INSTITUTE of Museum and Library SERVICES

Museums Empowered:

FY 2019 Information Session

October 4, 2018

Agenda

- Where to Find Information
- Program Goals, History & Statistics
- IMLS Funding Eligibility Criteria
- Choosing a Project Category
- Project Activities
- Allowable and Unallowable Costs
- Application Components
- Narrative Review Criteria
- Where to Learn More
- Application Tips & Next Steps

Pre-recorded Webinars

Choosing a Museum Funding Opportunity for FY19

A general presentation on IMLS museum grants to help you chose the right grant program for your project

https://www.imls.gov/news-events/events/imls-oms-choosing-funding-opportunity-fy2019

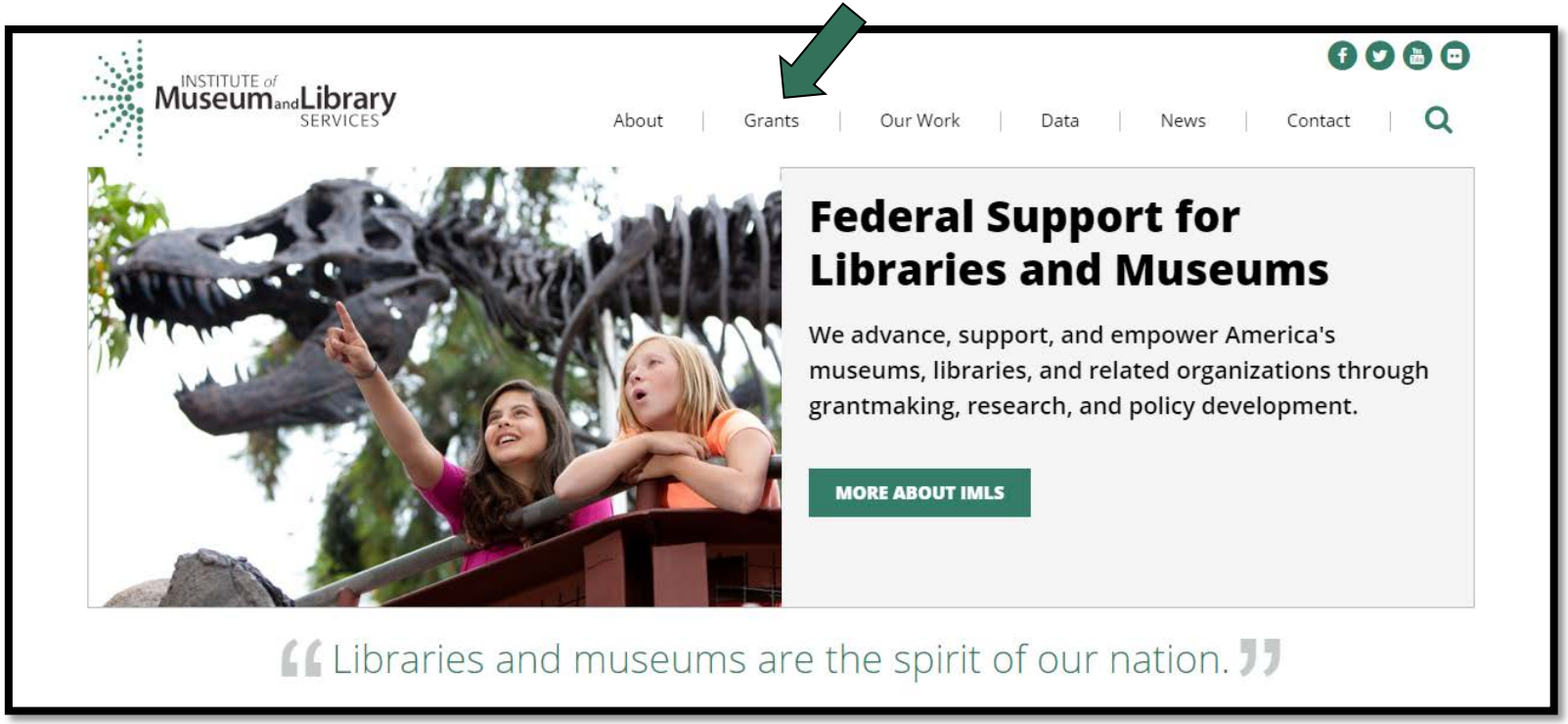
Grant Application Forms for FY19

Get detailed tips on completing required forms for all grant programs.

