Timed Transcript for IMLS Office of Museum Services Webinar: Choosing a Funding Opportunity for Fiscal Year 2022

0:03
Welcome to the IMLS Office of Museum Services informational webinar, Choosing a Funding Opportunity for Fiscal Year 2022.

0:11
Our goal in this presentation is to provide basic information to help you decide which IMLS funding program is most likely to be the best fit for your project idea and your institution.

0:23
This is one of a series of pre-recorded webinars designed to help you find the information you need to create a competitive application for IMLS museum funding.

0:32
Once you decide on a grant program, we encourage you to watch the specific webinar for that program.

0:39
These webinars will be available in September and can be accessed at the URL above by clicking On-Demand Webinars.

0:46
In this presentation, we will be addressing these topics.

0:49
First, we'll consider the IMLS vision, mission, and strategic plan.

0:54
Becoming familiar with them will help you understand why our grant programs are structured the way they are and why we ask you as an applicant to address certain issues in your application.

1:04
Second, we'll address basic institutional eligibility criteria to help you make good preliminary decisions about which program to pursue.

1:13
Next, we'll present basic information about our funding programs and opportunities.

1:18
We'll show you where to find specific information on the IMLS website.

1:22
Then, we'll talk about the three registrations you must have in place in order to apply for a grant, and we'll stress how important it is to get this done well in advance of the grant deadline.

1:32
Finally, we'll share where to find our contact information and invite you to get in touch with us with any questions you might have or simply to talk about your project ideas.

1:42

IMLS's vision and mission statements were adopted as part of the agency's current strategic plan. Both emphasize that IMLS is here to support museums and libraries in their work of serving their communities.

1:54

IMLS's vision is a nation where museums and libraries work together to transform the lives of individuals and communities.

2:01

Our mission is to advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development.

2:11

Much like your own institution's strategic plan, IMLS's identifies goals that help us achieve our vision and accomplish our mission.

2:19

There are three programmatic goals that drive our grantmaking, and you will see these concepts referenced in much that we will talk about today, as well as in the guidance for preparing grant applications.

2:31

Goal One makes it clear that IMLS supports engaging learning experiences in museums for people of all ages and interests.

2:38

Goal Two specifies that IMLS helps strengthen the capacity of museums to improve the well-being of their communities by exploring methods of and implementing new approaches to community collaboration.

2:50

Goal Three confirms that IMLS supports the stewardship of museum collections at institutions of all types and invests in tools, technology, and training that enable people of all backgrounds and abilities to discover and use museum collections and resources.

3:05

To learn more about our new strategic plan covering the period FY 2022 to 2026, please refer to our website.

3:15

So, who is eligible to apply for an IMLS grant?

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Each of our grant programs has a slightly different set of eligibility criteria.

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Some of these relate to governance systems, some related to geography, and some relate to institutional mission.

3:29
It's crucial, therefore, that you check the Notice of Funding Opportunity for each program in which you are interested. To get you started, however, we're making some very broad suggestions here.

3:40
Find your institution type in the column on the left, and then check out the grant programs corresponding to the X's in the column on the right.

3:48
When you have identified a grant program of interest, take time to explore the eligibility criteria that are presented in the Notice of Funding Opportunity.

3:57
As you saw on the previous slide, several of our grant programs specify "museum" as an eligible type of organization.

4:04
To answer the question, "what types of institutions are included in the term 'museum,'" we share this list.

4:10
However, the list is NOT exhaustive. Even if your organization's name does not include the word "museum," you may still be eligible if you meet the requirements as set out in the Notice of Funding Opportunity.

4:22
Please take note that museums as defined here may stand alone as independent organizations or they may be administered by a governing body, such as a college, university, tribe, or a state or local government.

4:35
To explore that point just a bit further, in addition to meeting governance and geographic requirements, to qualify as a "museum," an organization must also: use a professional staff; be organized on a permanent basis for essentially educational or aesthetic purposes;

4:52
Own or use tangible objects,

4:54
Either animate or inanimate; care for these objects; and exhibit these objects to the general public on a regular basis, at least 120 days a year, through facilities that it owns or operates.

5:06
For the FY 2022 deadline, due to closures resulting from COVID-19, applicants have three ways in which to meet the 120 days open eligibility requirement.

5:17
First, you must measure the 120 days in the time period immediately before submitting your application.

5:24

Second, you can measure the 120 days in the previous calendar year or, third, you can measure 120 days in a year that ends the day of your shutdown.

5:33

For more details on each of these points, please look at the Eligibility Information in any given grant program's Notice of Funding Opportunity.

5:43

There are some organizations that cannot apply for IMLS grants.

5:47

These include federally funded institutions, for-profit organizations, and foreign countries or organizations.

5:53

It also includes individuals.

5:56

While these entities cannot apply for an IMLS grant, there is no rule against their participating as partners or providing services to a grant-funded project.

