



March 16, 2017

## IMLS Museums Empowered Grant Program FY2017 Information Session



### RECORDING BEGINS

Welcome to the Institute of Museum and Library Services' webinar, "Museums Empowered Grant Program, Fiscal Year 2017 Information Session."

My name is Mark Isaksen, 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 this grant program.

# Pre-recorded Webinar

**IMLS FY2017 Museum Funding Opportunities**

<https://www.imls.gov/news-events/events/imls-fy2017-museum-funding-opportunities>  
*Choose the Blackboard Recording Link or the PDF of the transcript.*

**TOPICS COVERED**

- IMLS funding programs and opportunities
- Eligibility requirements
- Registration requirements
- Learning more



If you have not viewed our recorded introductory webinar about all the IMLS’s funding opportunities, we strongly recommend that you do so at your earliest convenience. You can access it at any time by going to our website’s News & Events page, choosing Events and Webinars, and then clicking on IMLS FY2017 Museum Funding Opportunities, which is the link shown here.

In that webinar, we introduced IMLS’s funding programs and opportunities for museums, which include two technical assistance programs (MAP and CAP) and four grant programs (MFA, NLG, AAHC, and NANH).

We reviewed the eligibility requirements for each grant program.

We covered registration requirements—getting a DUNS number, and registering early with SAM.gov and Grants.gov.

And lastly, we encouraged potential applicants to view the webinar for each program to which they might want to apply. That brings us to today and the Museums Empowered webinar.

# Overview

1. Museums Empowered and MFA Program Goals
2. Characteristics of Successful MFA Projects
3. Important Dates
4. How Much and How Many?
5. Project Categories
6. Application Components
7. Allowable/Unallowable Costs
8. Application Tips
9. Review Process
10. Contacts



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

- Museums Empowered and MFA Program Goals
- Characteristics of Successful Projects
- Important Dates
- The questions of How much and How Many?
- Project Categories
- Application Components
- Allowable and Unallowable Costs
- Application Tips
- The Review Process
- IMLS Staff Contact Information

## Museums Empowered

- **Museums for America (MFA)** grants support projects that strengthen the ability of an individual museum to serve its public.
- **Museums Empowered: Professional Development and Capacity Building Opportunities for Museums** is a special MFA initiative to provide professional development and capacity building opportunities for eligible museums.

Museums for America (MFA) grants support projects that strengthen the ability of an individual museum to serve its public. Museums Empowered: Professional Development and Capacity Building Opportunities for Museums is a special MFA initiative to provide professional development and capacity building opportunities for eligible museums.

As centers of innovation and discovery, as well as catalysts of community revitalization, museums are at the forefront of change in our communities. Museums need to remain dynamic to respond to fast-evolving technological advances and changing demographics. Museums also need to generate and share outcomes-based data and demonstrate results of their community impact efforts. In addition they need to develop sustainable organizational structures and strategies for continued growth and vitality. Professional development is critical for museums to deliver on these areas of need.

With this special MFA initiative, IMLS encourages applicants to invest in the professional development of museum staff, volunteers, and interns to enhance their skills and ensure the highest standards in all aspects of museum operations. This includes, but is not limited to, creating opportunities to encourage a more inclusive and diverse museum professional and volunteer workforce, and building the skills of museum staff at all levels with emphasis on the development of the next generation of museum professionals.

## Museums Empowered

This MFA special initiative seeks to support and empower museums of all sizes and disciplines in responding to the evolving needs of the museum profession and changes in their communities.

Museums Empowered has four focus areas for professional development and capacity building:

- Digital Technology
- Diversity and Inclusion
- Evaluation
- Organizational Management

To support and empower museums of all sizes and disciplines in responding to the evolving needs of the museum profession and changes in their communities, this MFA special initiative has four areas of focus for professional development and capacity building:

Digital Technology

Diversity and Inclusion

Evaluation

Organizational Management

Potential projects will address one of these four priority areas and help strengthen the capability of an individual museum to better serve its public. Projects will utilize comprehensive strategies and frameworks to support professional development and capacity building. Projects should cross-cut various departments and result in systemic change within the institutions.

