RECORDING BEGINS

Welcome to the IMLS Office of Museum Services informational webinar, "Choosing a Funding Opportunity for Fiscal Year 2018." Our goal in this presentation is to provide basic information to help you decide which IMLS funding program is most likely to be the best fit for your project idea and your institution.

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.

"Choosing a Funding Opportunity" and "FY2018 Forms" have been pre-recorded.

In October and January, we will be presenting one live webinar for each of our grant programs. The dates and times of the live webinars are listed here.

Links to the recordings of our live webinars are at www.imls.gov/news-events/events within a day or two of the presentations, and you will have the online option to access the transcript as a PDF as well as a recording.

Companion Webinars

Grant Program	Webinar Links and Instructions
National Leadership Grants for Museums	https://www.imls.gov/grants/available/national-leadership-grants-museums
Museums for America	https://www.imls.gov/grants/available/museums-america
Native American/Native Hawaiian Museum Services Grants	https://www.imls.gov/grants/available/native-americannative-hawaiian-museum-services-program
Museum Grants for African American History & Culture	https://www.imls.gov/grants/available/museum-grants-african-american-history-and-culture
Museums Empowered	https://www.imls.gov/grants/available/museums-empowered-professional-development-and-capacity-building-opportunities

To participate in the live webinars, find the login link, the phone number, and the participant code on the landing page of the grant program on our website as listed here.

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'll 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 that you must have in place in order to apply for a grant, and we'll stress how important it is to do this work well in advance of the grant deadline.

Finally, we'll share 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 democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage, and lifelong learning.

MISSION: The mission of IMLS is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement. We provide leadership through research, policy development, and grant-making.

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.

- Our vision is for a democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage, and lifelong learning.

- Our mission is to inspire libraries and museums to advance innovation, learning, and cultural and civic engagement. We provide leadership through research, policy development, and grant-making.

When you consider the details of each of our funding programs, we think you'll see these two simple but powerful messages well represented.

Much like your own institution's strategic plan, ours identifies goals that help us achieve our vision and accomplish our mission. There are three programmatic goals that drive our grant-making, and you will see these concepts referenced in much that we'll talk about today as well as in the guidance for preparing grant applications.

Goal 1, abbreviated as "Learning Experiences," makes it clear that IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.

Goal 2, "Community Anchors," specifies that IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.

And Goal 3, "Collections Stewardship," confirms that IMLS supports exemplary stewardship of museum and library collections and promotes the use of technology to facilitate discovery of knowledge and cultural heritage.

To learn more about our current strategic plan, please visit

https://www.imls.gov/about-us/strategic-plan.

Eligibility

If your organization is...	Then consider applying for ...				
	Museums for America (MFA)	Museums Empowered (ME)	National Leadership Grants for Museums (NLG-M)	Museum Grants for African American History & Culture (AAHC)	Native American/ Native Hawaiian Museum Services Program (NANH)
• A museum • A nonprofit agency responsible for operating a museum	X	X	X		
• 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					X
• 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			X		

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're interested. To get you started, however, we are making some very broad suggestions here.

Find your institution 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've identified a grant program of interest, take time to explore the eligibility criteria that are presented in the Notice of Funding Opportunity.

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 in this definition maybe standalone, independent organizations or they may be located within colleges, universities, or Indian tribes.

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 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 through facilities that it owns or operates.

For more details on each of these points, please take a 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

There are some organizations that cannot apply for IMLS grants.

This includes 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.

Now, let's turn to our technical assistance program for museums. Administered for us by the Foundation of the American Institute for Conservation, The Collections Assessment for Preservation, or CAP, program provides partial funding toward a general conservation assessment for small and mid-sized institutions. The assessment covers all the institution's collections, buildings, and building systems, as well as its policies and procedures relating to collections care.

The finished product is a complete assessment report with prioritized recommendations to improve collections care. This report provides recommendations and priorities for collections preservation action; facilitates the development of a long-range preservation plan; and serves as a fundraising tool for future collections projects.

The deadline for the next round of applications is February 1, 2018, and you can access the application materials at www.conservation-us.org/grants/cap.

If you would like to learn more about CAP, call the CAP program staff at 202-750-3346 or send an email to cap@conservation-us.org.

There are five IMLS museum grant programs, and we'll touch briefly on each of them. Again, our goal today is to help you choose 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 in 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 its public. As an applicant, you must align your project with one of our programmatic strategic plan goals by choosing a project category. Your options are Learning Experiences, Community Anchors, and Collections Stewardship, reflecting the programmatic goals of IMLS's strategic plan.

The deadline for FY2018 applications is December 1, 2017. Grant requests may range from $5,000 to $250,000 for projects scheduled to last from 1 to 3 years. Please note that the upper limit of $250,000 is new this year.

