



# FACULTY RESEARCH GRANT

## Application Guidelines

The Club Foundation • 1733 King Street • Alexandria, VA 22314

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### Overview

The Faculty Research Grant is awarded to faculty members in support of club industry-related research efforts that support the research objectives of the faculty member and his/her institution as well as the research objectives of the Club Management Association of America (CMAA). To qualify, the applicant must be a full-time faculty member at any accredited four-year institution of higher learning and be on faculty within a hospitality department. Projects should be designed to be completed within twelve (12) months.

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### Proposal Instructions

In order for your application to be considered complete, the Faculty Research Grant request to CMAA and The Club Foundation (CF) must include all items listed in these guidelines and be submitted by the deadline to be given full consideration.

### Monetary Awards

Monetary awards range from \$0 to \$2,500 per project, provided to awardees for expenses directly resulting from the successful execution of the approved research project. Funds are awarded in advance and receipts for expenses covered by the funds are to be included in the final report submitted by the grantee.

### Timeline

Applications are due by midnight of the published deadline each year and the CMAA Research Committee and CF will make final determinations of approval within 6 months of the application submission. Once notification is provided, awardees have 12 months in which to complete the research project, up to and including final report submission to the CMAA research team.

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### Selection of Topic:

The research project must pertain to one of the following ten (10) topics relative to the Club Industry. The order of these topics is based on a July 2025 survey to the CMAA membership:

1. Governance and organizational structure
2. Technology and use of AI
3. Engagement of team members
4. Employee satisfaction
5. Pricing structure for clubs
6. Wellness
7. Awareness of trends and resources in the private club industry
8. Mental health for employees/members
9. Preventative maintenance for clubs/equipment
10. Contract employees (cost/benefit analysis)

**A complete application includes the following items:**

1. **Application** – please complete the online application form found on [The Club Foundation website apply page](#), in the faculty category.
2. **Checklist** – please review the checklist at the bottom of the last page of the online application form, to be sure you are submitting all of the required information.
3. **Narrative:** Please upload (PDF) a detailed narrative describing the research project. The narrative should address the below objectives.
  - Applicant’s Background: Detail your past experiences with research projects and with/in the hospitality industry.
  - Other Participants: Please provide a short bio of any other researchers who will be working on the project and their role.
  - Purpose of the Project:
    - Problem Statement: Briefly describe what will be investigated in your research project.
    - Relevance: Please explain why the proposed project is important to the profession and industry of club management.
    - Outcomes: Describe your hypotheses any anticipated results from the research.
    - Relevant Studies and Projects: Share what other research has been done that relates directly to your proposed project.
  - Process: Summarize your work plan:
    - Tasks and timetable for the project’s key staff.
    - Tasks and timetable for key organizations involved in this effort.
    - Define the target population and how they will benefit from and/or be involved in your research.
    - Resources you would need from CMAA.
  - Evaluation Plan: Describe what you want to learn about your program goals, outcomes and process over the grant period. Include information on:
    - The primary evaluation questions you expect to answer.
    - The assessment methods you will use to answer your evaluation questions.
    - How you will involve stakeholders in the evaluation process.

**4. Project Budget** (online application form)

A detailed project budget is requested in the online application. Conference travel is not eligible for reimbursement. Be sure to be detailed in your itemized list of expenses.

**5. Other Supporting Material** (upload as PDFs into the online application form)

Please attach the following:

- Your curriculum vitae
  - Any relevant articles or reviews related to your research topic
  - Other, as appropriate, at the applicant’s discretion
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### Reporting Requirements

- A completed Reporting Form
- Article outlining the project and results for publication in CMAA's Club Management Magazine (2000 words or fewer). CMAA does not guarantee publication.
- A completed Expense Reporting Form, detailed, with receipts attached for all requested reimbursements – these requests should match the budget provided at the time of application and previously approved as part of the award.
- A copy of all research materials for use by CMAA at will.

### Other Potential Requirements

- Any publications including content resulting from the project must include the following text as acknowledgement: *"This research was supported in part by the Club Management Association of America and The Club Foundation's Faculty Research Grant Program."*
  - For those wishing to present the resulting research findings at CMAA's World Conference, a separate proposal must also be submitted to the Education Department. Please call 703-739-9500. Conference proposals are accepted annually in the spring. The CMAA World Conference proposal is a separate process from this application.
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**Evaluation Guidelines:** The CMAA Research Committee will review all proposals using the following criteria:

- A. Problem Conceptualization:** Does the proposal clearly demonstrate the need for the proposed project as significant to the club management industry.
- B. Research Technique:** Are the design, method, and proposed analysis of results appropriate for solving the problem/objective to be investigated?
- C. Contribution to the Field:** How will the proposed research fit into the existing body of research? Are new hypotheses being advanced or old results being replicated? Will the research effort continue past this single grant? Is there a dissemination plan?
- D. Clarity and Thoroughness:** How well does the proposal present the intended project?
- E. Project Budget:** Is the budget well thought out and tied to the proposed research? Does it include items (overhead and benefits) that are not allowable under the program?
- F. Alignment with CMAA:** Does the project align with CMAA goals and objectives?

*Please note: CMAA takes member data very seriously, therefore proposals will be denied where member data is shared or collected with or by a commercial business (non-academic) that would benefit from the output of the data. Awardees will be asked to sign a document in accordance with this mandate.*

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