

IMLS Office of Museum Services Choosing a Funding Opportunity for FY2022

August 2021

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



Companion Webinars

PRE-RECORDED OVERVIEW WEBINAR Choosing a Funding Opportunity

PRE-RECORDED PROGRAM WEBINARS Available September 2021

Native American/Native Hawaiian Museum Services Program

Museums for America

National Leadership Grants for Museums

Inspire! Grants for Small Museums

Museum Grants for African American History and Culture

Museums Empowered



To access recordings and transcripts, visit https://www.imls.gov/webinars and click on On-Demand Webinars.

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.

Once you decide on a grant program, we encourage you to watch the specific webinar for that program. These webinars will be available in September and can be accessed at the URL above by clicking On-Demand Webinars.



Presentation Overview

- 1. IMLS Vision, Mission, and Strategic Plan
- 2. Eligibility
- 3. Funding Programs and Opportunities
- 4. Finding Information Online
- 5. Registering
- 6. Contacts
- 7. Summary



In this presentation, we will will be addressing these topics:

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

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

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

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

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.

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.



IMLS Vision and Mission

VISION: A nation where museums and libraries work together to transform the lives of individuals and communities.

MISSION: The mission of IMLS is to advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development.

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.

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

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



IMLS Strategic Plan

Goal 1, Champion Lifelong Learning

Goal 2, Strengthen Community Engagement

Goal 3, Advance Collection Stewardship and Access

Please refer to the IMLS website for updates on the new IMLS strategic plan for FY2022-2026

https://imls.gov/aboutus/strategic-plan

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

Goal 1 makes it clear that IMLS supports engaging learning experiences in museums for people of all ages and interests.

Goal 2 specifies that IMLS helps strengthen the capacity of museums to improve the wellbeing of their communities by exploring methods of and implementing new approaches to community collaboration.

Goal 3 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.

To learn more about our new strategic plan covering the period FY2022-2026, please refer to our website.

	Then consider applying for					
If your organization is	Museums for America	Museums Empowered	Inspire! Grantsfor Small Museums	National Leadership Grantsfor Museums	Museum Grants for African American History & Culture	Native American/ Native Hawaiian Museum Services Program
A museum A nonprofit agency responsible for operating a museum	Х	Х	Х	Х		
A museum whose primary purpose is African American life, art, history, and/or culture A museum service organization or association that supports museums devoted to African American life, art, history, and/or culture An Historically Black College or University					X	
 A federally recognized Indian tribe An Alaskan Native village or corporation A non-profit organization that primarily serves and represents Native Hawaiians 						Х
An organization or association that engages in activities designed to advance the well-being of museums and the museum profession An institution of higher education				Х		

So, who is eligible to apply for an IMLS grant? Each of our grant programs has a slightly different set of eligibility criteria. Some of these relate to governance systems, some relate to geography, and some relate to institutional mission. 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 are making some very broad suggestions here.

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

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.



Who is eligible to apply for museum grants?

"Museums" include:

- aquariums
- arboretums
- art museums
- botanical gardens
- children's/youth museums
- general museums
- historic houses/sites
- history museums
- natural history/ anthropology museums
- nature centers
- planetariums
- science/technology centers
- specialized museums
- zoological parks

Other eligible organizations include:

- colleges and universities
- organizations that serve museums
- federally recognized Native American tribes
- organizations that serve Native Hawaiians

Museums may stand alone as independent organizations or they may be administered by a governing body (e.g., college, university, tribe, or a state or local government).

Be sure to check specific Notice of Funding Opportunity (NOFO) for details.

As you saw on the previous slide, several of our grant programs specify "museum" as an eligible type of organization. To answer the question, "What types of institutions are included in the term 'museum,'" we share this list. 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.

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.



Other Requirements for Museums

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;
- own or use tangible objects, 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.

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;
- own or use tangible objects, 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.

For the FY2022 deadline, due to closures resulting from COVID-19, applicants have three ways in which to meet the 120 days open eligibility requirement. First, you can measure the 120 days in the time period immediately before submitting your application, 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.

