



Museums Empowered:

FY 2019 Information Session

October 4, 2018



Agenda

- Where to Find Information
- Program Goals, History & Statistics
- IMLS Funding Eligibility Criteria
- Choosing a Project Category
- Project Activities
- Allowable and Unallowable Costs
- Application Components
- Narrative Review Criteria
- Where to Learn More
- Application Tips & Next Steps



Pre-recorded Webinars

Choosing a Museum Funding Opportunity for FY19

A general presentation on IMLS museum grants to help you chose the right grant program for your project

<https://www.imls.gov/news-events/events/imls-oms-choosing-funding-opportunity-fy2019>

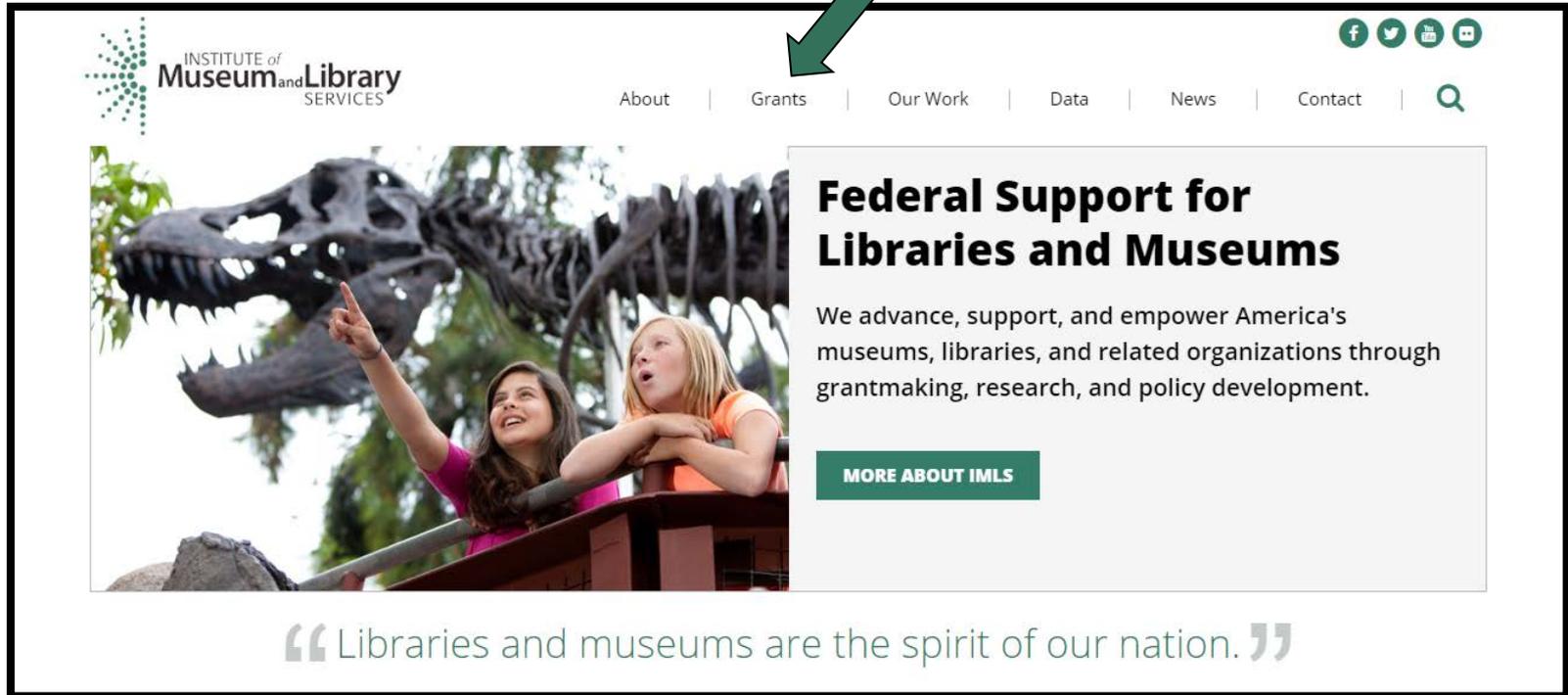
Grant Application Forms for FY19

Get detailed tips on completing required forms for all grant programs.

