



## IMLS Native American/Native Hawaiian Museum Services FY2020 Information Session

September 9, 2019

Welcome to the Institute of Museum and Library Services' webinar, "Native American/Native Hawaiian Museum Services Fiscal Year 2020 Information Session."

My name is Sandra Narva – I'm a Senior Program Officer in the Office of Museum Services -- and speaking on behalf of rest of the staff in the Office of Museum Services, we are delighted that you are interested in preparing an application for the IMLS Native American/Native Hawaiian Museum Services grant program. I will be referring to the program throughout the presentation as NANH, the abbreviation of the program title.

Our goal in this presentation is to provide specific information about the Native American/Native Hawaiian Museum Services grant program and make recommendations you may want to consider when preparing your application.



## Companion Webinar

### **PRE-RECORDED Webinar**

#### **IMLS OMS: Choosing a Funding Opportunity for 2020**

*Basic information for all applicants*

- <https://www.imls.gov/webinars/imls-oms-choosing-funding-opportunity-fy2020>

This is one in the series of webinars designed to help you find the information you need to create a competitive application for IMLS museum funding.

“Choosing a Funding Opportunity for FY2020” was pre-recorded and is available as recording and as PDFs of the slides plus transcripts on our website at the link identified here.

In that webinar, we cover the IMLS vision, mission, and strategic plan with an emphasis on how they influence our grant making. We also address institutional eligibility, provide a quick overview of all our funding opportunities, how to find information online with a focus on our website, and we cover the three places you must be registered in order to apply for an IMLS grant. We strongly recommend that you take a look and/or listen to this webinar to get the complete picture of preparing and submitting a competitive application to Native American/Native Hawaiian Museum Services program.

In addition to this webinar, we are hosting, recording, and making available on-demand webinars for all our grant programs. A complete calendar for the live presentations is provided in “Choosing a Funding Opportunity for FY2020,” and you may access them afterwards by visiting [www.imls.gov/webinars-archive](http://www.imls.gov/webinars-archive).

## NANH Application and Award Statistics

Year	Number of Applications	Total Amount Requested	Amount Awarded	Awards Made
FY2015	32	\$1,522,883	\$924,000	21
FY2016	36	\$1,654,835	\$972,000	21
FY2017	40	\$1,989,815	\$985,494	22
FY2018	31	\$2,103,943	\$1,472,000	22
FY2019	29	\$2,689,197	\$1,472,000	18

We are often asked about the number of applications and funding success rates, so here are the figures for the past five years. As you can see, NANH has had a somewhat consistent number of applications and funding over time. We seek to fund the strongest proposals with the greatest potential to strengthen tribal museum services.

Looking back to the beginning of the program in 2005, the first year we made awards, we have received 544 applications. Of those, 345 have received grants, which has totaled over \$15.3 million in funding to support the museum services of tribes, Native Alaskan villages and corporations, and Native Hawaiian serving organizations. To date, awards have been made to organizations located in 30 states.



## Overview

- Program Goals and Eligibility
- Characteristics of Successful NANH Projects
- Important Dates and Times
- How Much, How Many, and How Long?
- Allowable/Unallowable Costs
- Application Components
- Application Tips
- Review Process
- IMLS Staff Contacts

In this presentation, we will be addressing the following topics:

- NANH Application and Award Statistics
- Program Goals and eligibility
- Characteristics of Successful NANH Projects
- Important dates and times
- The questions of how much you may request in funding, how many applications you can submit, and how long your project can last ...
- Allowable and Unallowable Costs
- Application Components
- Application Tips
- The Review Process
- IMLS Staff Contact Information

## NANH Program Goals

To provide opportunities to sustain heritage, culture, and knowledge through strengthened activities in areas such as exhibitions, educational services and programming, professional development, and collections stewardship.

