

Creating a Nation of Learners



INSTITUTE of
Museum and Library
SERVICES



Sparks! Ignition Grants for Museums
FY2014 Information Session

October 29, 2013

Good afternoon and welcome to this webinar about IMLS's Sparks! Ignition Grants for Museums. Our goals today are to address requirements that are specific to Sparks!, talk about what makes a competitive Sparks! proposal, and answer any questions you might have.

Participating in the Webinar

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



My name is Helen Wechsler, and with me online are Reagan Moore and Katherine Maas also from the Office of Museum Services here at IMLS.

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

Pre-recorded Webinar

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Grant Applicants

Available Grants

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[Eligibility Criteria](#)
[Sample Applications](#)
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[Program Guidelines](#)
[After You Apply](#)
[Outcome Based Evaluation](#)

Sparks! Ignition Grants For Museums

Application:
Grant program guidelines for FY2014 are now available.
[Access FY 2014 Sparks! Ignition Grants for Museums Guidelines Online](#)
[Read more about the Sparks! Ignition Grants for Libraries and Museums program on the IMLS website.](#)

Webinars with Sparks! Ignition Grants for Museums Program Staff:
We invite you to participate in one of two pre-application webinars to learn more about the program, ask questions, and listen to the questions and comments of other participants. Please consult the [FY2014 Grant Program Guidelines](#) online for detailed information about accessing and participating in these webinars.

1. A [pre-recorded webinar detailing important information about IMLS funding opportunities is available.](#)
2. A [live webinar for the FY14 Sparks! Ignition Grants for Museums program will be presented on Wednesday, October 30, at 3:30 ET.](#)

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

Pre-recorded Webinar Summary

1. IMLS's vision, mission and strategic plan are at the core of its grant-making.
2. Funding programs and opportunities include two technical assistance programs
 - Conservation Assessment Program (CAP)
 - Museum Assessment Program (MAP)and five grant programs
 - Museums for America
 - National Leadership Grants for Museums
 - Native American/Native Hawaiian Museum Services Grants
 - Museum Grants for African American History and Culture
 - Sparks! for Museums



In that webinar, we discussed IMLS's vision, mission and strategic plan which are at the core of its grant-making.

We also talked about all of IMLS's museum funding programs and opportunities include two technical assistance programs (CAP, MAP) and five grant programs: Museums for America, National Leadership Grants for Museums, Native American/Native Hawaiian Museum Services Grants, Museum Grants for African American History and Culture, and Sparks! for Museums.

Pre-recorded Webinar Summary

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



The prerecorded webinar also went over eligibility for each grant program and provided staff contacts and links to guidelines.

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

Overview

- Program Goals
- Characteristics of Successful Sparks! Projects
- Important Dates
- STEM, National Initiative
- How Much and How Many?
- Allowable/Unallowable Costs
- Application Components
 - Forms
 - Narrative
 - Budget
- Application Tips
- Review Process
- IMLS Staff Contacts



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

Sparks-Museums Program goals

Characteristics of Successful Sparks-Museums Projects

Important dates

STEM, an IMLS National Initiative

How much and how many?

Allowable and Unallowable Costs

Application Components

Application Tips

Review Process

IMLS Staff Contacts

Sparks! Program Goals

Supports projects that address problems of broad relevance to museums by prototyping and evaluating innovative approaches to operations and services that result in new tools, products, services, or organizational practices.



The Sparks! Grant program is a special funding opportunity under the National Leadership Grant Program. Like National Leadership, Sparks! Supports projects that address problems of broad relevance to museums - but in a faster, potentially riskier, rapid prototyping type way. Testing and evaluating innovative approaches to museum operations and services is what Sparks is all about.

Like NLG, Sparks! Is distinguished from other IMLS funding programs by a focus on a need within the museum field rather than within an individual museum and the creation of tools, resources, findings, etc. that can be used to meet that need.

