



Applicant 101

Office of Library Services
Discretionary Programs
Laura Bush 21st Century Librarian Program



IMLS Vision

A democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage and lifelong learning.

IMLS Mission

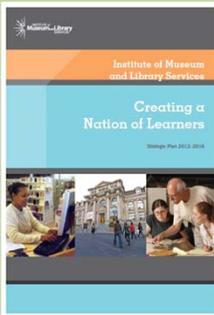
The mission of IMLS is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement. We provide leadership through research, policy development and grant-making.

Applicant 101 Sections

- Overview
 - IMLS Strategic Plan
 - STEM National Initiative
- Eligibility
- Categories of funding
- Application components
- Narrative
- Budget
- A Few Extra Thoughts for New Applicants

❖ Read the Guidelines for complete details

Strategic Plan 2012-2016



- ✓ **Three programmatic goals drive grant-making**
- ✓ **STEM (Science, Technology, Engineering and Math)**
- ✓ **NOTE:** Identify which goal or priority proposal most strongly supports.

Read more here:
www.imls.gov/about/strategic_plan.aspx

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Institute of Museum & Library Services

- IMLS was established by the Museum and Library Services Act (MLSA) of 1996, which includes the Library Services and Technology Act and the Museum Services Act.
 - Institute of Museum Services (1976) and Office of Library Programs, Dept of Education (1956)
- In 2008 the National Commission on Libraries and Information Science was consolidated under IMLS, along with some of the activities of the National Center for Education Statistics.
- Reauthorized in 2010.

Goal 1: Learning



IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.

Goal 2: Community



IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.

LB21 Program Goals

- Recruit and educate librarians and faculty
- Enhance capacity, curricula of LIS programs
- Develop library and faculty leaders
- Conduct research
- Support research of early career LIS faculty
- Current workforce professional development
- Awards: \$50,000 -> \$500,000

Goal 3: Content



IMLS supports exemplary stewardship of museum and library collections and promotes the use of technology to facilitate discovery of knowledge and cultural heritage.

Who Is Eligible to Apply?

- Eligible: not-for-profit libraries or parent organizations (e.g. school district) located in the U.S., its territories or freely associated states.
- Not eligible: federally funded institutions, for-profit organizations, individuals, and foreign countries and organizations.
- Non-eligible institutions: encouraged to apply through a partnership with an eligible institution.

[See LB21 Guidelines for detailed information](#)

Where Can You Learn about Applying?



<http://www.ims.gov/applicants/>

LB21 Program Grants



Funding Categories

- Project
- Collaborative Planning
- National Forum

Project Categories

- Master's Programs
- Doctoral Programs
- Research
- Early Career Development
- Institutional Capacity
- Continuing Education

LB21 Funding Categories

Project

- \$50,000 to \$500,000 for up to 3 years
- 4 years for doctoral projects
- Standard cost sharing rules apply

Collaborative Planning

- Up to \$50,000 for no more than 1 year
- No cost share required

National Forum Planning

- Up to \$100,000 for no more than 1 year
- No cost share required

Doctoral Programs

- Develop faculty to educate the next generation of library and archives professionals
 - Increase number of doctoral students
- Develop the next generation of library and archives management and administrative leaders
- Fund doctoral level scholarships and fellowships
- Graduate schools that offer doctoral degrees in LIS or School Media are eligible

LB21 Project Categories



Project Categories

- Master's Programs
- Doctoral Programs
- Research
- Early Career Development
- Institutional Capacity
- Continuing Education

Research

- Investigate issues and trends affecting library and archival practices

Master's Programs

- Educate the next generation of librarians and archivists
- Nationally accredited graduate library programs and graduate schools that provide school library media certification programs
- Graduate programs must apply in a partnership that includes one or more eligible library entities

Early Career Development

- Support innovative research by new faculty on any topic in library and information science
- Assistant professors in graduate schools of LIS and library media education programs
- Hold a doctoral degree
- Untenured and in tenure-track position
- Single principal investigator
- Letter of departmental endorsement
- Most competitive category
 - 8% funded in 2011; 19% in 2012; 1 awarded in 2013