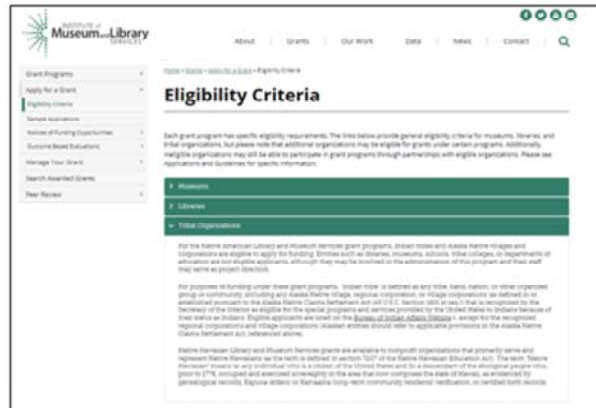


Let's begin with NANH program goals. The goal of the NANH program is to support projects that enhance museum services in order to assist tribes and organizations that primarily serve Native Hawaiians provide opportunities to sustain heritage, culture, and knowledge through strengthened activities in areas such as exhibitions, educational services and programming, professional development, and collections stewardship.

# Eligibility Requirements

Applicants must meet IMLS Tribal Organization eligibility criteria

<https://www.imls.gov/grants/apply-grant/eligibility-criteria>



Unlike other museum programs offered at IMLS, the NANH program has very specific eligibility criteria. All applicants must meet Tribal Organization eligibility criteria. I encourage you to read the specific eligibility noted on our website.



## Eligibility Requirements

Eligible applicants are -

- federally recognized Indian tribes,
- Alaska Native Villages and corporations, or,
- organizations that primarily serve and represent Native Hawaiians.

Entities such as museums, libraries, schools, tribal colleges, or departments of education are not eligible applicants, although they may be involved in the administration of the program and their staff may serve as project directors, in partnership with eligible applicants.

Now, for more detail on the eligibility factors. An organization is eligible to apply to this program only if they are a federally recognized Indian tribe (as identified by the Bureau of Indian Affairs and listed on the list of Indian Entities Recognized and Eligible to Receive Services from the Bureau of Indian Affairs), an Alaska Native Village or corporation, or a non-profit organization that primarily serves and represents Native Hawaiians.

Organizations are not eligible to apply if they are a museum, library, school, tribal college or department of education ... BUT non-eligible institutions are encouraged to apply through partnerships with an eligible institution. Conversely, eligible institutions are welcome to partner with a non-eligible institution. The applicant organization must meet the eligibility criteria, but the partners aren't required to do so.

## Characteristics of Successful NANH Applications

- ***Institutional Impact:*** The project addresses an identified need or challenge facing an organization.
- ***In-depth knowledge:*** The project design reflects a thorough understanding of current practice and knowledge about the subject matter.
- ***Project-based Design:*** The work plan consists of a set of logical, interrelated activities tied directly to addressing the key need or challenge identified in the application.
- ***Demonstrable Results:*** The project generates measureable results that tie directly to the need or challenge it was designed to address.

What are the characteristics of successful Native American/Native Hawaiian Museum Services applications? There are four, and successful projects address all of them well. As you prepare your application, then, you should keep these characteristics in mind.

*FIRST, Institutional Impact:* Your project should address a key need or challenge that faces your organization.

*SECOND, In-depth knowledge:* Your proposal should reflect a thorough understanding of current practice and knowledge about the subject matter.

*THIRD, Project-based design:* Your work plan should consist of a set of logical, interrelated activities tied directly to addressing the key need or challenge.

*AND FOURTH, Demonstrable results:* Your project should generate measureable results that tie directly to the need or challenge it was designed to address.

It has been our experience that an unfunded application is one that has failed to deliver convincingly on one or more of these, so it is a good idea to think about how to structure your application to show how your project will be strong in each.



## Important Dates



### NEW deadline!

Applications are due by 11:59 pm Eastern Time  
on November 15, 2019

Awards will be announced in June 2020

Projects must start July 1, 2020

We want to remind you of important dates for NANH applications. They are due by 11:59 pm Eastern Time on November 15, 2019. Please note this is new and earlier deadline for the program than in previous years. The deadline 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 resolve the problem.

