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INSTITUTE of
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Museum Grants for African American History and Culture
FY2014 Information Session

October 28, 2013

Good afternoon and welcome to this webinar about the Museum Grants for African American History and Culture (AAHC) program at IMLS. We are happy to know you are interested in applying for an AAHC grant, and our goals today are to address requirements that are specific to AAHC, talk about what makes a competitive AAHC proposal, and answer any questions you might have.

Participating in the Webinar

GOOD IDEA: Download the IMLS forms required for MFA applications so that you may view them as we talk about them. The **Program Information Sheet**, the **IMLS Budget Form**, and the **Digital Content Supplementary Information Form** are here: <http://www.imls.gov/applicants/forms.aspx>.

Unable to hear the audio for this webinar over your computer? Use the audio setup wizard (available at the top right-hand corner of the Audio & Video panel) to test your system's speakers.

Alternatively, if you are watching this webinar live, you may listen over your phone by calling (866) 299-7945 and entering 9910420# when prompted.



My name is Mark Isaksen, Senior Program Officer at IMLS, with primary responsibility for the Museum Grants for African American History and Culture program. You may contact me or other program staff in the Office of Museum Services by phone or by email after this webinar with specific questions about this grant program.

We are going to be looking at several forms in detail today, so you may wish to download them from our website so that you have them for ready reference. You may find the Program Information Sheet, the IMLS Budget Form, and the Digital Content Supplementary Information form are at [www.imls.gov slash applicants slash forms dot aspx](http://www.imls.gov/applicants/forms.aspx). **The link to the webpage is in the chat panel on the bottom left-hand corner of your screen.**

We hope, of course, that all our technology goes smoothly today, but we are posting on screen what to do if you have any audio difficulties.

Beyond that, if you're with us live, chat to us, and we'll do everything we can to help you with any problems that might arise.

Pre-recorded Webinar

The screenshot shows the IMLS Museum Grants website. The main heading is "Grant Applicants". Under "Available Grants", there is a section for "Museum Grants For African American History And Culture". The text states: "Applications: Grant program guidelines for FY2014 are now available." and "Access FY 2014 Grant program Guidelines Online". Below this, it says "Read more about Museum Grants for African American History and Culture on the IMLS website." A list of two items follows: "1. A pre-recorded webinar detailing important information about IMLS funding opportunities is available." and "2. A live webinar for the FY14 Museum Grants for African American History and Culture program will be presented on Monday, October 28, at 2pm ET." Below the list, there are details for "Deadline: December 02, 2013", "Grant Amount: \$5,000-\$150,000", "Grant Period: Up to two years", and "Cost Share Requirement: 1:1". A "Program Overview" section follows, describing the program's goals.

If you have not viewed our pre-recorded introductory webinar about IMLS's funding opportunities, we strongly recommend that you do so at your earliest convenience. You can access it at any time by going to the Museum Grants for African American History and Culture home page and clicking on the link shown here.

Today's webinar will be recorded and available for viewing after today.

Pre-recorded Webinar Summary

1. IMLS's vision, mission and strategic plan are at the core of its grant-making.
2. Funding programs and opportunities include two technical assistance programs
 - Conservation Assessment Program (CAP)
 - Museum Assessment Program (MAP)

and five grant programs

 - Museums for America
 - National Leadership Grants for Museums
 - Native American/Native Hawaiian Museum Services Grants
 - Museum Grants for African American History and Culture
 - Sparks! for Museums



Here is a quick summary of the information shared in the pre-recorded webinar.

First, IMLS's vision, mission and strategic plan are at the core of its grant-making. You would be well-served to consider these in thinking about your project for which you will be seeking IMLS support.

Second, IMLS funding programs and opportunities include two technical assistance programs (CAP, MAP) and five grant programs: Museums for America, National Leadership Grants for Museums, Native American/Native Hawaiian Museum Services Grants, Museum Grants for African American History and Culture, and Sparks! for Museums. We recommend spending some time on our website to become familiar with the goals and opportunities presented by each of these.

Pre-recorded Webinar Summary

3. Each grant program has its own set of eligibility requirements.
4. Helpful information, contacts, and guidelines for applying for funding are on the IMLS website, www.imls.gov.
5. It is very important to get a DUNS number and to register early with SAM.gov and Grants.gov. Keep your registrations current.
6. Be sure to participate in the web conferences for each program to which you may apply.



Third, each grant program has its own set of eligibility requirements, and you should consider these early on in the process of choosing a grant program.

Fourth, helpful information, contacts, and guidelines for applying for funding are on the IMLS website, www.imls.gov.

Fifth, it is very important to get a DUNS number and to register early with both SAM.gov and Grants.gov. In addition, you must make sure that your registration with SAM.gov stays current throughout the entire process of application, award making, and project execution. If it expires at any point along the way, we might not be able to accept your application, move it through the review process, make an award, or transfer grant funds to you, so don't forget to renew.

And lastly, be sure to participate in or view the web conferences for each program to which you may apply. We are providing one webinar of this type for each of our five programs, and the details of their scheduling are listed on the home page of the guidelines for each program on www.imls.gov and noted on the last slide in this webinar.

Overview

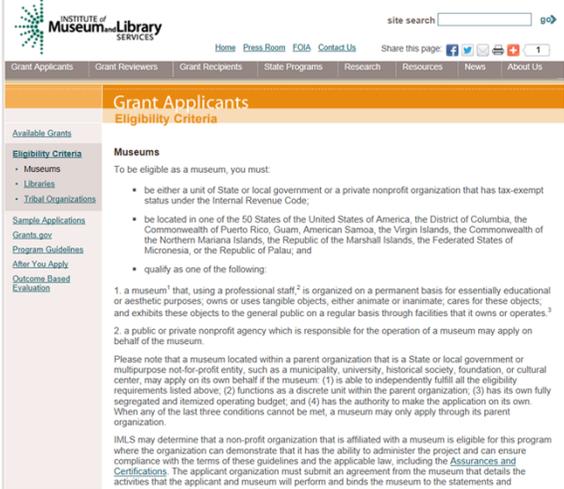
1. Program Goals
2. AAHC Program Eligibility Requirements
3. Important Dates
4. Allowable/Unallowable Costs
5. Application Components
 - Forms
 - Narrative
 - Budget
6. Application Tips
7. Review Process
8. IMLS Staff Contacts