6:06

Let's turn now to the funding programs and opportunities that we offer.

6:10

These include two assessment programs: the Museum Assessment Program and the Collections Assessment for Preservation program, and six grant programs: Museums for America, Museums Empowered, Inspire! Grants for Small Museums, National Leadership Grants for Museums, Museum Grants for African American History and Culture, Native American/Native Hawaiian Museum Services Program.

6:36

The Museum Assessment Program, or MAP, is funded by IMLS and managed by the American Alliance of Museums in Washington, DC.

6:45

It is available to small and mid-sized museums of all types, and its purpose is to help organizations strengthen their operations, plan for the future, and meet professional standards through self-study and a consultative site visit from an expert peer reviewer.

7:01

MAP participants can choose from five assessment types.

7:05

This basic, strategic, and holistic Organizational Assessment helps a museum look at its operations primarily from the perspective of how well activities, resources, and mission align with each other, and with professional ethics, practices, and standards.

7:20

The Collections Stewardship Assessment focuses on practical, ethical, and strategic collections issues and activities related to the care and management of a museum's collections per professional practices and standards.

7:33

The Education and Interpretation Assessment helps a museum evaluate how well it is carrying out its educational role and mission, meeting core standards for education and interpretation.

7:44

This assessment also looks at the museum's educational content creation and delivery from the perspective of diversity, equity, accessibility, and inclusion.

7:54

The Community and Audience Engagement Assessment focuses on the museum's awareness and understanding of, and relationship with, its various communities and audiences; and their perception of, and experience with the museum.

8:06

The advanced Board Leadership Assessment is for private non-profit museums with policy-making boards and paid staff which are looking for guidance on how to strengthen their institution and ensure its long-term success through more effective leadership-oriented governance.

8:21

To learn more, please visit WWW dot AAM dash U S, dot O R G, forward slash, M A P, or call (202) 289-9118.

8:35

Applications will be due February 1, 2022.

8:38

To be notified when the application and full program details are released, please send your contact information to M A P at AAM dash U S dot O R G.

8:52

Also funded by IMLS and administered by the Foundation for Advancement in Conservation in Washington, DC, the Collections Assessment for Preservation or CAP program,

9:03

Provides small and mid-sized museums with support for general conservation assessments. Through self-study and an onsite visit by a collections conservation specialist as well as a building specialist.

9:14

CAP can assist your institution by helping you decide how to invest limited funding and staff time; facilitating the development of a long-term preservation plan; and serving as a fundraising tool for conservation projects.

9:28

Potential applicants should refer to the FAIC website regularly for updates. For detailed information about the application process and what happens during and after the CAP process,

9:40
please visit WWW dot cultural heritage dot org forward slash C A P, or call (202) 452-9545, or e-mail C A P at cultural heritage dot org.

9:59
There are six IMLS museum grant programs, and we'll touch briefly on each of them.

10:04
Again, our goal today is to get you on your way in choosing the right program for your needs.

10:09
Museums for America, or MFA, is our largest grant program, receiving the largest number of applications each year, and the one through which we make the largest number of awards.

10:21
The overall goal of the program is to support activities that strengthen the abilities of museums to serve the public.

10:27
As an applicant, you must align your project with one of the agency's goals by choosing a project category.

10:33
Your options are: Lifelong Learning, Community Engagement, and Collection Stewardship and Access, reflecting the programmatic goals of IMLS's strategic plan.

10:42
The deadline for FY 2022 applications is November 15, 2021.

10:49
Grant requests may range from $5,000 to $250,000 for projects scheduled to last from 1 to 3 years.

10:56
Projects must begin on September 1, 2022.

11:01
MFA requires a 1 to 1 cost share.

11:04
This means that for every dollar you request from IMLS, you must plan to provide an additional dollar in cash from a non-federal source, staff or volunteer time, or third-party in-kind contributions.

11:16
We highly recommend going to the IMLS website, WWW dot IMLS dot gov, and accessing the MFA pre-recorded webinar, which will be available in September 2021.

11:29
Once you have listened to the webinar, should you have additional questions, feel free to contact one of the Senior Program Officers assigned to this program.

11:39
Museums Empowered is a special initiative of Museums for America.

11:43
It is designed to support projects that use the transformative power of professional development and training to generate systemic change within a museum.

11:53
Potential projects should address 1 of 4 project categories: Digital Technology, to provide museum staff with the skills to integrate digital technology into museum operations; Diversity and Inclusion, to support museum staff in providing inclusive services to people of diverse geographic, cultural, and socioeconomic backgrounds, and to individuals with disabilities.

12:17
Evaluation, to strengthen the ability of museum staff to use evaluation as a tool to shape museum programs and improve outcomes; Organizational Management, to strengthen and support museum staff as the essential part of a resilient organizational culture.