<https://www.imls.gov/news-events/events/imls-oms-fy2019-forms>

You may watch the entire recorded webinar or just select the PDF of the slides and transcript.

Where to Find Information: IMLS Website



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Federal Support for Libraries and Museums

We advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development.

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“ Libraries and museums are the spirit of our nation. ”

Notice of Funding Opportunity

Museums Empowered: Professional Development Opportunities for Museum Staff

[Home](#) » Museums Empowered: Professional Development Opportunities for Museum Staff

MUSEUMS EMPOWERED: PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR MUSEUM STAFF

Deadline: December 14, 2018

Grant Info:

Application: The [Notice of Funding Opportunity \(NOFO\) for FY 2019](#) (PDF 389KB) is now available.

Grant Amount: \$5,000–\$250,000

Grant Period: Up to three years

Cost Share Requirement: You must provide funds from non-federal sources in an amount that is equal to or greater than the amount of your IMLS request.

Program Overview:

Museums Empowered: Professional Development Opportunities for Museum Staff, a special initiative of the Museums for America grant program, supports staff capacity building projects that use professional development to generate systemic change within a museum.

Museums Empowered has four project categories:

- Digital Technology
- Diversity and Inclusion
- Evaluation
- Organizational Management

Eligibility: Museums that fulfill the [eligibility criteria for museums](#) may apply.

Program Contacts:

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MUSEUMS EMPOWERED	
FY 2019 NOTICE OF FUNDING OPPORTUNITY	
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Program Goals

Museums Empowered is a special MFA initiative with the goal of :



strengthening the ability of an individual museum to serve its public

through **professional development** activities that cross-cut various departments to generate systemic change within the museum

Application and Award History

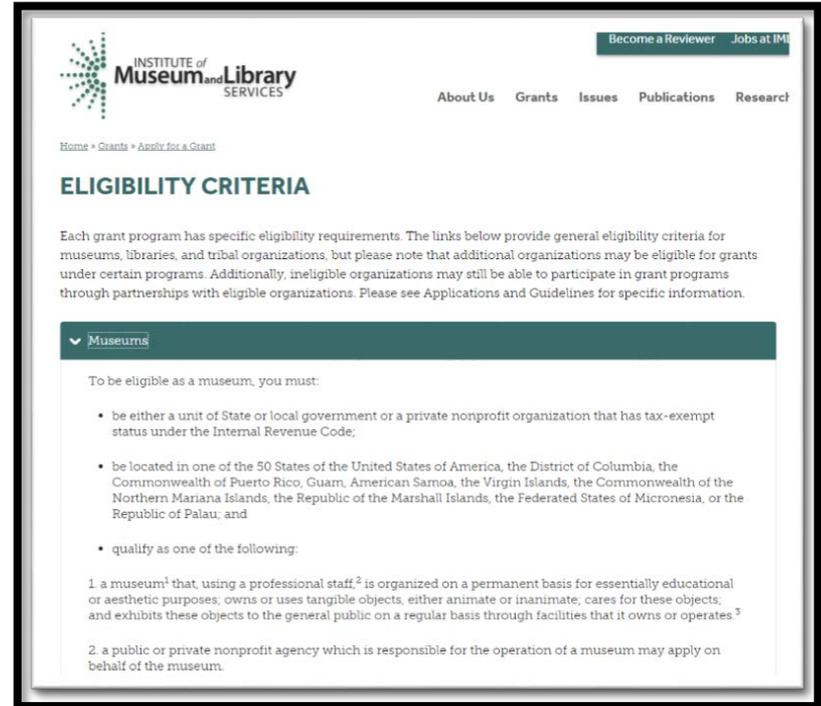
Museums Empowered	2017	2018
Digital Technology	27	20
Diversity & Inclusion	46	35
Evaluation	30	18
Organizational Management	44	37
Total Applications	147	110
Total Awards	28	27

Museum Eligibility Criteria

Is your organization:

- A museum?
- A non-profit organization?
- A Unit of State or local government?

