

**MAKING THE CASE | APPLICATION FORM**

**Applicant Name, Title**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Department**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**To be eligible for this program, you must have an idea you would like to implement at UNC. For example, starting a new academic program, implementing a clinical redesign effort, or launching a new division.**

**Describe your idea in 1 sentence (*and one sentence only!*)**

**What is the single most important thing we should know about your idea?**

**Briefly, what is the potential benefit to the institution?**

**Please Indicate Your Level of Agreement or Disagreement with the Statements Below:**

|  |  |
| --- | --- |
| **Item** | **Response** |
| **1****strongly disagree** | **2****disagree** | **3****neither agree nor disagree** | **4****agree** | **5****strongly agree** |
| 1. I can tell a compelling story to generate excitement for my idea.
 |  |  |  |  |  |
| 1. I can effectively communicate the aspects of my idea that are most important to my audience.
 |  |  |  |  |  |
| 1. I am aware of the typical funding sources available to pursue an idea like mine.
 |  |  |  |  |  |
| 1. I know how to develop a budget.
 |  |  |  |  |  |
| 1. I can confidently name the key stakeholders whose buy-in is necessary for the success of my idea.
 |  |  |  |  |  |

**Commitment to Attendance**

* I have reviewed the information distributed about Making the Case, and if accepted I agree to attend all three sessions (from 8:30 am until 11:00 am) and two, 30-minute office hours.

*Sign Below:*

**Please return this application form to:**

**Lauren Westervelt (lauren\_westervelt@med.unc.edu) no later than December 15, 2023.**