



October 21, 2014

## IMLS Museum Grants for African American History and Culture FY2015 Information Session

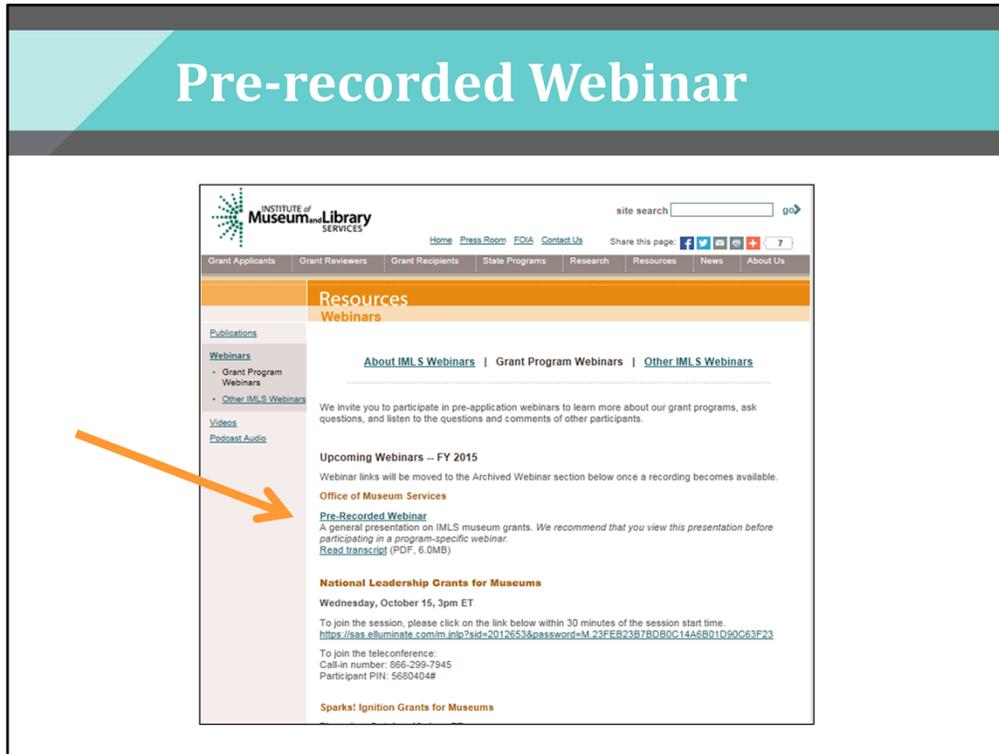


Welcome to the Institute of Museum and Library Services' webinar, "Museum Grants for African American History and Culture, Fiscal Year 2015 Information Session." My name is Mark Isaksen, and with me today are Mary Sellers and Katherine Maas. All of us work in the Office of Museum Services here at IMLS, and we're delighted that you are interested in learning more about the Museum Grants for African American History and Culture program.

Our goal in this presentation is to provide specific information about the Museum Grants for African American History and Culture program point to several important sources of information, and make some recommendations that you may wish to consider when preparing your application. To simplify things, I will refer to the Museum Grants for African American History and Culture grant program as AAHC throughout this presentation.

If you have applied to the AAHC program in the past or received IMLS funding in the past, you will find there are several significant changes to the AAHC program this year. Be sure to ask questions via the chat box or save them to the end of the webinar. I also encourage you to contact us directly by phone or email to talk about your proposal and discuss any areas of concern.

# Pre-recorded Webinar



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 Resources section of our website, then webinars, then Grant Program Webinars.

## 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! Ignition Grants for Museums

As a quick summary, in the introductory webinar, we discussed IMLS's vision, mission and strategic plan which are at the core of our grant-making. We also talked about all of IMLS's funding programs and opportunities, which 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! Ignition Grants for Museums.

## Pre-recorded Webinar Summary

3. Each grant program has its own set of eligibility requirements.
4. Helpful information, contacts, and Notice of Funding Opportunity for applying for funding are on the IMLS website, [www.imls.gov](http://www.imls.gov).
5. It is very important to get a DUNS number and to register early with [SAM.gov](http://SAM.gov) and [Grants.gov](http://Grants.gov). Keep your registrations current.
6. Be sure to view the webinar for each program to which you may apply.

In the pre-recorded introductory webinar we also reviewed the eligibility requirements for each grant program and provided staff contacts and links to Notice of Funding Opportunity. Generally speaking, if you are eligible for the AAHC grant program, you are most likely eligible to apply for most of the other IMLS grant programs. If you're not sure what program is best-suited for the project you are seeking to fund, please contact me or one of the IMLS program staff to discuss your project.

Registration requirements are a critical first step in the application process. So critical, in fact, that we'll address that again here. It is very important to get a DUNS number and to register early with both [SAM.gov](http://SAM.gov) and [Grants.gov](http://Grants.gov). In addition, you must make sure that your registration with [SAM.gov](http://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, we encouraged potential applicants to view the webinar for each program to which they might want to apply.

## Overview

1. AAHC Goals and Eligibility
2. Characteristics of Successful AAHC Projects
3. Important Dates
4. How Much and How Many?
5. Allowable/Unallowable Costs
6. Application Components
  - Forms
  - Narrative
  - Budget and Budget Justification
7. Application Tips
8. Review Process
9. Contacts

In this presentation, we'll be addressing the following topics:

- AAHC program goals and eligibility
- Characteristics of Successful AAHC Projects
- Important dates
- The questions of how much and how many?
- Allowable and Unallowable Costs
- Application Components
- Application Tips
- The Review Process
- IMLS Staff Contact Information

## AAHC Program Goals

Museum Grants for African American History and Culture support projects that improve the operations, care of collections, and development of professional management at African American museums.

- 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

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.

## AAHC Numbers

### Application and Award Numbers - FY10 to FY14

	Applications Submitted	Amount Requested	Amount Awarded	Awards Made
FY2010	33	\$4,023,714	\$1,485,000	14
FY2011	41	\$4,433,894	\$1,455,606	15
FY2012	42	\$4,362,160	\$1,442,312	14
FY2013	35	\$3,985,103	\$1,336,274	11
FY2014	32	\$3,935,360	\$1,407,000	12

Here are the program statistics for the past five years. You will see that the number 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. Although Congress has yet to pass a final budget for FY 2015 (which began on October 1) we anticipate that the funding for this program will remain the same as the prior year.

By comparison, the Museums for America program at IMLS awarded 196 grants totaling \$20.4 million in FY 2014. Your chances of success are about the same in either program; the average funding rate (applicant success rate) for both programs is about 36%

## Eligibility Requirements

Is your organization:

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

If yes, then you may be eligible to apply.