- ✓ If yes, then you may be eligible to receive funds.
- ✓ If no, then partner with someone who is eligible.



The screenshot shows the website for the Institute of Museum and Library Services. The header includes the logo and navigation links: "Become a Reviewer", "Jobs at IMLS", "About Us", "Grants", "Issues", "Publications", and "Research". A breadcrumb trail reads "Home > Grants > Apply for a Grant". The main heading is "ELIGIBILITY CRITERIA". Below this, a paragraph explains that each grant program has specific requirements and provides general criteria for museums, libraries, and tribal organizations. A dropdown menu is open for "Museums", showing the following text: "To be eligible as a museum, you must:" followed by three bullet points: 1) being a unit of State or local government or a private nonprofit organization with tax-exempt status; 2) being located in one of the 50 States of the United States of America, the District of Columbia, the Commonwealth of Puerto Rico, Guam, American Samoa, the Virgin Islands, the Commonwealth of the Northern Mariana Islands, the Republic of the Marshall Islands, the Federated States of Micronesia, or the Republic of Palau; and 3) qualifying as one of the following: a museum that is organized on a permanent basis for essentially educational or aesthetic purposes, owns or uses tangible objects, either animate or inanimate, cares for these objects, and exhibits these objects to the general public on a regular basis through facilities that it owns or operates; or a public or private nonprofit agency which is responsible for the operation of a museum and may apply on behalf of the museum.

Project Categories

There are four project categories in Museums Empowered.



Digital Technology: for museum staff to fully explore, understand, and optimize the use of digital technology in museums.



Diversity and Inclusion: for museum staff to develop cultural competency and support museum relevancy in their communities.



Evaluation: to expand museum staff's capacity in conducting formative and summative evaluation of programs, practices, and products that can help the museum yield indicators and measurable outcomes.



Organizational Management: for museum staff to learn best practices in organizational management, strategic thinking, innovation and managing change.

Digital Technology

Museums Empowered Digital Technology projects might include:



- Training programs for museum staff to become more effective and efficient users of digital technology
- Developing fellowships, internships, and mentoring programs to attract and retain a tech savvy workforce and cross-train museum staff
- Developing strategies and enhancing staff capacity to use digital technology for audience engagement and community outreach
- Hosting workshops with experts, thought-leaders and practitioners in the digital technology field to help museum staff address a specific issue facing the museum
- Developing institutional digital strategies to leverage big data and provide the training and support for staff to sustain and maintain open data resources

Diversity & Inclusion

Museums Empowered Diversity & Inclusion projects might include:



- Development and implementation of recruitment and retention programs (e.g., webinars, workshops, or outreach materials) designed to attract and retain a diverse and inclusive workforce
- Building the capacity of museum staff to develop, support, and sustain inclusive fellowship, internship and mentoring programs to attract diverse emerging professionals
- Enhancing the skills and ability of museum staff to develop and deliver inclusive programs and outreach activities to engage with diverse audiences
- Participating in immersive cultural competency opportunities
- Training in proactive and sustained community outreach and engagement strategies

Evaluation

Museums Empowered Evaluation projects might include:



- Implementing training programs for museum staff on evaluation tools, strategies and techniques customized to address a specific institutional or audience need
- Developing and strengthening competencies among staff in formative evaluation techniques that will help shape museum programs and exhibits
- Developing and strengthening competencies among staff in summative evaluation techniques that will help measure the impact of museum programs and exhibits
- Building staff capacity to create a robust museum evaluation program by developing logic models and frameworks to differentiate between output-focused and outcomes-based data

Organizational Management

Museums Empowered Organizational Management projects might include:



- Creating a more resilient workforce through training programs for museum staff on topics such as project management, strategic thinking, and managing change
- Creating a more innovative workforce through training programs for museum staff on topics such as design-thinking, human-centered design and rapid prototyping
- Building staff capacity to develop a succession plan for key staff positions
- Fostering a business mindset among museum staff to assess, evaluate, and adopt current business practices in order to identify areas for improvement or to respond to new opportunities
- Supporting the growth and development of museum staff in the process of revising a strategic plan supported with measurable outcomes and a continuous improvement plan

Choosing a Project Category



Digital Technology



Diversity & Inclusion



Evaluation



Organizational
Management

1. Think carefully about what is “in the center” of your project. Who or what will benefit from your work? What will be improved once you’ve finished your project?
2. Decide who you want to review your application. What kind of skill set and experience do you want them to have?
3. List all the activities you plan to carry out, and assign each to a category. Which category gets the most? Where will most of the resources be spent?