https://www.imls.gov/news-events/events/imls-oms-fy2019-forms

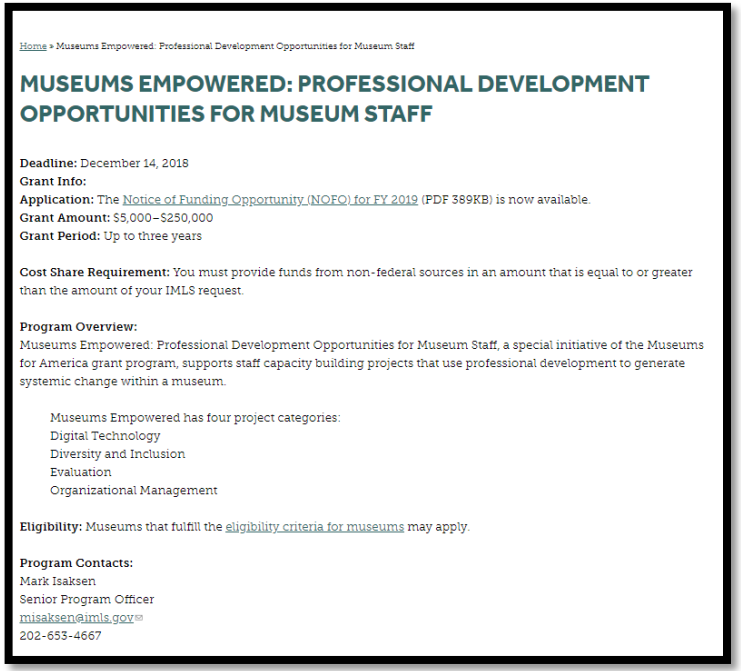
You may watch the entire recorded webinar or just select the PDF of the slides and transcript.

Where to Find Information: IMLS Website



Notice of Funding Opportunity

Museums Empowered: Professional Development Opportunities for Museum Staff



Home » Museums Empowered: Professional Development Opportunities for Museum Staff

MUSEUMS EMPOWERED: PROFESSIONAL DEVELOPMENT OPPORTUNITIES FOR MUSEUM STAFF

Deadline: December 14, 2018
Grant Info:
Application: The Notice of Funding Opportunity (NOFO) for FY 2019 (PDF 389KB) is now available.
Grant Amount: $5,000–$250,000
Grant Period: Up to three years

Cost Share Requirement: You must provide funds from non-federal sources in an amount that is equal to or greater than the amount of your IMLS request.

Program Overview:
Museums Empowered: Professional Development Opportunities for Museum Staff, a special initiative of the Museums for America grant program, supports staff capacity building projects that use professional development to generate systemic change within a museum.

Museums Empowered has four project categories:
Digital Technology
Diversity and Inclusion
Evaluation
Organizational Management

Eligibility: Museums that fulfill the eligibility criteria for museums may apply.

