IMLS Office of Museum Services Inspire! Grants for Small Museums Applicant Webinar

September 6, 2018

RECORDING BEGINS

Welcome to the Institute of Museum and Library Services' webinar, "Inspire! Grants for Small Museums Applicant Webinar."

My name is Mark Feitl, and speaking on behalf of the rest of the staff in the Office of Museum Services, we are delighted that you could join us today and that you are interested in preparing an application for the IMLS Inspire! Grants for Small Museums grant funding opportunity.

Companion Webinars

PRE-RECORDED WEBINARS

IMLS OMS: Choosing a Funding Opportunity for FY2019 Basic information about all museum funding opportunities

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

IMLS OMS: Completing FY2019 IMLS Forms Detailed tips on completing the forms required for all grant programs

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

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

IMLS OMS: Choosing a Funding Opportunity for FY2019 and IMLS OMS: Completing FY2019 IMLS Forms have been pre-recorded and are available as recordings, and as PDFs of the slides (along with their transcripts) on our website at the links pictured here.

In the first, we cover the IMLS vision, mission, and strategic plan; with an emphasis on how they influence our grant making. We also address institutional eligibility; provide a quick overview of all our funding opportunities; discuss how to find information online (with a focus on our website); and we cover the three places you must be registered in order to apply for an IMLS grant.

In the second webinar, we provide information to help you complete the forms required for all IMLS grant applications.

We strongly recommend that you take a look and/or listen to both of these to get the complete picture of preparing and submitting a competitive application to Inspire! Grants for Small Museums.

Inspire! Grants for Small Museums Overview

- Eligibility Review
- Inspire! Funding Goals
- Characteristics of Successful Projects
- Important Dates
- Funding Request and Cost Share
- Project Categories
- Allowable and Unallowable Costs
- Application Components
- Application Tips
- The Review Process
- IMLS Staff Contact Information

In this presentation, we'll be addressing the following topics:

Eligibility Review Inspire! Funding Goals Characteristics of Successful Projects Important Dates Funding Request and Cost Share Project Categories Allowable and Unallowable Costs—what you can and cannot include in your project Application Components Application Tips The Review Process IMLS Staff Contact Information

Eligibility Requirements for Museums

To qualify as a "museum," an organization must:

- be a unit of State or local government or be a private, nonprofit organization;
- be located within the United States and its territories;
- 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 through facilities that it owns or operates.

Let's begin with eligibility requirements for museums.

To be eligible to apply, museums must:

- Be either a unit of State or local government or be a private, nonprofit organization that has tax-exempt status under the Internal Revenue Code;
- Iocated in one of the 50 States of the United States of America, the District of Columbia, the Commonwealth of Puerto Rico, the U.S. Virgin Islands, Guam, American Samoa, the Commonwealth of the Northern Mariana Islands, the Republic of the Marshall Islands, the Federated States of Micronesia, or the Republic of Palau;
- 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 through facilities that it owns or operates.

For more details on each of these points, please take a look at the eligibility information in the Inspire! Grants for Small Museums Notice of Funding Opportunity.

Describing Organizational Size

Applicants should think about a range of attributes that describe their organization, including, but not limited to:

- size of the staff and volunteer corps;
- operating budget and sources of revenue;
- number and types of objects in the collection;
- size of facility and property;
- types and numbers of audiences served; and
- size relative to other organizations of the same discipline or within the same geographic region.

There are a wide variety of museum disciplines and geographic locations where museums are located across the country, and determining an institution's size may rest on a number of factors. As a result, IMLS invites applicants to consider whether their organization is a good fit for this special initiative, and to make that justification clearly within the application narrative. Applicants should think about a range of attributes that describe their organization, including, but not limited to:

- size of the staff and volunteer corps;
- operating budget and sources of revenue;
- number and types of objects in the collection;
- size of facility and property;
- •types and numbers of audiences served; and

• size relative to other organizations of the same discipline or within the same geographic region.

Inspire! Funding Goals

To inspire small museums to apply for funding to implement projects that address priorities identified in their strategic plans.