If no, then partner with someone who is eligible.

The general eligibility criteria apply to most of the IMLS grant program, including AAHC. To summarize: 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.

## AAHC Eligibility Requirements

- 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.

In addition to the general IMLS eligibility criteria, 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:

A museum whose primary purpose, as reflected in its mission, is African American life, art, history, and/or culture,

A not-for-profit museum service organization or association whose primary purpose, as reflected in its mission, is to support museums identified above; or

One of the 106 Historically Black Colleges and Universities. HBCU's qualify even if they do not have a museum.

## Characteristics of Successful AAHC Projects

- ***Institutional Impact:*** Projects address an identified need or challenge facing an organization.
- ***In depth knowledge:*** Proposals 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 the proposal.
- ***Demonstrable results:*** Projects generate measureable results that tie directly to the need or challenge it was designed to address.

There are a few things to keep in mind when developing your project proposal. These characteristics represent the elements that reviewers like to see in project proposals.

Institutional Impact: need or challenge facing an organization.

In depth knowledge: current practice and the subject matter.

Project-based design: set of logical, interrelated activities

Demonstrable results: measureable results that tie directly to the need or challenge

## Important Dates

Applications are due by 11:59 pm Eastern Time on **December 1, 2014.**

Awards will be announced **July 2015.**

Projects must start **August 1, September 1, or October 1, 2015.**



We want to remind you of important dates for AAHC applications. They are due by 11:59 pm Eastern Time on December 1, 2014. That is non-negotiable and the time stamp is auto-generated by the Grants.gov system. We will say this over and over again, but **start early** and **submit early**. That way, if you encounter a difficulty of any kind when submitting your proposal, you'll have some time to solve the problem.

AAHC awards will be announced in July 2015.

And all AAHC projects must be scheduled to start August 1, September 1, or October 1, 2015. The choice is yours.

## How much and how many?



### HOW MUCH?

**Option 1:** \$5,000-\$25,000 with **no cost share permitted**

**Option 2:** \$25,001-\$150,000 with 1:1 cost share required

### HOW MANY?

If you choose **Option 1**, you are limited to **one** application in the AAHC grant program.

If you choose **Option 2**, there is no limit on the number of applications your museum may submit to AAHC.

Our next topic has to do with how much funding may you request and how many applications are you allowed to submit. An important change this year is that there are two options for the amount of funding you may request.

Option 1 is to apply for an amount between \$5,000 and \$25,000. If you elect Option 1, then you do not need to provide a cost share, and in fact, you may NOT provide a cost share. When we say no cost share is permitted, we mean that your application will be removed from consideration if you provide one. If you apply for \$25,000 or less, **DO NOT INCLUDE A COST SHARE IN YOUR BUDGET OR REFERENCE ONE IN YOUR PROJECT.**

Option 2 is to apply for an amount between \$25,001 and the maximum \$150,000. If you elect Option 2, then you must provide a 1:1 cost share. This cost share may be in the form of cash, staff or volunteer time, or third-party contributions. It may not, of course, be funds from another federal source.

The second question is how many applications may you file? If you choose Option 1 and request between \$5,000 and \$25,000 with no cost share, then you are limited to one application in the AAHC grant program.

If you choose Option 2 and request between \$25,001 and \$150,000 with a 1:1 cost share, then there is no limit on the number of applications your museum may submit to AAHC (or

MFA).

## AAHC Projects

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

- *Training for staff, volunteers, and educators*
- *Internships/fellowships*
- *Institutional, collections, and interpretive planning*
- *Interpretive and educational program development and delivery*
- *Exhibition development, design, and fabrication*
- *Digital media development, design, and delivery*
- *Publication research, design, and printing*
- *Forums for community dialogue*
- *Fostering partnerships among museums and/or institutions of higher education to address challenges facing the African American museum community*
- *Audience development and community outreach*
- *Audience research and evaluation*
- *Cataloguing, inventorying, documenting, and registration*
- *Digitization activities designed to improve collections management*
- *Conservation surveys, treatments, and environmental improvements for museum collections storage and exhibit areas*

There are no project categories for this program. We invite you to apply for projects that best meet your needs; this is a list of many projects we can fund – they're all linked to the overarching goals of the IMLS strategic plan.

The screenshot shows the IMLS website with a green header that says "Where to learn more...". Below the header is a navigation menu with links for Home, Press Room, FOIA, Contact Us, and a site search box. The main content area is titled "Grant Applicants" and "Sample Applications". On the left, there is a sidebar with links for "Available Grants", "Eligibility Criteria", "Sample Applications", "Grants.gov", "Review of Funding Decisions", "After You Apply", and "Outcome Based Evaluation". An orange arrow points from the text "Sample Applications from FY2014" to the "Sample Applications" link in the sidebar. The main content area lists "Museum Grants for African American History and Culture" with several grant entries, including "MH-00-14-0020, Maryland African American Museum Corporation" and "MH-00-14-0023, Museum of African American History". Below this, there are sections for "Museums for America", "Learning Experiences", "\$25,000 or Less Funding Level", and "Community Anchors". On the right side of the page, there is a "grant search" section with a "Find Available Grants" form and a "Search Awarded Grants" section. An orange arrow points from the text "Search Awarded Grants" to the "Search Awarded Grants" section. At the bottom of the page, the URL [www.imls.gov/applicants/sample\\_applications.aspx](http://www.imls.gov/applicants/sample_applications.aspx) is displayed.

We want to point out two places on the IMLS website to learn more about the projects we have funded in AAHC.

On the right hand side of nearly every page of our website is a feature called Search Awarded Grants. This is an opportunity to search our archive of grants that we have awarded in past years by grant name, grant issue area, state, year, institution name, and keyword. Your search will return the grantee's name, city, state, year, amount, grant name, and a brief description of the project.

We have also posted the abstract, narrative, and schedule of completion of **three** successful AAHC applications from 2014. These may be found towards the middle of the page at [www.imls.gov/applicants/sample\\_applications.aspx](http://www.imls.gov/applicants/sample_applications.aspx).

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

**Caveat:** Grant Reform (2 CFR 200) will be effective for all awards made after December 26, 2014.

We'll turn now to allowable and unallowable costs for your project. You want to be very careful in preparing your proposal and include only allowable costs in both your IMLS ask and your cost share, if one is required.

What is allowable to include in your project reflects what kind of institution you are. This chart is in the AAHC Notice of Funding Opportunity, and identifies the different cost principles you should use if you are a non-profit organization, a unit of state or local government or a college or university.