In this presentation, we'll be addressing the following topics: Program goals; AAHC Eligibility Requirements; Important dates; Allowable and Unallowable Costs; Application Components – including forms, narrative components and review criteria, and budget issues; Application Tips; Review Process; and finally IMLS Staff Contacts

Eligibility Requirements

- General Museum Eligibility
- Program Specific Eligibility



The screenshot shows the IMLS website's 'Grant Applicants Eligibility Criteria' page. The page is titled 'Grant Applicants Eligibility Criteria' and is part of the 'Available Grants' section. It lists the following requirements for museums:

- To be eligible as a museum, you must:
 - be either a unit of State or local government or a private nonprofit organization that has tax-exempt status under the Internal Revenue Code;
 - be 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
 - qualify as one of the following:
 - a museum¹ that, using a professional staff,² 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;³
 - a public or private nonprofit agency which is responsible for the operation of a museum may apply on behalf of the museum.

Please note that a museum located within a parent organization that is a State or local government or multipurpose not-for-profit entity, such as a municipality, university, historical society, foundation, or cultural center, may apply on its own behalf if the museum: (1) is able to independently fulfill all the eligibility requirements listed above; (2) functions as a discrete unit within the parent organization; (3) has its own fully segregated and itemized operating budget; and (4) has the authority to make the application on its own. When any of the last three conditions cannot be met, a museum may only apply through its parent organization.

IMLS may determine that a non-profit organization that is affiliated with a museum is eligible for this program where the organization can demonstrate that it has the ability to administer the project and can ensure compliance with the terms of these guidelines and the applicable law, including the *Assurances and Certifications*. The applicant organization must submit an agreement from the museum that details the activities that the applicant and museum will perform and binds the museum to the statements and

It's important to understand the eligibility requirements for applicants to IMLS grant programs. Located on our webpage, you will find the General Museum Eligibility criteria. This is how IMLS defines "museum" and it's important that you read this to determine whether or not your museum meets these criteria. In addition to the general museum eligibility criteria, there is also Program Specific Eligibility. The Museum Grants for African American History and Culture program has program specific eligibility that arises from the legislation that created this grant program.

Are you eligible?

- A museum?
- A non-profit organization?
- State or local government?
- Institution of Higher Education?

- If yes, then let's get started
- If no, then partner with someone who is eligible



To summarize the general eligibility criteria: you are eligible to apply for a grant if you meet the IMLS definition of museum and are a non-profit organization, or part of a state or local government, or an institution of higher education.

What are Museum Grants for African American History & Culture?

Created by an act of Congress in 2003 which authorized:

- the Smithsonian to create a National Museum of African American History and Culture and
- IMLS to create a grant program to improve operations, care of collections, and development of professional management at African American museums



Now that we have touched on the general eligibility requirements, let's talk about the Museum Grants for African American History and Culture. The AAHC grant program is designed to strengthen the institutional capacity in the African American museum community. The grant program was created by an Act of Congress in 2003 – the same act that created the Smithsonian National Museum of African American History and Culture. The museum is now under construction and scheduled to open in 2015 here in Washington, D.C. The legislation that created the museum directed IMLS to create a grant program to improve operations, care of collections, and development of professional management at African American museums.

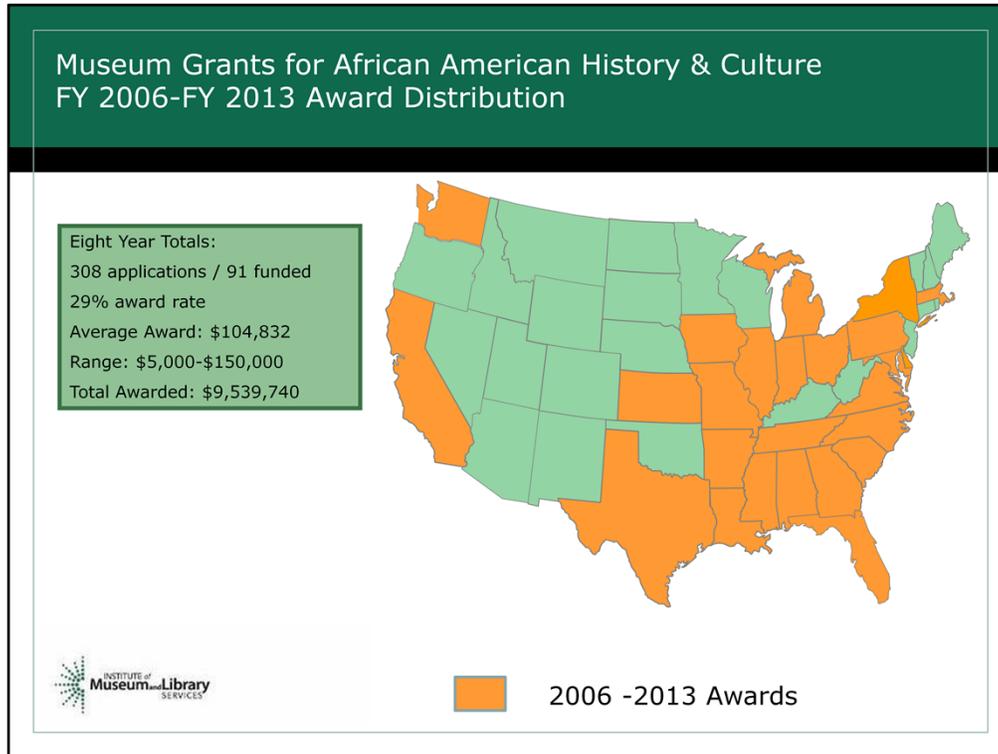
What organizations are eligible to apply to this program?

- A museum whose primary purpose, as reflected in its mission, is African American life, art, history, and/or culture, encompassing the period of slavery; the era of reconstruction; the Harlem renaissance; the civil rights movement; and other periods of the African American Diaspora;
- A not-for-profit museum service organization or association whose primary purpose, as reflected in its mission, is to support museums identified above; or
- Historically Black Colleges and Universities.