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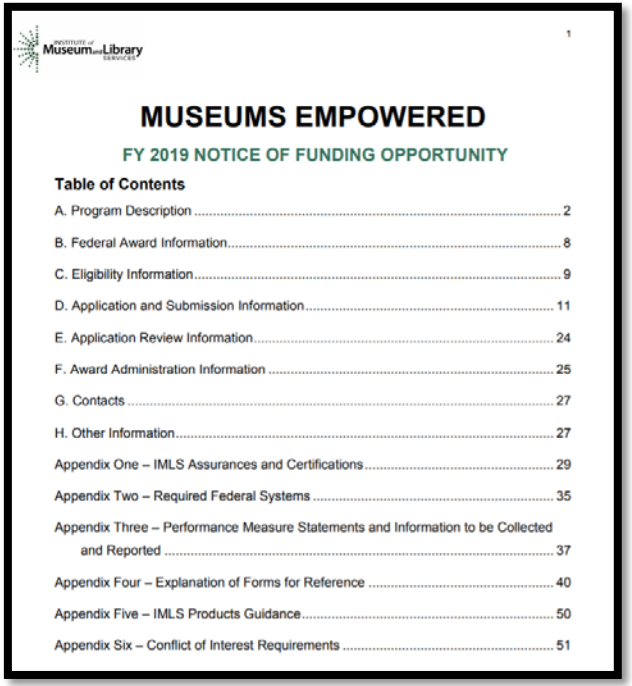

Institute of Museum and Library Services

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MUSEUMS EMPOWERED

FY 2019 NOTICE OF FUNDING OPPORTUNITY

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Program Goals

Museums Empowered is a special MFA initiative with the goal of :

strengthening the ability of an individual museum to serve its public

through **professional development** activities that cross-cut various departments to generate systemic change within the museum

Application and Award History

Museums Empowered	2017	2018
Digital Technology	27	20
Diversity & Inclusion	46	35
Evaluation	30	18
Organizational Management	44	37
Total Applications	147	110
Total Awards	28	27

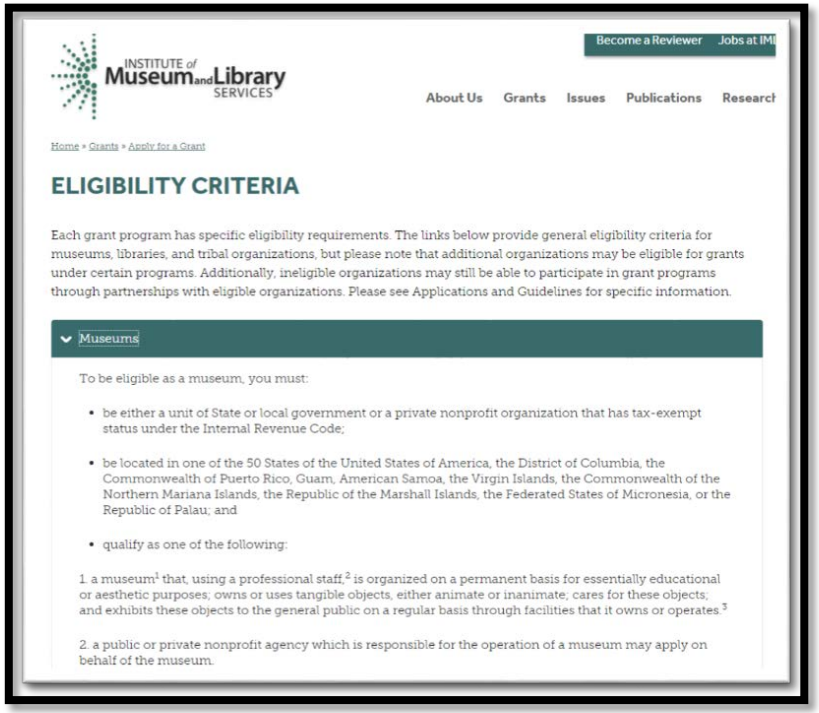
Museum Eligibility Criteria

Is your organization:

- A museum?
- A non-profit organization?
- A Unit of State or local government?

✓ If yes, then you may be eligible to receive funds.

✓ If no, then partner with someone who is eligible.



Project Categories

There are four project categories in Museums Empowered.

Digital Technology: for museum staff to fully explore, understand, and optimize the use of digital technology in museums.

Diversity and Inclusion: for museum staff to develop cultural competency and support museum relevancy in their communities.

Evaluation: to expand museum staff's capacity in conducting formative and summative evaluation of programs, practices, and products that can help the museum yield indicators and measurable outcomes.

Organizational Management: for museum staff to learn best practices in organizational management, strategic thinking, innovation and managing change.