NANH awards will be announced in June 2020, and projects must be scheduled to start July 1, 2020. When you start is your choice.

Please note the new deadline and project start dates – these are different than those in the recent past, so please make sure everyone involved in preparing your application is aware of them.

## How Much, How Many, and How Long?

### HOW MUCH?

\$5,000 - \$100,000

No cost share required

### HOW MANY?

There is no limit on the number of applications your organization may submit to NANH.

### HOW LONG?

Projects may be up to two years in length



NANH applicants can request anywhere from \$5,000 to \$100,000 in grant funds. There is no cost share requirement, though you may include one if your organization will contribute funds toward this particular project. However, if you decide to include a cost share in your application, it must be met by the end of the award – we will hold you to that figure so keep that in mind when applying. Cost share may be in the form of cash, staff or volunteer time, or third-party contributions. It may not be funds from another federal source.

Please note that the \$100,000 maximum is new this year. You may not request more than that in funding for this particular program. This maximum covers the total length of your project activities – it is not a per year maximum.

The second question is how many applications you may submit? There is no limited on the number of applications your museum may submit to NANH, however, you may compete against yourself during the review process.

And you may also be wondering how long the project may last. NANH projects must be at least a year long, but not exceed two years in length.

## What is a “project”?

A temporary endeavor undertaken to create a unique product, service, or result.



- A project is **temporary** in that it has a defined beginning and end in time, and therefore defined scope and resources.
- And a project is **unique** in that it is not a routine operation, but a specific set of operations designed to accomplish a singular goal.

Source: <https://www.pmi.org/about/learn-about-pmi/what-is-project-management>

We have made reference several times to “projects” here, and so let’s take a minute to consider just exactly what that means. The Project Management Institute has a good definition, which is “A temporary endeavor undertaken to create a unique product, service, or result.”

They go on further to explain that a project is temporary because it has a defined beginning and end in time and therefore defined scope and resources.

And a project is unique in that it is not a routine operation but rather a specific set of operations designed to accomplish a singular goal.

We recommend that you keep this definition in mind as you conceptualize your IMLS project. Think of it as temporary non-routine set of activities, which collectively have a beginning and an end in time, a defined scope requiring specific resources, and which are designed to accomplish a specific, singular goal.



## NANH Projects

There are no project categories for this program. You may apply for projects including, but not limited, to the following:

- Developing museum resources that foster early, digital, information, health, financial, media, civic, and other types of literacies;
- Creating and delivering interpretive and educational programs;
- Developing, designing, and fabricating exhibitions (non-construction);
- Developing, designing, and delivering digital learning resources;
- Providing programs designed for audiences of specific ages, backgrounds, and circumstances;
- Providing professional development/training for formal and informal educators;
- Creating learning partnerships with schools and development of museum resources and programs in support of K-12 school curricula;
- Creating learning partnerships with schools and other entities and development of museum resources and programs in support of career preparedness and workforce re-entry for all ages;

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.



