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INSTITUTE of
Museum and Library
SERVICES

Prospective Applicant Webinar:

National Leadership Grants for Libraries
Laura Bush 21st Century Librarian Program



This webinar will cover the National Leadership Grants for Libraries and the Laura Bush 21st Century Librarian Grant Programs.

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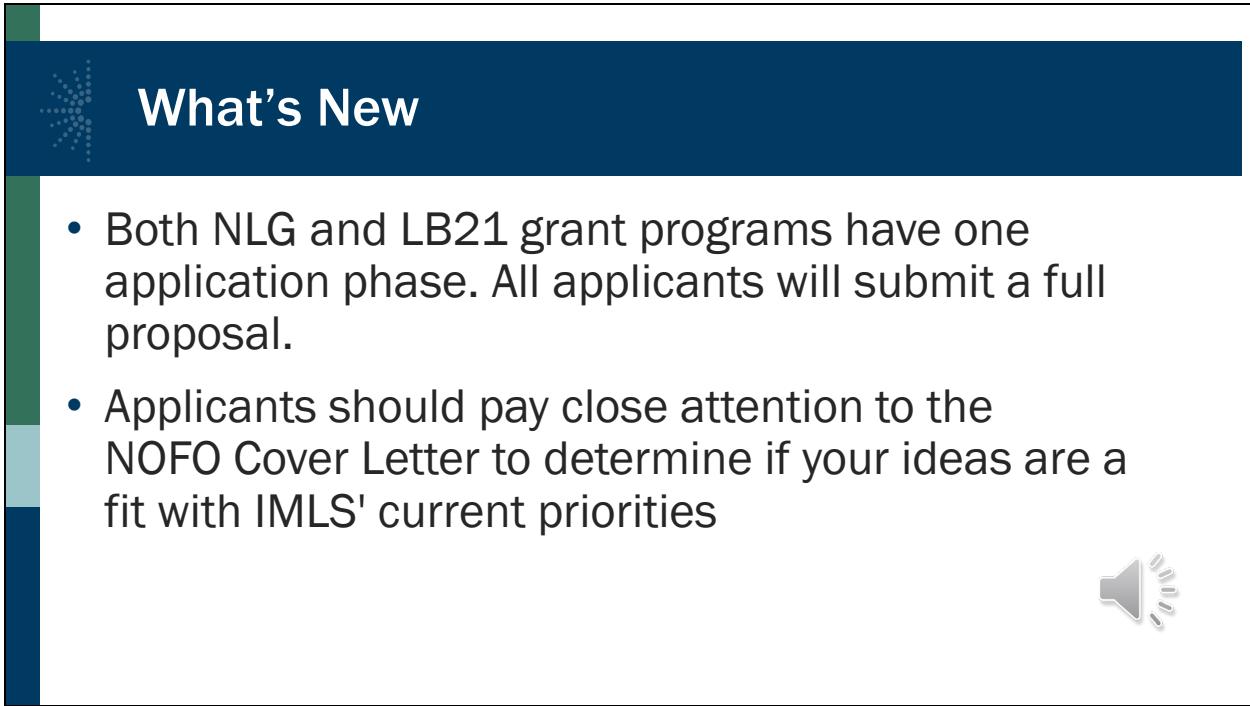
What We Will Cover Today

- A new Notice of Funding Opportunity (NOFO) format
- IMLS strategic priorities
- Program overview
- Eligibility requirements
- Project types
- Application process
- Advice for applicants



Today we will briefly go over IMLS and its strategic priorities and provide an overview of the NLG and LB21 grant programs.

We will also review eligibility criteria, the project types, take you through the application process, and provide you with some tips to help make your application complete and competitive.



What's New

- Both NLG and LB21 grant programs have one application phase. All applicants will submit a full proposal.
- Applicants should pay close attention to the NOFO Cover Letter to determine if your ideas are a fit with IMLS' current priorities



If you have applied to IMLS in the past, you may note that the current Notices of Funding Opportunity (NOFO) are slightly different than in the past. This year, there will be a one phase application process. In the past, there was a two-phase application process where applicants would submit a short preliminary proposal and then only a subset were invited to submit a full proposal. This year, all NLG and LB21 applicants will be expected to submit a full proposal.

Additionally, before applying, you should read the NOFO Cover Letter closely to see if your idea is aligned with current IMLS priorities. This information can help you decide whether or not to apply before investing significant time putting together a full proposal.