Allowable Costs

The screenshot shows the e-CFR website interface. At the top, there is a navigation bar with links for 'About GPO', 'Newsroom/Media', 'Congressional Relations', 'Inspector General', 'Careers', 'Contact', 'eGPO', and 'Help'. Below this is the GPO logo and the text 'U.S. GOVERNMENT PUBLISHING OFFICE | Keeping America Informed'. The main content area is titled 'ELECTRONIC CODE OF FEDERAL REGULATIONS' and includes a warning: 'As of October 30, 2017 links or bookmarks to ecf.gov will no longer work. The current Web address is www.ecfr.gov.' The interface features a search bar, navigation tabs for 'Home', 'Customers', 'Vendors', and 'Libraries', and a sidebar with 'Browse / Search Previous' options like 'Browse', 'Simple Search', 'Advanced Search', 'Proximity', 'Search History', 'Search Type', 'Connections', 'Latest Updates', 'User Info', 'FAQs', 'Agency List', and 'Interagency By Reference'. The main content area displays 'Electronic Code of Federal Regulations e-CFR' and a box that says 'View past updates to the e-CFR. Click here to learn more.' Below this, it states 'e-CFR data is current as of October 5, 2017'. The page is structured into sections: 'Title 2 -- Subtitle A -- Chapter II -- Part 200', 'TITLE 2--Grants and Agreements', 'Subtitle A--OFFICE OF MANAGEMENT AND BUDGET GUIDANCE FOR GRANTS AND AGREEMENTS', 'CHAPTER II--OFFICE OF MANAGEMENT AND BUDGET GUIDANCE', 'PART 200--UNIFORM ADMINISTRATIVE REQUIREMENTS, COST PRINCIPLES, AND AUDIT REQUIREMENTS FOR FEDERAL AWARDS', and 'Subpart A--ACRONYMS AND DEFINITIONS'. A table of acronyms is visible, listing terms like 'Acronyms', 'Definitions', 'Acquisition cost', 'Advance payment', 'Allocation', 'Audit finding', 'Auditee', 'Auditor', 'Budget', 'Central service cost allocation plan', and 'Catalog of Federal Domestic Assistance (CFDA) number' with corresponding section numbers from §200.0 to §200.10.

2 CFR 200 Cost Principles

<https://www.ecfr.gov>

Subpart E—COST PRINCIPLES

GENERAL PROVISIONS

- §200.400 Policy guide.
- §200.401 Application.

BASIC CONSIDERATIONS

- §200.402 Composition of costs.
- §200.403 Factors affecting allowability of costs.
- §200.404 Reasonable costs.
- §200.405 Allocable costs.
- §200.406 Applicable credits.
- §200.407 Prior written approval (prior approval).
- §200.408 Limitation on allowance of costs.
- §200.409 Special considerations.
- §200.410 Collection of unallowable costs.
- §200.411 Adjustment of previously negotiated indirect (F&A) cost rates containing unallowable costs.

DIRECT AND INDIRECT (F&A) COSTS

- §200.412 Classification of costs.
- §200.413 Direct costs.
- §200.414 Indirect (F&A) costs.
- §200.415 Required certifications.

SPECIAL CONSIDERATIONS FOR STATES, LOCAL GOVERNMENTS AND INDIAN TRIBES

- §200.416 Cost allocation plans and indirect cost proposals.
- §200.417 Interagency service.
- §200.418 Costs incurred by states and local governments.
- §200.419 Cost accounting standards and disclosure statement.

