



Efficient Grant Discovery for PUIs: Franklin & Marshall's Atom Story

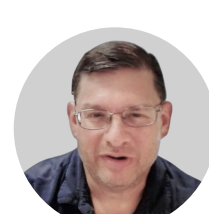
Overview

A One-Person Research Office, A Big Research Portfolio

Franklin & Marshall College (F&M) is a liberal arts institution with 1,800 students and about 180 faculty. Despite its size, the college consistently ranks in the top 10% of PUIs nationwide for research and development spending.

Managing that activity falls to Dr. Rene Munoz, Director of Sponsored Research — who runs the office with just himself and a few students.

*“It’s a lot to manage for one person, so if there’s a way to **make the operation more efficient**, that’s what I want to do.”*



Dr. Rene Munoz
Director, OSP

The Challenge: Outdated, Click-Heavy Systems

When Dr. Munoz arrived at F&M, the existing grant discovery tool was clunky and inefficient.

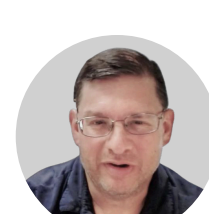
- Too many clicks to find deadlines and details
- Difficult for faculty to scan quickly
- Unreliable email alerts that missed relevant opportunities

With faculty juggling teaching and research, he knew they needed a tool that was intuitive, fast, and accurate.

The Solution: Atom’s Clean, Faculty-Friendly Platform

After exploring other options like Pivot and Grant Forward, Dr. Munoz chose Atom for its usability and precision.

*“**Atom immediately stood out.** What really impressed me was how digestible the information was compared to other platforms.”*



Dr. Rene Munoz
Director, OSP

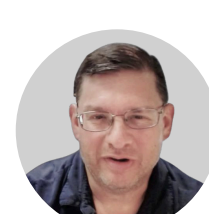
Why Atom worked for F&M:

- Clean presentation: Easy-to-scan listings, color-coded by funder and deadline.
- Accurate email alerts: Faculty receive tailored recommendations they actually use.
- Intuitive filters: Quick narrowing of results without overcomplication.
- Shareable bundles: One-click sharing of multiple opportunities with faculty.

Real Impact: Keeping Research Moving

When one of F&M's political scientists lost NSF funding in a highly competitive division, Atom helped identify new opportunities to keep the international collaboration alive.

*“We found programs which we were able to move quickly, submit letters of interest, and **keep that research on track.**”*



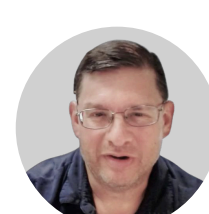
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The Results

- Time saved: Faster discovery and dissemination of opportunities
- Faculty engagement: Professors trust and act on the weekly Atom emails
- Better alignment: Atom surfaces research-focused funding instead of irrelevant applied programs
- Scalable efficiency: One-person research office supports a top-10% PUI portfolio

What Rene Tells Other Research Offices

*“f you’re at a PUI or a small office like mine, **Atom makes operations far more efficient.** It’s a labor-saving device.”*



Dr. Rene Munoz
Director, OSP

Key Takeaways

- Small teams can punch above their weight with the right tools.
- Faculty adoption improves when recommendations are accurate and easy to scan.
- Atom is built for research-first institutions, surfacing relevant opportunities without noise.

Interested in learning how Atom Grants can transform grant discovery at your institution? Contact us to schedule a personalized demonstration.