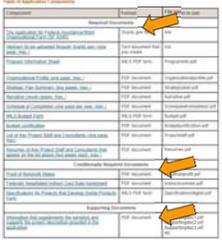
Programs to Build Institutional Capacity

- Develop or enhance curricula to better educate cultural heritage and information professionals
- Develop projects or programs of study to increase the abilities of library and archives professionals in developing the 21st century skills of their users, including information and digital literacy skills
- All graduate schools of library and information science and school library media graduate programs are eligible

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)



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Continuing Education

- Improve the knowledge, skills, and abilities of library and archives staff through programs of continuing education, both formal and informal
- Any topic in library, archival, and information science may be addressed:
 - See Guidelines for particular needs that have been identified

Program Information Sheet

NEW: Program Information Sheet

- Additional questions for IMLS analysis
- Fillable PDF form only
- STEM national initiative



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Before You Apply

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



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Budget

NEW: Budget Form

- One fillable PDF budget form
- Auto adds
- Explain costs in Budget Justification
- 4 year Doctoral applicants – see note in guidelines



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Advice When Applying

- Rule #1: Check your eligibility
- Rule #2: Read the guidelines
- Rule #3: Follow the guidelines
- Rule #4: Use format requested in the guidelines
- Rule #5: Leave yourself plenty of time
 - Institutional Review Board or Library Board
 - Director or Dean's letter of support
 - Online submission requirements
 - Federal government requirements (DUNS #, SAM)

LB21 Application Components

Conditionally Required Documents (if applicable)

- Proof of Nonprofit status
- Federally Negotiated Indirect Cost Rate Agreement
- Digital Content Supplementary Information Form
- Sample curriculum
- Service expectations/recruitment documentation
- Student placement documentation

LB21 Application Components

First and foremost is the SF-424S

- Also known as the "Application for Federal Domestic Assistance/Short Organizational Form"
- Only available on Grants.gov
- The SF-424S provides the link between Grants.gov and the IMLS grants management system

LB21 Application Components

Supporting Documents (if applicable)

- Information that supplements the narrative and supports the project description
- Partner letters of commitment

LB21 Application Components

- Abstract
 - No more than 1 page
- Program Information Sheet
- Organizational profile
- Narrative
 - No more than 10 single-spaced pages
- Schedule of Completion
- Budget Documents
 - Detailed, Summary, Justification
- Key Project Staff Documents
 - List and resumes

Narrative Components

- Statement of Need
- Impact
- Project Design and Evaluation
- Project Resources – Personnel, Time, Budget
- Diversity Plan
- Communication Plan
- Sustainability Plan

❖ Collaborative Planning grant proposals do not have to address either sustainability or communication

❖ National Forum Planning grant proposals do not have to address sustainability

Budget Documents

- Single budget form
 - Replaces previous detailed and summary
 - Include project costs charged to grant funds and those supported by cost sharing
- Budget Justification
 - Explains how the budget figures relate to project activities
- 4 year Doctoral project applicants – see guidelines for instructions

Matching Requirement

- Project costs not charged to IMLS that support project activities, including contribution of property and services, and in-kind contributions, such as staff time.
- 1:1 match required for every federal dollar spent on non-student support activities
- Does not apply to the following categories
 - Early Career Development
 - National Forum Planning
 - Collaborative Planning

Formatting, Naming, Sequencing

Check guidelines for requirements regarding:

- Document format
- Page limits
- Naming convention
- Document order
- Complete applications

Indirect Costs

- Overhead or administrative costs to the organization that cannot be directly linked to a single grant, for example, heat or electricity.
- Cannot apply indirect costs to Collaborative Planning or National Forum Planning
- LB21 Guidelines give the four Indirect Cost options
- You may apply a portion of allowed, indirect costs to your local match (cost share) requirement

Allowable and Unallowable Costs

- Follow IMLS and government-wide cost principle rules regarding allowable costs
- Allowable cost examples
 - tuition and fees
 - course buyouts, summer session salary
 - project personnel
- Unallowable cost examples
 - fundraising costs
 - social activities, ceremonies, or entertainment
 - advocacy

A Few Extra Thoughts
for New Applicants

The Problem

- Problem provides motivation
- Start with an idea
 - Align organizational goals with LB21 categories
 - Create an elevator speech
 - Get internal support before proceeding
 - Explain how your organization is positioned
- Literature review
 - Show you know current research & practice
 - Where are the gaps?
 - How will your proposal fill those gaps?