## Indicators of Successful Projects

- ***Institutional Impact:*** The project addresses a key goal identified in the institution's strategic plan.
- ***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 measurable results that tie directly to the need or challenge it was designed to address.

We expect Museums Empowered projects will utilize comprehensive strategies and frameworks to support professional development and capacity building. Projects should cross-cut various departments and result in systemic change within the institutions.

Based upon our experience in the MFA grant program, we have identified four specific indicators (or characteristics) of successful applications that we expect to see in applications to this program.

*FIRST, Institutional Impact:* The project addresses a key need or challenge linked to a specific goal or objective identified in the museum's strategic plan.

*SECOND, In-depth knowledge:* The project design reflects a thorough understanding of current practice and knowledge about the subject matter.

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

*AND FOURTH, Demonstrable results:* The project generates measurable 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 wise to think hard about how to structure your application to show how your project will be strong in each.

## Important Dates

Applications are due by 11:59 pm Eastern Time on **May 1, 2017.**

Awards will be announced in **September, 2017.**

Projects must start **October 1, November 1, or December 1, 2017.**



We want to remind you of important dates in the Museum Empowered program.

Applications are due by 11:59 pm Eastern Time on May 1, 2017. That is non-negotiable and the time stamp is auto-generated by the Grants.gov system. We will say this over and over again, but **start early** and **submit early**. That way, if you encounter a difficulty of any kind when submitting your proposal, you'll have some time to resolve the problem.

All Museums Empowered awards (including MFA) will be announced in September, 2017.

And Museums Empowered projects (including MFA ) must be scheduled to start on the first day of October, November, or December, 2017. The choice is yours.

## How much and how many?



### HOW MUCH?

**Option 1:** \$5,000-\$25,000 with **no cost share permitted**

**Option 2:** \$25,001-\$250,000 with 1:1 cost share required

### HOW MANY?

If you choose **Option 1**, you are limited to **one** application in the FY2017 Museums Empowered grant program.

If you choose **Option 2**, there is no limit on the number of applications your museum may submit to the Museums Empowered grant program.

The amount of project funding you request will determine the amount of cost-share required and will determine the number of applications you may submit.

Within this grant program you may select two funding levels. Option 1 is to apply for an amount between \$5,000 and \$25,000. If you elect Option 1, then you do not need to provide a cost share, and in fact, you may NOT provide a cost share. When we say no cost share is permitted, we mean that your application will be removed from consideration if you provide one. That's major, so let me say it again. If you apply for \$25,000 or less, **DO NOT INCLUDE A COST SHARE IN YOUR BUDGET OR REFERENCE ONE IN YOUR PROJECT.**

Option 2 is to apply for an amount between \$25,001 and the maximum \$250,000. If you elect Option 2, then you must provide a 1:1 cost share. This 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.

The second question is how many applications may you file? If you choose Option 1 and request between \$5,000 and \$25,000 with no cost share, then you are limited to one application in this Museums Empowered application deadline. If you choose Option 2 and request between \$25,001 and \$250,000 with a 1:1 cost share, then there is no limit on the number of applications your museum may submit this Museums Empowered application deadline.



## 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 explore proactive and inclusive ways to invite, engage and strengthen ties with diverse communities.

**Evaluation:** to expand museum staff's evaluation capacity in audience research and program evaluation.

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

Next let's consider project categories in the Museums Empowered grant program. Your project should address one of these four priority areas and help strengthen the capability of your museum to better serve its public.

**Digital Technology:** to develop training and professional development learning opportunities for museum staff to fully explore, understand, and optimize the use of digital technology in museums.

**Diversity and Inclusion:** for staff professional development and museum capacity building projects that explore proactive and inclusive ways to invite, connect, engage, and strengthen ties with diverse communities.

**Evaluation:** to help a museum expand its evaluation capacity by providing training and professional development opportunities in audience research and evaluation for museum staff.