Inspire! Grants for Small Museums has three project categories:

- · Lifelong Learning;
- Community Anchors and Catalysts; and
- Collections Stewardship and Public Access





Inspire! Grants for Small Museums is a special initiative of the Museums for America (MFA) program. This special initiative is designed to inspire small museums to apply for funding to implement projects that address priorities identified in their strategic plans. This funding opportunity has three project categories: Lifelong Learning, Community Anchors and Catalysts, and Collections Stewardship and Public Access. Each application must select one of these project categories.

Characteristics of Successful Inspire! Applications

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

What are the characteristics of successful Inspire! Grants for Small Museums applications? There are four, and successful projects address all of them well. As you prepare your application, then, you should keep these characteristics in mind.

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

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

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

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

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



Applications are due by 11:59 pm Eastern Time on November 1, 2018

Awards will be announced in June 2019

Projects must start July 1, August 1, September 1, 2019



Inspire! awards will be announced in June 2019, and projects must be scheduled to start on the first day of July, August, or September 2019. When you start is your choice. If you feel you might need a breather or some time to prepare and organize between the date you find out about funding and the start of your project, then you might want to opt for a August 1 or September 1 start date. If you can gear up in a few days after you receive word you have received an award, then July 1 might be your choice.

Funding Request and Cost Share Information

HOW MUCH?

\$5,000 - \$50,000

No cost share required

HOW MANY?

There is no limit on the number of applications your organization may submit to the Inspire! initiative.

HOW LONG?

Projects may be up to two years in length

Inspire! applicants can request anywhere from \$5,000 to \$50,000 in grant funds. There is no cost share requirement, though you may include one if your organization will contribute funds toward this particular project. It's important to note that if you decide to include cost share in your application, it must be met by the end of the award – we will hold you to that figure so keep that in mind when applying. Cost share may be in the form of cash, staff or volunteer time, or third-party contributions. It may not be funds from another federal source.

You may not request more than \$50,000 in funding for this particular program. This maximum covers the total length of your project activities – it is not a per year maximum.

Some of you may also be wondering how many applications you may submit. There is no limit on the number of applications your museum may submit to the Inspire! initiative, however, if you submit multiple applications, you may compete against yourself during the review process.

Finally, you may also be wondering how long the project may last. Inspire! project activities may be up to two years long.



As stated on a previous slide, the Inspire! funding opportunity has three project categories: Lifelong Learning, Community Anchors and Catalysts, and Collections Stewardship and Public Access. Here are some characteristics that describe each of these categories:

Lifelong Learning projects provide high-quality, inclusive educational opportunities that address particular audience needs. IMLS welcomes applications for projects that position museums as unique teaching and inquiry-focused institutions within today's formal and informal learning ecosystem. Projects in this category may include, but are not limited to, the following activities: interpretive and educational programs, product development, and delivery; exhibition development, design, and fabrication; and digital learning resource development, design, and delivery.

Community Anchors and Catalysts projects develop and implement new approaches to community collaboration to tackle local challenges. IMLS welcomes applications that strengthen a museum's capacity for improving social wellbeing such as through civic engagement and contributing to the creation of livable, sustainable communities. Projects may include, but are not limited to, the following activities: building new partnerships to strengthen community connections through exhibitions, programs, and events; conducting community-focused planning activities; and implementing audience-focused studies and evaluation.

Collections Stewardship and Public Access projects maximize the long-term preservation of collections as well as those that seek to strengthen a museum's ability to manage and shape its collections through curatorial proficiency, the development of well-grounded

policies, and project-based technical training for museum staff, volunteers, and interns. Projects may include, but are not limited to, the following activities: planning for the management, care, and conservation of collections; cataloging, inventorying, documenting, and registration of collections; rehousing collections and conducting conservation treatments; and planning and initiating digitization activities.

Each application must select one of these project categories.