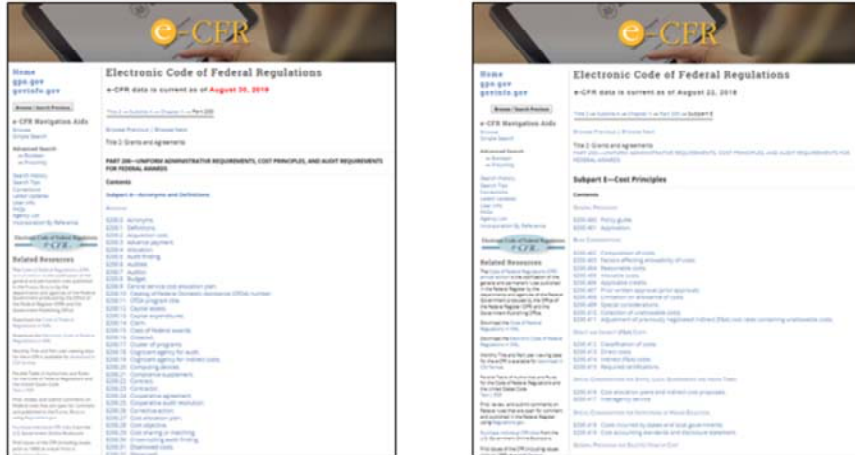
## NANH Projects

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

- Creating trusted spaces for community learning, debate, and dialogue;
- Building new partnerships to strengthen community connections through exhibitions, programs, and events;
- Conducting community-focused planning activities;
- Developing programs based on community priorities that provide greater accessibility and inclusion to underserved audiences and those with special needs.
- Planning for the management, care, and conservation of collections;
- Cataloging, inventorying, documenting, and registration of collections;
- Implementing and enhancing Collections Management Systems in a sustainable manner;
- Planning and initiating digitization activities, including creating digital tools, training, and platforms that allow expanded public access to and use of the museum's collection and related information;
- Developing partnerships that address barriers to accessing museum collections and related information.
- Executing conservation treatments
- Rehousing collections

Once again, there are no project categories for this program. We invite you to apply for projects that best meet your needs; this is a continuation of the list of the types of project activities you may apply for. Please see the Notice of Funding Opportunity for more detailed information.

# Allowable/Unallowable Costs



[https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](https://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl)

We'll turn now to allowable and unallowable costs for your project. Be very careful in preparing your proposal and include only allowable costs in both your IMLS ask and your cost share. To do otherwise can hurt your chances of getting positive reviews and being recommended for funding.

We'll go through some common expenses that are allowable and unallowable, but for details, please see Title 2, Subtitle A, Chapter II, Part 200 of the Code of Federal Regulations covering Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, or "2 CFR 200" for short.

Fortunately, the regulations are available online in a searchable format on the U.S. Government Publishing Office website listed on the screen.

Of particular interest is Subpart E - Cost Principles, a small section of which is shown on the right side of the screen.

## Allowable Costs



### Examples of allowable costs:

- personnel salaries, wages, and fringe benefits
- travel expenses for key project staff and consultants
- materials, supplies, software, and equipment related directly to project activities
- equipment to improve collections storage and exhibit environments
- third-party costs
- publication design and printing
- staff and volunteer training
- internships/fellowships
- indirect or overhead costs

In the NANH Notice of Funding Opportunity, we provide a partial list of the most common examples of allowable costs as pictured here.

These costs may be part of what you ask IMLS to pay for and/or what you will pay for as part of your cost share, if you select to include one. The rules about allowability apply to both sides of the budget.

## Unallowable Costs

### Examples of unallowable costs:

- 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 (see 2 C.F.R. §3187.15(b))
- general advertising or public relations costs
- construction or renovation of facilities
- social activities, ceremonies, receptions, or entertainment
- research projects (see 2 C.F.R. § 200.87)
- pre-award costs



We also provide a list of generally unallowable costs, again both for IMLS funds and for cost share. These costs may **not** be part of what you ask IMLS to pay for, **nor** can they be part of what you will pay for as part of your cost share. In fact, unallowable expenses can't show up anywhere in your proposal.

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

## These components are required of all NANH applications -

- Application for Federal Assistance/Short Organizational Form (SF-424S)
- IMLS Supplementary Information Form (including Abstract)
- IMLS Museum Program Information Form
- Organizational Profile (1 page)
- Narrative (5 pages max.)
- Schedule of Completion (1 page per year max.)
- IMLS Budget Form
- Budget Justification
- List of Key Project Staff and Consultants
- Resumes of Key Project Staff and Consultants (2 pages max. each)

Next up are application components. Your application will consist of a series of individual documents, and it's very important to make sure you prepare and submit everything you should.