Characteristics of Successful Sparks-Museums Projects

- **Broad Impact:** potential for far-reaching impact beyond your institution; influence practice within the museum profession.
- **In-depth Knowledge:** reflect a thorough understanding of current practice and knowledge about the subject matter
- **Innovative Approach:** employ new approaches to strengthen and improve services to benefit the audiences and communities being served.
- **Shared Results:** generate results that can be widely used, adapted, scaled, or replicated to leverage the benefits of federal investment. *Grantees are required to submit a short white paper, or create their own dissemination tool, to be publicly posted and shared with the field.*



Broad Impact: Your project should show the potential for far-reaching impact beyond your institution, and influence practice across one or more disciplines or specific fields within the museum profession.

In-depth Knowledge: Your project should reflect a thorough understanding of current practice and knowledge about the subject matter and an awareness and support of current strategic initiatives and agendas in the field.

Innovative Approach: Your project should employ new approaches to strengthen and improve services to benefit the audiences and communities being served.

Shared Results: Your project should generate results that can be widely used, adapted, scaled, or replicated to leverage the benefits of federal investment. Grantees are required to submit a short white paper, or create their own dissemination tool, to be publicly posted and shared with the field.

Important Dates

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

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

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



We want to remind you of important dates for Sparks-Museums applications. They are due by 11:59 pm Eastern Time on December 2, 2013. 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.

Sparks-museums awards will be announced in July, 2014.

And all Sparks-museums projects must be scheduled to start August 1, September 1, or October 1, 2014. The choice is yours.

STEM, National Initiative

Supporting STEM Initiatives

Consider addressing STEM (Science, Technology, Engineering, and Math) in your programs and projects.

Visit

http://www.ims.gov/about/stem_resources.aspx
for ideas and resources.

Be sure to check the appropriate box on the IMLS Program Information Sheet of the application.



This year, as part of a national effort, one embraced by the President, to increase STEM (Science Technology Engineering and Math) learning IMLS welcomes proposals address STEM topics.

Also, if your project is STEM-related, be sure to check the appropriate box on the IMLS Program Information Sheet, which we'll discuss in greater detail in a few minutes.

How much and how many?



HOW MUCH?

\$10,000-\$25,000 with no matching or cost share requirements

HOW MANY?

There is no limit on the number of applications your museum may submit to Sparks-Museums.



Sparks applicants can request anywhere from \$10,000 to \$25,000. There is no cost share requirement.

There is no limited on the number of applications your museum may submit to Sparks-museums.

Where to learn more...

The screenshot displays a portion of the IMLS website. On the left, a vertical navigation menu includes links for 'Available Grants', 'Eligible Criteria', 'Sample Applications', 'Grants.gov', 'Program Guidelines', 'After You Apply', 'Outcome Based', and 'Evaluation'. An orange arrow points from the text 'Sample Applications from FY2013' to the 'Sample Applications' link. The main content area is titled 'Grant Applicants' and 'Sample Applications', with a sub-section for 'Attention Museum Applicants'. It lists various grant programs such as 'Museum Grants for African American History and Culture', 'Museums for America', 'National Leadership Grants for Museums', and 'Native American/Native Hawaiian Museum Services Program'. On the right, a 'grant search' sidebar contains a search form with a dropdown menu and a search button. An orange arrow points from the text 'Search Awarded Grants' to the search form. The IMLS logo is visible in the bottom left corner.

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

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 database of grants 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. For every Sparks grant that has been completed, you will find a PDF of their white paper attached to the project description.

This year we have posted the abstract, narrative, and schedule of completion of one of the 7 successful Sparks-museums applications from 2013. You can get to this applications from the Grant Applicant pages of our website.

Allowable/Unallowable Costs

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



Now let's talk about the COSTS that are allowable or unallowable. You want to be very careful to include only allowable costs in both the IMLS ask AND any cost share portions of your budget.

The government circulars on this slide detail the government wide rules on allowability for these three sets of organizations (of which you are likely one).

If your museum is a non-profit organization, then you should refer to 2CFR 230 or OMB Circular A-122.

If you are a state, local, or Indian tribal government, then you should refer to 2 CFR 225 or OMB Circular A-87.

And if you are a college or university, you should refer to 2 CFR 220 or OMB Circular A-21.

The links to these cost principles are on the slides.

