral7 team, thank you for your consideration. Please feel free to contact us if you have any questions or need additional information and/or documentation.

Sincerely,

Albey Coronel & the n7 team

2444 NE 1st Blvd, Ste 700
Gainesville, FL 32609
albert@neutral7.com
352.376.4221
neutral7 is the best source for all marketing, graphic design, web and printing projects. The one-stop brand management design studio leader since 2007.

neutral7 design group redefines the way visual communication for businesses is conceptualized, designed, produced and delivered. By fostering the culture of collaboration and innovation we provide multiple creative services and products ranging from marketing strategy, graphic design for print and web, as well as printing in various formats, display and sign production, and a few other fun things between our client’s visions and our imagination.

Our team is composed of highly involved and connected individuals with a few things in common: An appreciation and passion for the beauty in great design, the desire to help others through our craft, and our commitment to positively engage with each other, our clients and our community.
Our Mission
neutral7 is a collaborative group of business minded creative professionals dedicated to the mutual success of both our clients and our agency through extraordinary design, strategic marketing ideas, and quality graphic products.

Our Vision
Our passion is driven by the desire and commitment to help people achieve success in their journey to live better lives, live in a better world and share the joy of success with others.

Our Approach
neutral7 is not only redefining the way our clients view their visual communication but also how they experience working with a design studio. We do this by maintaining a high level of communication, attention to detail and clear focus on the objectives for every project. We closely work with our clients to help choose the best solutions both in services and products, helping them meet their budgets and deadlines. We become an extension of their team and bring projects from concept to completion, on budget and on time!
We embrace the power of collaboration.
The spirit of collaboration has been part of neutral7 since day one. We understand that great talent flows from different sources and in different styles. Through the years we’ve partnered with multiple individuals, companies and agencies to take a truly custom approach to projects. We’ve also successfully created a framework to mentor and engage the next wave of leaders in this industry through our internships and our involvement with projects outside of neutral7.

We are branding experts.
A company brand is not just a logo. As branding experts, we have the experience of helping our extensive list of clients maintain consistency throughout their visual image and message. When it comes to your business, we look at the big picture, even in the smallest project.

We don’t do good design, we do great design.
In a perfect world, the most advanced software, computer and operating system would produce beautiful design but that is not the case. At neutral7 our work is created from concepts and ideas in a process where a computer is merely a finalizing tool. By closely listening to our client’s goals, research and well contrived art direction, the result is award winning design with a purpose.

We have experience.
Design is what we know. Design is what we do. Design is what we live for. Aside from having over 17 years of experience in the field, we hold professional degrees in everything from advertising, marketing, graphic design, print making, visual communication and art history. We are professionals.

We design and produce locally, we are your neighbors.
With a 3,000 square foot in-house production facility, we are the only one-stop shop for all your design, printing, signage and marketing materials. We design local, we produce local. Stop in and take a tour!

We get involved.
“neutral7” is synonymous with “community.” The team at neutral7 is dedicated to the support and growth of the Gainesville area through sponsorships, facilitating and producing community events and bringing together a network of partners. Our goal is to enhance and encourage the local economy and put Gainesville on the map.

We’re fun!
neutral7 is not only redefining the way our clients view their visual communication, but also how they experience working with a design firm. Our staff is creative, energetic and friendly. When you work with us, you work directly with one team from concept to completion. Our tight-knit team is easily accessible to make sure that your project gets the personal care and attention needed to produce the best result!
Nora Kilroy  
Director of Off Campus Life, University of Florida, Division of Student Affairs

“neutral7 design group has assisted our office in creating a new marketing plan that included a new office logo, promotional items, consistent advertising, and completely redesigning the layout of Off Campus Life’s annual publication. neutral7’s design assistance allowed us to create a more consistent image and message and in the process reach more students and become memorable with students.”

Hirofumi Leung  
President, Imagin Asia Restaurant Group

“Our expectation at Dragonfly Sushi is extremely high and we do not work with anyone that produces mediocre results and neutral7 design group is top class. Amazing quality work. Always delivers on time and excellent hands on work to ensure that the work is completed to your 100% satisfaction.”

Sonia Fox  
President/Partner, Contemporary Management Concepts

“Contemporary Management Concepts (CMC) has been working alongside Albert and the neutral7 design group for many years here in Gainesville. Our image design and branding has remained crisp, modern, relevant but most of all appealing to our target audience. It’s tough finding a happy medium sometimes, especially when you’re working in multi-family industry but neutral7 design group always steers us in the right direction. We’ve found ways to come up with new, eye-catching graphic and print items for our company - from print brochures, postcards and floor plans to large scale banners and site signs for our properties. It’s always a treat to see what their design minds come up with, taking what we just say in conversation and making it into something tangible and terrific.”