The AAHC grant program has specific eligibility criteria. To be eligible for an award under the FY2014 Museum Grants for African American History and Culture program, you must qualify as one of the following:

1. A museum whose primary purpose, as reflected in its mission, is African American life, art, history, and/or culture,
2. A not-for-profit museum service organization or association whose primary purpose, as reflected in its mission, is to support museums identified above; or
3. One of the 106 Historically Black Colleges and Universities. HBCU's qualify even if they do not have a museum.



Who are the recipients of AAHC awards? Over the past eight years, 91 grants have been awarded to museums and HBCUs and professional service organizations in the orange states in the map on this slide.

AAHC – Funding Statistics

	Applications Received	Total \$ Requested	Number Funded	Percentage Funded	Total \$ Awarded
FY2010	33	\$4,023,714	14	42%	\$1,485,000
FY2011	41	\$4,433,894	15	37%	\$1,455,606
FY2012	42	\$4,362,160	14	33%	\$1,442,312
FY2013	35	\$4,320,277	11	31%	\$1,336,274



To break it down a little further, here are the program statistics for the past four years. You will see that the percentage of awards made in the AAHC program has decreased over the past few years, as Congress has reduced the annual appropriation (amount of funds available) each year on this chart. Due to the ongoing effects of the sequester, we anticipate the amount of funds available in FY 2014 will be slightly lower than the amount awarded in FY 2013.

Where to learn more...

The screenshot displays the IMLS website interface. The main content area is titled 'Grant Applicants Sample Applications'. It includes a sidebar with navigation links such as 'Available Grants', 'Eligibility Criteria', 'Sample Applications', 'Grants.gov', 'Process Guide', 'After You Apply', 'Outcome Based Evaluation', and 'Museum Applications'. The main content lists 'Museum Grants for African American History and Culture' with links to 'Delaware State University', 'National Underground Freedom Center', and 'Studio Museum in Harlem'. Below this, it lists 'Museums for America' with links to 'Lake Champlain Basin Science Center', 'Minnesota Children's Museum', and 'Museum of Photographic Arts'. The 'grant search' section on the right allows users to search for available and awarded grants by name, institution, or project type, with a search button and a 'subscribe' option.

Three sample applications from the AAHC program are available for viewing on the IMLS website. The sample applications include a copy of the narrative section, as well as the abstract and organizational profile.

In addition, you can search Awarded Grants by program, category, date, and/or key word.

AAHC Forum Blog Series

The screenshot shows the IMLS Museum Library Services website. The main content area is titled "African American History and Culture Forum" and includes a section for "Share Your Ideas!" with a link to "Read the blog post series and contribute to the AAHC Forum." Below this, there is a list of materials from the June 2013 Grantee Convening, including presentations on Grants and Financial Management, Association of African American Museums, Social Media for AAHC Museums, American Alliance of Museums, MAP Social Media Handbook, Developing Project Ideas (Part 1 and 2), and Shaping Outcomes and Logic Model, along with a Logic Model worksheet.

From November 2012 through June of 2013, we published a weekly series of blog posts in the AAHC Forum, part of the of the IMLS UpNext Blog. The AAHC Forum posts were written by grantees, who shared stories about their grant funded projects, gave examples of the challenges and successes they encountered. Reading the blog may give you some ideas about the kinds of projects that have been funded in the past, suggest some examples of project models that you might want to replicate at your own institution, or give you the opportunity to reach out to the institutions and individuals who wrote the blog posts to consider ways to collaborate.

What activities may be funded with an AAHC grant?

You may apply for projects including, **but not limited to**, the following activities:

- Fostering professional development of museum staff, interns and volunteers
- Supporting training activities such as participation in courses, workshops, conferences, and professional meetings
- Encouraging succession planning, staff mentoring and career development
- Developing new or expanded staff positions to increase the capacity of the museum to address critical museum needs such as educational programming, collections management, exhibit development, and visitor services
- Developing and implementing a volunteer/docent program or an internship/fellowship program
- Fostering partnerships among museums and/or institutions of higher education to address challenges facing the African American museum community



What kind of projects may be funded with an AAHC grant? Well, there are many kinds of projects, and looking at the history of what's been funded, by reading the blog posts on the IMLS website, will give you some ideas. In general, the AAHC grant programs has funded projects like those listed on this slide, such as: supporting professional development and training activities such as participation in courses, workshops, conferences, and professional meetings; encouraging succession planning, staff mentoring and career development; developing new or expanded staff positions to increase the capacity of the museum to address critical museum needs such as educational programming, collections management, exhibit development, and visitor services; developing and implementing a volunteer/docent program or an internship/fellowship program; and fostering partnerships and networks among museums and/or institutions of higher education to address challenges facing the African American museum community

Important Dates

Applications are due **December 2, 2013.**

Awards will be announced **July, 2014.**

Projects must start **August 1, September 1, or October 1, 2014.**



If you are considering applying for an AAHC grant, there are some important dates to be aware of: applications are due on December 2, 2013; awards will be announced in July 2014 and your projects may start on August 1, September 1 or October 1, 2014. You may chose any of those three months as a potential start date – but should always start with the first day of the month.

Allowable/Unallowable Costs	
If your organization is ...	Then use these cost principles...
A non-profit organization	2 CFR 230 (OMB Circular A-122) http://www.whitehouse.gov/omb/circulars_a122_2004/
A state, local, or Indian Tribal Government	2 CFR 225 (OMB Circular A-87) http://www.whitehouse.gov/omb/circulars_a087_2004/
A college or university	2 CFR 220 (OMB Circular -21) http://www.whitehouse.gov/omb/circulars_a021_2004/



Now let's review some of the allowable and unallowable costs that you may include in your application for funding. There are specific federal regulations called "Cost Principles" that determine what are allowable and unallowable costs. These regulations vary according to the type of organization that is applying for funding. This table, which is also included in the program guidelines, includes links to the relevant cost principles for non-profit organizations; state or local governments; or colleges and universities.