Within the past year, the Office of Management and Budget has issued final guidance on Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards—or for short, Grant Reform (2 CFR 200), and this will be effective for all awards made after December 26, 2014. That includes the grants for which you will be applying this round. And this means you will be required to follow those regulations that will be in place at the time of the award. So in essence you need to use one set of guidance for preparing your proposal and being prepared to follow a different one should you receive an award. We will be doing this with you, however, so at this point it should just be something of which you and your grant offices are aware.

## 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
- heating, ventilation, and air conditioning (HVAC) equipment to improve collections storage and exhibit environments
- consultant fees
- publication design and printing
- design, technical support, printing, non-construction labor
- staff and volunteer training
- internships/fellowships
- contracts and subcontracts
- indirect or overhead costs



In the AAHC Notice of Funding Opportunity, we provide a partial list of the most common examples of allowable costs. Some examples include:

- salaries, wages, and fringe benefits
- travel expenses
- materials and supplies
- consultant fees
- Publication design and printing
- services (e.g. design, technical support, printing, non-construction labor)
- staff and volunteer training
- internships/fellowships
- indirect or overhead costs

So, these costs may be part of what you ask IMLS to pay for and what you will pay for as part of your cost share, if one is required.

## Unallowable Costs

### Examples of unallowable costs

- general museum fundraising costs
- contributions to endowments
- general museum operating support
- acquisition of collections
- general advertising or public relations costs
- construction and renovation of museum facilities
- exhibit fabrication that involves contract labor of the construction trades
- reconstruction or renovation of historic sites
- social activities, ceremonies, receptions, or entertainment
- pre-award costs



We also provide a partial list of the most common examples of unallowable costs. These include:

- general museum fundraising costs, such as development office staff or other staff time devoted to general fundraising
- contributions to endowments
- general museum operating support
- acquisition of collections
- 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
- reconstruction or renovation of historic sites
- social activities, ceremonies, receptions, or entertainment
- pre-award costs

So, these costs may NOT be part of what you ask IMLS to pay for nor part of what you will

pay for as part of your cost share, if one is required.

As you prepare your application it's a good idea to compare your list of proposed expenses against these lists of allowable and unallowable costs and against the appropriate set of cost principles. If after that you have specific questions, please contact us and we'll be happy to help.

# 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.

Next up are application components.

Application components fall into three categories in AAHC. The first is that of Required Documents. All applications must include these. Omission of even just one results in the exclusion of your application from further consideration.

The second group is that of Conditionally Required Documents. Some applications must include these. It might depend on the nature of your institution or some aspect of your project. In either case, omission of even just one results in the exclusion of your application from further consideration.

The third group of application components are Supporting Documents. These are completely optional. You may submit some or none. We strongly recommend, however, that you make good decisions here and include only those that supplement the narrative and support the project description you provide in your application. This is not the place to introduce new information. We also recommend that you be respectful of your reviewers' time and avoid any temptation to include hundreds of pages of extraneous material that is not directly relevant to your project. Being judicious actually works to your benefit. Include what is important and helpful and stop there.

# 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
<b>Required Documents</b>		
<a href="#">The Application for Federal Assistance-Short Organizational Form (SF-723)</a>	Grants.gov form	NA
<a href="#">Abstract (one page, max.)</a>	PDF document	Abstract.pdf
<a href="#">AULB Program Information Sheet</a>	AULB PDF form	Programinfo.pdf
<a href="#">Organizational Profile (one page, max.)</a>	PDF document	Organizationalprofile.pdf
<a href="#">Narrative (five pages, max.)</a>	PDF document	Narrative.pdf
<a href="#">Schedule of Completion (one page per year, max.)</a>	PDF document	Scheduleofcompletion.pdf
<a href="#">AULB Budget Form</a>	AULB PDF form	Budget.pdf
<a href="#">Budget Justification</a>	PDF document	Budgetjustification.pdf
<a href="#">List of Key Project Staff and Consultants (one page, max.)</a>	PDF document	Projectstaff.pdf
<a href="#">Resumes of Key Project Staff and Consultants that accompany the above two pages, each, max.)</a>	PDF document	Resumes.pdf
<b>Conditionally Required Documents</b>		
<a href="#">Federally Negotiated Indirect Cost Rate Agreement</a>	PDF document	Indirectcostrate.pdf
<a href="#">Proof of Nonprofit Status for organizations that primarily serve and represent Native individuals</a>	PDF document	Proofnonprofit.pdf
<a href="#">Proof of Eligibility for organizations that primarily serve and represent Native individuals</a>	PDF document	Proofeligibility.pdf
<b>Supporting Documents</b>		
<a href="#">Information that supplements the narrative and supports the project description provided in the application</a>	PDF document	Supportingdocs.pdf Supportingdoc1.pdf Supportingdoc2.pdf etc.
<a href="#">Digital Stewardship Supplementary Information Form</a>	AULB PDF form	Digitalstewardship.pdf

In the AAHC Notice of Funding Opportunity is a Table of Application Components. We recommend that you use this to keep yourself organized. It serves as a checklist of application components. It tells you what formats and naming conventions to use for each document so that you may upload your application to Grants.gov successfully.

It provides links to instructions and forms. And it tells you which documents are required, conditionally required, and supporting.

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

Legal Name

Organizational DUNS

Project Description

- what, for whom, for what purpose
- 150-word limit

Now we're going to look at some of the forms that are required for your application, and we'll focus on those areas that seem to be the most challenging for applicants.

The first form we'll consider is the SF 424S, or the Application for Federal Domestic Assistance, Short Organizational Form. This is a Required Document, and the form is downloaded as part of the Grants.gov package. It is not available from the IMLS website.

There are three important things to watch for on this page:

The **Legal Name** ties to Program Information Sheet, which we'll get to in a few minutes, and these should match. It is the name to which your DUNS number is officially tied.

The **Organizational DUNS number** is important in confirming your eligibility, identity, and tax-exempt status. It must link to the Legal Name.

And at the bottom of the page is space for a **Project Description**. This is important for at least two reasons: (1) We use this for several purposes during the review process, and if you're funded, it can be the basis for the representation of your project that goes on our website and to the media. Write your project description to address **what you plan to do, for whom, and for what purpose**. You might consider making this the last piece you write so that it is as concise and accurate as possible.

**(2)** There is a character limit that you won't encounter until the moment you press the **SUBMIT** button. Your entire application might be rejected by Grants.gov if you exceed the limit. You'll get an immediate message to that effect, but if you're minutes away from the deadline, you might not have time to rewrite it. Our experience is that 150 words is close to the maximum limit.