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



Who is not eligible to apply?

You are not eligible to apply if you are:

- A federally funded institution
- A for-profit organization
- A foreign country or organization
- An individual



Entities that are not eligible to apply can be partners or third-party service providers.

There are some organizations that cannot apply for IMLS grants.

These include federally funded institutions, for-profit organizations, and foreign countries or organizations. It also includes individuals.

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.



Funding Programs and Opportunities

Assessment Programs

- Museum Assessment Program
- Collections Assessment for Preservation

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

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



Museum Assessment Program (MAP)



Program Goals: To help small and mid-sized museums of all types strengthen operations, plan for the future, and meet professional standards

Five Assessment Types: Organizational, Collections Stewardship, Education & Interpretation, Community & Audience Engagement, and Board Leadership

Applications due: February 1, 2022

Administered by: American Alliance of Museums, Washington DC

Visit: https://www.aam-us.org/map

Call: 202.289.9118

Email: map@aam-us.org

The Museum Assessment Program, or MAP, is funded by IMLS and managed by the American Alliance of Museums in Washington DC. 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. MAP participants can choose from five assessment types.

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.

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.

The **Education & Interpretation Assessment** helps a museum evaluate how well it is carrying out its educational role and mission, meeting core standards for education and interpretation. This assessment also looks at the museum's educational content creation and delivery from the perspective of diversity, equity, accessibility, and inclusion.

The Community & 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.

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.

To learn more, please visit www.aam-us.org/map or call 202-289-9118. Applications will be due February 1, 2022. To be notified when the application and full program details are released, please send your contact information to map@aam-us.org.



Collections Assessment for Preservation (CAP) for Museums

Program Goals: To provide small and mid-sized museums with prioritized recommendations for improving the care of their collections

Applications due: September 15, 2021

Administered by: The Foundation for Advancement in

Conservation (FAIC), Washington DC

Visit: www.culturalheritage.org/cap

Call: 202.452.9545

Email: cap@culturalheritage.org



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

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, please visit www.culturalheritage.org/cap, call 202-452-9545, or email cap@culturalheritage.org.

Museum	ns for America	
Program Goal	To strengthen the ability of an individual museum to serve its public	
Project Categories	Lifelong LearningCommunity EngagementCollections Stewardship and Access	Mystic Seaport Mystic CT Portland Museum Louisville KY
Deadline	November 15, 2021	
Duration	1-3 years	
Funding	\$5,000-\$250,000	
Cost Share	1:1 required	
Pre-Recorded Webinar	Available September 2021	Palo Álto Art Center Palo Alto CA

There are six IMLS museum grant programs, and we'll touch briefly on each of them. Again, our goal today is to get you on your way in choosing the right program for your needs.

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. The overall goal of the program is to support activities that strengthen the abilities of museums to serve the public. As an applicant, you must align your project with one of the agency's goals by choosing a project category. Your options are Lifelong Learning, Community Engagement, and Collections Stewardship and Access, reflecting the programmatic goals of IMLS's strategic plan.

The deadline for FY2022 applications is November 15, 2021. Grant requests may range from \$5,000 to \$250,000 for projects scheduled to last from 1 to 3 years; projects must begin on September 1, 2022.

MFA requires a 1:1 cost share. 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.

We highly recommend going to the IMLS website (www.imls.gov) and accessing the MFA pre-recorded webinar which will be available in September 2021. 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.



Museums Empowered is a special initiative of Museums for America. It is designed to support projects that use the transformative power of professional development and training to generate systemic change within a museum.

Potential projects should address one of four 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.
- 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.

The deadline for applications to Museums Empowered this year is November 15, 2021. Grant requests may range from \$5,000 to \$250,000 for projects scheduled to last from 1 to 3 years. Projects must begin on September 1, 2022.

Museums Empowered requires a 1:1 cost share. 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.