These application components fall into three categories in Native American/Native Hawaiian Museum Services application package. The first is that of **Required Documents**. **All applications must include the documents listed here.** Omission of even just one can result in the exclusion of your application from further consideration. Also important to note are page limits. If you exceed the page limit specified in the Notice of Funding Opportunity, we must remove the extras before your application goes out for review. That means your reviewer may well see a paragraph or sentence end in mid air and will wonder about your planning skills and your attentiveness to detail. Make sure your content fits into the page limits specified and make sure the number of pages holds when you convert your document to a PDF.

Two of our required forms are new this year. You will complete them through [grants.gov](https://www.grants.gov), and they are dynamic forms meaning that your answers to certain questions will determine which questions you see next. These are the IMLS Supplementary Information Form (including Abstract) and the IMLS Museum Program Information Form. These replace the IMLS Program Information Sheet that has long been part of our application.



## Conditionally Required Documents

### These components are required of some NANH applications -

- Proof of Private, Nonprofit Status (for organizations that primarily serve and represent Native Hawaiians)
- Proof of Eligibility (for organizations that primarily serve and represent Native Hawaiians)
- Final Federally Negotiated Indirect Cost Rate Agreement
- Digital Product Form
- Detailed Condition Reports and/or Conservation Treatment Proposals

The second category of application components is that of **conditionally required documents**. **Some** applications must include one, two, or all three of these, and it's your job to figure out which are required for yours.

- If you are an organization that primarily serves and represents Native Hawaiians, then you must include your proof of nonprofit status issued by the IRS as well as appropriate Proof of Eligibility documentation outlined in the Notice of Funding Opportunity.
- If you are using a federally negotiated indirect cost in your budget, then you must include a copy of your final rate agreement.
- If you create digital products during the course of your project, then you must submit a Digital Product Form.
- If you are requesting support for conservation treatment, then you must include detailed condition reports and/or formal conservation treatment proposals.

Just like the required documents, omission of even one can result in the exclusion of your application from further consideration.

Please note that the term “digital product” includes 1) digitized and born-digital content, resources, or assets; 2) software; 3) research data. Please see the form itself for more specific examples. If you are creating any of these types of materials, you must include the form with your application.



## Supporting Documents

**These components are optional in NANH applications.**

Include only those that supplement the Narrative and support the project description provided in the application.

- Letters of commitment from participants and letter of support from experts and stakeholders
- Bibliography or references relevant to your proposed project design or evaluation strategy
- Relevant images to support your proposed project
- Exhibit design plans
- Reports from planning activities
- Contractor quotes
- Equipment specifications
- Products or evaluations from previously completed or ongoing projects of a similar nature
- Collections, technology, or other departmental plans for the organization as applicable to the proposed project
- Web links to relevant online materials
- Needs assessments

The third group of application components is **supporting documents, and here is a partial list of examples**. Supporting documents are completely optional. You may submit some or none. We urge you to 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 really does work to your benefit. Include what is important and helpful ... and stop there.

## Narrative: Project Justification

### Tell us:

- What need, problem, or challenge will your project address, and how was it identified?
- Who or what will benefit from your project?
- How will your project strengthen museum services?
- How will your project address the goals of the NANH grant program?

### Reviewers will look for:

- Evidence supporting the identification of the need, problem, or challenge to be addressed
- Clear identification of the beneficiaries and their involvement in planning where possible
- Description of the collections and/or records and current conditions, if applicable
- Evidence that the project strengthens museum services in a specific, actionable, and measurable way

In this section of the narrative – the Project Justification - 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; how your project will strengthen museum services; and how your project will address the goals of the NANH program.

Remember that core of the Native American/Native Hawaiian Museum Services program is the goal to strengthen tribe's of Native Hawaiian organization's museum services.

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; whether your project strengthens museum services in ways that are specific, actionable, and measurable

If you are applying for a collections-based project, be sure to describe and quantify the collections and/or records that will be the focus of your project.

Please note that you are required to add \$2,000 per year in award funding for travel within

the NANH budget to attend an IMLS-designated grantee meeting.

## Defining a need, problem, or challenge



- Remember that the federal government wants its investment to result in something getting better.
- Articulate what will get better as a result of your project as precisely as possible.
- Identify why it is important that this change happens.
- Hone your problem definition carefully.
- Present data that support your problem definition.