Allowable Costs

Examples of allowable costs

- 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)
- internships/fellowships



IMLS has its own, more specific rules on allowability that you will find in each of the program guidelines. Examples of IMLS allowable costs include:

- personnel salaries, wages, and fringe benefits
- travel expenses for key project staff and consultants
- materials, supplies, software, and equipment related directly to project activities
- publication design and printing
- consultant fees
- services (e.g. design, technical support, printing, non-construction labor)
- internships/fellowships

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
- subgrants, unless expressly authorized by IMLS
- pre-award costs



Likewise, we have our own list of unallowable costs, for each program. For Sparks, this includes:

- general fundraising costs, such as development office staff or other staff time devoted to general fundraising
- contributions to endowments
- general 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 facilities (generally, any activity involving contract labor of the construction trades)
- exhibit fabrication that involves contract labor of the construction trades
- reconstruction or renovation of historic sites
- social activities, ceremonies, receptions, or entertainment
- subgrants, unless expressly authorized by IMLS
- pre-award costs
- overhead or indirect costs

These costs may NOT be part of what you ask IMLS to pay for nor can they be

included as part of your cost share.

Application Components

Required Documents

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

Conditionally Required

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

Supporting Documents

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



Next up are application components.

Application components fall into three categories. The first is 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 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. 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
Required Documents		
The Application for Federal Assistance/Short Organizational Form (SF-424S)	Grants.gov form	n/a
Abstract to be uploaded through Grants.gov (one page, max.)	Text document that you create	n/a
IMLS Program Information Sheet	IMLS PDF form	Programinfo.pdf
Organizational Profile (one page, max.)	PDF document	Organizationalprofile.pdf
Narrative (six pages, max.)	PDF document	Narrative.pdf
Schedule of Completion (one page per year, max.)	PDF document	Scheduleofcompletion.pdf
IMLS Budget Form	IMLS PDF form	Budget.pdf
Budget Justification	PDF document	Budgetjustification.pdf
List of Key Project Staff and Consultants (one page, max.)	PDF document	Projectstaff.pdf
Resumes of Key Project Staff and Consultants that appear on the list above (two pages each, max.)	PDF document	Resumes.pdf
Conditionally Required Documents		
Proof of Nonprofit Status (if applicable)	PDF document	Proofnonprofit.pdf
Digital Content Supplementary Information Form (if applicable)	IMLS PDF form	Digitalcontent.pdf
Supporting Documents		
Information that supplements the narrative and supports the project description provided in the application	PDF document	Supportingdoc1.pdf Supportingdoc2.pdf Supportingdoc3.pdf etc.

In the Sparks-Museums guidelines is a Table of Application Components organized into sections for required, conditionally required, and supporting documents . It serves as a checklist, provides link to instructions, and tells you what formats and naming conventions to use for each document so that you may upload your application to Grants.gov successfully.

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

The image shows a screenshot of the SF-424S form with three orange arrows pointing to specific sections:

- An arrow labeled "Legal Name" points to section 1, "LEGAL NAME OF FEDERAL USER (WITH A FEDERAL NUMBER)".
- An arrow labeled "Organizational DUNS" points to section 7, "Organizational DUNS".
- An arrow labeled "Project Description" points to section 8, "Project Description".

The form includes the following sections:

- 1. LEGAL NAME OF FEDERAL USER (WITH A FEDERAL NUMBER)
- 2. CAUSAL BASIS OF FEDERAL USER (WITH A FEDERAL NUMBER)
- 3. ORGANIZATION TYPE
- 4. ORGANIZATION TYPE (WITH A FEDERAL NUMBER)
- 5. TYPE OF ORGANIZATION
- 6. TYPE OF ORGANIZATION (WITH A FEDERAL NUMBER)
- 7. ORGANIZATIONAL DUNS
- 8. PROJECT DESCRIPTION

The logo for the Institute of Museum and Library Services is visible in the bottom left corner.

Now on to some of the forms that are required for your application. We won't go through these block by block, but instead I'll focus on those areas that seem to trip us up.

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 IMLS site.

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

The **Legal Name**. This must match the name you enter in the Program Information Sheet, which we'll get to in a few minutes, and must also be the name that is tied to your DUNS number.

The **Organizational DUNS number** is important in establishing the eligibility, the identity, and the tax-exempt status of the legal applicant. 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 may use it to help us during the review process, and if you're funded, it can be the basis for the description of your project that goes on our website and to the media. So draft a nice description of 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 – like your elevator speech.