There are two funding levels in MFA, and each has its own cost share requirement. For projects requesting $5,000-$25,000, no cost share is permitted. That means we are looking for projects that can be completed for $25,000 or less. For projects requesting $25,001-$250,000, a 1:1 cost share

is required, meaning that for every dollar requested from IMLS, you must provide at least one dollar in staff or volunteer time, cash, or third-party in kind.

We highly recommend participating in the MFA webinar, scheduled for October 12, 2017 at 1:00 pm Eastern Time, and talking with an IMLS staff member to learn more about MFA, the kinds of projects it supports, its funding levels, and cost share requirements.

Museums Empowered (ME)

Program Goal	To provide professional development and internal capacity-building opportunities for museums	
Focus Areas	▪ Digital Technology ▪ Diversity and Inclusion ▪ Evaluation ▪ Organizational Management	
Deadline	March 1, 2018	
Duration	1-3 years	
Funding Levels	$5,000-$25,000	$25,001-$250,000
Cost Share	None permitted	1:1 required
Webinar	January 24, 2018 at 2 pm, Eastern Time	

Museums Empowered is a special MFA initiative to provide professional development and internal capacity-building opportunities for eligible museums.

Potential projects should address one of four priority areas:

- 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 evaluation capacity in audience research and program evaluation, and
- Organizational Management: for museum staff to learn best practices in organizational management, strategic thinking, innovation and managing change

The next deadline for Museums Empowered applications is March 1, 2018

We highly recommend participating in the Museums Empowered webinar, scheduled for January 24, 2018 at 2 pm Eastern Time, and talking with an IMLS staff member to learn more about Museums Empowered, the kinds of

projects it supports, its funding levels, and cost share requirements.

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 to submit applications under one of four new project categories: Advancing Digital Assets and Capacity, Diversity and Inclusion, Collections Care and Access, and Professional Development. Each is described fully in the NLG-M Notice of Funding Opportunity.

You will also pick one of three funding level. 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.
- Non-research projects support larger scale efforts that result in tools and

resources for the field.

- 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.

The deadline for National Leadership Grants for Museums applications is December 1, 2017.

We highly recommend participating in the National Leadership Grant Program webinar scheduled for October 11, 2017 at 3 pm Eastern Time, and talking to an IMLS staff member to learn more about the program.

Museum Grants for African American History and Culture (AAHC)

Program Goal	To improve the operations, care of collections, and development of professional management at African American museums	
Deadline	December 1, 2017	
Duration	1-3 years	
Funding Levels	$5,000-$25,000	$25,001-$150,000
Cost Share	None permitted	1:1 required
Webinar	October 19, 2017 at 2 pm, Eastern Time	

The goal of Museum Grants for African American History and Culture is to improve the operations, care of collections, and development of professional management at African American museums.

The deadline for FY2018 applications is December 1, 2017. Grant requests may range from $5,000 to $150,000 for projects scheduled to last from 1 to 3 years.

There are two funding levels in AAHC and each has its own cost share requirement. For projects requesting $5,000-$25,000, no cost share is permitted. For projects requesting $25,001-$150,000, a 1:1 cost share is required, meaning that for every dollar requested from IMLS, you must provide at least one dollar in staff or volunteer time, cash, or third-party in kind.

We highly recommend participating in the AAHC webinar, scheduled for October 19, 2017 at 2 pm Eastern Time and talking with an IMLS staff member to learn more about this program.

Native American/Native Hawaiian Museum Services Program (NANH)

Program Goal	To enhance museum services in order to sustain heritage, culture, and knowledge among Indian tribes and organizations serving Native Hawaiians
Deadline	December 1, 2017
Duration	1-2 years
Funding Levels	$5,000-$75,000 *NEW!*
Cost Share	None required
Webinar	October 18, 2017 at 3 pm, Eastern Time

Mashpee Wampanoag Tribe

Hula Preservation Society

The goal of Native American/Native Hawaiian Museum Services Program is to enhance museum services in order to sustain heritage, culture, and knowledge among Indian tribes and organizations serving Native Hawaiians. This program has very specific eligibility criteria, so make sure to review the details if you are interested in applying.

The deadline for FY2018 applications is December 1, 2017. Grant requests may range from $5,000 to $75,000 for projects scheduled to last from 1 to 2 years, and no cost share is required. Please note that the cap of $75,000 is an increase over that of previous years in this program.