We highly recommend going to the IMLS website (www.imls.gov) and accessing the Museums Empowered pre-recorded webinar which will be available in September 2021. Once you have listened to the webinar, should you have additional questions, feel free to contact the Senior Program Officer assigned to this program.

Inspire! 0	Grants for Small Museums	
Program Goal	To support small museums in addressing priorities identified in their strategic plans	Katonah Museum o Art Katonah N
Project Categories	Lifelong LearningInstitutional CapacityCollections Stewardship and Access	
Deadline	November 15, 2021	Racine Zoo
Duration	1-2 years	Racine W
Funding	\$5,000-\$50,000	
Cost Share	None required	
Pre-Recorded Webinar	Available September 2021	Pratt Museum Homer AK

Inspire! Grants for Small Museums, another special initiative of Museums for America program, is designed specifically to help small museums address the priorities identified in their strategic plans. As an applicant, you must align your project with one of three project categories: Lifelong Learning, Institutional Capacity, or Collections Stewardship and Access.

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. Projects must begin September 1, 2022.

We highly recommend going to the IMLS website (www.imls.gov) and accessing the Inspire! Grants for Small Museums pre-recorded webinar which will be available in September 2021. 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.



National Leadership Grants for Museums

Program Goal	To address critical needs of the museum field and to advance museum practice			
Deadline	November 15, 2021			
Duration	1 year 1-3		ears	
Funding Levels	\$5,000-\$50,000	\$50,000- \$750,000	\$50,000- \$750,000	
Cost Share	Rapid Prototyping Projects: None required	Research projects: None required	Non-research projects: 1:1 required	
Pre-Recorded Webinar	Available September 2021			



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 for the American public. We invest in leaders-institutions and partnerships-that 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.

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

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

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

We highly recommend going to the IMLS website (www.imls.gov) and accessing the National Leadership Grants for Museums pre-recorded webinar which will be available in September 2021. Once you have listened to the webinar, should you have additional questions, feel

free to contact the Senior Program Officer assigned to this program.



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.

The deadline for FY2022 applications is November 15, 2021, and projects must begin July 1, 2022.

There are two funding levels in AAHC, and each has its own cost share requirement. For projects requesting \$5,000-\$50,000, no cost share is required. For projects requesting \$50,001-\$250,000, a 1:1 cost share is required. 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.

Projects may be scheduled to last from 1 to 3 years.

We highly recommend going to the IMLS website (www.imls.gov) and accessing the AAHC pre-recorded webinar which will be available in September 2021. Once you have listened to the webinar, should you have additional questions, feel free to contact the Senior Program Officer assigned to this program.

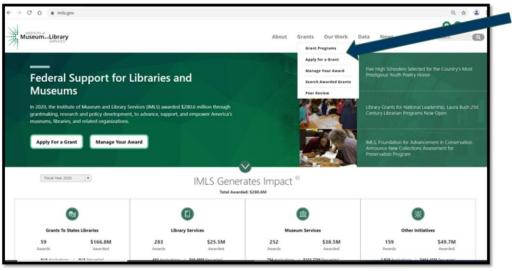
Native American/Native Hawaiian Museum Services Program				
Program Goal	To enhance museum services to sustain heritage, culture, and knowledge among Indian tribes and organizations serving Native Hawaiians			
Deadline	November 15, 2021	Mashpee Wampanoag Tribe		
Duration	1-3 years	2697		
Funding	\$5,000-\$100,000			
Cost Share	None required			
Pre-Recorded Webinar	Available September 2021	Hula Preservation Society		