(2) There is a character limit that some applicants did not 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 or 1000 characters with spaces is the maximum limit.

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

The image shows a screenshot of the SF-424S form, which is divided into two main sections: 'A. PROJECT DIRECTOR' and 'B. PRIMARY CONTACT/GRANTS ADMINISTRATOR'. Each section contains a series of fields for personal and organizational information, including name, title, phone numbers, email, address, and location. An orange arrow points from the text 'Project Director' to the top section of the form. Another orange arrow points from the text 'Primary Contact/ Grants Administrator' to the bottom section of the form. The logo for the 'INSTITUTE of Museum and Library SERVICES' is visible in the bottom left corner of the form's frame.

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.

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

Authorized Representative



DECLARATION FOR FALSIFIED INFORMATION - Short Organizational Form

I, the applicant, certify that the information contained on this form is true and correct and that I am not aware of any information that would make this information false, incomplete or misleading. I understand that providing false information is a violation of the Federal Acquisition Regulation (FAR) and may result in the suspension or debarment of the applicant and its personnel.

Signature of Authorized Representative

First Name	Last Name	Mobile Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>
Last Name	Title	Work Phone
<input type="text"/>	<input type="text"/>	<input type="text"/>
Telephone Number	Fax Number	Other Contact
<input type="text"/>	<input type="text"/>	<input type="text"/>
Signature of Authorized Representative	<input type="text"/>	



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

It is very important that the Authorizing Official and the Project Director be two different people. Either one can also serve as the Primary Contact.

Program Information Sheet

JMLS PROGRAM INFORMATION SHEET
PLEASE NOTE: Information provided with this form may be made publicly available.

1. Applicant Information

a. Legal Name (Same as SF424S): _____

b. Applicant DUNS Number (From SF424S): _____

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 (Different from Legal Name): _____

e. Organizational Unit Address

Street1: _____
Street2: _____
City: _____
State: _____ ZIP+4 Postal Code: _____

f. Organizational Unit Type (Check one):

<input type="checkbox"/> Academic Library	<input type="checkbox"/> Library Association	<input type="checkbox"/> School Library or School District
<input type="checkbox"/> Archive	<input type="checkbox"/> Library Consortium	<input type="checkbox"/> Agency or State/Local/County Library of Libraries
<input type="checkbox"/> Academic/Research Center	<input type="checkbox"/> Museum Library	<input type="checkbox"/> State/Local/County Agency Museum
<input type="checkbox"/> Academic/Research Center	<input type="checkbox"/> Museum Studies Organization/Institute	<input type="checkbox"/> Special Library
<input type="checkbox"/> Consulting Group	<input type="checkbox"/> Native American Tribal/Alaska Native Organization	<input type="checkbox"/> Specialized Museum**
<input type="checkbox"/> For-profit/College	<input type="checkbox"/> National History/Archaeology Museum	<input type="checkbox"/> State Library
<input type="checkbox"/> General Museum*	<input type="checkbox"/> Native Church	<input type="checkbox"/> State Museum Agency
<input type="checkbox"/> Corporate/Nonprofit/Religious and Non-Profit/Other	<input type="checkbox"/> Foundation	<input type="checkbox"/> State Museum Library
<input type="checkbox"/> Health/Research	<input type="checkbox"/> Public Library	<input type="checkbox"/> State
<input type="checkbox"/> Religious/Non-Profit/College or University (NPO)	<input type="checkbox"/> Research Library/Institute	<input type="checkbox"/> University of Higher Education
<input type="checkbox"/> Other Museum		<input type="checkbox"/> Other/Not listed above

Other public name: _____

*A museum with collection representing two or more disciplines (e.g., art and history)
**A museum with collection limited to one narrowly defined discipline (e.g., letter, name, chart, print)

1 | DUNS Number: 7137-0071, e-journal: 606.0005

Annotations:
- Orange arrow points to 'Legal Name' (1a).
- Orange arrow points to 'Organizational Unit Name and Address' (1d).
- Orange arrow points to 'SAM.gov Registration and Expiration Date' (1c).