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, including basic environmental monitoring equipment and conservation supplies, related directly to project activities
- consultant fees
- publication design and printing services (e.g. design, technical support, printing, non-construction labor)
- staff and volunteer training
- internships/fellowships
- contracts and subcontracts
- indirect or overhead costs



Included in the guidelines are some examples of allowable costs. This list includes some of the more common allowable costs we see in grant applications – but the list is not inclusive and you should consult the Cost Principles for specific guidance. Allowable costs include: personnel salaries, wages, and fringe benefits; travel expenses for key project staff and consultants; materials, supplies, software, and equipment; consultant fees; publication design and printing services; staff and volunteer training; internships/fellowships; contracts and subcontracts; indirect or overhead costs

Unallowable Costs

Examples of unallowable costs

- general museum fundraising costs, such as development office staff or other staff time devoted to general fundraising
- general advertising or public relations costs designed solely to promote activities other than those related to the specific project
- construction and renovation of museum facilities (generally, any activity involving contract labor of the construction trades is not an allowable cost)
- exhibit fabrication that involves contract labor of the construction trades
- social activities, ceremonies, receptions, or entertainment
- reconstruction or renovation of historic sites
- pre-award costs



Also included in the guidelines are some examples of un-allowable costs. This list includes some of the more common unallowable costs we see in grant applications. Again, the list is not inclusive and you should consult the Cost Principles for specific guidance. Some examples of un-allowable costs include: general museum fundraising costs; general advertising or public relations costs designed solely to promote activities other than those related to the specific project; construction and renovation of museum facilities; exhibit fabrication that involves contract labor of the construction trades; social activities, ceremonies, receptions, or entertainment; reconstruction or renovation of historic sites; pre-award costs

Application Components

Required Documents

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

Conditionally Required

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.



Now let's discuss the application components, these are the items that you will include in your application. There are required components – which as you might guess are required of every applicant. If you forget to include one of these required documents, your application will be determined to be incomplete and thus ineligible for funding. Your application will not proceed any further in the review process.

Conditionally required documents are necessary for some applicants depending on the project type or the organization type. An example of a conditionally required document is the proof of non profit status (a copy of your determination letter from the IRS) which is required if you are a non-profit organization – it is not required if you are part of a state or local government.

Supporting documents are optional, and are helpful to use when you want to include supplemental information that may help reviewers better understand your project or your organization.

Table of Application Components

Use the table to keep organized.

- Serves as a checklist of application components
- Identifies document formats and naming conventions
- Provides links to instructions and forms
- Identifies categories of documents (Required, Conditionally Required, Supporting)



Table of Application Components

Component	Format	File name to use
Required Documents		
The Application for Federal Assistance/Short Organizational Form (SF-424S)	Grants gov form	n/a
Abstract (to be uploaded through Grants.gov) (one page_max.)	Text document that you create	n/a
IMLS Program Information Sheet	IMLS PDF form	Programinfo.pdf
Organizational Profile (one page_max.)	PDF document	Organizationalprofile.pdf
Strategic Plan Summary (two pages_max.)	PDF document	Strategicplan.pdf
Narrative (seven pages_max.)	PDF document	Narrative.pdf
Schedule of Completion (one page per year_max.)	PDF document	Scheduleofcompletion.pdf
IMLS Budget Form	IMLS PDF form	Budget.pdf
Budget Justification	PDF document	Budgetjustification.pdf
List of Key Project Staff and Consultants (one page_max.)	PDF document	Projectstaff.pdf
Resumes of Key Project Staff and Consultants that appear on the list above (two pages each_max.)	PDF document	Resumes.pdf
Conditionally Required Documents		
Proof of Nonprofit Status (if applicable)	PDF document	Proofnonprofit.pdf
Federally Negotiated Indirect Cost Rate Agreement (if applicable)	PDF document	Indirectcostrate.pdf
Digital Content Supplementary Information Form (if applicable)	IMLS PDF form	Digitalcontent.pdf
Supporting Documents		
Information that supplements the narrative and supports the project description provided in the application	PDF document	Supportingdoc1.pdf Supportingdoc2.pdf Supportingdoc3.pdf etc.

Use the table of application components found in the program guidelines to help keep your organized. You can use this as a checklist as it identifies the three categories of documents (Required, Conditionally Required, Supporting). The table also identifies document formats and naming conventions and provides links to instructions and forms, some forms are on the IMLS website, one form you find on Grants.gov, other application components you will create and then upload as a PDF.

SF-424S: Application for Federal Domestic Assistance - Short Organizational Form

The image shows a screenshot of the SF-424S application form. Three orange arrows point to specific sections: 'Legal Name' points to section 3, 'Organizational DUNS' points to section 7, and 'Project Description' points to section 8. The form includes fields for organization name, address, contact information, and project details. The IMLS logo is visible in the bottom left corner.

The SF-424S: Application for Federal Domestic Assistance is downloaded as part of the Grants.gov package, and is not available from IMLS site. There are several important things on this page I would like to mention: the **Legal Name** and **Organizational DUNS number** are used to establish and verify the identity of the legal applicant. The **Project Description** should be brief (150 words is close to the maximum limit) and address what you plan to do for whom and why or for what purpose. You might consider making this the last piece you write so that it is as concise and accurate as possible.

SF-424S: Application for Federal Domestic Assistance - Short Organizational Form

The image shows a screenshot of the SF-424S application form. The form is divided into two main sections, each highlighted with a green background. The first section is for the Project Director, and the second is for the Primary Contact/Grants Administrator. Both sections contain the same set of fields: Name, Title, Telephone Number, Fax Number, Street, City, State, Country, and Zip Code. An orange arrow points from the text 'Project Director' to the first section, and another orange arrow points from the text 'Primary Contact/Grants Administrator' to the second section. The Institute of Museum and Library Services logo is visible in the bottom left corner of the form area.

Page 2 of the SF-424S is about the Project Director and the Primary Contact/Grants Administrator. The Project Director should be the person who is responsible for the day-to-day activities of the project—in other words the person who makes sure the project gets done. The Primary Contact might be someone in the grants office or someone whose role is more purely administrative. Important to remember here is that in many cases these two positions may be the same person. They don't have to be, but they may be.