Digital Technology

Museums Empowered Digital Technology projects might include:

- Training programs for museum staff to become more effective and efficient users of digital technology
- Developing fellowships, internships, and mentoring programs to attract and retain a tech savvy workforce and cross-train museum staff
- Developing strategies and enhancing staff capacity to use digital technology for audience engagement and community outreach
- Hosting workshops with experts, thought-leaders and practitioners in the digital technology field to help museum staff address a specific issue facing the museum
- Developing institutional digital strategies to leverage big data and provide the training and support for staff to sustain and maintain open data resources

Diversity & Inclusion

Museums Empowered Diversity & Inclusion projects might include:

- Development and implementation of recruitment and retention programs (e.g., webinars, workshops, or outreach materials) designed to attract and retain a diverse and inclusive workforce
- Building the capacity of museum staff to develop, support, and sustain inclusive fellowship, internship and mentoring programs to attract diverse emerging professionals
- Enhancing the skills and ability of museum staff to develop and deliver inclusive programs and outreach activities to engage with diverse audiences
- Participating in immersive cultural competency opportunities
- Training in proactive and sustained community outreach and engagement strategies

Evaluation

Museums Empowered Evaluation projects might include:

- Implementing training programs for museum staff on evaluation tools, strategies and techniques customized to address a specific institutional or audience need
- Developing and strengthening competencies among staff in formative evaluation techniques that will help shape museum programs and exhibits
- Developing and strengthening competencies among staff in summative evaluation techniques that will help measure the impact of museum programs and exhibits
- Building staff capacity to create a robust museum evaluation program by developing logic models and frameworks to differentiate between output-focused and outcomes-based data

Organizational Management

Museums Empowered Organizational Management projects might include:

- Creating a more resilient workforce through training programs for museum staff on topics such as project management, strategic thinking, and managing change
- Creating a more innovative workforce through training programs for museum staff on topics such as design-thinking, human-centered design and rapid prototyping
- Building staff capacity to develop a succession plan for key staff positions
- Fostering a business mindset among museum staff to assess, evaluate, and adopt current business practices in order to identify areas for improvement or to respond to new opportunities
- Supporting the growth and development of museum staff in the process of revising a strategic plan supported with measurable outcomes and a continuous improvement plan

Choosing a Project Category

Digital Technology

Diversity & Inclusion

Evaluation

Organizational Management

1. Think carefully about what is “in the center” of your project. Who or what will benefit from your work? What will be improved once you’ve finished your project?
2. Decide who you want to review your application. What kind of skill set and experience do you want them to have?
3. List all the activities you plan to carry out, and assign each to a category. Which category gets the most? Where will most of the resources be spent?

Allowable Costs

2 CFR 200
Cost Principles

https://www.ecfr.gov

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
- third-party costs
- publication design and printing
- staff and volunteer training
- internships/fellowships
- indirect or overhead costs

Unallowable Costs

Examples of unallowable costs

- fundraising costs, such as development office staff devoted to general fundraising
- contributions to endowments
- general operating support
- acquisition of collections
- general advertising or public relations costs
- construction or renovation of facilities
- social activities, ceremonies, receptions, or entertainment
- research projects
- pre-award costs

Application Components

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

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

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

Application Components

Required Documents : <u>All</u> applications must include these.

- ❑ Abstract
- ❑ Organizational Profile
- ❑ Strategic Plan Summary
- ❑ Narrative
- ❑ Schedule of Completion
- ❑ List of Key Project Staff
- ❑ Resumes of Key Project Staff
- ❑ Budget Justification
- ❑ Application for Federal Assistance/Short Organizational Form (SF-424S)
- ❑ IMLS Program Information Sheet
- ❑ IMLS Budget Form
- ❑ Digital Product Form

Application Components

Conditionally Required Documents:

Some applications must include these.

- Proof of Private, Nonprofit Status
- Final Federally Negotiated Indirect Cost Rate Agreement

Application Components

Supporting Documents

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

Narrative

In the Museums Empowered grant program the narrative is limited to 7 pages and is divided into three sections:

- **Project Justification**
- **Project Work Plan**
- **Project Results**

The questions we ask you to answer and the review criteria by which your application will be judged are posted in the Notice of Funding Opportunity on the IMLS website.