Now let's look at the Program Information Sheet. This is a five-page document that is VERY important to your application. The guidelines provide complete instructions for how to fill out this form, but we want to highlight a couple of especially important things for you here. **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." Again, the same one you entered in your SF-424S, and the one that links to the DUNS number.

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

In #1d, we ask you to record your organizational unit if that is different from the Legal Name of the applicant. In some cases, the Legal Name entity might be a parent organization —such as a university, a city, or an umbrella non-profit organization. Typically, the legal applicant administers an organizational unit that is eligible for Sparks-Museums but doesn't have it own DUNS number or independent governing authority.

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

The rest of the questions on this page are straightforward.

Program Information Sheet

Financial Information

IMLS PROGRAM INFORMATION SHEET

2. Organizational Financial Information

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

Fiscal Year	Annual Operating Budget	Total Revenue	Total Expenses	Surplus or Deficit
2013				
2014				
2015				

* For nonprofit firms, Total Revenue can be read on Line 12 of the IRS Form 990.
 ** For nonprofit firms, Total Expenses can be read on Line 15 of the IRS Form 990.

b. Have you a significant change in operating budget for two or more of the three fiscal years shown, please explain the change(s) on the right side of the table below.

c. Have you any material weaknesses identified in your prior year's audit report?
 Yes No Not applicable

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

If "Yes," please explain.

d. Has your organization had an A-133 audit in the past five years?
 Yes No

2 | IMLS Number: 3137-0071, 01/2015 edn. 3/02/2015.



On page 2, we ask questions about your organization’s finances—operating revenue and expenses for three fiscal years; budget surplus or deficit greater than 10% of your annual operating budget; and any material weakness identified in your prior year’s audit report. If you are applying as an organizational unit, then these questions apply to it, rather than to the Legal Name entity.

Program Information Sheet

IMLS PROGRAM INFORMATION SHEET

1. Grant Program Information

3. LEARN (Learn 21st Century) Librarian Program
 Selection award category:
 Project Grant
 Collaborative Planning Grant
 National Focus Planning Grant
 Selection project category:
 Staff Development Programs
 Bookmobile Programs
 Special Collections Programs
 Outreach Services
 Programs to Enhance Digital Capacity
 Research

4. Sparks Ignition Grants
 Selection award category:
 Museum Focus
 Library Focus
 National Focus Planning Grant
 Selection project category:
 Advancing Digital Resources
 Collections
 Research

5. National Leadership Grants for Libraries
 Selection award category:
 Project Grant
 Collaborative Planning Grant
 National Focus Planning Grant
 Selection project category:
 Advancing Digital Resources
 Collections
 Research

6. National Leadership Grants for Museums
 Selection award category:
 Project Grant
 Collaborative Planning Grant
 National Focus Planning Grant
 Selection project category:
 Advancing Digital Resources
 Collections
 Research

7. National Leadership Grants for African American History and Culture
 Selection award category:
 Project Grant
 Collaborative Planning Grant
 National Focus Planning Grant
 Selection project category:
 Advancing Digital Resources
 Collections
 Research

8. National American Indian/Alaska Native Library Services
 Selection award category:
 Basic Grants
 Basic Grants with Educational Assessment
 Special Grants
 Native Hawaiian Library Services

9. Please check this box if your project involves STEM:

4. Funding Request Information

a. IMLS dollar request:

b. Cost share amount:

5. Please indicate the activity(ies) addressed by the proposed project:

<input type="checkbox"/> 21 st Century Skills	<input type="checkbox"/> Digital Library	<input type="checkbox"/> Informatics Infrastructure System or
<input type="checkbox"/> Accessibility/Universal Design	<input type="checkbox"/> Digital Preservation	<input type="checkbox"/> Metadata
<input type="checkbox"/> Assessment	<input type="checkbox"/> Early Learning	<input type="checkbox"/> Learning Tools and Instruction
<input type="checkbox"/> Broadband	<input type="checkbox"/> E-Readers/E-Content Development	<input type="checkbox"/> Library Learning
<input type="checkbox"/> Career Support	<input type="checkbox"/> Electronic Support	<input type="checkbox"/> Library Outreach
<input type="checkbox"/> Community Engagement	<input type="checkbox"/> Exhibition/Visual Display	<input type="checkbox"/> STEM Outreach, Technology, Engineering, and
<input type="checkbox"/> Collection Care/Preservation	<input type="checkbox"/> Collections/Research	<input type="checkbox"/> Institute Development/Outreach
<input type="checkbox"/> Collection Development	<input type="checkbox"/> Health and Wellness	<input type="checkbox"/> Other