Outcomes-based Evaluation (OBE)

- Outcomes-based planning and evaluation (OBPE)
- Outputs = counts (# of people served)
- Outcomes
 - measurable changes in knowledge, attitudes, or behavior
- How will your audience change?
- IMLS information and resources on OBE
http://www.imls.gov/applicants/outcome_based_evaluations.aspx

The Need

- Needs assessment
 - Demonstrate the need for your proposal
 - Clarify its impact
 - Explain your assessment methodology
 - Use verifiable data from authoritative sources
 - Demographic
 - Socio-economic
 - Transactional
 - Who are the stakeholders?
 - What community will be served and how?

Tips to Writing a Competitive Proposal

- Start early to avoid deadline pressure
- Be certain project goals relate to grant program
- Show knowledge of similar activities
- Use available resources from the IMLS website
- Check and recheck your numbers
- Use clear and concise language
- Avoid generalities; be as specific as possible
- Ask a colleague to review before you submit
- Contact program staff for assistance

The Solution

- Describe the proposed project
 - Activities
 - Timetable
 - Outcomes
 - Resources (people, tools, and money)
 - Evaluation
 - Sustainability
- Any potential partners or collaborators?
 - Strengths and contributions they bring

Common Pitfalls

- Rushing to complete a proposal
- Project does not meet the stated program goals
- Underdeveloped evaluation component
- Limited plan for sustainability
- Lack of consistency between application components
- Burying crucial information in the attachments
- Use of generalizations and “buzz words”

Two-Tiered Review Process

- Initial technical field review panels
 - Expert panelists, each reading ~9-12 proposals
 - Each proposal is read by at least 3 panelists
 - Panelists discuss merits of each proposal
 - Following discussion, each reader scores proposal on a scale of 1 to 5 ranging from "fundable" to "not fundable"
 - Reviewers do not have to reach consensus
 - Final scores and feedback/comments are recorded
 - All "potentially fundable" proposals move to overview panel
- Considerations
 - Current practice; Emerging trends; Models; Standards

The Result

- Successful application
 - Say thank you and publicize grant
 - Get to work
 - Communicate
 - Follow all reporting requirements
- Unsuccessful application
 - Look at reviewers' comments and suggestions
 - Comments mean more than numerical scores
 - Discuss with program officer
 - Revise and resubmit next funding cycle

Two-Tiered Review Process

- Overview Panel considers all "potentially fundable" proposals from initial panels
 - 8-10 senior panelists, each reading roughly 10 proposals
 - 3 panelists read each proposal before coming to DC
 - Panelists discuss merits of each proposal + broader consideration to needs of libraries and archives
 - Following each discussion, each reader scores proposal as either "high priority", "low priority", or "do not fund"
 - Reviewers do not have to reach consensus
 - Final scores and feedback/comments are recorded, later sent to applicants

After You Apply

- 30 days after submission, you will get an email with an IMLS log number for your application.
- IMLS staff check each application for eligibility and completeness.
- Peer reviewers score all eligible and complete applications and provide comments.
- By law, IMLS director makes final award decisions.
- Awards will be announced in late March 2014.

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Two-Tiered Review Process

- IMLS Director has final responsibility for all award decisions
 - Based on level 1 and level 2 reviews, program officers prepare recommendations for the Director
 - Panel recommendations strongly influence Director's decisions
 - Director and program officers discuss recommendations, as well as other factors that might influence funding decisions (e.g., current agency areas of emphasis, prior funding and performance history of applicants)

Questions about LB21?

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