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What is IMLS?

Who are we? IMLS is an independent grantmaking agency and the primary source of federal support for the nation's libraries and museums. IMLS helps to ensure that all Americans have access to museum, library, and information services, and invests in new and exploratory approaches, as well as proven and tested methods.

Our vision: A nation where individuals and communities have access to museums and libraries to learn from and be inspired by the trusted information, ideas, and stories they contain about our diverse natural and cultural heritage.

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



IMLS is an independent grantmaking agency and the primary source of federal support for the nation's libraries and museums. IMLS helps ensure that all Americans have access to museum, library, and information services. You can read our mission and vision on this slide and on our website, www.imls.gov.

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National Leadership Grants for Libraries (NLG)

National Leadership Grants for Libraries (NLG) projects enhance the quality of library and archival services nationwide.

Projects are expected to create models, tools, research findings, services, and partnerships that can be widely used, adapted, scaled, or replicated to extend and leverage the benefits of federal investment.



Today we will be talking about two of our grant programs.

The first is our National Leadership Grants for Libraries program – otherwise known as NLG. NLG projects enhance the quality of library services nationwide. The models, tools, research findings, services and partnerships resulting from these awards can be widely used, adapted, scaled, or replicated to extend and maximize the benefit of Federal investment to libraries and archives of all sizes.

It is particularly important to note the importance of far-reaching impact in a National Leadership Grant application. The benefits of your work should extend well beyond one institution or geographic region. Collaborating across institutions, considering institutional diversity in terms of geography, size, and type of institutions, and thinking through dissemination and replicability are essential for success. The Community- Centered Implementation project type is an exception. We will talk about this more soon.

Note that we also do not accept applications that are strictly for digitization, and we cannot accept applications for construction.

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National Leadership Grants for Libraries Goal and Objectives

The NLG-L Program has **one** program goal and four associated objectives.

GOAL: Develop, enhance, or disseminate replicable practices, programs, models, or tools to strengthen library and archival services for the American public.

Objectives:

- Serve the learning needs of the public through libraries and archives.
- Improve community prosperity through libraries and archives.
- Provide broad access to and preservation of information and collections through libraries and archives.
- Provide services to affected communities in the event of an emergency or disaster.



The goal for this program is to generate projects that develop, enhance, or disseminate replicable practices, programs, models, or tools to strengthen the quality of library services nationwide.

Each applicant should align their proposed project with the NLG-L goal and one of the associated objectives. An applicant should clearly identify their selected objective in the narrative and the Library Program Information form.

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Laura Bush 21st Century Librarian Program (LB21)

The Laura Bush 21st Century Librarian Program (LB21) aims to build a library and archival workforce that can meet the information needs of communities and increase the institutional capacity of libraries, archives, and library and information science graduate programs across the country.

Projects are expected to: influence practice, reflect an understanding of current practice and priorities, use strategic collaborations, disseminate activities, results, and findings, and generate measurable results.



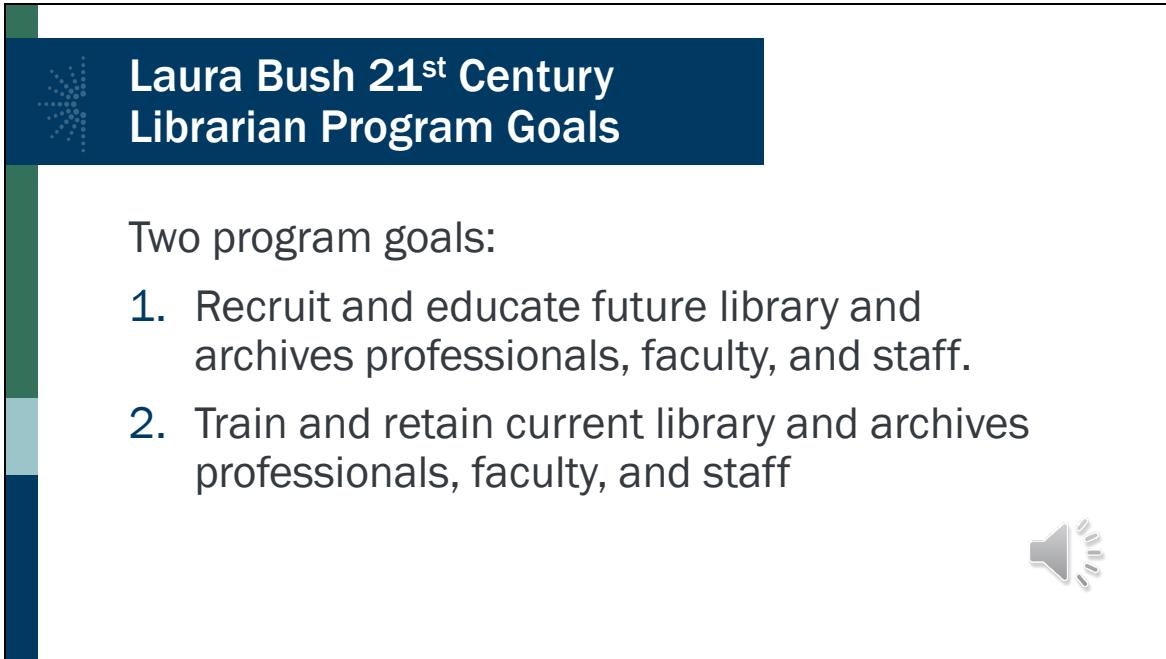
The other program we are discussing today is the Laura Bush 21st Century Librarian Program, or LB21 for short.