Because the need, problem, or challenge is foundational in your application, keep these points in mind.

- The federal government wants its investment to result in SOMETHING getting better.
- As you define your need, problem, or challenge, articulate WHAT will get better as a result of your project as precisely as possible. Will someone learn something, develop a skill, change an attitude? Will members of your community be better able to work together to solve problems? Will collections be better cared for? Will their lifespan be extended? Will access to your collections and the information surrounding them be expanded? Identify why it is important that this particular change happens.
- Hone your problem definition carefully in clear, succinct terms.
- Gather and present data that support your problem definition.

## Narrative: Project Work Plan

### Tell us:

- What specific activities, including evaluation, will you carry out?
- What is your project's maturity level?
- What are the risks to the project and are they accounted for in the work plan?
- Who will plan, implement, and manage your project?
- When and in what sequence will your activities occur?
- What resources will you need to carry out the activities?
- How will you track your progress?
- How and with whom will you share your project's results?

### Reviewers will look for:

- Activities informed by appropriate theory and practice
- Activities appropriate for the identified maturity level
- Goals, assumptions, and risks clearly stated
- Appropriate evaluation activities and performance measurements
- Team with sufficient experience and skills
- Realistic and achievable schedule
- Appropriate time, financial, personnel, and other resources
- Clear methodology for tracking progress and adjusting course when necessary
- Effective plan for communicating results and/or sharing discoveries

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; 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.

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. They will look at your proposed evaluation and performance measurements and will weigh in on whether it will result in valid and reliable findings; 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?

## Defining an activity



- An activity is something that someone does.
- It has a beginning and an end.
- You know when you've finished it because it doesn't need to be done any more (or it is no longer on your To Do List).
- It is not a "goal," "result," or "outcome." It is a thing you do as part of striving to achieve those.
- Aim for a reasonable level of granularity in identifying your activities—not too much, not too little, just right.

[Image: <https://pixabay.com/en/stick-figure-road-sign-traffic-sign-1097163/>]

Your work plan will be built on activities, so it's important to be clear about just what an activity is.

An activity is something that someone does. It has a beginning and an end (just like projects), and you know when you've finished it because it doesn't need to be done any more. It is no longer on your To Do List.

An activity is NOT a goal, a result, or an outcome. Rather it is something you do as part of striving to achieve those.

Aim for a reasonable level of granularity in identifying your activities. That might be hard, but strive for not too much, not too little, but rather just right.



# Defining risks



## About Risk

- There is no checklist of risks, but every project has them.
- The best proposals will show that the applicant is aware of them and has thought through a plan for dealing with them.
- Answer the question, “What if?”

## Examples of Risk

- A project is dependent upon fundraising to generate the cost share, but it might not be complete by the time the application is submitted. What will the institution do if that money is not available by the time the project gets underway?
- A project may be structured around university interns, who will be selected and trained according to well thought-out processes. What will happen if one or more interns drops out? What’s the plan for replacing them mid-project?
- A project involving rehousing collections into new museum-quality collections storage furniture might run into delays in preparing the space or in the delivery of the cabinets. What happens to the collection items then? How will the institution ensure that they remain safe and secure?

[Image: <https://cheekymunkey.co.uk/wp-content/uploads/2017/04/What-is-an-IT-security-risk-1024x437.jpg>]

We also ask you to think about risks that are inherent in your particular project and to tell us how you’ve taken that into account in your planning. Think of it as answering the question, “What if?”

There is no checklist of risks, but every project has them. The best proposals will show that you are aware of them and have thought through a plan for dealing with them. Look at your activities and think about what could go wrong. Focus on the ones where your experience (your own or that of your group) tells you, “Yes, that could happen” and identify steps you would take in response.

IMLS knows things go differently than expected. We just want you to prepare by identifying implementable options.