6. Other phone number:

3 | OMB Number: 3130-0011, D. Printing Date: 9/20/2016

STEM Project? (arrow pointing to 9)

Program (arrow pointing to 3)

IMLS Dollar Request and Cost Share (arrow pointing to 4a and 4b)

INSTITUTE of Museum and Library SERVICES

On page 3, we ask you to select a grant program. You will check Sparks Ignition Grants, Museums.

4 provides the box to check if your project involves STEM—Science, Technology, Engineering and Math.

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, 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 indicate population(s) to be served by the proposed project:

- | | |
|---|---|
| <input type="checkbox"/> General Population | <input type="checkbox"/> Women and/or Elderly Population |
| <input type="checkbox"/> Young Children (Ages 0-5 years) | <input type="checkbox"/> Homeless and/or Homeless at Risk |
| <input type="checkbox"/> Middle Childhood (Ages 6-12 years) | <input type="checkbox"/> People with Mental or Physical Disabilities |
| <input type="checkbox"/> Adolescents (Ages 13-19 years) | <input type="checkbox"/> People who are Low Income/Seasonally Disadvantaged |
| <input type="checkbox"/> Adults | <input type="checkbox"/> Post-Prisoners |
| <input type="checkbox"/> Aging, Elderly, or at Risk (Ages 65+ years) | <input type="checkbox"/> Scholar/Researcher |
| <input type="checkbox"/> Ethnic or Racial Minority Populations or Ethnic and/or Language Minority | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Family Members of Incarcerated | <input type="checkbox"/> Urban Population |
| <input type="checkbox"/> Immigrants/Refugees | <input type="checkbox"/> Other |
| <input type="checkbox"/> Minority Families | |

Phone, please specify: _____

8. Museum Profile (Museum Applicants Only)

Museum Profile →

a. Is the institution a 501(c)(3) or has an equivalent public charity status? Yes No

b. Is the institution a 501(c)(3) or has an equivalent public charity status? Yes No

c. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

d. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

e. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

f. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

g. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

h. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

i. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

j. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

k. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

l. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

m. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

n. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

o. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

p. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

q. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

r. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

s. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

t. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

u. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

v. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

w. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

x. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

y. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No

z. Does the institution have a 501(c)(3) or has an equivalent public charity status? Yes No



On page 4, we draw your attention to #8, Museum Profile. This is for Museum Applicants Only. Since Sparks-Museums accepts applications from institutions of higher education as well as organizations that engage in activities designed to advance the well-being of museums and the museum profession, not all applicants need to fill out this section. If you are a museum, you need to verify your eligibility by answering each question, a through m, so don't skip any. Skipping these questions is likely to result in your being found ineligible.

Narrative

Project Justification

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



Let's turn now to the narrative, which could be considered the core of your application. The narrative has three sections – Project Justification is the first. When drafting your narrative, please use the sections we identify and answer all the questions included under each section. Note that reviewer criteria for each section is included in the narrative. This is what reviewers are asked to look for – so a good rule of thumb is not to make it hard for them.

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; and what your intended results will be

Narrative

Project Work Plan

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



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; how you will track progress toward achieving your intended results; and how and with whom you will share your project's results.

Narrative

Project Results

- What is the potential impact or benefit if the innovation you are testing proves promising?
- How will you measure success in achieving your intended results?
- How will you determine whether this innovation could be adapted by others in the field?



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.

We ask you what the potential impact could be on the field if your crazy idea works; how you will measure success in achieving your intended results and how you will determine if this innovation could be adapted by others in the field.

Budget Justification

KEY POINTS

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

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



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

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 longer a page limit on this document, take as much space as you need and make it easy to follow.

This year, we’ve posted a “Hints for Writing a Budget Justification,” which you can access through the link shown here and in the chat panel on the bottom left-hand corner of your screen.