This program is designed to build a library and archival workforce that can meet the information needs of communities and increase the institutional capacity of libraries, archives, and library and information science graduate programs across the country. The program supports projects that provide training and professional development to library and archives professionals; develop faculty and information leaders; and recruit, educate, and retain the next generation of library and archives professionals.

Like NLG, projects are expected to: influence practice, reflect an understanding of current practice and priorities, use strategic collaborations, disseminate activities, results, and findings, and generate measurable results.

And just like NLG, far-reaching impact is expected for all project categories except for the Community-Centered Implementation category.

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The slide features a dark blue header bar with the text "Laura Bush 21st Century Librarian Program Goals" in white. To the left of the header is a vertical decorative bar with three horizontal stripes in dark green, medium green, and light blue. The main content area is white with a black border. It contains the following text and list:

Two program goals:

1. Recruit and educate future library and archives professionals, faculty, and staff.
2. Train and retain current library and archives professionals, faculty, and staff

At the bottom right of the slide is a small gray speaker icon with radiating lines, indicating that the slide contains audio content.

The goals for the LB21 program are:

- Recruit and educate future library and archives professionals, faculty, and staff.
- Train and retain current library and archives professionals, faculty, and staff.

Each applicant should align their proposed project with one of these two program goals and one of the associated objectives. Goal and objective choices should be identified clearly in the Narrative and the Library Program Information form.

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To Which Program Should We Apply?		
Project Purpose	Examples	Program
Pre-professional programs; professional education, research about the profession	<ul style="list-style-type: none">• Workshops• Master or Doctoral education• Fellowships	LB21
Early career development of LIS faculty	<ul style="list-style-type: none">• Research by untenured, tenure-track LIS faculty	LB21
Development of services that benefit the American public	<ul style="list-style-type: none">• Civic dialogue programs• Broadband infrastructure• Public health tools	NLG 

Here we have provided some guidance for those of you who are unsure whether your project idea fits into NLG or LB21. Note that NLG is focused on external services and direct work with the American public whereas LB21 is focused on building and training the current and future library and archival workforce.

If your project is primarily about education and training for information professionals – either formal or informal education – you should probably apply to LB21.

If you are a non-tenured, tenure-track faculty member interested in research funding, you will want to look at the Early Career Research Development category in LB21.

If your project is focused on direct services for the American public, whether through practice or research, you should apply to NLG.

Please make sure to read through the Notice of Funding Opportunity (NOFO) carefully to ensure your project is aligned with the correct grant program and that you meet eligibility criteria.