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

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

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

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

Allowable Costs

Examples of allowable costs

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

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

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

Unallowable Costs

Examples of unallowable costs:

- general fundraising costs, such as development office staff or other staff time devoted to general fundraising
- contributions to endowments
- general operating support
- acquisition of collections (see 2 C.F.R. §3187.15(b))
- general advertising or public relations costs
- construction or renovation of facilities
- social activities, ceremonies, receptions, or entertainment
- research projects (see 2 C.F.R. § 200.87)
- pre-award costs

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

As you prepare your application, it's a good idea to compare your list of proposed expenses against these lists of allowable and unallowable costs and against the appropriate set of cost principles. If after that you have specific questions, please contact us and we'll be happy to help.



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

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

Our pre-recorded webinar, "IMLS Office of Museum Services, FY2019 Forms," provides detailed guidance on completing the forms highlighted here in red: The Application for Federal Assistance, the IMLS Program Information Sheet, the IMLS Budget Form and associated Budget Justification, and the Digital Product Form. We strongly recommend that you listen to and/or read the transcript of that webinar. The link to it is on the slide toward the beginning of this webinar and on the landing page for the Inspire! funding opportunity.



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

- If you are applying as a private, nonprofit institution, as indicated by choosing "M" as the Applicant Type code in 5d of the SF-424s form, then you must provide a copy of the IRS letter indicating your eligibility for nonprofit status under the applicable provision of the Internal Revenue Code of 1954, as amended.
- If you are using a federally negotiated indirect cost in your budget, then you must include a copy of your final approved rate agreement.
- If you are proposing to undertake conservation treatment as part of your project, then you must provide a document that identifies your institution's conservation priorities and describes how they were established (such as a Conservation Assessment for Preservation (CAP) report, a Preservation Assistance Grant (PAG) report, a general conservation survey, or a long-range conservation plan), as well as detailed condition reports and/or treatment proposals for each object, specimen, or group to be treated.

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

Application Components

Supporting Documents

These documents are completely optional.

- Letters of commitment, support
- Bibliography, references
- Reports from planning activities
- Photographs
- Floor plans
- Contractor quotes
- Equipment specifications and price quotes
- Products or evaluations of previous projects
- Web links
- Needs assessments



The third group of application components is **supporting documents**, and here is a **partial list of examples**. Supporting documents are completely optional. You may submit some or none. We urge you to make good decisions here and include only those that supplement the narrative and support the project description you provide in your application. This is not the place to introduce new information. We also recommend that you be respectful of your reviewers' time and avoid any temptation to include hundreds of pages of extraneous material that is not directly relevant to your project. Being judicious really does work to your benefit. Include what is important and helpful ... and stop there.

Narrative: Project Justification

Tell us:

- · What 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 Inspire! Grants for Small Museums?
- How will your proposed project increase your museum's capability to meet the project category goals you have chosen?

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
- Description of the collections and/or records and current conditions, if applicable
- Evidence that the project advances the institution's strategic plan in a specific, actionable, and measureable way

Now we'll spend a little more time focusing on the application narrative. In this section of the narrative – the Project Justification - you should lay out the reasoning for your project. Tell us in the clearest terms possible what you propose to do; what need, problem, or challenge you expect to address; who or what will benefit; how your project will advance your institution's strategic plan; how your project will address the goals of the program; and how your project will increase your museum's capability to meet the project category goals you have chosen.

Reviewers will evaluate your proposal on how well you explain your project; how well you've identified the need, problem, or challenge you will address and how well you've supported that with relevant evidence; whether you've clearly identified who or what will benefit from the project, and if this involves an audience of some kind, whether they've been appropriately involved in the planning; whether your project advances your institution's strategic plan in ways that are specific, actionable, and measurable, and how your project aligns with the project category (Lifelong Learning, Community Anchors and Catalysts, or Collections Stewardship and Public Access).

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

Narrative: Project Work Plan

Tell us:

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

Reviewers will look for:

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

The Project Work Plan is the part of the narrative in which you relay who will do what when and using what resources.

We ask you to tell us what specific activities you will undertake; who will plan, implement, and manage your project; when and in what sequence your activities will occur; what financial, personnel, and other resources you will need to carry out the activities; how you will track progress toward achieving your performance goals and intended results; how and with whom you will share your project's results; and if your project involves working with the community, how will they be involved in defining the project's vision, outcomes and other aspects of the proposed activities.