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

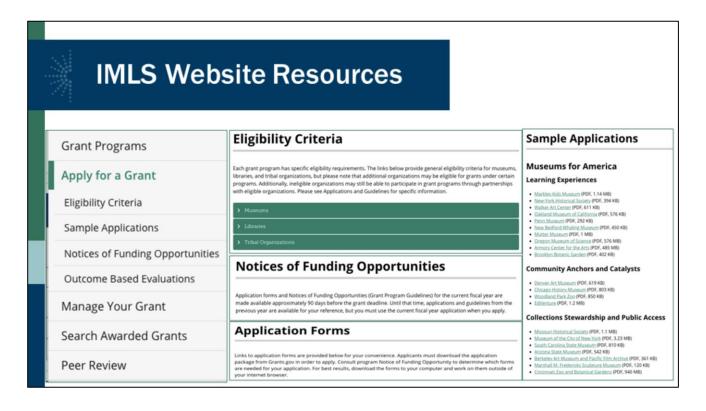
The deadline for FY2022 applications is November 15, 2021, and projects must begin July 1, 2022. Grant requests may range from \$5,000 to \$100,000 for projects scheduled to last from 1 to 3 years, and no cost share is required.

We highly recommend going to the IMLS website (www.imls.gov) and accessing the NANH pre-recorded webinar which will be available in September 2021. Once you have listened to the webinar, should you have additional questions, feel free to contact the Senior Program Officer assigned to this program.

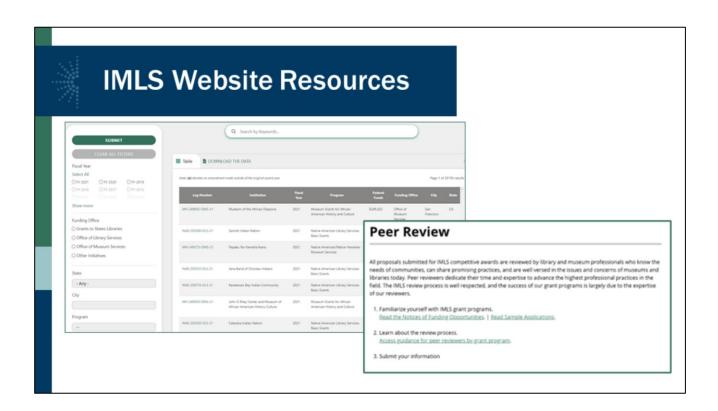
Finding Information: www.imls.gov



To find more information relevant to creating a competitive proposal, your first stop should be our website—www.imls.gov. Click on "Grants" in the menu bar for a set of options that provide information on our grant programs.



Here, you'll be able to explore eligibility criteria; access the Notices of Funding Opportunities, which provide full instructions for preparing an application; and download sample applications. You will also be able to access the required application forms.



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.





D-U-N-S® Number

www.dnb.com

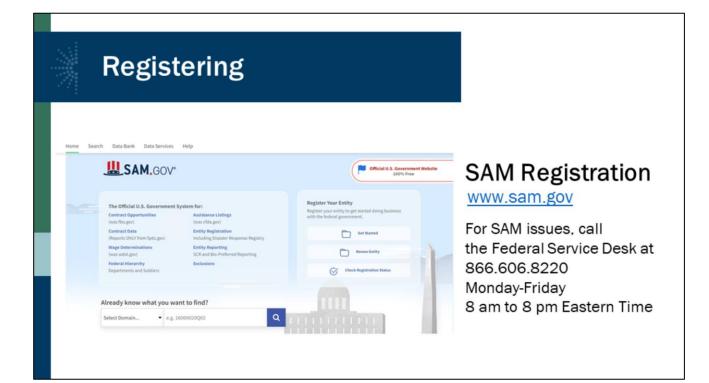
For assistance, call Dun & Bradstreet at 1-866-705-5711.

At this juncture, we want to draw your attention to three registration requirements—DUNS, SAM.gov, and Grants.gov. Your registrations must be complete and up to date for you to submit an application to IMLS or to receive an award. If you're starting from scratch, it's important to know that you must complete these registrations in sequence.

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. The Unique Entity Identifier (UEI) is replacing the D-U-N-S® Number and will be requested in, and assigned by, the System for Award Management (SAM). Applicants with active SAM registrations can find their assigned UEI in their SAM records. Applicants without an active SAM registration will need a D-U-N-S® Number to register in SAM.

Visit http://www.dnb.com/duns-number.html or call 1-866-705-5711 to look up, request, or update the information associated with an organization's D-U-N-S® Number. D-U-N-S® Numbers are free and can be created in one or two business days.