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Where to Find Grant Information

NLG webpage:
<https://www.imls.gov/grants/available/national-leadership-grants-libraries>

LB21 webpage:
<https://www.imls.gov/grants/available/laura-bush-21st-century-librarian-program>

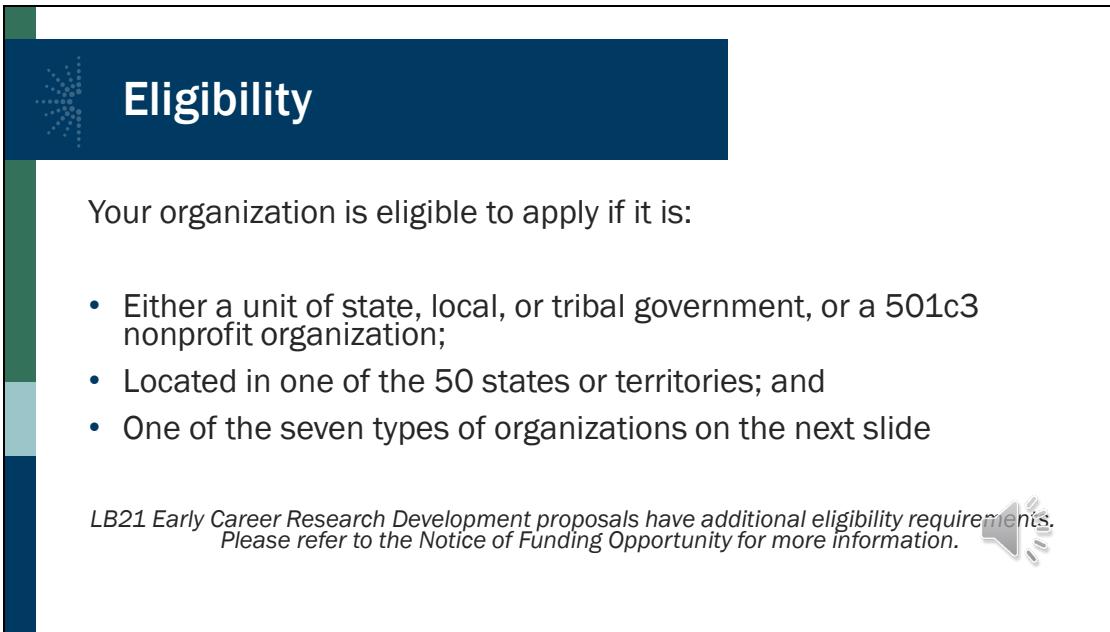
- Program overview
- IMLS staff contact information
- Link to Notice of Funding Opportunity (NOFO)
- Link to this webinar recording



On the IMLS website we have landing pages for each of the two programs. If you're on this webinar it's likely you've already visited one or both. These pages provide an overview of the programs, links to the full notices of funding opportunity, or NOFOs, and also this webinar—so if you want to refer to this applicant webinar later that's where you will find it.

In addition, on each page you can find a list of the relevant program staff you should contact with any questions about the grant programs and the application process.

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The slide has a dark blue header bar. On the left side of the header is a small graphic of a starburst or sunburst pattern. To the right of the graphic, the word "Eligibility" is written in a large, white, sans-serif font. The main content area below the header has a white background. On the far left edge of this area, there is a vertical decorative bar divided into four horizontal sections of different shades of blue and teal. The text "Your organization is eligible to apply if it is:" is centered in the white area. Below this, a bulleted list of three items is provided. At the bottom of the slide, there is a note in a smaller, italicized font: "LB21 Early Career Research Development proposals have additional eligibility requirements. Please refer to the Notice of Funding Opportunity for more information." To the right of this note is a small, stylized graphic of a person with arms raised, wearing a graduation cap.

Your organization is eligible to apply if it is:

- Either a unit of state, local, or tribal government, or a 501c3 nonprofit organization;
- Located in one of the 50 states or territories; and
- One of the seven types of organizations on the next slide

*LB21 Early Career Research Development proposals have additional eligibility requirements.
Please refer to the Notice of Funding Opportunity for more information.*

Your organization is eligible to apply if it is: 1) a unit of state or local government or a 501c3 nonprofit organization, 2) located in one of the 50 states or territories, **and** 3) one of seven types of organizations, which we'll list on the next slide.

Please also note that the Laura Bush 21st Century Librarian grant program has additional eligibility requirements for Early Career Research proposals, so you should pay attention to that in the Notice of Funding Opportunity.

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Organizational Eligibility



- 1. a library or a parent organization of a library
- 2. an academic or administrative unit
- 3. a digital library or archives, if it makes materials publicly available and provides library or archival services and includes at least one permanent professional staff librarian/archivist
- 4. a library agency that is an official agency of a State, Tribal, or other unit of government
- 5. a library or archives consortium that is a local, statewide, regional, interstate, or international cooperative association
- 6. a library or archives association
- 7. A nonprofit organization affiliated with a library or archives whose sole mission is supporting the specified library or archives



In addition to the criteria on the previous slide, your organization is eligible to apply if you are one of these seven types of organizations, including a library, archives, or parent organization, an academic or administrative unit, a digital library or archives, a library or archival agency, consortium, association, or organization, or a nonprofit organization affiliated with a library or archives whose sole mission is supporting the specified library or archives.