**Organizational Management:** to develop training and professional development opportunities for museum staff to learn best practices in organizational management, strategic thinking, embracing innovation and managing change in order to foster continued growth, relevancy and vitality

## Project Categories

### **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
- Developing strategies and enhancing staff capacity to use digital technology, such as social media, 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
- Building staff capacity to enable optimal use and development of open source educational products, services and programs such as OER, MOOCs, apps and games
- Exploring and adopting new ways to expand digital access to collections by training staff in emerging technologies such as 3D objects, virtual reality, augmented reality, digital archiving or crowd-sourcing models
- Developing institutional digital strategies to leverage big data and provide the training and support for staff to sustain and maintain open data resources

Let's look at each of the four project categories in a little more detail. I've listed here some examples of the types of projects we might expect to see in the Digital Technology category.

IMLS supports the work of museums in adopting and adapting the use of existing and emerging digital technology to transform audience engagement, collections care and management, communication and general operations. Recognizing the transformative and pervasive nature of digital technology, IMLS welcomes applications to develop training and professional development learning opportunities for museum staff to fully explore, understand, and optimize the use of digital technology in museums.

This list of possible projects is meant to be indicative of the types of activities you might propose in an application, but it is not limited to those listed here.

In all categories, we might expect projects that may be introductory, intermediary or advanced in nature depending on the size and needs of the applicant institution.

In all categories, we expect projects to reference current research, incorporate best practices, and use models with proven outcomes.

## Project Categories

### **Diversity and Inclusion projects might include:**

- Development and implementation of recruitment and retention programs designed to attract and retain a diverse and inclusive workforce
- Developing fellowships, internships and mentoring programs to attract a diverse and inclusive emerging professionals
- Training for museum staff in engagement strategies to raise awareness about museum careers with middle and high school students in diverse communities
- Developing inclusive programs and outreach activities to engage with diverse audiences
- Participating in immersive cultural competency opportunities and exchanges by working with organizations that are advancing multi-cultural efforts
- Training in proactive and sustained community outreach and engagement strategies such as immersive experiences through community-based fellowships
- Hosting workshops with experts, thought-leaders and practitioners in the diversity and inclusion field to help museum staff address a specific issue facing the museum
- Preparing or revising institutional plans such as a strategic plan, interpretive plan and/or collections plan to incorporate diversity and inclusion objectives

In the category of Diversity and Inclusion

IMLS supports the work of museums in engaging with communities and providing inclusive services to people of diverse geographic, cultural, and socioeconomic backgrounds and to individuals with disabilities. Recognizing the changing demographics across the nation, IMLS welcomes applications for staff professional development and museum capacity building projects that explore proactive and inclusive ways to invite, connect, engage, and strengthen ties with diverse communities.

## Project Categories

### **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 and/or summative evaluation techniques that will help shape and/or measure the impact of museum programs and exhibits
- Establishing baseline data for a museum evaluation program through audience research, needs assessment, gap analysis and/or bench marking
- Creating a robust museum evaluation program by developing logic-models and frameworks to differentiate between output-focused and outcomes-based data
- Supporting the assessment and evaluation of community engagement activities using approaches or models from the collective impact field
- Accessing and using open source software, open data and online tools in evaluation
- Hosting workshops with experts in the evaluation field to help museum staff develop solutions to a specific issue of concern or challenge facing the museum
- Developing a vision and action plan to establish a new evaluation program, a dedicated department or institution-wide evaluation framework that integrates impact, assessment and learning strategies

In the category of Evaluation

IMLS supports the use of robust formative and summative evaluation of museum programs, practices and products to help museums best serve their intended audiences and demonstrate their impact to stakeholders. Recognizing the many challenges and resources needed to develop and sustain an evaluation program, IMLS welcomes applications that will help a museum expand its evaluation capacity by providing training and professional development opportunities in audience research and evaluation for museum staff.

Projects may use new tools, software, training, or consultants to develop a strong and integrated museum evaluation program. Evaluation activities should incorporate both quantitative and qualitative data, indicators and impact.