Erin Ferraro  
Creative Manager, The Collier Companies

“I have had the pleasure of working with Albert and neutral7 design group, on many occasions. He is professional, creative and always punctual. On numerous jobs he has made my job significantly easier and continues to make me look good for my superiors. I highly recommend Albert and his company neutral7 design group.”
Scott Costello  
Publisher, HOME: Living in the Heart of Florida  

“HOME Magazine hired Albey Coronel and the neutral7 design group to help us with our business branding. As a publishing company, you would think we would have the market on creative ideas. Sometimes, it makes sense to bring in an outside viewpoint. Albey came to the office and offered suggestions to improve our lobby. It was very impressive to see how his mind works and listen to his ideas. Quite frankly, he came up with ideas that I never would have thought of. I am comfortable recommending neutral7 because I know from the design consultation, through the actual design and production and up through the final product, neutral7 will take great care of my referrals and treat them as if they are the only client on the planet.”

Jose Jordan  
Architect, DLR Group  

“Albert Coronel brings a level of quality in the field of graphic design and production, that supersedes that of anyone else in the Central Florida Area. On a larger scale, the amazing talent and creative direction neutral7 design group provides can definitely compete with any other graphic design companies in general. They are an asset to growing businesses and a worthwhile business partner.”

Kyle Bromley  
Photographer, kbromleyphoto.com  

“Thank you so much, everything looks GREAT! I’m super happy with my new business branding, logo and everything neutral7 design group has done. My business needed a facelift bad, and this is awesome. I’ve had numerous people ask me who created my business logo... Thanks again for everything.”
**PROPOSAL**

Date: 10/4/2013

**Customer Name / Address**

UF George A. Smathers Libraries
Christine Fruin
PO Box 117000
Gainesville, FL 32611

**OUR COMMITMENT**

neutral7 is dedicated to providing original creative content and design, high quality graphic products, exceptional value and personal customer service. Please let us know if there is anything we can do to improve your experience with us. Thank you!

**Project**

Infographic & Videographic

**Phone**

352-273-2710

**Proof email**

christine.ross@ufl.edu

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<th>Sides</th>
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neutral7 wants your business! Let us know if there's anything we can do to get it. Thank you!

**Subtotal**

**Sales Tax (0.0%)**

**Total**

Signature
### Customer Name / Address

UF George A. Smathers Libraries  
Christine Fruin  
PO Box 117000  
Gainesville, FL 32611

### OUR COMMITMENT

neutral7 is dedicated to providing original creative content and design, high quality graphic products, exceptional value and personal customer service. Please let us know if there is anything we can do to improve your experience with us. Thank you!

### Project

<table>
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<th>Description</th>
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ESTIMATED TOTAL: $4,140.00

| GD text | *estimate/subject to change based on current substrate price. Photography or stock photography charges may apply. Graphic design charges are an estimate based on studio's per hour charge. Additional Proofs/revision charges may apply. All graphic design has up to 3 revisions from approved original concept. Each additional proof will be $50 or our per hour design rate of $95 depending on the requested change. Flat print ready files can be supplied directly to printer for externally produced design. All native files are property of neutral7 and can not be released unless otherwise specified. | 0   | 0.00  | 0.00  | 0.00 | 0.00  |

neutral7 wants your business! Let us know if there's anything we can do to get it. Thank you!

Subtotal: $5,532.00

Sales Tax (0.0%): $0.00

Total: $5,532.00
We are what we repeatedly do. Excellence, then, is not an act, but a habit.

Aristotle

Thank you for your interest in neutral7. We see every project as an opportunity to help you reach your goals. We want you to have a great experience working with us. If there is anything we can do to improve this please feel free to contact me directly. I'm always interested in listening to new ideas for improvement.

albey coronel
951.536.6403 mobile
thank you for the opportunity

For more information please visit neutral7.com
Fruin, Christine

From: Anna Vittone <annamvittone@gmail.com>
Sent: Friday, October 04, 2013 4:50 PM
To: Fruin, Christine
Subject: Bid for Creative Services (IR@UF)

Name: Anna Maria Williams  
Address: 14722 SE 184th Ave, Hawthorne, FL 32640  
Phone Number: cell 352-226-0829; home 352-466-9124  
email: annamvittone@gmail.com

Statement:

The existence of a digital repository of the University's research and creative output is an essential modernization that has the potential to foster interdisciplinary appreciation and relationships, which ultimately leads to better research and creative output. As a former student and faculty member, and as a member of the Gainesville startup community, I see how this repository can impact student and faculty research trajectories, as well as Gainesville's small business development through OTL. It would be an honor to help make this resource more visible to the campus community. I have worked with librarians from both the Smather's Libraries and the Marston Science Libraries to create informational and interactive digital media in the past, and have really enjoyed the experience. I excited about the opportunity to work with your team again.

