

# 1. Articulating the Idea

Describe your project idea in two sentences.	What is the purpose of the project? Does it solve a problem? Meet an institutional need? Address an interest? Put existing resources to new use?	Who is the audience for your project?

## 2. Identifying Audiences and Key Constituencies

### Preliminary Questions

- Who will participate in, use, and/or benefit from the project?
- Is there a specific group already asking for this resource? Who?
- What are the technical abilities, constraints, and resources of potential project audiences?
- What relationship do my audiences have with our institution(s)?
- Do we need to build bridges, relationships or new partnerships?

The “general public” is too general an audience. The more specific your audience is the more likely you are to meet their needs.

### Audience 1:

Needs	Resources	Relationship

**Audience 2:**

Needs	Resources	Relationship

**Audience 3:**

Needs	Resources	Relationship

**Internal Stakeholder 1:**

Needs	Resources	Relationship

**Internal Stakeholder 2:**

Needs	Resources	Relationship

**Internal Stakeholder 3:**

Needs	Resources	Relationship

### 3. Environmental Scan and Literature Review

Conducting an environmental scan and literature review early in the planning process may help you find existing projects that are similar to your own or projects that are trying to accomplish similar goals. Sometimes, the planning process stops after the scan. Performing an environmental scan can position your proposed project as filling a clear need not fulfilled by current projects, tools, or programs.

Scans often help organizations identify potential collaborators, national initiatives, publications, articles, or professional organizations, which in turn can demonstrate a wider need for your project. Following a scan, you should be able to explain why your project is important to the intended audience and stakeholders, what it provides that may not currently exist, and how your project may serve as a leader or example to other organizations in such a way that they can put your findings to new use.

Below are *suggestions* for finding similar projects and initiatives in and outside of your field:

- Search for funded grants at federal agencies:
  - Institute of Museum and Library Services Grant Search for Awarded Grants: <http://www.ims.gov/recipients/grantsearch.aspx>
  - National Endowment for the Humanities (NEH) Funded Projects Query Form: <https://securegrants.neh.gov/publicquery/main.aspx>
  - National Endowment for the Arts (NEA) Recent Grants: <http://www.nea.gov/grants/recent/index.html>
  - National Science Foundation: <http://www.nsf.gov/awardsearch/>
- Search and browse through literature in the field and resources for digital tools and innovations. Some examples include:
  - IMLS Webinars & videos: <http://www.ims.gov/resources/videos.aspx?CategoryId=>
  - D-Lib Magazine, <http://www.dlib.org/>
  - The Signal: Digital Preservation, blog from Library of Congress, <http://blogs.loc.gov/digitalpreservation/>
  - Curator Journal, <http://www.curatorjournal.org/issues/554-october-2012>
  - American Archivist, <http://www2.archivists.org/american-archivist>
  - Informal Science: <http://informalscience.org/>
  - Center for the Future of Museums, American Association of Museums, blog, <http://futureofmuseums.blogspot.com/>
  - Up Next, IMLS blog, <http://blog.ims.gov/>
  - Technology in the Arts blog, <http://www.technologyinthearts.org/>

- OCLC blogs, <http://www.oclc.org/us/en/community/talk/blogs/default.htm>
- DH Commons Project Registry of digital humanities projects some seeking collaborators: <http://dhcommons.org/projects>
- Bamboo DiRT Registry of Digital Humanities Tools: <http://dirt.projectbamboo.org/>
  
- Browse through Resources on Project Evaluation
  - IMLS Recommendations for Evaluation Resources: [http://www.imls.gov/research/evaluation\\_resources.aspx](http://www.imls.gov/research/evaluation_resources.aspx)
  - Visitor Studies Association: <http://visitorstudies.org/resources>
  - Informal Science: <http://informalscience.org/evaluation>
  - Evaluating Participatory Projects, <http://www.participatorymuseum.org/chapter10/>
  
- Browse Award-Winning Media Projects
  - American Alliance of Museum's Media and Technology (Muse) Awards: <http://www.mediaandtechnology.org/muse/index.html>
  - Museums and the Web, Best of the Web Awards, [http://conference.archimuse.com/page/best\\_web\\_awards](http://conference.archimuse.com/page/best_web_awards)
  
- Check conference programs and gray literature from your field and related materials
  - Museums and the Web Conference, Papers and presentations, <http://www.museumsandtheweb.com/researchForum>
  - Code4Lib, Conference sessions: <http://code4lib.org/conference>
  - Museum Computer Network conference programs, <http://www.mcn.edu/conferences-past>
  - National Council on Public History, conference programs, <http://ncph.org/cms/conferences/>
  
- Schedule an Appointment with a Program Officer
  - Not a requirement for most grant program, but all program officers are great resources when planning project.
  - All IMLS, NEH, NSF, NEA and other grant-making agencies have program officers on staff who are there to give you advice. Schedule a call **at least 3 months before** grants are due to shop your idea to them.
  
- Discuss project ideas with colleagues in and outside of your home institution or field, at conferences, luncheons, regional meeting groups.

## 4. Resource Assessment

For your new project proposal, assess what resources you will need to accomplish the stated project goals. Determine any gaps you have at your home institution and where you might need to find collaborators who can help.

### Stakeholders and Audiences

Who are the internal and external stakeholders and/or advocates?	What are the specific needs that we must address to get buy-in from those stakeholder?	How does this project support the mission and goals of your institution?	Who is the primary audience for the project?



## Administration and Project Management

What financial resources can be devoted to this project for staff time, cost-sharing?	Do you have a qualified staff person who can manage this project (ie. tracking deliverables, managing a budget, writing reports)?	Do you need to hire someone to manage this grant project?	How much time will personnel need to devote to this project?

## Content and Collections

Who are the collections staff with expertise to contribute to this project?	Who can help fill in the gaps in our own content knowledge?	How much time can internal personnel give to this project over course of grant?

## Publicity and Outreach

Who handles outreach and publicity at your institution?	Do they have experience reaching identified audiences for this project?	Can collaborators assist you in outreach and publicity?	How much time can staff devote to outreach during and after the grant period?

## NOTES