SF-424S: Application for Federal Domestic Assistance - Short Organizational Form

Authorized Representative



AUTHORIZED REPRESENTATIVE INFORMATION - Short Organizational Form	
<small>By the applicant's signature, I certify that the statements contained on this form are true and correct and that the statements herein are true, complete and accurate to the best of my knowledge - I am aware of the relevant laws and regulations and agree to comply with any existing laws or regulations that apply to this form. Violation of these statements is a criminal offense under 18 U.S.C. 1001.</small>	
<small>Provide all abbreviations and acronyms, or an initial, etc. that you must abbreviate, as contained in the accompanying agency specific instructions.</small>	
AUTHORIZED REPRESENTATIVE INFORMATION	
<small>First Name</small> <input type="text"/>	<small>Last Name</small> <input type="text"/>
<small>First Name</small> <input type="text"/>	<small>Last Name</small> <input type="text"/>
<small>Title</small> <input type="text"/>	<small>Organization</small> <input type="text"/>
<small>Telephone Number</small> <input type="text"/>	<small>Fax Number</small> <input type="text"/>
<small>Signature of Authorized Representative</small> <input type="text"/>	<small>Date Signed</small> <input type="text"/>



The Authorizing Official, also known as the Authorized Representative, MUST be different from the Project Director. This is the person who has the authority and the responsibility for certifying that statements made in the application are true, complete, and accurate and that the organization will comply with all necessary certifications, assurances, and terms if an award is made. This might be the President, CEO, Director, CFO, Board President, or other position of authority within the institution.

Program Information Sheet

JMLS PROGRAM INFORMATION SHEET

PLEASE NOTE: Information provided with this form may be made publicly available.

1. Applicant Information

2. Legal Name (Same as SF424S):

3. Applicant DUNS Number (From SF424S):

4. Does your organization have a current SAM.GOV Registration? Yes No

If "Yes," what is the expiration date of your registration?

5. Organizational Unit (if different from legal name):

6. Organizational Unit Address

Street1:

Street2:

City: State: ZIP+4 Postal Code:

7. Organizational Unit Type (Check one):

<input type="checkbox"/> Academic Library	<input type="checkbox"/> Library Association	<input type="checkbox"/> School Library/State or District
<input type="checkbox"/> Archive	<input type="checkbox"/> Library Cooperative	<input type="checkbox"/> Specialized or Specialized Science
<input type="checkbox"/> Adolescent/Children's/Young Adult	<input type="checkbox"/> Museum Library	<input type="checkbox"/> Library of Congress
<input type="checkbox"/> Art Museum	<input type="checkbox"/> Museum Services Organization/	<input type="checkbox"/> State Library
<input type="checkbox"/> Children's/Youth Services	<input type="checkbox"/> National Archives/Trustworthy	<input type="checkbox"/> Specialized Museum**
<input type="checkbox"/> Community College	<input type="checkbox"/> National Organization	<input type="checkbox"/> State Library
<input type="checkbox"/> For-profit/College	<input type="checkbox"/> National Historical/Archaeology	<input type="checkbox"/> State Museum Agency
<input type="checkbox"/> General Museum*	<input type="checkbox"/> Museum	<input type="checkbox"/> State Museum Library
<input type="checkbox"/> Graduate Research Library and	<input type="checkbox"/> National Center	<input type="checkbox"/> State
<input type="checkbox"/> Information Science	<input type="checkbox"/> Parliament	<input type="checkbox"/> University of Higher Education
<input type="checkbox"/> Health Research	<input type="checkbox"/> Public Library	<input type="checkbox"/> Other (List below)
<input type="checkbox"/> Historical/Book/College or University	<input type="checkbox"/> Research Library/Institute	<input type="checkbox"/> Other
<input type="checkbox"/> OSCO		
<input type="checkbox"/> Other Museum		

8. Other public name:

*A museum with collection representing two or more disciplines (e.g., art and history)

**A museum with collection limited to one narrowly defined discipline (e.g., letter, name, chart group)

1 | OMB Number 3137-0071, E-Service Code: 5002005



SAM.gov
Registration
and
Expiration
Date

Legal
Name

Organizational
Unit Name and
Address

Let's turn now to the Program Information Sheet. This is a five-page document that is important to your application. The guidelines provide complete instructions for how to fill out this form, but we want to highlight a couple of especially important things for you here.

In #1a on page 1, you'll see "Legal Name." This must be the same as the "Legal Name" you provided on the SF-424S, and again, it must link to the DUNS number for your organization.

Below that in #1c, we ask about your SAM.gov registration. You **MUST** have a SAM.gov registration, and it **MUST** be active. We recommend that you check this immediately. If you haven't registered yet, start the process now because it can take several weeks. If you need to renew, start that process now too because it also can take several weeks. Please remember: Your SAM.gov registration must be active throughout the grant review period, at the time awards are made, and throughout the lifespan of your grant. Without it, we cannot accept your application, review it, make an award, or provide you money.

In #1d, we ask you to record your organizational unit if that is different from the Legal Name of the applicant. When might that be the case? In order to be eligible for an AAHC award, you might qualify as a museum or an HBCU. If you are museum within an HBCU, or a museum located within a state or local government structure, you may have an organizational unit name that is different from the legal name of your parent organization.

If you have questions about your own situation, spend some time with the eligibility requirements for AAHC, then call us if you need help in interpreting them.

Program Information Sheet

Financial Information

IMLS PROGRAM INFORMATION SHEET

2. Organizational Financial Information

Please complete the following table for the applicable 10-year period or 11 years if the most recently completed fiscal year.

Fiscal Year	Annual Operating Budget	Total Revenue	Total Expenses	Surplus or Deficit
2012				
2011				
2010				

* For support to ILS, Total Revenue can be read on Line 12 of the IRS Form 990.

** For support to ILS, Total Expense can be read on Line 15 of the IRS Form 990.

3. Have you a significant deficit (greater than 10% of your annual operating budget) for two or more of the three fiscal years shown. Please explain the circumstances in a separate section on the form.

4. Have you any material weaknesses identified in your prior year's audit report?

Yes No Not applicable

A material weakness is a deficiency, or combination of deficiencies, in internal controls that results in a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented or detected and corrected on a timely basis.

If "Yes," please explain.

5. Has your organization had an A-133 audit in the past five years?

Yes No



2 | OMB Number: 3137-0071, OIG Paperwork Reduction Project

On page 2, we ask questions about your organization's finances—operating revenue and expenses for three fiscal years; budget surplus or deficit greater than 10% of your annual operating budget; and any material weakness identified in your prior year's audit. If you are applying using an organizational unit designation, then these questions apply to that unit, rather than to the Legal Name entity. For example, if you are a museum located in an HBCU, use the financial information for the museum and not the HBCU.