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

The image shows a portion of the SF-424S form, specifically the contact information section. It is divided into two main parts: 'A. PROJECT DIRECTOR' and 'B. PRIMARY CONTACT/GRANTS ADMINISTRATOR'. Each part contains a series of fields for personal and professional details, including name, title, phone numbers, email, address, and location. A green arrow points from the text 'Project Director' to the first set of fields. Another green arrow points from the text 'Primary Contact/ Grants Administrator' to the second set of fields.

A. PROJECT DIRECTOR	
Full Name	Mobile Phone
Last Name	Work Phone
Title	Home Phone
Telephone Number	Cellular Phone
Street	County
City	State
State	Zip
Country	Apartment Code

B. PRIMARY CONTACT/GRANTS ADMINISTRATOR	
<input type="checkbox"/> Same as Project Director (page 1 of 2)	
Full Name	Mobile Phone
Last Name	Work Phone
Title	Home Phone
Telephone Number	Cellular Phone
Street	County
City	State
State	Zip
Country	Apartment Code

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 short for making 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.

**HOWEVER...**

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

Authorizing  
Official/Authoriz  
ed  
Representative

AUTHORIZING OFFICIAL (PERSONAL IDENTIFICATION) - Short Organizational Form	
<small>I, the applicant, hereby certify that the statements contained on this form are true and correct to the best of my knowledge, and I agree to comply with any conditions of award, and to accept the terms, conditions, and restrictions contained in the award, and to accept the terms, conditions, and restrictions contained in the award, and to accept the terms, conditions, and restrictions contained in the award.</small>	
<small>I certify that the statements and information on this form are true and correct to the best of my knowledge, and I agree to comply with any conditions of award, and to accept the terms, conditions, and restrictions contained in the award, and to accept the terms, conditions, and restrictions contained in the award.</small>	
<small>Print Name</small>	
<small>First Name</small>	<small>Last Name</small>
<small>Last Name</small>	<small>First Name</small>
<small>Title</small>	<small>Address</small>
<small>Telephone Number</small>	<small>Fax Number</small>
<small>Signature of Authorized Representative</small>	<small>Date Signed</small>

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. Perhaps this is the museum director, the chief financial officer, or board president. **It cannot be the Project Director.**

# Program Information Sheet

**IMLS PROGRAM INFORMATION SHEET**  
PLEASE NOTE: Information contained within this form may be made publicly available.

**1. Applicant Information**

a. Legal Name (As from SF-424S):

b. Applicant D.U.N.S. Number (SF from SF-424S):

c. Does your organization have a current SAM.GOV registration?  Yes  No

If yes, what is the expiration date of your registration?

d. Organizational Unit (if different from Legal Name):

e. Organizational Unit Address

Street 1:   
 Street 2:   
 City:  County:   
 State:  Zip+4 Postal Code:

f. Organizational Unit Type (Check One)

<input type="radio"/> Academic Library	<input type="radio"/> Library Association	<input type="radio"/> School Library or School District
<input type="radio"/> Aquarium	<input type="radio"/> Library Consortium	<input type="radio"/> Applying on behalf of a School Library or Libraries
<input type="radio"/> Arboretum/Botanical Garden	<input type="radio"/> Museum Library	<input type="radio"/> Science/Technology Museum
<input type="radio"/> Art Museum	<input type="radio"/> Museum Services	<input type="radio"/> Special Library
<input type="radio"/> Children's/Youth Museum	<input type="radio"/> Organizational/Association	<input type="radio"/> Specialized Museum**
<input type="radio"/> Community College	<input type="radio"/> Native American Tribe/Native Hawaiian Organization	<input type="radio"/> State Library
<input type="radio"/> Four year College	<input type="radio"/> Natural History/Anthropology Museum	<input type="radio"/> State Museum Agency
<input type="radio"/> General Museum*	<input type="radio"/> Nature Center	<input type="radio"/> State Museum Library
<input type="radio"/> Graduate School of Library and Information Science	<input type="radio"/> Planetarium	<input type="radio"/> Zoo
<input type="radio"/> Historic House/Site	<input type="radio"/> Public Library	<input type="radio"/> Institution of higher education other than listed above
<input type="radio"/> Historically Black College or University (HBCU)	<input type="radio"/> Research Library/Archives	<input type="radio"/> Other
<input type="radio"/> History Museum		

\*A museum with collections representing two or more disciplines equally (e.g., art and history)  
 \*\*A museum with collections limited to one narrowly defined discipline (e.g., botany, maritime, ethnic group)

1 | OMB Number 3137-0071, Expiration date: 09/30/2015

SAM.gov  
Registration  
and Expiration  
Date

Legal  
Name

Let's turn now to the Program Information Sheet, which is an IMLS form downloadable from our website. This is a five-page document that is VERY important to your application. The Notice of Funding Opportunity provides complete instructions for how to fill out this form, but we want to highlight a couple of especially important things for you here. MAKE SURE THE PROGRAM INFORMATION SHEET YOU DOWNLOAD LOOKS LIKE THIS ONE. We made a few changes made this year, and you want to be sure you aren't using a cached version.

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.

# Program Information Sheet

**IMLS PROGRAM INFORMATION SHEET**

3. Grant Program Information

a. Laura Bush 21<sup>st</sup> 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:  
 National Digital Platform  
 STEM  
 Learning Spaces

c. Native American/Native Hawaiian Library  
 Select one funding category:  
 Basic Grant Only  
 Basic Grant with Education/Assessment Option  
 Enhancement Grant  
 Native Hawaiian Library Services

d. Spark! Ignition Grants  
 Select one:  
 Museum  Library

e. Museums for America  
 Select one project category:  
 Learning Experiences  
 Community Anchors  
 Collections Stewardship  
 Select one funding level:  
 IMLS funds requested total \$25,000 or less with no applicant cost share permitted.  
 IMLS funds requested total more than \$25,000 with applicant cost share required

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  
 Select one funding level:  
 IMLS funds requested total \$25,000 or less with no applicant cost share permitted.  
 IMLS funds requested total more than \$25,000 with applicant cost share required

h. Native American/Native Hawaiian Museum Services

4. Please check this box if your project addresses STEM learning

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

If other, please specify:

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Grant Program

IMLS Dollar Request and Cost Share

On page 3, we ask you to select a grant program, which will be under G --- Museum Grants for African American History and Culture.

Below that is the opportunity to select a funding level. As we discussed earlier, Option 1 is \$5,000 to \$25,000 with no cost share permitted. Option 2 is \$25,001 to \$150,000 with a 1:1 cost share requirement.