## Project Categories

### **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
- Supporting executive coaching opportunities in a museum context
- Assessing and evaluating current business practices to identify areas for improvement or to respond to new opportunities
- Building skills in data analysis using both institutionally generated and publicly available data to inform decision-making for program development and business planning
- Development of a succession plan for key staff positions
- Holding workshops with experts and thought-leaders in the field of organizational management to help museum staff develop solutions to a specific issue facing the museum
- Preparing or revising a strategic plan supported with measurable outcomes and a continuous improvement plan

In the category of Organizational Management

IMLS supports museums' efforts to develop resilient organizations with the goal of long-term sustainability and relevancy. IMLS welcomes applications to develop training and professional development opportunities for museum staff to learn best practices in organizational management, strategic thinking, embracing innovation and managing change in order to foster continued growth, relevancy and vitality.

Projects may use replicable models within the museum field as well as look beyond the museum field for transferrable techniques and strategies to build the capacity of the museum and support its long-term sustainability.

Once again, this list of possible projects is meant to be indicative of the types of activities you might propose in an application, but it is not limited to those listed here. I'm sure there are other kinds of projects not listed here that might be appropriate in this grant program.

## Project Category - Summary

1. Think carefully about the primary motivation your project
2. Identify the project category in your narrative
3. Consider who you would like to review your application

### **Common Elements in all Project Categories:**

- Reference current research, incorporate best practices, and use models with proven outcomes
- Utilize comprehensive strategies and frameworks to support professional development and capacity building
- Projects should cross-cut various departments and result in systemic change within the institutions

As we just discussed, there are four project categories within this special initiative. Your project must align with one of the four categories. You should identify the project category in your narrative. It's possible to have a project that might connect more than one category, but try to select one category to focus your narrative.

If you're not sure about which category, it might help to think carefully about the primary motivation for your project. Who or what will benefit from your work? What will be improved once you've finished your project? Also, keep in mind the category you select will help us to sort and group applications. This will assist us in matching applications with reviewers that have the skills and experience to review a set of similar types of projects. For example, applications in the evaluation category will go to reviewers who are professionals with experience in museum evaluation.

There are some common elements in all four categories: we expect your application will reference current research, incorporate best practices, and use models with proven outcomes. Projects should utilize comprehensive strategies and frameworks to support professional development and capacity building. Projects should cross-cut various departments and result in systemic change within the institutions.

## 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.

Next up are application components. As you will see in Grants.gov, if you haven't already, you will upload a series of documents that together make up your application.

These application components fall into three categories. The first is that of **Required Documents**. **All applications must include these**. Omission of even just one can result in the exclusion of your application from further consideration.

The second group is that of **Conditionally Required Documents**. **Some** applications must include these. It might depend on the nature of your institution or some aspect of your project. In either case, omission of even just one can result in the exclusion of your application from further consideration.

The third group of application components are **Supporting Documents**. These are optional, however, we do recommend that you include materials that supplement the narrative and support the project description 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 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.**

# Table of Application Components

Use the table to keep organized.

- Serves as a checklist of application components
- Identifies document formats and naming conventions
- Provides links to instructions and forms
- Identifies categories of documents (Required, Conditionally Required, Supporting)