Work Samples:

The following site is a collection of motion graphics and animation work, including some performed for Library West, during my employment at the Digital Worlds Institute in 2011 and 2012. I do not have samples of info graphics. I can only assure you that it is within my skill level to create them. Ms. Shelley Arlen can vouch for my work ethic and efficiency.

http://portfolio.annavittone.com/art/motion-graphics/

(The page above may not be populated with the video samples until Monday due to required upload processing by external service Vimeo. Two samples of my work already exist on your library's site: the Tales from the Source: Pirates series http://guides.uflib.ufl.edu/content.php?pid=268830&sid=2313701 and http://guides.uflib.ufl.edu/content.php?pid=268830&sid=2313704)

Budget: I request $3,500 given the time involved in meeting, conceptualizing, executing, and iterating on both the static info graphic and the motion info graphic, as well as the possibility that I may need to acquire additional assets for audio to accompany the motion graphic.

Note: The information provided states that the project begins in mid November. I will be unavailable for in-person meetings until January, but should be able to participate in video conference meetings via services such as Skype or Google Hangout until then.

--
Anna Vittone
Dear Christine,

I believe your project to promote the Institutional Repository at the University of Florida (IR@UF) to UF Faculty will greatly benefit UF and the UF research community, and am writing to express my enthusiastic support.

As you know, I am a strong supporter of IR@UF as an integral part of UF’s Open Access initiative and believe that promoting IR@UF will benefit UF in the following ways:

First, IR@UF will increase the visibility of UF’s research output on the web. As the number of articles in the repository grows, links to articles in IR@UF will be increasingly more common in the top search results for information related to research conducted at UF. This will lead to increased global visibility of UF and increased impact of UF’s research output. Therefore promoting IR@UF to UF faculty will lead to increased global visibility of UF by promoting growth of the repository.

Second, Individual Faculty will also directly benefit from from the increased visibility and impact provided by IR@UF. Because open access articles typically have a larger readership than closed access (subscription) articles, IR@UF will improve the overall citation impact of UF’s research activities.

Third, IR@UF can be used as a strategic marketing tool to showcase the research output of UF to prospective students, staff, and other interested clients. Promoting IR@UF to UF faculty will provide increased breadth and depth of the research activities recorded therein as the repository grows.

Finally, promoting IR@UF to UF faculty will facilitate the curation of UF’s research output. As more articles are deposited in IR@UF, the repository will become a convenient tool for evaluating UF’s research programs.

I wish you the best of luck with your proposal.

All the best,
David

David G. Oppenheimer
Associate Professor

Department of Biology,  
UF Genetics Institute, and  
Plant Molecular & Cellular Biology Program  
University of Florida  
220 Bartram Hall, PO Box 118525  
Gainesville, FL 32611  
USA
10 October 2013

To members of the Smathers Libraries Mini-Grant Committee,

I am happy to provide a letter of support of the internal library grant proposal submitted by Christine Fruin, UF Scholarly Communications Librarian. The project, to create an infographic and videographic to promote the Institutional Repository at UF (IR@UF), is a vital way for the Library to support faculty, staff, and students at the University of Florida.

As a member of the University Library Committee, I can say that this project is a response to a pressing need to generate and circulate accessible information about the IR@UF in preparation for campus-wide discussions about an open-access policy. I also see the production of this information as an important way that the Library demonstrates its significant resources and ongoing relevance for our colleagues in the STEM fields at UF, some of whom have a misguided perception that libraries are less and less necessary in the digital age. As a faculty member myself, I try to promote use of the IF@UF to my colleagues and students, but a lack of understanding about what the IR@UF is, and how IRs in general work, is an obstacle. This project will close this gap of understanding.

I have also had the pleasure of seeing the idea for this grant proposal develop. This included a creative brainstorming session with faculty across the university to develop this project, and the proposed project was further refined through feedback received via email and other meetings. As a result, significant faculty and student buy-in for this project has already been secured. As a result of the extensive work that has gone into creating and refining this project concept, I am confident that the project will be very successful if funded.

If I can be of further assistance, please feel free to contact me.

Best regards,

Sophia Krzys Acord, Ph.D.
Associate Director, Center for the Humanities and the Public Sphere
Lecturer, Department of Sociology and Criminology & Law
skacord@ufl.edu
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<td>$0.00</td>
<td>$0.00</td>
<td>$5,000.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Direct Costs (add subtotals of items 1-5)</th>
<th>Grant Funds</th>
<th>Cost Share</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$5,000.00</td>
<td>$10,660.00</td>
<td>$17,649.00</td>
</tr>
</tbody>
</table>