For more information about the transition from D-U-N-S® to UEI, visit gsa.gov/entityid.



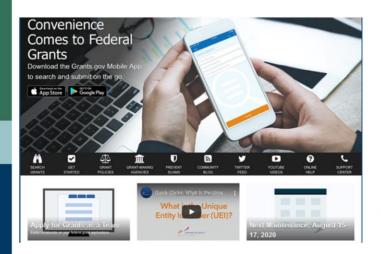
Second is SAM—which stands for System for Award Management. The System for Award Management (SAM) is a federal repository that centralizes information about grant applicants and recipients and is free to all users. Applicants must be registered with SAM before registering with Grants.gov.

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

Applicants and recipients must renew their registrations in SAM at least every 12 months—and sooner if their information changes. An expired registration will prevent an organization from submitting applications via Grants.gov and receiving awards or payments. Grant payments will be made to the bank account that is associated with the organization's SAM registration.

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 a.m. to 8 p.m. Eastern Time.





Grants.gov Registration

www.grants.gov

For Grants.gov help, call 800.518.4726 (available 24/7 except federal holidays), visit https://www.grants.gov/web/grants/support.html or email support@grants.gov.

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

Grants.gov is a website owned and operated by the Federal Government and is free to all users. Applicants must register with Grants.gov before submitting an application to IMLS. To register, you must have an active SAM.gov status, and of course, a DUNS number. Applicants should make sure that the information associated with their D-U-N-S® Numbers is accurate and that the SAM registration is current and active. Allow several weeks to complete the Grants.gov registration.

The Grants.gov website is extensive, and their help capabilities are numerous and well-staffed. Begin with the website and its FAQs, but if you need additional help, you may call their help line at 800-518-4726, which is available 24/7 except on federal holidays; visit their support page at the website listed here or email them at support@grants.gov.



IMLS Office of Museum Services

Visit the landing page for the grant program in which you are interested to find a list of OMS staff contacts.

https://www.imls.gov/grants/apply-grant/available-grants

Office of Museum Services 202-653-4789 imls-museumgrants@imls.gov

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. 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.



Summary

- IMLS's vision, mission, and strategic plan are at the core of its grantmaking.
- FY2022 funding opportunities include two assessment programs and six grant programs.
- Each grant program has its own set of eligibility requirements.
- Each grant program supports particular types of projects aligning with programmatic goals.
- Applications to all IMLS museum grant programs are due November 15, 2021.
- All projects supported through the FY2022 funding opportunities must have a start date of September 1, 2022.
- Helpful information, staff contacts, and Notices of Funding Opportunities are on the IMLS website, www.imls.gov.
- Get a DUNS number and register early with SAM.gov and Grants.gov. Know the usernames and passwords.
- Listen to the pre-recorded webinars for programs for which you intend to apply. Find the recorded versions and transcripts of all our webinars here: https://www.imls.gov/webinars.

This brings us to the end of the information we set out to share with you in this webinar, but let's take a minute to summarize what we hope you will take away.

First, IMLS's vision, mission, and strategic plan are at the core of its grantmaking. You would be well-served to consider these in thinking about your project for which you will be seeking IMLS support.

Funding opportunities in FY2022 include two technical assessment programs and six grant programs.

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.

Each grant program supports particular **types of projects** aligning with programmatic goals. Be sure that you choose the grant program with goals that match your project's intent.

Applications to all IMLS museum grant programs are due November 15, 2021, and all projects supported through the FY2022 funding opportunities must have a start date of September 1, 2022.

Our website—www.imls.gov—provides a wealth of information to help you create a competitive grant application. Start your explorations there.

It is very important to get a DUNS number and to register early with SAM.gov and Grants.gov. If you are already registered, be sure you know the usernames and passwords you'll need well in advance of the day you submit your application.

And lastly, you should listen to the recorded versions and transcripts of all our webinars on our website at https://www.imls.gov/webinars.

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.

Credit

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Thank you and good luck!