Narrative: Project Justification

Tell us:

- What do you propose to do?
- 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 advance your institution's strategic plan?
- How will your project address the goals of the Museums Empowered special initiative?
- How will your project align with one of the four project categories?

Reviewers will look for:

- *Clear explanation of the project*
- *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*
- *Specific, actionable, and measurable ways in which the project advances institution's strategic plan*
- *Project activities that cross-cut various departments to generate systemic change within the museum*
- *Alignment of activities with one of the four project categories*

Narrative: Project Work Plan

Tell us:

- What specific activities will you carry out?
- Who will plan, implement, and manage your project?
- What is your project's maturity level (i.e. exploratory, piloting, scaling, or mainstreaming)
- When and in what sequence will your activities occur?
- What are the risks to the project?
- What resources will you need?
- How will you track your progress?
- How will you share your project's results?

Reviewers will look for:

- *Activities informed by appropriate theory and practice with relevant evaluation and performance measurements*
- *Team with sufficient experience and skills*
- *Activities that appropriately reflect the project's maturity level*
- *Realistic and achievable schedule*
- *Goals, assumptions, and risks clearly stated*
- *Appropriate personnel and financial resources*
- *Clear methodology for tracking progress and adjusting course when necessary*
- *Effective plan for communicating results*

Narrative: Project Results

Tell us:

- How will you collect and report the data required for the performance measure statement(s) you have chosen?
- How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?
- What tangible products will result?
- How will you sustain the benefit(s) of your project?

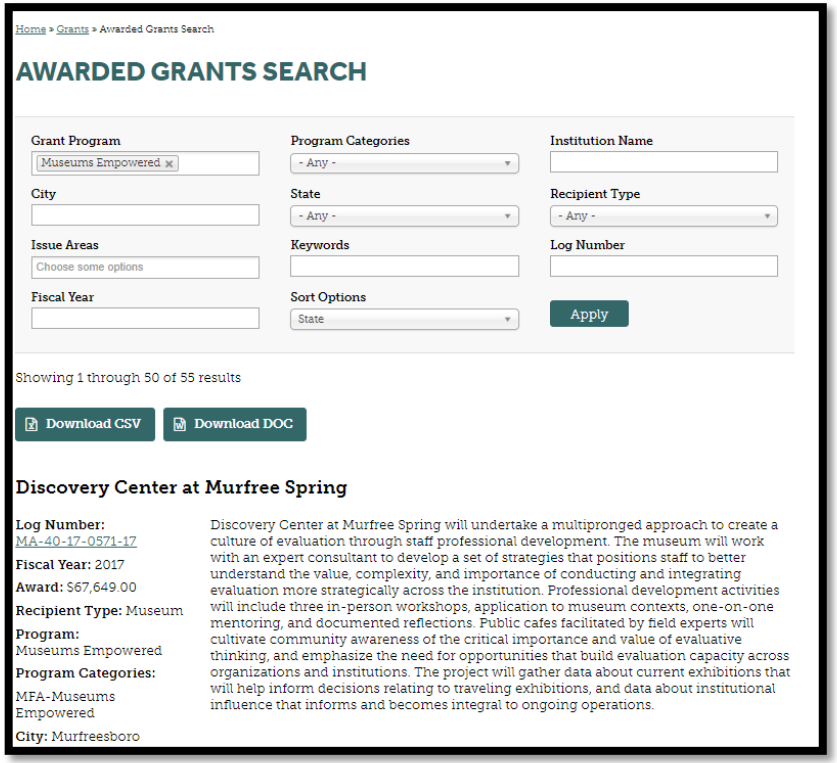
Reviewers will look for:

- *Learning and Community: Well designed and feasible plan for collecting and reporting data*
- *A solidly grounded and appropriately structured plan to effect meaningful change*
- *Useful tangible products*
- *Reasonable and practical plan for sustaining the benefits of the project beyond the conclusion of the grant*