12:32
The deadline for applications to Museums Empowered this year is November 15, 2021.

12:38
Grant requests may range from $5,000 to $250,000 for projects scheduled to last from 1 to 3 years.

12:45
Projects must begin on September 1, 2022.

12:50
Museums Empowered requires a 1 to 1 cost share.

12:53
This means that for every dollar you request from IMLS, you must plan to provide an additional dollar in cash from a non-federal source, staff or volunteer time, or third-party in-kind contributions.

13:04
We highly recommend going to the IMLS website and accessing the Museums Empowered pre-recorded webinar, which will be available in September.

13:12
Once you have listened to the webinar, should you have additional questions, feel free to contact the Senior Program Officer assigned to this program.

13:21
Inspire! Grants for Small Museums, another special initiative of Museums for America, is designed specifically to help small museums address the priorities identified in their strategic plans.

13:31
As an applicant, you must align your project with 1 of 3 project categories: Lifelong Learning, Institutional Capacity, or Collections Stewardship and Access.

13:41

The deadline is November 15, 2021. Grant requests may range from $5,000 to $50,000 for projects scheduled to last from 1 to 2 years, and no cost share is required.

13:53

Projects must begin September 1, 2022.

13:57

We highly recommend going to the IMLS website and accessing the Inspire! Grants for Small Museums pre-recorded webinar, which will be available in September.

14:06

Once you have listened to the webinar, should you have additional questions, feel free to contact one of the Senior Program Officers assigned to this program.

14:15

National Leadership Grants for Museums support projects that address critical needs of the museum field and have the potential to advance practice in the profession so that museums can improve services to the American public.

14:27

We invest in leaders -- institutions and partnerships -- understand the challenges and opportunities facing the field and devise plans to move the field forward by producing and making available new tools, resources, research findings, and models.

14:42

You can choose 1 of 3 funding levels. As the slide shows, each has its own funding request range, cost share requirement, and grant period duration.

14:51

Rapid prototyping projects allow you to try to innovate a solution to a field-wide challenge that requires funding to rapidly develop, test, iterate, and retest.

15:00

Research projects pose questions of importance to the field and use accepted research methodologies to collect, analyze, and share the data that answers those questions. Non-research projects support larger scale efforts that result in tools and resources for the field.

15:17

The deadline for the National Leadership Grants for Museums applications is November 15, 2021, and projects must begin September 1, 2022.

15:27

We highly recommend going to the website and accessing the National Leadership Grants for Museums pre-recorded webinar, which will be available in September.

15:35

Once you have listened to the webinar, should you have additional questions, feel free to contact the Senior Program Officer assigned to this program.

15:43

The goal of the Museum Grants for African American History and Culture Program, or AAHC, is to build the capacity of African American museums, and to support the growth and

development of museum professionals at African American museums and Historically Black Colleges and Universities.

16:00
The deadline for FY 2022 applications is November 15, 2021, and projects must begin September 1, 2022.

16:10
There are two funding levels in AAHC, and each has its own cost share requirement. For projects requesting $5,000 to $250,000, no cost share is required.

16:20
For projects requesting $50,001 to $250,000, a 1 to 1 cost share is required.

16:28
This means that for every dollar you request from IMLS, you must plan to provide an additional dollar in cash from a non-federal source, staff or volunteer time, or third-party in-kind contributions.

16:40
Projects may be scheduled to last from 1 to 3 years.

16:43
We highly recommend going to the IMLS website and accessing the AAHC pre-recorded webinar, which will be available in September.

16:51
Once you have listened to the webinar, should you have additional questions, feel free to contact the Senior Program Officer assigned to this program.

16:59
The Native American/Native Hawaiian Museum Services Program is designed to support Indian tribes and organizations that primarily serve and represent Native Hawaiians in sustaining heritage, culture, and knowledge through exhibitions, educational services and programming, workforce professional development, organizational capacity building, and collections stewardship.

17:20
This program has very specific eligibility criteria, so make sure to review the details if you are interested in applying.

17:27
The deadline for FY 2022 applications is November 15, 2021, and projects must begin September 1, 2022.

17:37
Grant requests may range from $5,000 to $100,000 for projects scheduled to last from 1 to 3 years, and no cost share is required.

17:45
We highly recommend going to the IMLS website and accessing the NANH pre-recorded webinar, which will be available in September.

17:53
Once you have listened to the webinar, should you have additional questions, feel free to contact the Senior Program Officer assigned to this program.

18:00
To find more information relevant to creating a competitive proposal, your first stop should be our website, WWW dot IMLS dot gov.

18:09
Click on "Grants" in the menu bar for a set of options that provide information on our grant programs.

18:16
Here, you'll be able to explore eligibility criteria; access the Notice of Funding Opportunities, which provide full instructions for preparing an application; and download sample applications.