**VERY IMPORTANT:** The phrase “no applicant cost share permitted” means that if you provide one, we will be forced to eliminate your application from consideration. This funding option is truly meant for projects whose entirety is \$25,000 or less. It is NOT for \$25,000 contribution to a larger effort. If you provide a cost share, then we have to conclude that your project is more than \$25,000 and thus not appropriate. It’s worth saying one more time: If you apply for the \$5,000-\$25,000 funding level, DO NOT INCLUDE A COST SHARE.

**REMEMBER:** If you choose Option 1, you are limited to one application in the AAHC grant program. If you choose Option 2, there is no limit on the number of applications your museum may submit to AAHC.

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.

# Program Information Sheet

## IMLS PROGRAM INFORMATION SHEET

### 7. Population Served

Please select the population(s) served by the proposed project:

- |   |   |
|---|---|
| <input type="checkbox"/> General Population   | <input type="checkbox"/> Museum and/or Library Professionals                    |
| <input type="checkbox"/> Early Childhood/Preschool (0-5 years)  | <input type="checkbox"/> Native American/Native Hawaiian/Alaskans/Native        |
| <input type="checkbox"/> Middle Childhood/Primary School (6-12 years)                                     | <input type="checkbox"/> People with Mental or Physical Challenges/Disabilities |
| <input type="checkbox"/> Adolescents/High School (13-19 years)  | <input type="checkbox"/> People who are Low Income/Economically Disadvantaged   |
| <input type="checkbox"/> Adults   | <input type="checkbox"/> Rural Populations                                      |
| <input type="checkbox"/> Aging, Elderly, Senior Citizens (65+ years)                                      | <input type="checkbox"/> Scholars/Researchers                                   |
| <input type="checkbox"/> Ethnic or Racial Minority Populations other than Native American/Native Hawaiian | <input type="checkbox"/> Unemployed   |
| <input type="checkbox"/> Families/Intergenerational   | <input type="checkbox"/> Urban Populations                                      |
| <input type="checkbox"/> Immigrants/Refugees  | <input type="checkbox"/> Other  |
| <input type="checkbox"/> Military Families  |   |

If other, please specify: \_\_\_\_\_

Museum Profile



### 8. Museum Profile (Museum Applicants Only)

- a. Is the institution either a private not-for-profit organization that has tax-exempt status under the Internal Revenue Code or a unit of state or local government that is organized on a permanent basis for essentially educational or aesthetic purposes?  Yes  No
- b. Does the institution own or use these objects, whether animate or inanimate?  Yes  No
- c. Does the institution care for these objects?  Yes  No
- d. Does the institution exhibit these objects to the general public on a regular basis through facilities the institution owns or operates?  Yes  No
- e. Is the institution open and exhibiting tangible objects to the general public at least 120 days a year through facilities the institution owns or operates?  Yes  No
- f. Institution's attendance for the 12-month period prior to the application
- |                |                 |
|----------------|-----------------|
| On-site: _____ | Off-site: _____ |
|----------------|-----------------|
- g. Year the institution was first open and exhibiting to the public: \_\_\_\_\_
- h. Total number of days the institution was open to the public for the 12-month period prior to application: \_\_\_\_\_
- i. Does the institution employ at least one professional staff member, or the full-time equivalent, whether paid or unpaid, who is primarily engaged in the acquisition, care, or exhibition to the public of tangible objects owned or used by the institution?  Yes  No
- j. Number of full-time paid institution staff: \_\_\_\_\_
- k. Number of full-time unpaid institution staff: \_\_\_\_\_
- l. Number of part-time paid institution staff: \_\_\_\_\_
- m. Number of part-time unpaid institution staff: \_\_\_\_\_

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On page 4, we draw your attention to #8, Museum Profile. This is for Museum Applicants Only, and of course this applies to you if you're applying to Museums for America. This is where you provide the information we need to verify your **eligibility**. We need answers for each question, **a** through **m**, so don't skip any. To do so could result in your institution's being found ineligible.

## Narrative

- Limit to FIVE single-spaced, numbered pages. (Excess will be removed and not reviewed.)
- Include your organization's name at the top of each page.
- Use at least 0.5-inch margins and a font size of at least 12 points.
- Be clear, concise, and well-organized.
- Address the questions we ask.
- Use the sections we identify: **Project Justification**, **Project Work Plan**, and **Project Results**.
- Keep the review criteria in mind as you write.

Let's turn now to the narrative, which could be considered the core of your application. Some basic considerations are these:

- Limit it to FIVE (*new lower limit this year*) single-spaced, numbered pages. Be sure to test the length by printing it out in PDF format. Sometimes PDFs accommodate fewer lines per page than your word processor. **We must remove any extra pages and they will not be reviewed as part of your application.**
- Include your organization's name at the top of each page.
- Use at least 0.5-inch margins and a font size of at least 12 points.
- Be clear, concise, and well-organized in your writing.
- Address the questions we ask.
- Use the sections we identify—Project Justification, Project Work Plan, and Project Results
- Keep the Review Criteria in mind as you write (this is how the peer reviewers will evaluate your narrative).

When writing the narrative, as with any writing project, keep in mind your audience. In this case your audience will be at least three or up to six peer reviewers – folks from the museum profession just like you.

## 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?
- What are the performance goals and intended results of your project?
- How will your project enhance the capacity of your institution?

### Reviewers will look for:

- Is the project clearly explained?
- Is the need, problem, or challenge to be addressed clearly identified and supported by relevant evidence?
- Are the people who will benefit from the project clearly identified, and have they been involved in planning the project?
- Are the collections and/or records that are the focus of the project and their current condition described and quantified in sufficient detail, if applicable?
- Are the performance goals and intended results well formulated and achievable?
- Are the ways in which the project enhances the capacity of the institution specific, actionable, and measurable?

### PROJECT JUSTIFICATION

In this section of the narrative, you should lay out the reasoning for your project. Tell us in the clearest terms possible what you propose to do; what need, problem, or challenge you expect to address; who or what will benefit; what your performance goals and intended results will be; and how your project will enhance the capacity of your institution.

Reviewers will evaluate your proposal on how well you explain your project; how well you've identified the need, problem, or challenge you will address and how well you've supported that with relevant evidence; whether you've clearly identified who or what will benefit from the project, and if this involves an audience of some kind, whether they've been appropriately involved in the planning; how good a job you've done on formulating achievable performance goals and intended results; whether your project will strengthen your institution in ways that are specific, actionable, and measurable.