If you have any questions about your eligibility, please reach out to someone on our program staff.

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Eligibility Continued

You are not eligible to apply if you are:

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

If your organization is not eligible, we encourage you to apply through a partnership with an eligible institution.



You are not eligible to apply to these programs if you are a federally-operated institution, a for-profit institution, an individual, or a foreign country or organization.

A federally-operated institution does not mean an institution that receives other federal grants. It means that if you are a federal agency, for example, the Library of Congress or Smithsonian, we cannot fund you.

If you are an ineligible institution, we encourage you to partner with an eligible institution. While you cannot be the lead applicant, you can apply through a partnership with an eligible institution and may be able to receive funding in that manner.

More information about this is provided in the guidelines on our website, but the point here is that it is important to figure out early if you are eligible to apply for the program that is of interest to you.

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Registration Requirements

- Get your **Unique Entity ID (UEI)** from the System of Award Management (SAM)
- Register your institution with the **System of Award Management (SAM)**, or ensure your existing SAM registration is active <http://www.sam.gov/>
- Create a **Grants.gov** account for your institution, or ensure your existing Grants.gov account is active <http://www.grants.gov/>

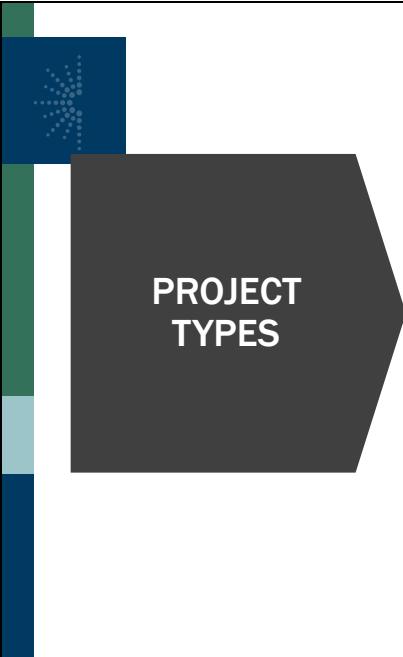


To ensure you will be able to submit your application, please ensure the following registrations are in place at your institution.

- An applicant organization must have a Unique Entity Identifier (UEI) number; a current and active System for Award Management (SAM) registration; and an active Grants.gov registration with an approved Authorized Organization Representative (AOR). We strongly recommend you check these registrations immediately to ensure that they are accurate, current, and active, as it can take a long time to update or renew them.
- Your institution must be registered with SAM. It's important to keep in mind that your SAM registration is good for only one year at a time and must be renewed annually. That's something you don't want to be doing right before the deadline, so we recommend checking your status early on. If it's not your job to track your SAM registration, we recommend you contact the person at your organization whose job it is, so you can make sure this is in place.
- You'll also need an account at Grants.gov, which is the portal through which you will submit your application. Allow at least two weeks for the registration process here, and even if you know you're registered, make sure you know who is authorized for your institution and make sure they know their login information.

In fact, if you don't absolutely know for sure that all these registrations are in place now, I'd recommend checking on it as soon as we get done today. It's not something you want to be trying to accomplish anywhere close to the deadline.

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Category	Period of Performance	Example
PLANNING	1 to 2 years	Preliminary activities; rapid prototyping; piloting
FORUM	1 to 2 years	Convening key participants and subject matter experts
NATIONAL IMPLEMENTATION	1 to 3 years	Full-scale development, implementation, and evaluation
COMMUNITY-CENTERED IMPLEMENTATION	1 to 2 years	Adapting existing practices, findings, models, tools, and/or partnerships to a specific organizational context.
EARLY CAREER RESEARCH (LB21 Only)	1 to 3 years	Funding to untenured, tenure-track library and information science faculty to conduct research
APPLIED RESEARCH	1 to 3 years	Investigating key questions related to libraries and archives

All applicants will also have to select a project type. These categories each have different limits regarding the period of performance of the grant, which you can see in this table.