GENERAL PROVISIONS FOR SELECTED ITEMS OF COST

- §200.420 Considerations for selected items of cost.
- §200.421 Advertising and public relations.
- §200.422 Advisory councils.
- §200.423 Alcoholic beverages.
- §200.424 Alumni/ae activities.
- §200.425 Audit services.
- §200.426 Bad debts.
- §200.427 Bonding costs.
- §200.428 Collections of improper payments.
- §200.429 Commencement and convocation costs.
- §200.430 Compensation—personal services.
- §200.431 Compensation—fringe benefits.
- §200.432 Conferences.



Allowable Costs

Examples of allowable costs

- personnel salaries, wages, and fringe benefits
- travel expenses for key project staff and consultants
- materials, supplies, software, and equipment related directly to project activities
- third-party costs
- publication design and printing
- staff and volunteer training
- internships/fellowships
- indirect or overhead costs



Unallowable Costs

Examples of unallowable costs

- fundraising costs, such as development office staff devoted to general fundraising
- contributions to endowments
- general operating support
- acquisition of collections
- general advertising or public relations costs
- construction or renovation of facilities
- social activities, ceremonies, receptions, or entertainment
- research projects
- pre-award costs



Application Components

Required Documents

All applications must include these. Omission of one results in exclusion from further consideration.

Conditionally Required Documents

Some applications must include these. Omission of one results in exclusion from further consideration.

Supporting Documents

These are optional. Make good decisions, and include only those that supplement the narrative and support the project description provided in the application.

Application Components

Required Documents : All applications must include these.

- Abstract
- Organizational Profile
- Strategic Plan Summary
- Narrative
- Schedule of Completion
- List of Key Project Staff
- Resumes of Key Project Staff
- Budget Justification
- Application for Federal Assistance/Short Organizational Form (SF-424S)
- IMLS Program Information Sheet
- IMLS Budget Form
- Digital Product Form



Application Components

Conditionally Required Documents:

Some applications must include these.

- Proof of Private, Nonprofit Status
- Final Federally Negotiated Indirect Cost Rate Agreement



Application Components

Supporting Documents

- These are optional. Make good decisions, and include only those that supplement the narrative and support the project description provided in the application.



Narrative

In the Museums Empowered grant program the narrative is limited to 7 pages and is divided into three sections:

- **Project Justification**
- **Project Work Plan**
- **Project Results**

The questions we ask you to answer and the review criteria by which your application will be judged are posted in the Notice of Funding Opportunity on the IMLS website.

Narrative: Project Justification

Tell us:

- What do you propose to do?
- What need, problem, or challenge will your project address, and how was it identified?
- Who or what will benefit from your project?
- How will your project advance your institution's strategic plan?
- How will your project address the goals of the Museums Empowered special initiative?
- How will your project align with one of the four project categories?

Reviewers will look for:

- *Clear explanation of the project*
- *Evidence supporting the identification of the need, problem, or challenge to be addressed*
- *Clear identification of the beneficiaries and their involvement in planning where possible*
- *Specific, actionable, and measurable ways in which the project advances institution's strategic plan*
- *Project activities that cross-cut various departments to generate systemic change within the museum*
- *Alignment of activities with one of the four project categories*

Narrative: Project Work Plan

Tell us:

- What specific activities will you carry out?
- Who will plan, implement, and manage your project?
- What is your project's maturity level (i.e. exploratory, piloting, scaling, or mainstreaming)?
- When and in what sequence will your activities occur?
- What are the risks to the project?
- What resources will you need?
- How will you track your progress?
- How will you share your project's results?

Reviewers will look for:

- *Activities informed by appropriate theory and practice with relevant evaluation and performance measurements*
- *Team with sufficient experience and skills*
- *Activities that appropriately reflect the project's maturity level*
- *Realistic and achievable schedule*
- *Goals, assumptions, and risks clearly stated*
- *Appropriate personnel and financial resources*
- *Clear methodology for tracking progress and adjusting course when necessary*
- *Effective plan for communicating results*



Narrative: Project Results

Tell us:

- How will you collect and report the data required for the performance measure statement(s) you have chosen?
- How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?
- What tangible products will result?
- How will you sustain the benefit(s) of your project?