## Narrative: Project Work Plan

### Tell us:

- What activities will you carry out?
- Who will plan, implement, and manage your project?
- When will your activities occur?
- What resources will you need?
- What resources will your institution contribute to the project?
- How will you evaluate your project?
- How will you track your progress toward achieving results?
- How will you share your project's results?

### Reviewers will look for:

- Activities informed by appropriate theory and practice
- Team with sufficient experience and skills
- Realistic and achievable schedule
- Appropriate time, personnel, and financial resources
- Sufficient institutional capacity (Note that cost share is not permitted in proposals submitted at the \$5,000-\$25,000 funding level.)
- Clear methodology for tracking progress and adjusting course when necessary
- Effective plan for communicating results and/or sharing discoveries

### PROJECT WORK PLAN

The Project Work Plan is the part of the narrative in which you relay who will do what when and using what resources?

We ask you to tell us what specific activities you will undertake; who will plan, implement, and manage your project; when and in what sequence your activities will occur; what financial, personnel, and other resources you will need to carry out the activities; what resources your institution will contribute if this is allowed and required; how you will track progress toward achieving your performance goals and intended results; and how and with whom you will share your project's results.

1. Note: You must include \$2,000 per year in grant funds for travel to attend IMLS-designated meetings.
2. Note that for applications at the \$5,000-\$25,000 funding level, all project expenses should appear in the IMLS column of the budget since cost share is not permitted.

Reviewers will evaluate your proposal on how well your activities are informed by appropriate theory and practice; whether the team you've put together has the experience and skills necessary to complete the work successfully; and whether your schedule of work

is realistic and achievable.

They'll also be looking at whether the time, personnel, and financial resources identified are appropriate for the scope and scale of the project; whether you've got the right level of cost-sharing identified and whether they think you can provide it.

They will look at your proposed evaluation methodology for tracking your activities and will weigh in on whether it will result in valid and reliable findings; and whether you've described a clear methodology for tracking your progress and adjusting course when necessary. And last but not least, is your plan for communicating results and/or sharing discoveries appropriate and likely to be effective?

## Narrative: Project Results

### Tell us:

- What do you expect to change and among whom?
- What performance indicators will you use to measure this change?
- What targets do you propose for these performance indicators?
- How will you compare the proposed targets to actual outcomes?
- What tangible products will result?
- How will you sustain the benefit(s) of your project?

### Reviewers will look for:

- Clearly articulated, appropriate and realistic performance indicators intended results
- 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

## PROJECT RESULTS

The third and last section of your narrative should be devoted to articulating what changes as the result of your doing this project. It should tie back directly to the need, problem, or challenge you set out in the Project Justification. As you might expect, then, these questions differ more from project category to project category than do those for the other sections of the narrative. It is very important therefore to address the points listed for the project category in which you are applying.

We ask you to tell us what you expect to change and among whom. We also ask you to tell us what performance indicators you will use to measure this change and what you are proposing as targets for these performance indicators. You'll need to tell us how you will compare the proposed targets to the actual outcomes you achieve. We want to know what tangible products will result from your project, and how you will sustain the benefits of your project beyond the lifespan of this particular project.

Reviewers will evaluate this section of your proposal on how well you articulate your performance indicators and intended results; the quality and appropriateness of your plan to effect meaningful change; the usefulness of your tangible products; and how reasonable and practical your plan is for sustaining the benefits of the project beyond the conclusion for the grant.

## Project Evaluation Definitions

An **outcome** is the tangible result or consequence of a series of activities that you undertake during your project. It might be an improved delivery of a museum service, or it might be a change in knowledge, skills, behaviors, or attitudes among individual(s) or group(s) of people. In all cases, the outcome must be accomplishable by the end of the project. An outcome answers the question, "So what?" or "What difference did our project make?"

A **target** is the specific level of achievement that you hope to reach for a particular outcome. It is expressed as a number or a percentage. A target answers the question, "How will we know our project is a success?"

A **performance indicator** is a measurable characteristic that indicates achievement of the outcome. It might be a behavior that demonstrates there has been a change in knowledge, skill, behavior, or attitude among learners, or it might be a reading of an instrument that demonstrates there has been a change in environmental conditions for collections. An indicator answers the questions, "How will we know that participants or collection objects experienced the intended outcome(s)?" and "What will we measure?"

Here are some basic definitions of evaluation terms used in the Notice of Funding Opportunity instructions.

An **outcome** is the tangible result or consequence of a series of activities that you undertake during your project. It might be an improved delivery of a museum service, or it might be a change in knowledge, skills, behaviors, or attitudes among individual(s) or group(s) of people. **An outcome is something that is reached by the end of the grant period.** We do not recommend identifying an outcome that cannot be achieved and documented within the timeline of your project. An outcome answers the question, "So what?" or "What difference did our project make?"

A **target** is the specific level of achievement that you hope to reach for a particular outcome. It is expressed as a number or a percentage. A target answers the question, "How will we know our project is a success?"

A **performance indicator** is a measurable characteristic that indicates achievement of the outcome. It might be a behavior that demonstrates there has been a change in knowledge, skill, behavior, or attitude among learners. An indicator answers the questions, "What will we measure?"

## About Project Evaluation

### **We empower applicants to:**

- define their performance indicators and intended outcomes,
- decide the best way to measure success in achieving them, and
- convince reviewers that their choices are appropriate, informed, and likely to be successful.

### **For help and ideas visit:**

Evaluating Your Project  
[www.imls.gov/applicants/evaluating\\_your\\_project.aspx](http://www.imls.gov/applicants/evaluating_your_project.aspx)

Outcome Based Evaluation  
[www.imls.gov/applicants/outcome\\_based\\_evaluations.aspx](http://www.imls.gov/applicants/outcome_based_evaluations.aspx)

Shaping Outcomes: Making a Difference in Libraries and Museums Tutorial  
[www.shapingoutcomes.org/](http://www.shapingoutcomes.org/)

In talking with potential applicants about their proposals, we often hear questions about what IMLS expects in terms of evaluation and measures of success. Our current approach is to empower applicants to define their intended outcomes, decide the best way to measure success in achieving them, and then of course convince reviewers that their choice is appropriate, informed, and likely to be successful. We are not prescriptive about it, but rather depend on you to make and defend your case.

For help and ideas, you might wish to visit one or all three of these webpages as you think through what is appropriate for your project:

- Evaluating Your Project
- Outcome Based Evaluation
- and Shaping Outcomes: Making a Difference in Libraries and Museums, which is a self-guided tutorial

# IMLS Budget Form

The image shows a screenshot of the IMLS Budget Form. A red circle highlights the 'Travel' section in the 'From/To and Purpose' table. A green arrow points to this section with the text 'Travel Line Item'. Another green arrow points to the 'Indirect Costs' section.