## Narrative: Project Results

### Tell us:

- What are your intended results that will address the need, problem, or challenge you have identified?
- How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?
- What data will you collect and report to measure your project's success?
- If applicable, how will the care, condition, management, access to, or use of the collections and/or records that are the focus of your project improve?
- What tangible products will result?
- How will you sustain the benefit(s) of your project?

### Reviewers will look for:

- Clearly articulated, realistic, meaningful, actionable results linked to the need, problem, or challenge addressed
- A solidly grounded and appropriately structured plan to effect meaningful change
- Well designed and feasible plan for collecting and reporting data
- Care, condition, management, and access
- Useful tangible products
- Reasonable and practical plan for sustaining the benefits of the project beyond the conclusion of the grant

The third section of your narrative - Project Results - should be devoted to articulating your project's intended results. This is your chance to convince the reviewers that your project will result in something getting better. The need or problem you identified in your project justification will be addressed, and it will be diminished or eliminated altogether.

This is also the place where you will describe how you will collect and report the data that will document this improvement, and it will connect to the performance goals and performance measure statements you choose on the IMLS Program Information Sheet.

## Defining intended results, success measures



- Answer the question, “What will be better as the result of this work?”
- Think through how you’ll recognize success and how you’ll measure it for each of your high-level activities.
- Tie everything back to your need, problem, or challenge.
- Include tangential benefits or positive outcomes, but make sure they are in addition to, not instead of, your original intended results.
- Consider constructing a logic model to explain your intended results and your plan for achieving them.

We often hear that defining intended results and success measures is challenging for applicants, so it’s worth spending a bit of time on this here.

Let’s think back to the questions we referenced a couple of slides ago when we talked about defining the need, problem, or challenge that your project is addressing. If you said someone will learn something, how will you know? If your problem related to segments of your community being better able to work together, how will you know when that has been achieved? If collections will be better cared for, how will you be sure and how will you measure “better”? If you’re digitizing to expand accessibility, how will you know when you’ve done it?

All of your results should tie back to your need, problem, or challenge. You may well experience tangential benefits and/or positive outcomes, but make sure you identify them as “in addition to” and not “instead of” your original intended results. Reviewers are likely to see that as a disconnect.

This focus on results and measuring success in meaningful ways is not new, but it hasn’t gotten easy. There has been a tremendous amount of work done on ways to measure success, and we as an agency are still working on this. For you as an applicant though, we encourage you to consider using a logic model to explain your intended results and your plan for achieving them.

# Logic Models

- Consider using a logic model to explain your intended results and your plan for achieving them.
- Learn more through IMLS's Shaping Outcomes online course at <http://www.shapingoutcomes.org/>



This block shows several overlapping worksheets from the 'shaping outcomes' Logic Model Workshop. The visible sections include:
 

- Section I: Situation: program partners and stakeholders** - Questions about the project name, purpose, stakeholders, and needs.
- Section II: Program planning: connecting needs, solutions** - Questions about the audience, needs, and solutions.
- Section III: Logic model summary** - A table for summarizing the model.
- Section IV: Outcomes** - A table with columns for Outcome, Applied to, Data Source, Date Started, and Target.

Some NANH applicants use logic models, and reviewers appreciate their conciseness and focus. There are many excellent resources available to help you construct a logic model, and among these are IMLS's "Shaping Outcomes," a free online course developed in partnership with Indiana University-Purdue University of Indianapolis. It is available at [www.shapingoutcomes.org](http://www.shapingoutcomes.org), and it is customized to meet the needs of museum applicants. There are downloadable worksheets and numerous examples that you are likely to find relevant to your own work.

**So, to recap:** Your Narrative has three sections—Project Justification, Project Work Plan, and Project Results, and you have seven pages for it. The sections all equally important, so don't give any of them short shrift. Write clearly, address what we ask you to address, and keep an eye on those review criteria. We're telling you here exactly what the reviewers will look for, so make it easy for them to find it and understand it.

## Application Tips

Check your registrations, and know your user names and passwords.