The NANH webinar is scheduled for October 18, 2017 at 3 pm Eastern Time. Please consider participating in it as well as talking with an IMLS staff member to learn more about this program and the types of projects it supports.
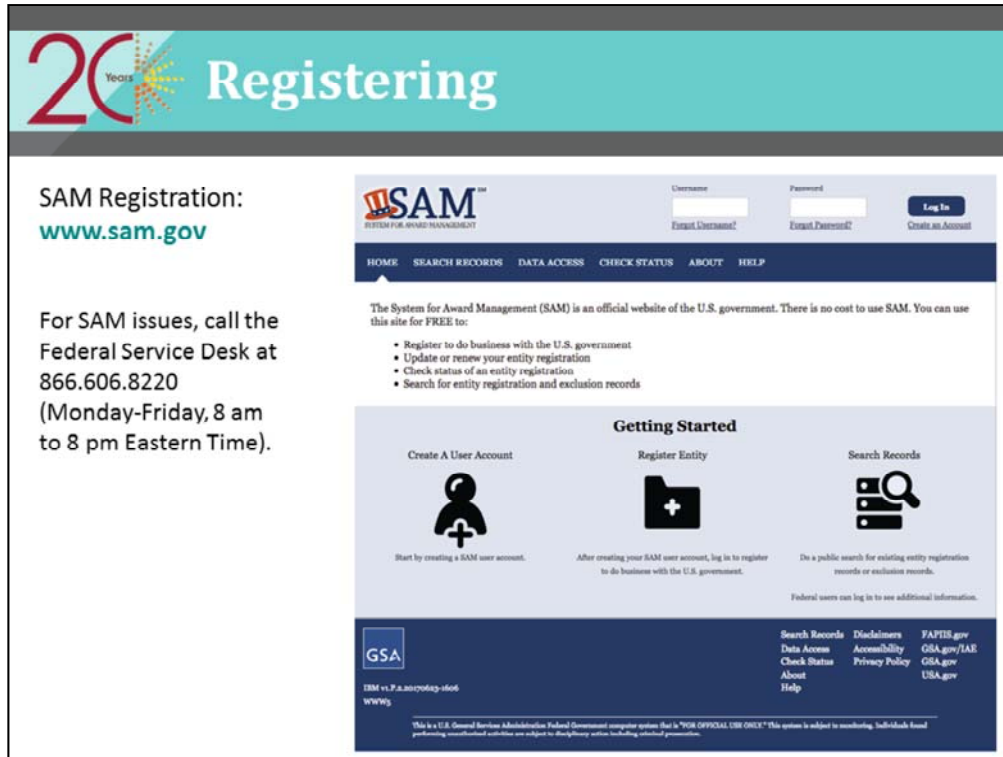
To find more information relevant to creating a competitive proposal, your first stop should be our website—www.imls.gov.

On our website, you'll be able to explore eligibility criteria, download sample applications, and access the Notices of Funding Opportunities which provide full instructions for preparing an application. You'll also be able to access the required application forms, search our database of previously awarded grants, and find out how to apply to become an IMLS peer reviewer.

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 in order for you to submit an application or receive an award. If you're starting from scratch, it's important to know that you must complete these registrations in sequence.

First, you must have a DUNS number. Dun & Bradstreet (D&B) provides this unique nine-digit identification number FREE for all businesses required to register with the Federal government for contracts or grants. If you have a DUNS number, be sure you know it. If you don't have one, then visit www.dnb.com to learn how to get one.

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

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.

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.

The third place you must be registered is Grants.gov, the portal through which all applications for IMLS grants must be submitted. To register, you must have an active SAM.gov status, and of course, a DUNS number.

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, or email them at support@grants.gov.

IMLS Office of Museum Services

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Finally, here is a listing of the names, email addresses, and direct phone numbers for program staff in the Office of Museum Services. 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. We'll be very happy to help.

Summary

- IMLS's vision, mission and strategic plan are at the core of its grant-making.

- Each grant program has its own set of eligibility requirements.

- FY2018 funding opportunities include CAP, Museums for America, Museums Empowered, National Leadership Grants for Museums, Museum Grants for African American History and Culture, and Native American/Native Hawaiian Museum Services Grants.

- Helpful information, staff contacts, and Notices of Funding Opportunities are on the IMLS website, **www.imls.gov.**

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

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.

Summary

- Get a **DUNS number** and register early with **SAM.gov** and **Grants.gov.** Know the user names and passwords.

- Participate in the webinars for programs to which you may apply.

- For details on filling out the required forms for an IMLS application, check out our pre-recorded webinar entitled "IMLS Office of Museum Services FY2018 Forms."

- Find the recorded versions and transcripts of all our webinars here: **https://www.imls.gov/news-events/events.**

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 user names and passwords you'll need well in advance of the day you submit your application.

Participate in the webinars for the funding programs to which you may apply. You'll get more details about the program, and you'll have the chance to ask questions and to listen to those posed by others.

For details on filling out the required forms for an IMLS application, check out our pre-recorded webinar entitled, "IMLS Office of Museum Services FY2018 Forms."

And lastly, you can find the recorded versions and transcripts of all our webinars on our website at www.imls.gov/news-events/events.

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.

RECORDING ENDS

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- *Slide 12:* Upper left: Mystic Seaport; Upper right: Portland Museum, Louisville; Bottom: Palo Alto Art Center
- *Slide 14:* Top: Pacific Science Center; Middle: American Museum of Natural History; Bottom: Museum of Science
- *Slide 15:* IMLS AAHC Convening, Washington
- *Slide 16:* Upper: Mashpee Wampanoag Tribe; Bottom: Hula Preservation Society

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