Program Information Sheet

IMLS PROGRAM INFORMATION SHEET

3. Grant Program Information

a. Laura Bush 21st Century Librarian Program

Select one funding category:

- Project Grant
- Collaborative Planning Grant
- National Forum Planning Grant

Select one project category:

- Masters-level Programs
- Doctoral-level Programs
- Early Career Development
- Continuing Education
- Programs to Build Institutional Capacity
- Research

b. National Leadership Grants for Libraries

Select one funding category:

- Project Grant
- Collaborative Planning Grant
- National Forum Planning Grant

Select one project category:

- Advancing Digital Resources
- Demonstration
- Research

c. Native American/Native Hawaiian Library Services

Select one funding category:

- Basic Grant Only
- Basic Grant With Education/Assessment
- Option
- Enhancement Grant
- Native Hawaiian Library Services

d. Sparks! Ignition Grants

Select one:

- Museum
- Library

e. Museums for America

Select one project category:

- Learning Experiences
- Community Anchors
- Collections Stewardship

Select one:

- IMLS funds requested total \$25,000 or less with no applicant cost share.
- IMLS funds requested total more than \$25,000 with applicant cost share.

f. National Leadership Grants for Museums

Select one project category:

- Learning Experiences
- Community Anchors
- Collections Stewardship

g. Museum Grants for African American History and Culture

h. Native American/Native Hawaiian Museum Services

Program Category




On the top of page 3 of the Program Information Sheet, we ask you to select a grant program, and here you select the Museum Grants for African American History and Culture program.

Program Information Sheet

STEM
Project?

IMLS Funds
Requested and
Cost Share

4. Please check this box if your project addresses STEM goals:

5. Funding Request Information

a. IMLS funds requested: b. Cost share amount:

6. Project Subject Area

Please select the subject area(s) addressed by the proposed project:

<input type="radio"/> 21st Century Skills <input type="radio"/> Afterschool/Out-of-School <input type="radio"/> Accessibility <input type="radio"/> Broadband <input type="radio"/> Civic Engagement <input type="radio"/> Community Engagement <input type="radio"/> Collections Care/Preservation <input type="radio"/> Cultural Heritage/Sustainability	<input type="radio"/> Digital Literacy <input type="radio"/> Disaster Preparedness <input type="radio"/> Early Learning <input type="radio"/> Economic/Community Development <input type="radio"/> Education Support <input type="radio"/> Environment and Energy <input type="radio"/> Global Awareness <input type="radio"/> Health and Wellness	<input type="radio"/> Information Infrastructure/Systems/Workflows <input type="radio"/> Learning Tools and Interactives <input type="radio"/> Lifelong Learning <input type="radio"/> Intergenerational <input type="radio"/> STEM (Science, Technology, Engineering, Math) <input type="radio"/> Workforce Development/Job Assistance <input type="radio"/> Other
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If other, please specify:



Project
Subject Area

On the lower half of page 3 of the Program Information Sheet we ask the following questions:

In #4, we ask you to check the box if your project involves STEM—Science, Technology, Engineering and Math – which is a broad initiative that is an option in all IMLS grant programs this year.

In #5a, we ask you to tell us how many dollars you are requesting from IMLS, and in #5b, we ask you to record your cost share. Make sure these amounts reflect what's in your budget. Sometimes people skip these blocks because they intend to fill them in later but forget, and or they record preliminary numbers that change by the time they finish your application. Please double check them.

6. Project Subject Area: Select the buttons that reflect the subject areas to be addressed by your project. Use the other box if necessary.

Developing the Project Idea

Developing an outcome-based program and a logic model (an evaluation plan) helps institutions:

- articulate clear program benefits (outcomes),
 - measure those program benefits (indicators),
 - clarify the specific individuals or groups for which the program's benefits are intended (target audience), and
 - design program services to reach that audience and achieve the desired results
-
- Learn the language at www.shapingoutcomes.com



Next let's talk about developing your project idea. Taking time to think through your project idea will help to make the narrative section of your application clear, concise, and most important well-understood by the peer reviewers. In writing your narrative, remember that your audience is not me – your audience is the peer reviewers (museum professionals like your self) who will be reading, commenting and scoring your application.

Many applicants find it helpful to use outcome-based planning and evaluation. This is a way to measure outcomes in a systemic way to determine if a program has achieved its goals. Developing your project idea using a logic model helps institutions articulate and establish clear program benefits (outcomes), identify ways to measure those program benefits, clarify the specific individuals or groups for which the program's benefits are intended, and design program services to reach that audience and achieve the desired results

Go to www.shapingoutcomes.com to learn more about the language of outcomes based planning and evaluation. This website was developed a few years ago by IMLS and may be helpful to you. There is a self-guided online curriculum that is free and available to you at any time.

Developing Your Project Idea

- Make the 30 second pitch (elevator speech):
 - We do what,
 - For Whom, and with
 - What Outcome or Benefit?
- Develop the pitch into a one-page abstract



Sometimes the writing is the hardest part for applicants. Here's one suggestion, start with a 30-second pitch, sometimes people call this an elevator speech. If you were in an elevator for 30 seconds with a potential funder, practice giving them this pitch using the following starting points: **We do what, for who, and with what outcome.**

From this pitch, you can then develop a one-page abstract, and then the narrative.

Narrative

Project Justification

- What do you propose to do?
- What need, problem, or challenge will your project address?
- Who or what will benefit from your project?
- What are the intended results of your project?
- How will your project enhance the capacity of your institution?



The narrative may seem daunting at first, but to help you the application guidelines include bullet points for each section of the narrative. In addition to the descriptive questions in section of the narrative – the Project Justification, Work Plan and Results – you will also find the review criteria for each section. These are the same criteria our peer reviewers will use to evaluate your application.

For example – we ask you to answer the question “Who will benefit from your project?”

We ask the reviewers “Are the people who will benefit from the project clearly identified, and have they been involved in planning this project?”

We ask you to answer the question “How will your project enhance the capacity of your institution?”

We ask reviewers “Are the ways in which this project enhances the capacity of the institution specific, actionable, and measurable?”

Narrative

Project Work Plan

- What specific activities will you carry out?
- Who will plan, implement, and manage your project?
- When and in what sequence will your activities occur?
- What financial, personnel, and other resources will you need to carry out the activities?
- What resources will your institution contribute to the project?
- How will you track your progress toward achieving your intended results?
- How and with whom will you share your project's results?