Characteristics of Successful Applications

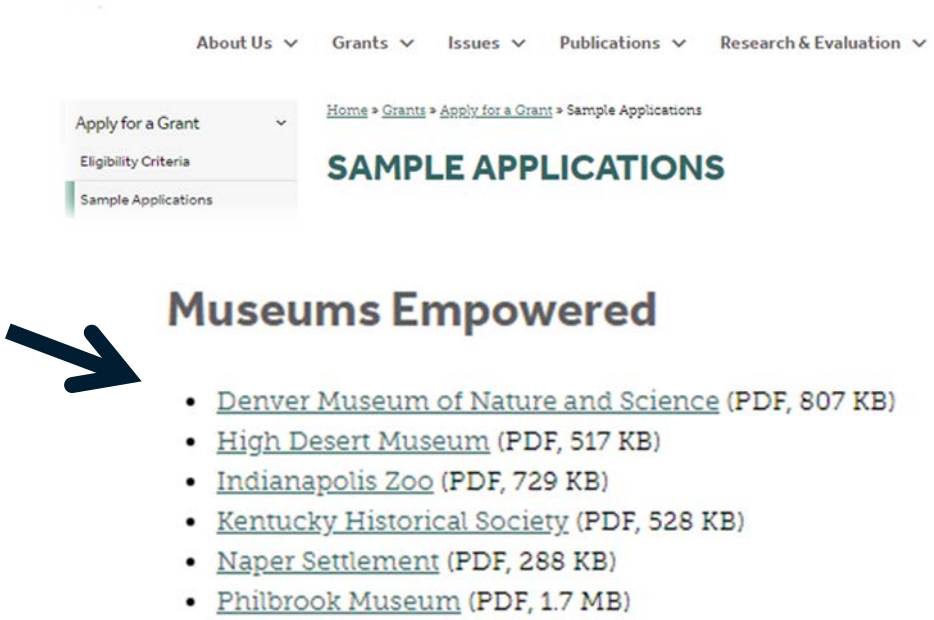
- ***Institutional Impact:*** The project strengthens the ability of an individual museum to serve its public through professional development activities that cross-cut various departments to generate systemic change within the museum.
- ***In depth Knowledge:*** Applications reflect a thorough understanding of current practice and knowledge about the subject matter.
- ***Project-based Design:*** Work plans consist of a set of logical, interrelated activities tied directly to addressing the key need or challenge identified in your application.
- ***Demonstrable Results:*** Projects generate measureable results that tie directly to the need or challenge it was designed to address.