Planning grants are for preliminary project activities – it should be clear how your activities might lead to future implementation or research activities. Planning grants may include conducting preliminary research, conducting an environmental scan, rapidly prototyping a new program or service, or working on creating partnerships to support larger future activities.

Forum grants are for convening experts and stakeholders around an issue of national significance. This could support one large meeting, or several meetings focused on a particular area to establish a shared agenda or understanding. Planning and Forum grants must be for one to two years and should demonstrate how you will measure and achieve far-reaching impact..

National Implementation grants support full-scale development, execution, and evaluation activities that will achieve far-reaching impact. These are limited to 1-3 years.

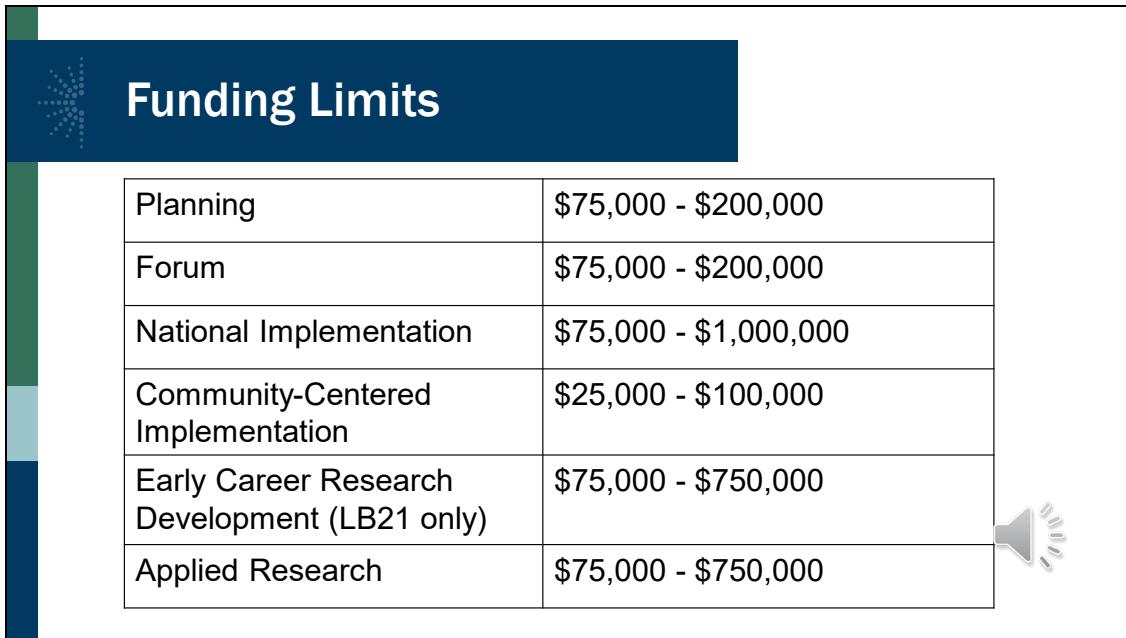
Community-Centered Implementation projects adapt existing models (practices, findings, tools, and/or partnerships) to a specific organizational context. **You must identify and align your proposed work with an established model** (standard, practice, toolkit, open-source software, or research finding). Your project should demonstrate how it is using or adapting what you have identified. Your project should share resources and lessons learned that can be used by libraries and archives in other communities throughout the nation.

Please Note: Your institution may only submit one application under the ***Community-Centered Implementation*** project type. Community-Centered Implementation projects are limited to 1-2 years.

Applied Research grants support the investigation of key questions relevant to libraries or archives, building on prior empirical, theoretical, or exploratory work in libraries and archives or other relevant disciplines. Your project should share resources and lessons learned that can be used by library and archival professionals in other communities throughout the nation.

The LB21 program also offers the **Early Career Research** category, which supports the research of an untenured, tenure-track library and information science faculty member.

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Funding Limits	
Planning	\$75,000 - \$200,000
Forum	\$75,000 - \$200,000
National Implementation	\$75,000 - \$1,000,000
Community-Centered Implementation	\$25,000 - \$100,000
Early Career Research Development (LB21 only)	\$75,000 - \$750,000
Applied Research	\$75,000 - \$750,000

To give you a better sense of the scale, here are the maximum dollar amounts you may request, which are based on the project type you select.

There is flexibility within the funding levels, but you should keep in mind that we have limited funding and both programs are highly competitive. We fund very few million-dollar projects. There is a value proposition that comes into play – the higher the amount you are asking for, the more compelling your case must be for how your work will impact the entire field and represent a significant return on investment.