Reviewers will evaluate your proposal on how well your activities are informed by appropriate theory and practice; whether the team you've put together has the experience and skills necessary to complete the work successfully; and whether your schedule of work is realistic and achievable. They'll also be looking at whether the time, personnel, and financial resources identified are appropriate for the scope and scale of the project. They will look at your proposed evaluation and performance measurements and will weigh in on whether it will result in valid and reliable findings; whether you've described a clear methodology for tracking your progress and adjusting course when necessary. And last but not least, is your plan for communicating results and/or sharing discoveries appropriate and likely to be effective?

Narrative: Project Results

Tell us:

- How will you collect and report the data required for the performance measure statement(s) you have chosen?
- What are your intended results that will address the need, problem, or challenge you have identified?
- How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?
- · What tangible products will result?
- · How will you sustain the benefit(s) of your project?
- · How do you define success for your project?
- · How will your organization change as a result of the project?
- How will your organization better accomplish its mission?

Reviewers will look for:

- · Well designed and feasible plan for collecting and reporting data
- Clearly articulated, realistic, meaningful, actionable results linked to the need, problem, or challenge addressed
- A solidly grounded and appropriately structured plan to effect meaningful change
- Useful tangible products
- Reasonable and practical plan for sustaining the benefits of the project beyond the conclusion of the grant
- · Definition of what success means for the project
- Ways the project will help build the capacity of the organization to accomplish its mission

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

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

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

Some advice: Consider using a logic model to explain your intended results and your plan for achieving them. Many applicants use them, and reviewers appreciate their conciseness and focus. There are many excellent resources available to help you construct a logic model. Among these are IMLS's "Shaping Outcomes," a free online course that is available at the URL shown here.

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



At this point, we'd like to share a few tips collected from our experience in working with applications over the years.

First on the list, is "Register early!" You must have a DUNS number, an active SAM.gov registration, and a current and functional Grants.gov registration. You must have a DUNS number to register with SAM.gov. You must have an active SAM.gov registration to register with Grants.gov. And you must have a functional Grants.gov registration to submit an application to IMLS.

It's also crucial to remember that your SAM.gov registration expires each year and you must renew it. You can log into SAM.gov at any time and find out your status. I would recommend doing that today.

Application Tips

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

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

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

- Start early.
- Become familiar with Grants.gov's Workspace. This is the method you will use to submit your application package to us through Grants.gov. Check out the tutorials on www.grants.gov now.
- Do your background research. Make it easy for the reviewers to see that you are up to date and know what you're talking about.
- Revisit the grant Notice of Funding Opportunity frequently, and follow the narrative outline it provides. Use headings, subheadings, or numbered sections to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon. The people who will review your application are experts, but they may not be totally familiar with your particular field's shorthand. Make it easy for them to understand what you mean.
- Check your spelling, grammar, and math. It counts!
- Ask a colleague to review everything with fresh eyes before you submit. Ask them to act like a reviewer who's seeing this for the first time.
- Be sure your application is complete. Check it against the Table of Application

Components and then check it again.

• Submit to Grants.gov early so you can correct any errors.

Review Process		
Date	Review Activity	
November 1, 2018*	Applicants submit packets through Grants.gov	
November – December 2018*	IMLS staff review applications for completeness and eligibility	
January - March 2019	Review period	
May 2019	IMLS Director makes final award decisions	
June 2019*	IMLS notifies applicants of award decisions; provides reviewer comments	
July/Aug/Sep 1, 2019	Awarded projects begin	

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

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

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

And on July 1, August 1, or September 1 - whichever date the successful applicant chose at the time the application was filed - the projects begin.

Office of Museum Services

LifelongLearning	Community Anchors and Catalysts	Collections Stewardship and Public Access
Reagan Moore	Jill Connors-Joyner	Mark Feitl
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Thank you very much for your interest in IMLS and in the Inspire! Grants for Small Museums funding opportunity, and we hope you have found the information in this webinar helpful. Reagan, and Jill and I are happy to answer any questions about the program or discuss your project ideas.

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