Awarded Grants Search



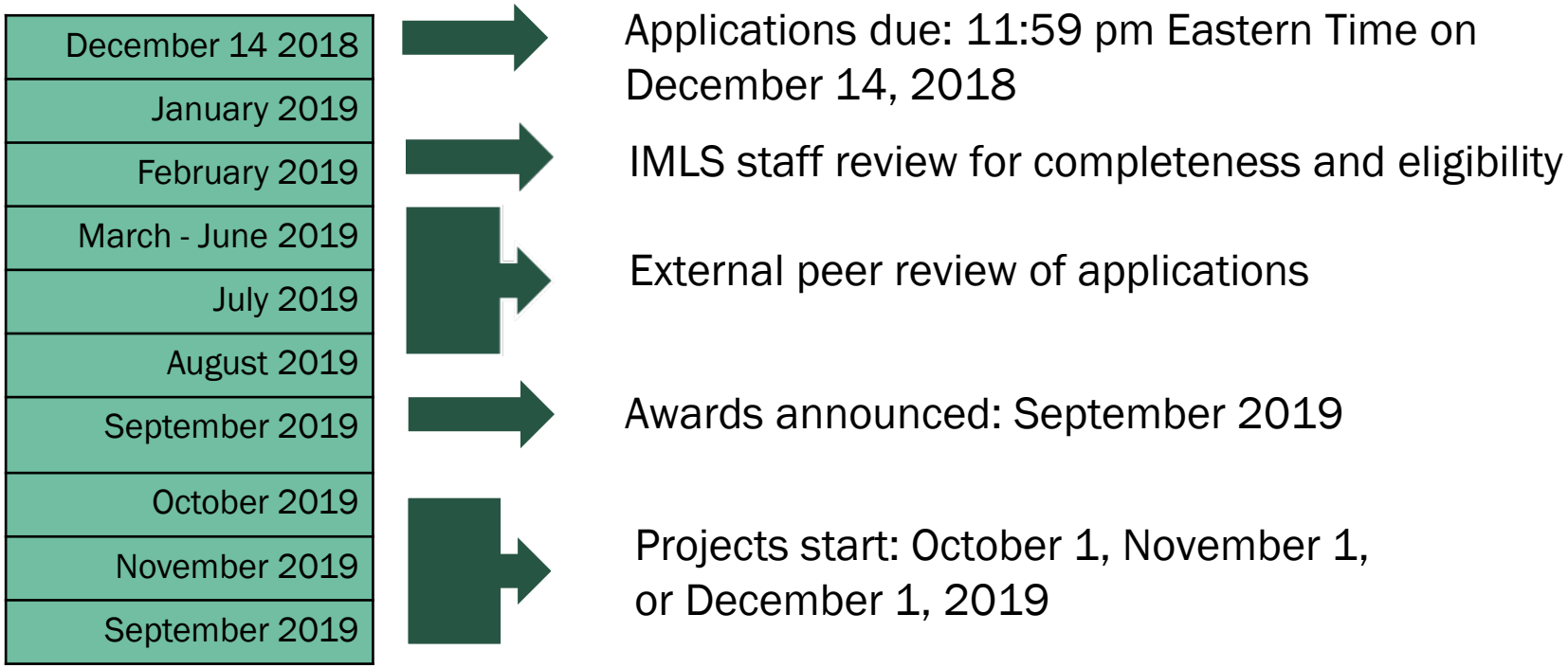
The Awarded Grants Search gives you an opportunity to explore our archive of grants.

Sample Applications



Sample applications of recently funded grants are available on the IMLS website

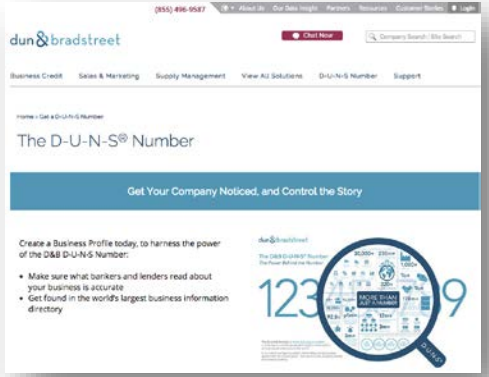
Important Dates

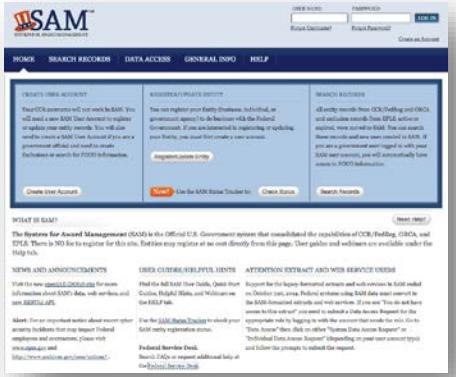


Application Tips

Register early!

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





Application Tips

- Do your background research.
- Follow the narrative outline in the Notice of Funding Opportunity, using the same 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.

Recommended Next Steps

1. Visit www.imls.gov and read the Notice of Funding Opportunity carefully.
2. Check your organization's registrations with both SAM.gov and Grants.gov.
3. Connect with us
   - Participate in free IMLS webinars.
   - Talk with a program staff member.
4. Prepare your application. Make sure it's complete.
5. Submit **before** the deadline, December 14, 2018 (by 11:59 pm ET)

IMLS Staff Contacts

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Questions