Reviewers will look for:

- *Learning and Community: Well designed and feasible plan for collecting and reporting data*
- *A solidly grounded and appropriately structured plan to effect meaningful change*
- *Useful tangible products*
- *Reasonable and practical plan for sustaining the benefits of the project beyond the conclusion of the grant*



Characteristics of Successful Applications

- ***Institutional Impact:*** The project strengthens the ability of an individual museum to serve its public through professional development activities that cross-cut various departments to generate systemic change within the museum.
- ***In depth Knowledge:*** Applications reflect a thorough understanding of current practice and knowledge about the subject matter.
- ***Project-based Design:*** Work plans consist of a set of logical, interrelated activities tied directly to addressing the key need or challenge identified in your application.
- ***Demonstrable Results:*** Projects generate measureable results that tie directly to the need or challenge it was designed to address.

Awarded Grants Search

[Home](#) > [Grants](#) > Awarded Grants Search

AWARDED GRANTS SEARCH

Grant Program <input type="text" value="Museums Empowered x"/>	Program Categories - Any -	Institution Name <input type="text"/>
City <input type="text"/>	State - Any -	Recipient Type - Any -
Issue Areas <input type="text" value="Choose some options"/>	Keywords <input type="text"/>	Log Number <input type="text"/>
Fiscal Year <input type="text"/>	Sort Options State	<input type="button" value="Apply"/>

Showing 1 through 50 of 55 results

Discovery Center at Murfree Spring

Log Number: [MA-40-17-0571-17](#)

Fiscal Year: 2017

Award: \$67,649.00

Recipient Type: Museum

Program: Museums Empowered

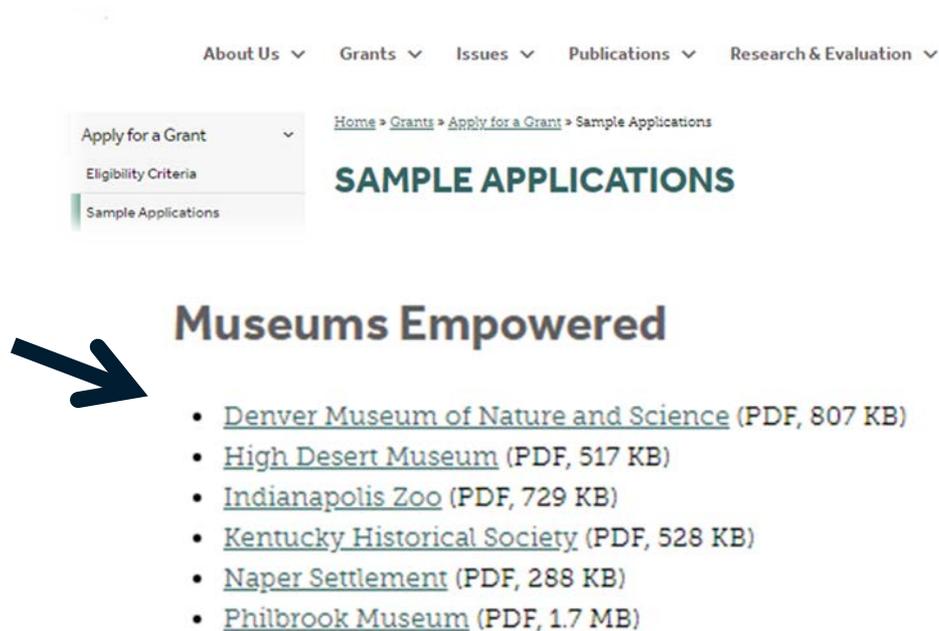
Program Categories: MFA-Museums Empowered

City: Murfreesboro

Discovery Center at Murfree Spring will undertake a multipronged approach to create a culture of evaluation through staff professional development. The museum will work with an expert consultant to develop a set of strategies that positions staff to better understand the value, complexity, and importance of conducting and integrating evaluation more strategically across the institution. Professional development activities will include three in-person workshops, application to museum contexts, one-on-one mentoring, and documented reflections. Public cafes facilitated by field experts will cultivate community awareness of the critical importance and value of evaluative thinking, and emphasize the need for opportunities that build evaluation capacity across organizations and institutions. The project will gather data about current exhibitions that will help inform decisions relating to traveling exhibitions, and data about institutional influence that informs and becomes integral to ongoing operations.