For more on the IMLS Budget Form, see [www.ims.gov/applicants/instructions\\_for\\_completing\\_budget\\_documents.aspx](http://www.ims.gov/applicants/instructions_for_completing_budget_documents.aspx)

At this point, we move on to the IMLS Budget Form. This is a single fillable PDF document that is four pages long and that you download from our website. You'll use it whether your project is 1, 2, or 3 years in duration. The form adds for you automatically, although there are still some calculations you'll need to do on your own to get the numbers you need to plug into the form. We urge you to check your figures very carefully, making sure that expenses that will be paid from IMLS funds as well as those that you will cover as part of your cost share are in the right categories, are justifiable in the context of your project, and, of course, represent allowable costs.

It's very important to make sure you have **this** version of the form, and not a cached one, as there are some important changes over previous years. The easiest way to make sure you've got the new form is to download it directly from our website and to make sure it has TEN numbered items, not ELEVEN.

Note: You must include \$2,000 per year in grant funds for travel to attend IMLS-designated meetings. I've highlighted in the red circle, section 4 Travel on the IMLS budget form. Insert the line-item under the grant funds column in each year of your project. These funds will support your attendance at the convening of AAHC awardees. The convening is typically, though not always, held in conjunction with a professional meeting, so that you can attend that as well.



## Modified Total Direct Costs

### MTDC includes:

- Direct Salaries and Wages
- Applicable Fringe Benefits
- Supplies and Materials
- Travel
- Contracts and subawards up to the first \$25,000 of each contract or subaward

### MTDC does not include:

- Equipment
- Rental Costs
- Tuition Remission, Scholarships, Fellowships
- Participant Support Costs
- The portion of each contract and subaward in excess of \$25,000
- Indirect-cost-type items (e.g. general telephone service, postage, office supplies and office space expenses, and administrative or financial operations for your entire organization)

For more information on MTDC, see [www.imls.gov/applicants/indirect\\_cost.aspx](http://www.imls.gov/applicants/indirect_cost.aspx) ("How do I use the 10% indirect cost rate?")

If you are using the 10% indirect cost rate, it is important to understand what the modified total direct costs are.

Modified total direct costs include

- Direct Salaries and Wages
- Applicable Fringe Benefits
- Supplies and Materials
- Travel
- Contracts and subawards up to the first \$25,000 of each contract or subaward

They do NOT include:

- Equipment
- Rental Costs
- Tuition Remission, Scholarships, Fellowships
- Participant Support Costs
- The portion of each contract and subaward in excess of \$25,000

- Indirect-cost-type items (e.g. general telephone service, postage, office supplies and office space expenses, and administrative or financial operations for your entire organization)

For more information on MTDC, see [www.ims.gov/applicants/indirect\\_cost.aspx](http://www.ims.gov/applicants/indirect_cost.aspx) (“How do I use the 10% indirect cost rate?”)

## Budget Justification

- Use the 10 categories of expenses on the IMLS Budget Form to organize your Budget 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 “Guidance for Writing a Budget Justification” at [www.imls.gov/applicants/budget\\_justification.aspx](http://www.imls.gov/applicants/budget_justification.aspx)

The Budget Justification is a very important part of your application and is a Required Document. 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.

Because there is no page limit on this document, take as much space as you need and make it easy to follow. DO NOT, however, use the Budget Justification to list qualifications of staff or to justify your project.

We strongly recommend that you consult the Guidance for Writing a Budget Justification, which you can access at [www.imls.gov/applicants/budget\\_justification.aspx](http://www.imls.gov/applicants/budget_justification.aspx). It makes solid recommendations for how to structure your Budget Justification and what content should be included.

# Digital Stewardship Supplementary Information Form

## Resource Federal Agencies Digitization Guidelines Initiative ([www.digitizationguidelines.gov/](http://www.digitizationguidelines.gov/))

OMB No. 3347-0075, Exp. Date: 03/30/2015

**DIGITAL STEWARDSHIP SUPPLEMENTARY INFORMATION FORM**

**Introduction**  
IMLS is committed to supporting public access to its funded research, data and other digital products. The research you create with IMLS funding requires careful stewardship to protect and enhance their value. They should be freely and widely available to use and reuse by libraries, archives, researchers and the public. We have developed this form to help you understand our expectations for digital products and to ensure that you have the necessary information to create and sustain your digital products. We do not want to prevent self-representation and self-reliance. We do not want to prevent you from using your own data and other digital products in a way that is consistent with our goals. We do not want to prevent you from using your own data and other digital products in a way that is consistent with our goals. We do not want to prevent you from using your own data and other digital products in a way that is consistent with our goals.

**Introduction**  
If you propose to create any type of digital product as part of your proposal, you must complete this form. IMLS defines digital products as broadly. For you are developing anything through the use of information technology—e.g., digital collections, web resources, metadata, software, data—you should describe that you need to complete this form.

Please indicate which of the following digital products you will create or collect during your project. Check all that apply:

<input type="checkbox"/> Every proposed creating a digital product should complete ...	Part 1
<input type="checkbox"/> If your project will create or collect ...	Part 2
<input type="checkbox"/> Every proposed creating a digital product should complete ...	Part 3
<input type="checkbox"/> If your project will create or collect ...	Part 4
<input type="checkbox"/> Every proposed creating a digital product should complete ...	Part 5
<input type="checkbox"/> If your project will create or collect ...	Part 6

**PART 1**

**A. Copyright and Intellectual Property Rights**

We expect applicants to create broadly licensed work products widely available and usable through strategies such as publishing in open access journals, depositing work in a repository or digital archive, and using the Creative Commons license as a Creative Commons license.

A. If you will be the copyright or intellectual property owner of the content you intend to create? IRL you design a Creative Commons license to the content? If so, which license will it be? <http://creativecommons.org/licenses/by/4.0/>

**Introduction**  
If you propose to create any type of digital product as part of your proposal, you must complete this form. IMLS defines digital products as broadly. For you are developing anything through the use of information technology—e.g., digital collections, web resources, metadata, software, data—you should describe that you need to complete this form.

