



2027-2028 Research Cycle

Roofing Alliance Request for Proposals (RFP) Response Template

Center for Roofing Innovation and Leadership



TABLE OF CONTENTS

TABLE OF CONTENTS.....	1
1. Program Overview and Governance Guidelines.....	2
1.1 Collaborative Research Team Structure & Roles.....	2
2. Proposal Submission Guidelines & Financial Requirements.....	2
3. Standardized Proposal Template	4
Section 1. Project Overview/Proposal Header Block (Cover Page)	4
Section 2. Core Proposal Sections (Items 2.1 to 2.6 – maximum 7 Pages).....	4
Section 2.1 Problem Statement and Industry Need (1.0 page).....	4
Section 2.2 Research Hypothesis / Core Proposition (1.0 page)	4
Section 2.3 Research Objectives and Questions (1.0 page).....	4
Section 2.4 Project Scope Definition (Scope Matrix) (1.0 page).....	5
Section 2.5 Proposed Research Approach and Methodology (2.0 pages)	5
Section 2.6 Industry Data, Champion Access, and Validation Protocols (1.0 page).....	5
Section 3. Project Budget (0.5 page)	6
Section 4. Project Schedule and Milestones (0.5 page)	7

1. Program Overview and Governance Guidelines

Research for Industry Advancement: Starting with the End in Mind

The **Roofing Alliance** and the **Center for Roofing Innovation and Leadership** invite universities, research institutions, nonprofits, and industry partners to submit proposals for high-impact research initiatives for the 2027–2028 academic cycle. The program focuses on advancing safety, productivity, workforce retention, lifecycle economics, technology integration, and supply chain efficiency while addressing meaningful industry challenges and delivering measurable value.

Consistent with the principle of "**Starting with the End in Mind**," projects must demonstrate a clear path from *rigorous research* to *industry adoption*. Proposals should produce practical, actionable outcomes—such as tools, technologies, frameworks, best practices, decision-support resources, protocols, calculators, business models, implementation roadmaps, or validated methodologies—and clearly identify intended users, expected benefits, industry collaborators, validation methods, implementation strategies, and anticipated impacts on business performance, safety, workforce effectiveness, sustainability, and long-term value.

1.1 Collaborative Research Team Structure & Roles

Funded research teams operate as a joint partnership between academic researchers and industry practitioners:

- ***Principal Investigators (PIs) / Academic Researchers:*** Serve as experts in the research process. PIs are responsible for driving academic rigor, designing scientific methodology, managing quantitative and qualitative data collection, conducting objective validation, and authoring technical reports.
- ***Industry Chairs & Vice-Chairs / Industry Champions:*** Every research project must engage active roofing contractors and industry champions. Industry leaders facilitate team alignment, ensure practical relevance, assist with job-site access and field data collection, and lead industry-facing presentations.
- ***Roofing Alliance & CRIL Staff Support:*** Oversees program logistics, monitors schedule and milestone progress, facilitates peer reviews, and manages knowledge dissemination across the roofing industry.

2. Proposal Submission Guidelines & Financial Requirements

Submitting institutions must adhere strictly to the administrative, page-budget, and financial guidelines outlined below. Non-compliant proposals (e.g., exceeding page limits, altering

required template formatting, or exceeding overhead caps) may be disqualified prior to evaluation.

Requirement Category	Guideline Specification
Proposal Length	Core proposal body (Items 1–6) must not exceed 8 pages. The total submission, including the budget, schedule, and team qualifications, must not exceed 5 pages.
Indirect Costs / Overhead Ceiling	Institutional overhead and Facilities & Administrative (F&A) costs MAY NOT EXCEED 12% of the total project budget. (Must not exceed the lower of the negotiated federal rate or 12%).
Submission Deadline	January 1, 2027 (Final funding decisions announced in Spring 2027).
Submission Format & Contact	Submit a complete proposal as a single PDF document to Alison LaValley at alavalley@nrca.net . Subject line: 'Roofing Alliance 2027–2028 Research Proposal – [Topic Name]'.
Matching Funds & Cost-Sharing	Institutional matching funds, cost-sharing, or in-kind industry contributions (equipment, materials, labor hours) are strongly encouraged, though not strictly required.
Eligibility	Open to universities, research institutions, nonprofits and industry partners. Collaborative and interdisciplinary proposals are encouraged.
Funding Guidelines	Funding amounts will vary based on project scope, anticipated industry impact and alignment with the Roofing Alliance’s mission. Projects may be proposed as single- or multi-year initiatives. Matching funds or in-kind contributions are encouraged but not required.
Submission	Submit proposals as a single PDF to Alison LaValley at alavalley@nrca.net . <i>(Questions regarding the RFP Process may also be directed to Alison LaValley).</i>

Selected applicants may potentially be invited to present their proposal as part of the final review process.

3. Standardized Proposal Template

Maximum Length: 5 Pages (excluding references and letters of support)

Targeted for CRIL funding cycle 2027-2028.

All proposing universities must utilize the standard template structure below.

Proposers should maintain single-spacing, 1-inch margins, and 11-point Calibri font.

Section 1. Project Overview/Proposal Header Block (Cover Page)

Project Title:	[Insert Full Project Title Matching RFP Topic]
Principal Investigator (PI):	[Name, Title, Department, University, Phone, Email]
Co-PI(s) & Key Personnel:	[Names, Titles, Departments, Participating Institutions]
Industry Champion / Contractor:	[Roofing Contractor Organization & Primary Contact Person]
Requested Funding:	
Proposed Duration:	
Executive Summary (250 words max)	[Briefly describe the industry problem, proposed research, expected outcomes, and industry benefits.]