The second part of the narrative is the Project Work Plan. In this section you describe in more detail the specific activities of the project; in what sequence the activities will occur; what financial and personnel resources you will use; and how you will track progress and share your results. In writing your narrative, be sure to organize your writing following the three topic areas (Project Justification, Project Work Plan, Results) and answer all the questions that are relevant to your project.

Narrative

Project Results

- What knowledge, skills, behaviors, or attitudes do you expect to change and among whom?
- How will the care, condition, and/or management of the materials (e.g. objects, specimens, collections) be improved? (if applicable)
- What tangible products (e.g. reports, publications, presentations, databases) will result from your project?
- How will you [measure success in achieving your intended results?](#)
- How will you sustain the project and/or its benefit(s)?



The final section of your narrative should focus on the intended results of the project. If you are unsure of how to measure the success of your project, there are some resources on the IMLS website and also at the www.shapingoutcomes.com website mentioned earlier in this webinar. However you chose to measure success – you should describe your methodology in this part of the narrative.

Budget Justification

KEY POINTS

- Use the 11 categories of expenses on the IMLS Budget Form to organize your justification.
- Identify the purpose for each expense and explain how you arrived at each cost.
- Take as much space as you need, and make it easy to read.
- Review “Hints for Writing a Budget Justification.”

http://www.imls.gov/applicants/budget_justification.aspx



The Budget Justification is a very important part of your application. Peer reviewers will use it to evaluate the appropriateness of the financial resources you have identified as necessary for your project, and IMLS staff will use it to check your calculations and to make determinations regarding the allowability of specific expenses according to the appropriate set of cost principles.

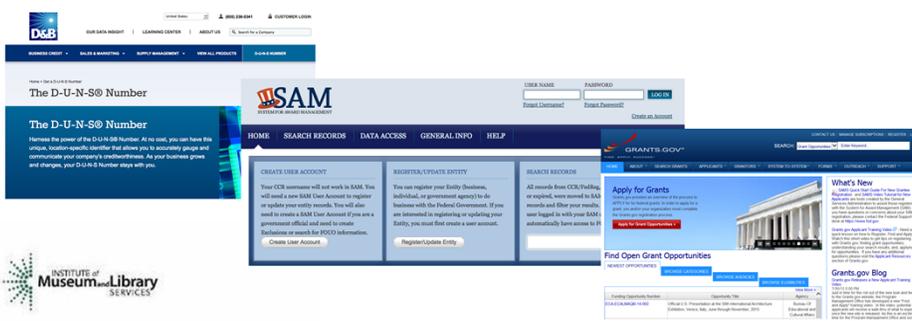
Your Budget Justification should coordinate closely with your IMLS Budget Form in format and content. It should identify the purpose for each expense and explain how you arrived at each cost, including any that you may have consolidated and summarized on the budget form.

We strongly recommend that you consult the Hints for Writing a Budget Justification, which you can access through the link shown here and in the chat panel on the bottom left-hand corner of your screen.

Application Tips

Register early!

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



At this point, I'd like to share a few tips gleaned from our collective experience in working with applications submitted to the AAHC program each year.

First on the list is register early. You must have a DUNS number, an active SAM.gov registration, and a current and functional Grants.gov registration. You'll need them in this order. In other words, you must have a DUNS number to register with SAM.gov. You must have an active SAM.gov registration to register with Grants.gov. And you must have a functional Grants.gov registration to submit an application to IMLS.

It's also crucial to remember that your SAM.gov registration expires each year and you must renew it. You can log into SAM.gov at any time and find out your status. I would recommend doing that today.

The screenshot shows the SAM.gov website interface. At the top, there is a green header with the SAM.gov logo. Below this is a navigation bar with links for HOME, SEARCH RECORDS, DATA ACCESS, GENERAL INFO, and HELP. The main content area is titled "Entity Dashboard" and displays information for the "AFRO AMERICAN CULTURAL CENTER". The entity's DUNS number is 610127900, CAGE Code is 59SX6, and its status is Active. The address is 551 S TRYON ST, CHARLOTTE, NC, 28202-1839, UNITED STATES. A sidebar on the left contains a menu with options like Entity Overview, Entity Record, Core Data, Assertions, Reps & Certs, POCs, Reports, BioPreferred Report, Exclusions, Active Exclusions, and Inactive Exclusions. The main content area shows an "Entity Information" box with details: Name: AFRO AMERICAN CULTURAL CENTER, Business Type: Business or Organization, POC Name: None Specified, Registration Status: Active, and Expiration Date: 02/15/2014. Below this is an "Exclusions" box showing "Active Exclusion Records? No". The bottom left corner features the logo for the INSTITUTE of Museum and Library SERVICES.

Registration in SAM.gov and applying to Grants.gov are FREE. There is no cost to register. All organizations that do business with the Federal government, whether through contracts, grants, or cooperative agreements, are required to be actively registered with SAM.gov. This registration allows you to log into one system to manage your entity information in one record. With grant applications, we want to sure we have the correct entity – and the correct legal name – for each applicant. These are sometimes different from the common name. In this example, you'll see the Afro American Cultural Center which is the legal name for the Harvey B. Gantt Center for African American Arts & Culture in Charlotte, NC. Sometimes organizations change their name for most public purposes, but retain their historic legal name. The DUNS number helps to match the legal name with the same entity

The screenshot shows the SAM.gov interface. At the top, the SAM.gov logo is displayed in a green header. Below the header, a blue box contains the following information:

SOCIETY FOR THE PRESERVATION OF WEEKSVILLE AND BE	1698 BERGEN ST
DUNS: 172990202 CAGE Code: 4CQZ8	BROOKLYN, NY, 11213-2417,
Status: Active	UNITED STATES

Below this box is a section titled "Entity Overview". Underneath, there is a box titled "Entity Information" containing the following details:

- Name:** SOCIETY FOR THE PRESERVATION OF WEEKSVILLE AND BEDFORD-STUYVESANT HISTORY
- Doing Business As:** WEEKSVILLE SOCIETY
- Business Type:** Business or Organization
- POC Name:** None Specified
- Registration Status:** Active
- Expiration Date:** 05/03/2014

At the bottom left of the screenshot, the logo for the "INSTITUTE of Museum and Library SERVICES" is visible.