Please indicate which of the following digital products you will create or collect during your project. Check all that apply:

<input type="checkbox"/> Every proposed creating a digital product should complete ...	Part 1
<input type="checkbox"/> If your project will create or collect ...	Part 2
<input type="checkbox"/> Every proposed creating a digital product should complete ...	Part 3
<input type="checkbox"/> If your project will create or collect ...	Part 4
<input type="checkbox"/> Every proposed creating a digital product should complete ...	Part 5
<input type="checkbox"/> If your project will create or collect ...	Part 6

**PART 1**

**A. Copyright and Intellectual Property Rights**

We expect applicants to create broadly licensed work products widely available and usable through strategies such as publishing in open access journals, depositing work in a repository or digital archive, and using the Creative Commons license as a Creative Commons license.

A. If you will be the copyright or intellectual property owner of the content you intend to create? IRL you design a Creative Commons license to the content? If so, which license will it be? <http://creativecommons.org/licenses/by/4.0/>

If your project includes creating a digital product of any kind—digital collections, web resources, metadata, software, or a digital dataset—you should complete and submit the Digital Stewardship Supplementary Information Form as a Supporting Document. It is available on our website as both a fillable PDF and a Word document; the choice of which to use is yours. This five-part form makes it easy for reviewers and for IMLS to understand how you will create your digital products and how you will make them available for use and re-use by others.

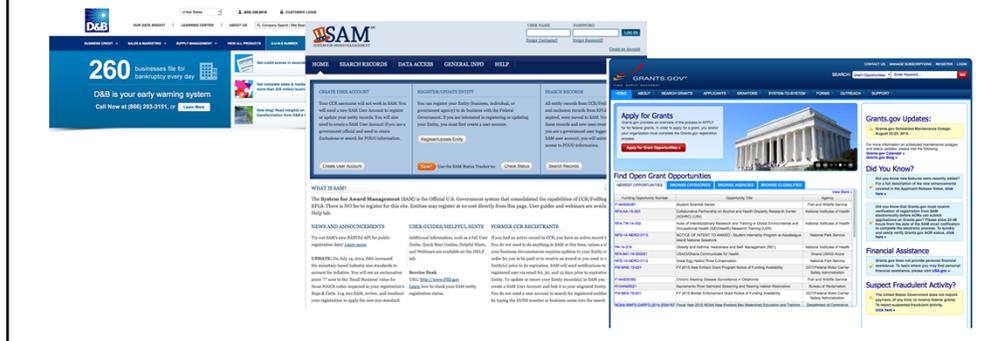
Because technology is dynamic and because we do not want to inhibit innovation, IMLS does not want to prescribe set standards and best practices that would certainly become quickly outdated. Instead, IMLS asks a series of questions about your digital stewardship project, and your answers will be used by IMLS staff and by peer reviewers to evaluate your proposal. You need to complete the sections that align best with your project.

You may find the Federal Agencies Digitization Guidelines helpful at [www.digitizationguidelines.gov](http://www.digitizationguidelines.gov).

# Application Tips

## Register early!

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



At this point, we'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, and by this time coming as no surprise, is "Register early!" You must have a DUNS number, an active SAM.gov registration, and a current and functional Grants.gov registration, and 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.

## Application Tips

- Be certain your institution can meet the eligibility criteria.
- Develop a project with goals that relate to the AAHC program.
- Research and articulate the need for your project.
- Make sure the budget form and budget justification match
- Identify consultants and key personnel.
- Provide a job description and outline the selection process for positions you will fill through grant funding.

Separate and apart from registration matters, we have these suggestions to offer.

- Be certain your institution can meet the IMLS and AAHC program eligibility criteria.
- Develop project goals that relate to the goals of the AAHC program.
- 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 coordinate with your 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 AAHC Notice of Funding Opportunity. Use headings, subheadings, or numbered sections to make it easy to read.
- Avoid generalities, acronyms, and jargon.
- Adequately describe your organization.
- Ask a colleague to review everything before you submit.
- Contact IMLS program staff with questions.

- Follow the narrative outline provided in the Notice of Funding Opportunity. Use headings, subheadings, or numbered sections to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon. The people who will review your application are experts, but they may not be totally familiar with your particular field's shorthand. Make it easy for them to understand what you mean.
- Adequately describe the capacity of your organization to be successful if the project is funded. Reviewers are asked to use only the information contained in the application in their evaluation of the merits of the proposal – do not assume that a reviewer will know your organization or will consider the past success of your organization (unless you include that information in the application). In the final analysis, it's not just the *need* for the project – it's also the capacity of the organization to be successful that determines who will get funded.
- Ask a colleague to review everything with fresh eyes before you submit. Ask them to act like a reviewer who's seeing this for the first time.
- Contact IMLS program staff for assistance at any time during the process.

## Application Tips

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

- Start early.
- Upload to Grants.gov prior to December 1, 2014.
- Check uploaded components against the Table of Application Components in Notice of Funding Opportunity.
- Resubmit if you need to do so.

Please be aware that by law, IMLS can make grants only to eligible applicants that submit complete applications, including attachments on or before the deadline. These are given and not negotiable.

Our best advice, then, is to start everything early; upload your application to Grants.gov WELL before December 1, 2014; and check what you've uploaded against the Table of Application Components in the Notice of Funding Opportunity. 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 1. We'll process the last one you put in.

## Review Process

- Shortly after you submit your application to Grants.gov, you will receive e-mail message verifying its receipt.
- Ranging between a few minutes and a few hours later, you MAY receive an e-mail message indicating that your application has been “rejected with errors.” The message will specify the error, and as long as the deadline has not passed, you may correct it and resubmit your application.
- Several days later, you will receive another e-mail verifying that your application has been downloaded by IMLS.

Once you’ve submitted your proposal, you may wonder what happens next.

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- Several days later, you will receive another e-mail verifying that your application has been downloaded by IMLS.

## Review Process

- 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.

- 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.
- Next, 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

- Experienced and knowledgeable peer reviewers score your eligible and complete applications and provide comments based on the review criteria and the AAHC reviewer materials posted on our website.
- By law, the IMLS director is charged with the authority and responsibility to make final award decisions.
- You will be notified by e-mail of the award decision in July 2015. You 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 Notice of Funding Opportunity. Reviewers use the review criteria provided in the Notice of Funding Opportunity and the AAHC reviewer materials posted on our website. Reviews may take place in one or two tiers.
- By law, the IMLS director is charged with the authority and responsibility to make final award decisions.
- All applicants will be notified by e-mail of the award decision in July 2015. Each applicant will receive the scores and comments provided by each reviewer.

## Contacts

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Thank you very much for your interest in IMLS and in Museum Grants for African American History and Culture program and we hope you have found the information in this webinar helpful. Here is a listing of the names, email addresses, and direct phones for program staff in the Office of Museum Services, and we encourage you to contact us with any questions you might have. We'll be very happy to help.