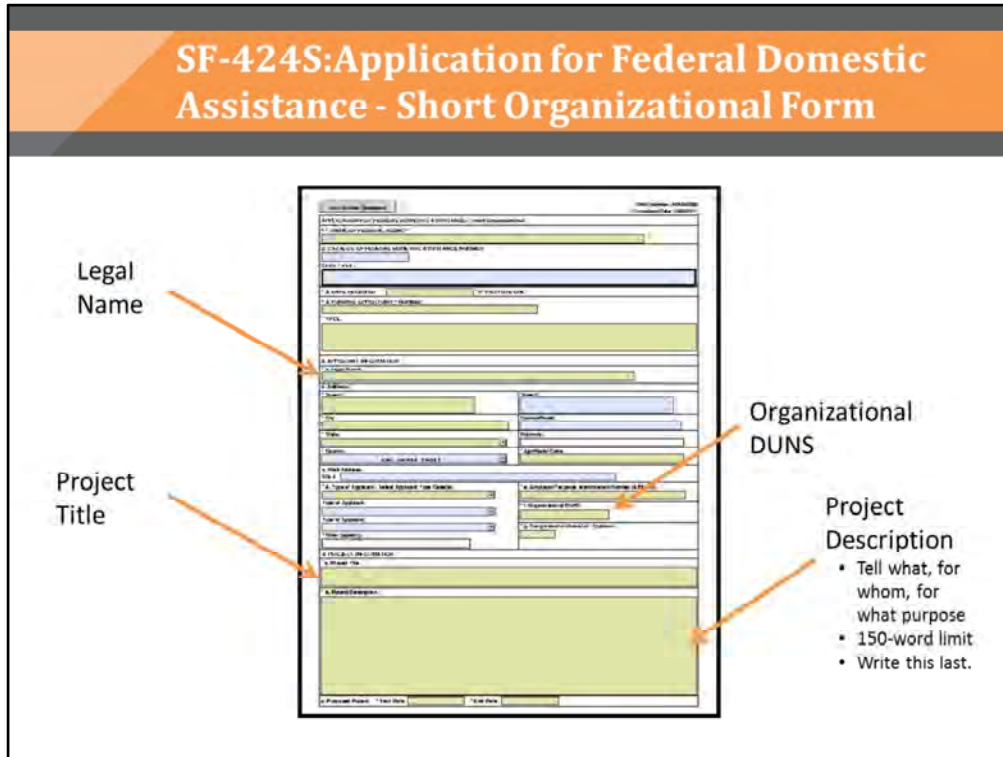
**Table of Application Components**

Component	Format	File name to use
<b>Required Documents</b>		
The application and budget sections of the application form (check)	Grants.gov form	N/A
Briefing/Outline/Abstract	PDF document	Abstract.pdf
Final Organizational Profile	PDF document	Proposals/Profile.pdf
Organizational Performance Summary	PDF document	OrganizationalProfile.pdf
Financial Statements/Financials	PDF document	Financials.pdf
Briefing/Outline/Abstract	PDF document	Abstract.pdf
Schedule of Activities (not applicable)	PDF document	Schedule/activities.pdf
Resumes	PDF document	Resumes.pdf
Supporting Documents	PDF document	SupportingDocuments.pdf
Letter for Project Staff and Consultants (not applicable)	PDF document	ProjectStaff.pdf
Resumes of Key Project Staff and Consultants (not applicable)	PDF document	Resumes.pdf
<b>Conditionally Required Documents</b>		
Proof of Institutional Billing	PDF document	ProofofInstitutionalBilling.pdf

In the Museums Empowered Notice of Funding Opportunity is a Table of Application Components. We recommend that you use this to keep yourself organized. It serves as a checklist of application components. The middle column tells you what formats and the third tells you how to name each document so that you may upload your application to Grants.gov successfully.

It also provides links to instructions and forms, and it tells you which documents are required, conditionally required, and supporting.





Now we're going to look at some of the forms that are required for your application, and we'll focus on those areas that seem to be the most challenging for applicants. The first form we'll consider is the SF 424S, or the Application for Federal Domestic Assistance, Short Organizational Form. This is a Required Document, and the form is downloaded as part of the Grants.gov package. It is not available from the IMLS website.

There are four important things to watch for on this page:

The **Legal Name** ties to Program Information Sheet, which we'll get to in a few minutes, and these entries should match. It is the name to which your DUNS number is officially tied.

The **Organizational DUNS number** is important in confirming your eligibility, identity, and tax-exempt status. It must link to the Legal Name.

The **Project Title** will track with your project throughout its lifespan. Create a good one that accurately represents your project.

And at the bottom of the page is space for a **Project Description**. This is important for at least two reasons:

1. We use this for several purposes during the review process, and if you're funded, it can be the basis for the representation of your project that goes on our website and to the media. Write your project description to address **what you plan to do, for whom**, and for **what purpose**. Be sure to list your major activities and your intended results. Don't

waste characters on telling us the history of your organization. **Consider making this the last piece you write so that it is as concise and accurate as possible.**

2. There is a character limit that you won't encounter until the moment you press the **SUBMIT** button. Your entire application might be rejected by Grants.gov if you exceed the limit. You'll get an immediate message to that effect, but if you're minutes away from the deadline, you might not have time to rewrite it. Our experience is that 150 words is close to the maximum limit, but don't take our word for it. File early to be safe.