Here's another example, where the Legal name (the Society for the Preservation of Weeksville and Bedford Stuyvesant history) has been shortened to a more common name "weeksville society" also referred to as the DBA (Doing Business As) name

Where to Call for Help?

- For SAM issues call the Federal Service Desk at 866-606-8220 (M- F, 8 a.m. to 8 p.m. EST)
- For Grants.gov help call 1-800-518-4726 (available 24/7) or email support@grants.gov



When you need help, you have to remember that sometimes you should call someone besides IMLS. For SAM issues call the Federal Service Desk at 866-606-8220, which is open Mondays thru Fridays, from 8 a.m. to 8 p.m. EST.

For assistance with Grants.gov, call their help desk which is open 24/7 – something that is critical when you are working late at night to get an application complete before the deadline. The grants.gov contact Center is open 24 hours a day, 7 days a week but closed on federal holidays; phone: 1-800-518-4726.

When to call IMLS for Help?

Contact a program staff member:

- We welcome calls from applicants and are happy to answer any questions about the grant application and review process.
- Conversations with program staff can provide useful guidance and help you to explore how your idea may match the goals of a grant program.



We welcome calls from applicants and are happy to answer any questions about the grant application and review process. Conversations with program staff can provide useful guidance and help you to explore how your idea may match the goals of a grant program.

Application Tips

- Be certain your organization meets the IMLS and the AAHC program eligibility requirements.
- Take time to carefully research and articulate the need for your project.
- Prepare your budget form and budget justification carefully and make sure that numbers match narrative statements.
- Identify consultants and other key personnel by name, where possible.
- Provide a job description and outline the selection process for positions you will fill through grant funding.



Let's review what we've covered so far: Be certain your organization meets the IMLS and the AAHC program eligibility requirements; take time to carefully research and articulate the need for your project; prepare your budget form and budget justification carefully and make sure that numbers match narrative statements; identify consultants and other key personnel by name, where possible; provide a job description and outline the selection process for positions you will fill through grant funding

Application Tips

- Follow the narrative outline provided in the guidelines. Use headings, subheadings, or numbered sections to make it easy to read.
- Avoid generalities, acronyms, and jargon.
- Ask a colleague to review everything before you submit.
- Contact IMLS program staff for assistance.



Follow the narrative outline provided in the guidelines. Use headings, subheadings, or numbered sections to make it easy to read. Avoid generalities, acronyms, and jargon. Ask a colleague to review everything before you submit. Contact IMLS program staff for assistance.

Application Tips

IMPORTANT TO KNOW: We can make grants only to **eligible** applicants that submit **complete** applications, including attachments, **on or before the deadline**.

- Start early
- Upload to Grants.gov prior to December 2, 2013.
- Check uploaded components against the Table of Application Components in guidelines. Resubmit if you need to do so.



As a reminder, IMLS can make grants only to eligible applicants that submit complete applications, including attachments on or before the deadline. These terms are not negotiable. Our best advice, then, is to start everything early; upload your application to Grants.gov WELL before December 2, 2013; and check what you've uploaded against the Table of Application Components in the guidelines. If you need to add or change something, you can resubmit as many times as you need to up to 11:59 pm on December 2. We'll process the last one you put in.

Review Process

KEY POINTS

- Shortly after you submit your application to Grants.gov, you will receive an electronic acknowledgement of its receipt, followed several days later by a notice that your application has been downloaded by IMLS.
- By mid-January, you will receive an e-mail message from IMLS-MuseumGrants confirming the names of the project director and authorizing official, the amount of the request, and providing you with the IMLS log number assigned to your application.
- IMLS staff check each application for eligibility and completeness. If your institution is found to be ineligible or your application is not complete, you will receive a notice from IMLS detailing the problem.



So what happens after you submit the application? Grants.gov will send you an electronic acknowledgement of receipt, followed several days later by a notice that your application has been downloaded by IMLS. Remember that correspondence is all by email – so if you do not receive confirmation from grants.gov call their help desk to verify you did the submission correctly.

By mid-January, you will receive an e-mail message from IMLS-MuseumGrants confirming the names of the project director and authorizing official, the amount of the request, and providing you with the IMLS log number assigned to your application.

IMLS staff check each application for eligibility and completeness. If your institution is found to be ineligible or your application is not complete, you will receive a notice from IMLS detailing the problem.

Review Process

KEY POINTS

- Experienced and knowledgeable peer reviewers score all eligible and complete applications and provide comments based on the criteria outlined in the program guidelines.
- By law, the IMLS director is charged with the authority and responsibility to make final award decisions.
- Awards will be announced in July 2014.
- All applicants will be notified by e-mail of the award decision. Each applicant will receive the scores and comments provided by each reviewer.



Experienced and knowledgeable peer reviewers score all eligible and complete applications and provide comments based on the criteria outlined in the program guidelines. By law, the IMLS director is charged with the authority and responsibility to make final award decisions. Awards will be announced in July 2014. All applicants will be notified by e-mail of the award decision. Each applicant will receive the scores and comments provided by each reviewer.

Q & A

<h3>Upcoming Web Conferences</h3> <p>NLG</p> <ul style="list-style-type: none">• October 29, 2-3 pm Eastern Time <p>MFA</p> <ul style="list-style-type: none">• November 1, 2-3 pm Eastern Time <p>Sparks</p> <ul style="list-style-type: none">• October 30, 2-3 pm Eastern Time 	<h3>IMLS Staff Contacts</h3> <h4>Museum Grants for African American History and Culture</h4> <p>Mark Isaksen misaksen@imls.gov 202.653.4667</p> <p>Jen Rehkamp jrehkamp@imls.gov 202.653.4781</p>
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On the screen you'll see the names, email addresses, and direct phone numbers for the program officer and program specialist who are very happy to talk with you about Museum Grants for African American History and Culture and to answer any questions you might have about the guidelines and the process once you get further into your work. If you have very specific questions about your project, please give us a call or send an email. Thank you for listening to this IMLS webinar about the Museum Grants for African American History and Culture program.

Creating a Nation of Learners



INSTITUTE of
Museum and Library
SERVICES



Thank you for joining us.

To learn more, visit www.ims.gov.