- D-U-N-S® Number ([www.dnb.com](http://www.dnb.com))
- System for Award Management ([www.sam.gov](http://www.sam.gov))
- Grants.gov ([www.grants.gov](http://www.grants.gov))

**You need all three. SAM.gov expires every year. Grants.gov passwords expire every 60 days. Grants.gov accounts are deactivated after 365 days of inactivity.**

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

First on the list, make sure your registrations are complete and your passwords and user names are current. You must have a DUNS number, an active SAM.gov registration, and a current and functional Grants.gov registration, and if you are just starting out, you'll need to acquire them in that 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.

It's crucial to remember that your SAM.gov registration expires each year and you must renew it. You can check your status at any time by going to [www.sam.gov](http://www.sam.gov). In addition, your Grants.gov password expires every 60 days, and leaving accounts inactive for a year or more can result in the removal of all account roles. So ... make sure you know who your Grants.gov Authorized Organization Representative is and be sure the username and updated password are in place.

Both the SAM.gov and Grants.gov websites have robust help features and FAQs.

## 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.
- Become familiar with Grants.gov's Workspace.  
See <https://www.grants.gov/web/grants/applicants/workspace-overview.html>
- Do your background research.
- Revisit the grant Notice of Funding Opportunity frequently, and follow the narrative outline it provides. Use headings, subheadings, or numbered sections to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon.
- Check your spelling, grammar, and math.
- Ask a colleague to review everything with fresh eyes before you submit it.
- Be sure your application is complete.
- Submit to Grants.gov **early** so you can correct any errors.

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

- Start early. You've already done that by participating in this webinar, but don't lose momentum. Keep going!
- Become familiar with Grants.gov's Workspace. This is the method only method you can use to submit your application package to us through Grants.gov. Consider starting with the Workspace Overview and check out the tutorials.
- Do your background research. Make it easy for the reviewers to see that you are up to date and know what you're talking about.
- Revisit the grant NANH Notice of Funding Opportunity frequently, and follow the narrative outline it provides. 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.
- Check your spelling, grammar, and math. It counts!
- 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.
- Be sure your application is complete. Check it against the Table of Application

Components and then check it again.

- Submit to Grants.gov early so you can correct any errors and avoid any possible issues caused by technology challenges.

## Review Process

Date	Review Activity
November 15, 2019	Applicants submit packets through Grants.gov
November – December 2019	IMLS staff review applications for completeness and eligibility
January – March 2020	Review period
May 2020	IMLS Director makes final award decisions
June 2020	IMLS notifies applicants of award decisions; provides reviewer comments
July 1, 2020	Awarded projects begin

This is the general schedule of events to show what happens to your application once we receive it. The times that you will hear from us are marked with asterisks - in November, when you'll receive email acknowledgements that your application has been received by Grants.gov (either successfully or unsuccessfully) and that it has been forwarded to IMLS; in November, when you'll receive an email from us providing you with basic summary information that we ask you to review and an application log number, which is what we will use to track your application. If your application is found to be incomplete or your institution is ineligible, you'll hear from us in November or December.



From January through March, experienced and knowledgeable peer reviewers will provide scores and comments based on the criteria outlined in the NANH Notice of Funding Opportunity, and IMLS staff will examine budgets, financials, and your track record with past and current grants. We then prepare materials for the IMLS Deputy Director for Museums and the Director. By law, the IMLS Director is charged with the authority and responsibility to make final award decisions, and this happens in May.

In June, we notify all applicants by email of the award decisions and provide the scores and comments created by the reviewers. Project Directors and Authorizing Officials of funded applications receive award packets. And on July 1, 2020, funded projects begin.





## IMLS Office of Museum Services

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Thank you very much for your interest in IMLS and in the Native American/Native Hawaiian Museum Services grant program, and we hope you have found the information in this webinar helpful. Here is a listing of the names, email addresses, and direct phone numbers for program staff in the Office of Museum Services, Laura and I are happy to answer NANH questions, but if you can't reach us, any staff member will be happy to help you.

Good luck and we look forward to seeing your application in November.



## Credit

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