Section 2. Core Proposal Sections (Items 2.1 to 2.6 – maximum 7 Pages)

Section 2.1 Problem Statement and Industry Need (1.0 page)

Describe evidence-backed justification for the challenge, impact on stakeholders, and the gap in current knowledge. *Explain why this research matters to the roofing industry.*

Section 2.2 Research Hypothesis / Core Proposition (1.0 page)

State the primary scientific hypothesis to be tested. For qualitative, exploratory, or technology-evaluation projects where conventional statistical hypotheses are not appropriate, state a clear, testable proposition or expected relationship that the study will validate, refine, or refute.

Section 2.3 Research Objectives and Questions (1.0 page)

List 3-5 measurable objectives and primary research questions. Outline the methodology (Literature Review, Data Collection, Analysis, Validation).

Section 2.4 Project Scope Definition (Scope Matrix) (1.0 page)

Clearly delineate included vs. excluded boundaries across industry segments, deck/roofing assembly types, building sectors, and technological features.

Table 1: Project Scope Definition Matrix Template

Scope Dimension	Included in Proposed Scope	Outside Proposed Scope
Industry Segment / Sector	Commercial low-slope, Residential asphalt shingle	Industrial agricultural facilities
Roof Assembly / Deck Types	Steel deck, Concrete deck, Plywood/OSB	Post-tensioned concrete slabs
Technology / Method Focus	Non-destructive testing (NDT), IR thermal, AI visual	Destructive core sampling

Section 2.5 Proposed Research Approach and Methodology (2.0 pages)

Detail the step-by-step scientific methods, data sources, analysis tools, and expected outputs. Proposers must summarize their research approach in the standardized matrix format below.

Table 2: Research Approach & Methodology Matrix Template

Research Step	Data / Inputs Required	Analysis / Methods Used	Expected Outcomes
Step 1: Data Gathering	Contractor turnover logs, wage rates and onboarding costs	Statistical cost aggregation, regression analysis	Baseline cost-per-turnover model
Step 2: Field Testing	Job-site NDT deck scans, roof moisture meters	Accuracy validation against verified deck conditions	Field usability & reliability rating
Step 3: Tool Development	Calculated cost factors, decision tree parameters	Financial modeling, GUI spreadsheet development	Contractor ROI Decision Calculator

Section 2.6 Industry Data, Champion Access, and Validation Protocols (1.0 page)

Specify all required contractor site access, workforce data, and industry participation. Researchers must adhere to the following research protocols:

- **Rigorous Research Validation:** Proposers must distinguish between tool functional validation (verifying software/hardware works) and outcome validation (statistical or

empirical proof of performance). (*Subjective opinion surveys ARE NOT ACCEPTABLE as valid proof of research findings or economic benefits.*)

- **Data Confidentiality Protocols:** All contractor workforce and financial data are strictly confidential. Published reports and tools must present aggregated data representing no fewer than 10 projects across at least 3 separate companies to prevent identification of proprietary company data.
- **AI Usage Policy & Disclosure:** Reasonable AI use is permitted for literature synthesis, brainstorming, and editing. AI may NOT be used to generate unverified core research findings or draft unreviewed report sections. Proposals must explicitly disclose intended AI tools.

Section 3. Project Budget (0.5 page)

Provide a clear financial breakdown adhering to the 12% overhead cap. Cost-sharing from submitting universities or industry partners should be detailed in the given template.

Table 3: Itemized Project Budget

	Year 1	Year 2	Total
Summer Salaries - Faculty			
Enter PI Name			
Fringe Benefits (xx.x%)			
A. Total Faculty Summer Salaries			
Salaries - Graduate Student			
Enter Student Name/Department/University (# hr/wk)			
Fringe Benefits (xx.x%)			
B. Total Student Salary			
I. Total Direct Costs (A+B)			
C. F&A Costs (University Overhead) (xx.x%) ([A+B] × xx.x%)**			
II. Total Indirect Costs (C)			
D. Tuition (no overhead on tuition)			
E. Travel Costs (no overhead on travel)			
Team Meetings (# per year)			
Data Collection (# per year)			
E. Total Travel Costs	NA	NA	NA

	Year 1	Year 2	Total
III. OTHER COSTS (D +E)			
TOTAL FUNDING REQUIREMENTS (I+II+III)			
IV. Total Institutional Cost-Sharing/Matching Contributions (if applicable)			
****Total Project Cost including matching funds (I+II+III+IV)	-	-	-

***Note the Facilities and Administrative (F&A) Cost Rate on the proposal may not exceed the lower of the rate the submitting university has negotiated with the Federal Government, which is in effect on the proposal date, or the Roofing Alliance F&A rate in effect on this date.

**** Estimated Total Project funding will range from \$50,000 to \$\$250,000. The proposed scope of work must align (be justified) with the requested funding amount.

Section 4. Project Schedule and Milestones (0.5 page)

Use the following example to develop your own schedule and add milestones. Note that the milestones in blue are real milestones for the project and should be kept in the figure.

Table 4: Project Schedule Breakdown

Task or Milestone	Apr 27	May 27	Jun 27	Jul 27	Aug 27	Sep 27	Oct 27	Nov 27	Dec 27	Jan 28	Feb 28	Mar 28	Apr 28
Milestone 1: Contract Starts	4/12												
Milestone 2: Kickoff meeting (week of)	4/26												
Task 1: add description													
Task 2: add description													
Milestone 3: Update 1				7/12									
Milestone 4: Mid-project Report							10/18						
Milestone 5: Update 2										1/17			
Task N: add description													
Milestone 6: Final Report draft Due											2/28		
Presentation (week of)												4/17	
Milestone 7: Contract Ends													5/17