18:28
You will also be able to access the required application forms.

18:32
Additionally, you can search our database of previously awarded grants (by year, by state, by program), and find out how to apply to become an IMLS peer reviewer.

18:44
At this juncture, we want to draw your attention to the three registration requirements: DUNS, SAM dot gov, and Grants dot gov.

18:53
Your registrations must be complete and up to date for you to submit an application to IMLS or to receive an award.

19:00
If you're starting from scratch, it's important to know that you must complete these registrations in sequence.

19:05
Until recently, all non-federal entities were required to obtain a Dun and Bradstreet Data Universal Numbering System, D U N S, number in order to apply for, receive, and report on federal awards.

19:19
The Unique Entity Identifier, U E I, is replacing the DUNS number and will be requested and assigned by the System for Award Management, SAM.

19:31
Applicants with active SAM registrations can find their assigned U E I in their SAM records.

19:37
Applicants without an active SAM registration will need a D U N S number to register in SAM.

19:44

Visit HTTP colon backslash backslash WWW dot DNB dot com backslash D U N S, dash number dot HTML, or call (866) 705-5711 to look up, request, or update the information associated with an organization's DUNS number.

20:10

DUNS numbers are free and can be created in 1 or 2 business days.

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For more information about the transition from DUNS to U E I, visit GSA dot gov backslash E N T I T Y I D.

20:28

Second is SAM, which stands for System for Award Management.

20:33

The System for Award Management is a federal repository that centralizes information about grant applicants and recipients and is free to all users.

20:41

Applicants must be registered with SAM before registering for Grants dot gov.

20:46

Registering for SAM is also free.

20:49

It can be time consuming, and it is different from DUNS in that you must renew your registration each year to keep it active.

20:56

Because SAM dot gov registrations vary in their expiration dates, check your status early on and take action to ensure you are registered and your registration is active.

21:06

Applicants and recipients must renew their registrations in SAM at least every 12 months, and sooner if their information changes.

21:14

An expired registration will prevent an organization from submitting applications via Grants dot gov and receiving awards or payments.

21:22

Grant payments will be made to the bank account that is associated with the organization's SAM registration.

21:29

Begin with the website and use the FAQs to answer questions. If you have further SAM issues, call the Federal Service Desk at (866) 606-8220, Monday through Friday, 8 AM to 8 PM Eastern Time.

21:45

The third place you must be registered is Grants dot gov.

21:49
Grants dot gov is a website owned and operated by the federal government and is free to all users.

21:54
Applicants must register with Grants dot gov before submitting an application to IMLS.

22:00
To register, you must have an active SAM dot gov status, and of course, a DUNS number.

22:05
Applicants should make sure that the information associated with their DUNS number is accurate and that the SAM registration is current and active.

22:13
Allow several weeks to complete the Grants dot gov registration.

22:17
The Grants dot gov website is extensive and their help capabilities are numerous and well-staffed.

22:22
Begin with the website and it's FAQs, but if you need additional help, you may call their help line at (800) 518-4726, which is available 24 seven, except on federal holidays.

22:35
Visit their support page at the website listed here, or e-mail them at support at grants dot gov.

22:43
Lastly, we encourage you to contact us with any questions you might have about choosing a funding opportunity or any other aspect of the grant application process.

22:51
Visit the landing page for the grant program in which you are interested to find a list of OMS staff contacts. We'll be very happy to help.

23:00
This brings us to the end of the information we set out to share with you in this webinar.

23:04
Let's take a minute to summarize what we hope you will take away.

23:08
First, IMLS's vision, mission, and strategic plan are at the core of its grantmaking.

23:14
You would be well-served to consider these in thinking about your project for which you will be seeking IMLS support.

23:20
Funding opportunities in FY 22 include two technical assessment programs and six grant programs.

23:28
Each grant program has its own set of eligibility requirements, and you should consider these early on in the process of selecting a grant program.

23:36
Each grant program supports particular types of projects aligning with programmatic goals.

23:41
Be sure that you choose the grant program with goals that match your project's intent.

23:46
Applications to all IMLS museum grant programs are due November 15, 2021, and all projects supported through the FY 22 funding opportunities must have a start date of September 1, 2022.

24:01
Our website, WWW dot IMLS dot gov, provides a wealth of information to help you create a competitive grant application.

24:10
Start your explorations there.

24:12
It is very important to get a DUNS number and to register early with SAM dot gov and Grants dot gov.

24:17
If you are already registered, be sure to know the usernames and passwords you'll need well in advance of the day you submit your application.

24:25
And lastly, you should listen to the recorded versions and transcripts of all webinars on our website at HTTPS colon backslash backslash WWW dot IMLS dot gov backslash webinars.

24:39
Thank you for your interest in IMLS funding programs and opportunities, and for checking out this webinar. Good luck, and we look forward to seeing your application in November.