Digital Content Supplementary Information Form

DIGITAL CONTENT SUPPLEMENTARY INFORMATION FORM

Part I: Project Creating Digital Content

<input type="checkbox"/> Project will create or collect born-digital content	Part I
<input type="checkbox"/> Project will create or collect existing digital content	Part II
<input type="checkbox"/> Project will create or collect to-be-digitized content	Part III

Part II: Software Tools or Electronic Systems

Part III: Digital Research Dataset

INSTITUTE of Museum and Library SERVICES

The final form we'll talk about today is the Digital Content Supplementary Information Form. This form is required for projects that include activities that create certain types of digital content, such as online collections or databases, metadata, new software tools or electronic systems, or digital research datasets. Your responses to the questions on this form are used by IMLS staff and by reviewers to better understand the technical aspects of your proposed work.

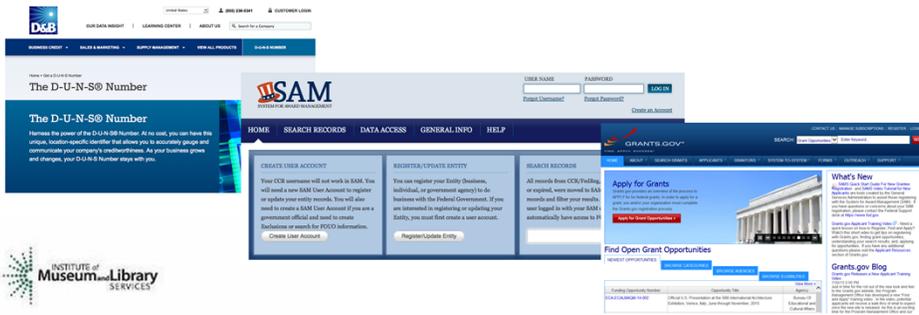
The form is lengthy, but it is unlikely that you will need to complete all three parts. If your project will create or collect born-digital, existing digital, or to-be-digitized content, then you need to complete Part I. If it will create new software tools or electronic systems such as databases, then you need to complete Part II. If it will result in a digital research dataset, then you will need to complete Part III.

This form has been revised since last year, so make sure you're using the current version and not one that your computer may have cached. It should look like what you see here.

Application Tips

Register early!

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



At this point, I'd like to share a few tips gleaned from our experience working with applications submitted to the Spark! for Museums program each year.

First on the list is register early. 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 project relates to the goals of Sparks-Museums.
- Take time to carefully research and articulate the need for your project.
- Prepare your budget form and budget justification carefully and make sure that numbers match narrative statements.
- Identify consultants and other key personnel by name, where possible.



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

- Be certain your project relates to the goals of Sparks.
- Take time to carefully research and articulate the need for your project. Demonstrate that you are a leading tinkerer in this area.
- Prepare your budget form and budget justification carefully and make sure that numbers match narrative statements.
- Identify consultants and other key personnel by name, where possible.

Application Tips

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



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

Application Tips

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

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



Please be aware that IMLS can make grants only to eligible applicants that submit complete applications, including attachments on or before the deadline. This is a hard and fast rule.

Our best advice, then, is to start everything early; upload your application to Grants.gov WELL before December 2, 2013; and check what you've uploaded against the Table of Application Components in the guidelines. If you need to add or change something, you can resubmit as many times as you need to up to 11:59 pm on December 2. We'll process the last one you put in.

Review Process

KEY POINTS

- Shortly after you submit your application to Grants.gov, you will receive an electronic acknowledgement of its receipt, followed several days later by a notice that your application has been downloaded by IMLS.
- By mid-January, you will receive an e-mail message from IMLS-MuseumGrants@imls.gov 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.



Now that we are certain you will successfully submit your application, I'll summarize what happens next.

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

Review Process

KEY POINTS

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



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

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This brings us to the end of the formal part of our webinar. Jill and I are very happy to talk with you about Sparks-Museums and to answer any questions you might have about the guidelines and the process once you get further into your work.

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Thank you for joining us.

To learn more, visit www.ims.gov.

Thank you for joining us today, good luck preparing your application!