The Awarded Grants Search gives you an opportunity to explore our archive of grants.

Sample Applications



Apply for a Grant ▾
Eligibility Criteria
Sample Applications

Home » Grants » Apply for a Grant » Sample Applications

SAMPLE APPLICATIONS

Museums Empowered

- [Denver Museum of Nature and Science](#) (PDF, 807 KB)
- [High Desert Museum](#) (PDF, 517 KB)
- [Indianapolis Zoo](#) (PDF, 729 KB)
- [Kentucky Historical Society](#) (PDF, 528 KB)
- [Naper Settlement](#) (PDF, 288 KB)
- [Philbrook Museum](#) (PDF, 1.7 MB)

Sample applications of recently funded grants are available on the IMLS website

Important Dates

December 14 2018	→	Applications due: 11:59 pm Eastern Time on December 14, 2018
January 2019		
February 2019	→	IMLS staff review for completeness and eligibility
March - June 2019		
July 2019	→	External peer review of applications
August 2019		
September 2019	→	Awards announced: September 2019
October 2019		
November 2019		
September 2019	→	Projects start: October 1, November 1, or December 1, 2019

Application Tips

Register early!

1. D-U-N-S® Number: www.dnb.com/us
2. SAM Registration: www.sam.gov
3. Grants.gov Registration: www.grants.gov

The screenshot shows the Dun & Bradstreet website. At the top, there is a navigation bar with the phone number (855) 496-9567 and links for Home, About Us, Our Services, Partners, Resources, and Customer Portal. Below this is a search bar and a 'Call Now' button. The main content area features the text 'The D-U-N-S® Number' and a large blue button that says 'Get Your Company Noticed, and Control the Story'. At the bottom, there is a section titled 'Create a Business Profile today, to harness the power of the D&B D-U-N-S Number' with a list of benefits: 'Make sure what bankers and lenders read about your business is accurate' and 'Get found in the world's largest business information directory'. A large graphic of the number '123456789' is also visible.

The screenshot shows the SAM.gov website. At the top, there is a navigation bar with the SAM logo and links for Home, Search Records, Data Access, General Info, and Help. Below this is a search bar and a 'Create an Account' button. The main content area is divided into three columns: 'CREATE USER ACCOUNT', 'REGISTER/UPDATE ENTITY', and 'SEARCH RECORDS'. The 'CREATE USER ACCOUNT' section includes a 'Create User Account' button. The 'REGISTER/UPDATE ENTITY' section includes a 'Check Status' button. The 'SEARCH RECORDS' section includes a 'Search Records' button. Below the main content area, there is a section titled 'WHAT IS SAM?' and several other sections: 'NEWS AND ANNOUNCEMENTS', 'USER GUIDES/HELPFUL HINTS', and 'ATTENTION EXTRACT AND WEB SERVICE USERS'.

The screenshot shows the Grants.gov website. At the top, there is a navigation bar with the Grants.gov logo and links for Home, Search Grants, Applicants, Grantees, DUNS/REGISTRATION, News, CONTACT, and Support. Below this is a search bar and a 'Apply for Grants' button. The main content area features a large image of a classical building and the text 'Apply for Grants'. Below this, there is a section titled 'Find Open Grant Opportunities' with a list of grants. At the bottom, there is a section titled 'Grants Learning Center' with a list of links for various topics.



Application Tips

- Do your background research.
- Follow the narrative outline in the Notice of Funding Opportunity, using the same headings, subheadings, or numbered sections to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon.
- Check your spelling, grammar, and math.
- Ask a colleague to review everything with fresh eyes before you submit it.
- Be sure your application is complete.
- Submit to Grants.gov early so you can correct any errors.



Recommended Next Steps

1. Visit www.imls.gov and read the Notice of Funding Opportunity carefully.
2. Check your organization's registrations with both SAM.gov and Grants.gov.
3. Connect with us
 - Participate in free IMLS webinars.
 - Talk with a program staff member.
4. Prepare your application. Make sure it's complete.
5. Submit **before** the deadline, December 14, 2018 (by 11:59 pm ET)



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Questions