The Notices of Funding Opportunity (NOFOs) also spell out these funding caps along with the corresponding cost-share requirements.

Cost Share

1:1 cost share is required for National Implementation grants in both NLG and LB21 if:

- An applicant is requesting \$300,000 or more in federal funds

LB21 applicants are not required to cost share funds budgeted for student support



Cost sharing is not considered in the review of applications but is an eligibility criterion. Again, this is spelled out in the Notices of Funding Opportunity (NOFOs).

Generally, a one-to-one cost share is required for both programs if you select the National Implementation project-type and you are requesting \$300,000 or more in IMLS funds.

LB21 applicants requesting a National Implementation grant of \$300,000 or more, are required to provide 1:1 cost share, less student support costs.

Please remember that if a cost is unallowable for IMLS funds, it is also unallowable for cost share.

Cost share is not required for planning, forum, community-centered implementation, applied research, or early career research grants.

Submit Your Application

- Proposals due by 11:59 PM EST of the deadline
- Required components listed in the NOFO
- Submitted via Grants.gov
- IMLS staff check proposals for completeness and eligibility
- Proposals go through peer review
- All applicants receive reviewer comments
- Funding decisions announced (pending availability of funds and at the discretion of the Director)

The required components for applications are listed in the Notices of Funding Opportunity. These applications are submitted through Grants.gov and will undergo a peer review process. The IMLS director makes final funding decisions, pending availability of funds and at the discretion of the Director.

Writing the Proposal Narrative

- Identify project director and partners
- Contextualize in current research and practice
- Outline proposed work plan
- Articulate potential impact and projected outcomes
- Use the Search Awarded Grants function on the IMLS website to review descriptions of funded proposals: <https://www.imls.gov/grants/awarded-grants>



For the final part of this webinar, we'll go over some tips for preparing a competitive application at this first phase of the proposal process.

You should think about the narrative Introduction as a movie trailer, providing the highlights of what the proposal will include. The Search Awarded Grants section of the IMLS website has descriptions of LB21 and NLG projects that have been funded over the past few years, which can be helpful to review as you start to work on your proposal.

The narrative should include an: Introduction, Project Justification, Project Work Plan, and Project Results section.

Some elements you will want to address in your Introduction include clearly identifying any project partners and the purpose of the project – this can easily and quickly be done in the first sentences of the Introduction: Institution X and Institution Y will partner together to make A or accomplish B. They request \$Z from IMLS. We recommend foregoing lengthy introductions and getting directly into the substance of what your project is all about in the first sentence or two.

In your project justification, you will want to ground your project in current and relevant research and practice. Please be succinct and provide data that supports your statements.

You will want to give an outline of your proposed work plan – what will it look like and how will it be accomplished. If it's a research proposal, you must articulate specific research questions and describe your data collection and analysis methods.

You should articulate the potential impact of your work, your projected outcome, and how you will disseminate results.

Guidance for Research Applications

Applied Research and Early Career Research proposals should include:

- research question(s), methods, theoretical framing, & plans for analysis. Explain why these are appropriate for addressing the identified need, challenge, or opportunity and will ensure generalizability
- if your study requires Institutional Review Board (IRB) approval, explain the steps you have taken to secure it

The Notices of Funding Opportunity have specific guidance for applications in the Applied Research and Early Career Research Development categories. This slide lists the questions we ask you to consider, including thinking about the research questions, theoretical framing, research methods, and other aspects of your proposed project.

Putting Your Best Foot Forward

- Participate in a webinar
- Choose a grant program, goal, and objective that aligns with your proposal idea
- Articulate the project goals and/or research questions up front
- Have an unfamiliar reader offer feedback
- Submit all required documents in **PDF format**



As a summary, here are some things that you can do to ensure you are submitting your most competitive proposal.

The first you've already accomplished by viewing this webinar. Next, you want to choose the grant program, goal, and objective that best aligns with your proposal idea.

I highly recommend having a colleague unfamiliar with your project read through your proposal prior to submission – we all get too close to our work, and this will ensure that the proposal you are submitting clearly communicates your project idea.

Be sure to submit all required and conditionally required document and that all use the naming conventions indicated in the table of application components.

Submit all the completed and required documents in pdf format.

Submit on our before the application deadline. We will not consider late applications.