

# Guidelines for a Letter of Intent

A Letter of Intent (LOI) is not a vague exploration of an idea. It is assumed that an already thought through proposed research proposal exists and is just being presented as an abbreviated description. An LOI allows us to quickly assess a good match between the topic of interest and the program.

## Technique

The LOI must be brief yet engaging. Use words smartly. Avoid jargon, adjectives, and subjective statements not supported by facts. Write a logical, convincing argument highlighting how this research solves a critical problem or gap in the research knowledge.

Please review the Basic Components of a Proposal because an LOI is an abbreviated proposal. An LOI is generally 2–3 pages. Try not to exceed the page limit.

## Components of an LOI

The contents can follow this format:

### **1. Opening Paragraph: A summary statement.**

It should be able to exist on its own. If the reviewer reads nothing else, they should know the context of the proposal reading this paragraph.

Answer the following: What is going to be done. Is this a portion of a larger project? Over what period will this occur?

Keep this paragraph short! This description seems like a lot to address, and space will be provided in later paragraphs to explain the rationale for the research, methodology, and credibility.

### **2. Problem Statement: The "why" of the project. (1–2 paragraphs)**

Explain what issue is being addressed. Explain why the research topic has been chosen. State concisely why this matters in the area in which it will be operating. Note who benefits. Make sure to indicate the public good that can be achieved.

### **3. Aims and Objectives (1–2 paragraphs; before or after the Project Activity)**

State the specific outcomes to be attempted. Indicate how evaluation is part of the research to assess if the outcomes have been achieved.

### **4. Research Methodology: The "what" and "how" of the project. (The bulk of your letter)**

Give a summary of the activities required. Give details to the extent to which space permits—highlight why the research and approach are novel and worthy of distinctive recognition supporting connotes. Indicate if there will be a collaboration with other units or individuals and what their roles will be. Be specific about who does what.

### **5. Credentials (1–2 paragraphs)**

Describe why you are best equipped to execute this research pursuit.

Put any historical background here. Brag with substance. Indicate awards, rankings, and tangible measures that set you apart from your peers.

### **6. Closing (1 paragraph)**

Summarise and closeout.