## SF-424S: Application for Federal Domestic Assistance - Short Organizational Form

The image shows a screenshot of the SF-424S form, specifically the 'Short Organizational Form' section. The form is divided into two main sections: 'Project Director' and 'Primary Contact/Grants Administrator'. Each section contains a series of fields for personal and organizational information, including name, title, address, phone, and email. The 'Project Director' section is highlighted with a green background, and the 'Primary Contact/Grants Administrator' section is highlighted with a blue background. An orange arrow points from the text 'Project Director' to the corresponding section of the form, and another orange arrow points from the text 'Primary Contact/ Grants Administrator' to the corresponding section of the form.

Page 2 of the SF-424S is about the Project Director and the Primary Contact/Grants Administrator. The Project Director should be the person who is responsible for the day-to-day activities of the project—in short for making sure the project gets done. The Primary Contact might be someone in the grants office or someone whose role is more purely administrative. Important to remember here is that in many cases these two positions may be the same person. They don't have to be, but they **may** be.

## SF-424S: Application for Federal Domestic Assistance - Short Organizational Form

Authorizing  
Official/Authorized  
Representative

The image shows a screenshot of the SF-424S form. A red arrow points from the text 'Authorizing Official/Authorized Representative' to the corresponding field in the form. The form is titled 'AUTHORIZATION OF FEDERAL DOMESTIC ASSISTANCE - Short Organizational Form'. It contains several sections, including 'APPLICANT INFORMATION', 'PROJECT INFORMATION', and 'AUTHORIZING OFFICIAL INFORMATION'. The 'AUTHORIZING OFFICIAL INFORMATION' section includes fields for 'Name', 'Title', 'Organization', and 'Signature'. The 'Name' field is highlighted in red, indicating it is the field being pointed to by the red arrow.

The Authorizing Official, also known as the Authorized Representative, **MUST** be different from the Project Director. This is the person who has the authority and the responsibility for certifying that statements made in the application are true, complete, and accurate and that the organization will comply with all necessary certifications, assurances, and terms if an award is made. This might be the President/CEO, Director, Board President, or other position of authority within the institution. **It cannot be the Project Director, however.**

So to recap: The Project Director and the Primary Contact can be the same person, but the Project Director and the Authorizing Official cannot be the same person. We must have two different individuals named for these three roles.

The image shows a screenshot of the 'IMLS PROGRAM INFORMATION SHEET' form. The form is titled 'IMLS PROGRAM INFORMATION SHEET' and includes a 'PLEASE NOTE' section. The form is divided into several sections: 1. Applicant Information, 2. Legal Name (or DUNS), 3. Organizational Unit Name (if not the same as the legal name), 4. Organizational Unit Address (if different from legal name address), and 5. Please indicate your organization type. The form includes fields for Name, Address, City, State, Zip+Postal Code, and a list of organization types. Callouts point to specific fields: 'SAM.gov Registration and Expiration Date' points to the 'Expiration Date' field; 'Legal Name' points to the 'Legal Name (or DUNS)' field; 'Organizational Unit Name and Address' points to the 'Organizational Unit Name (if not the same as the legal name)' and 'Organizational Unit Address (if different from legal name address)' fields; and another 'Expiration Date' callout points to the 'Expiration Date' field at the bottom of the form.

Let's turn now to the Program Information Sheet, which is a five-page IMLS form downloadable from our website. The Notice of Funding Opportunity provides complete instructions for how to fill out this form, but we want to highlight a couple of especially important things for you here. Make sure you are using most current program information sheet with an 7/31/2018 expiration date. We want to be sure you aren't using an old version that is cached on your machine or left over from a previous application.

In #1a on page 1, you'll see "Legal Name." This must be the same as the "Legal Name" you provided on the SF-424S, and again, it must link to the DUNS number for your organization.

Below that in #1c, we ask about your SAM.gov registration. You MUST have a SAM.gov registration, and it MUST be active. Your SAM.gov registration must be active throughout the grant review period, at the time awards are made, and throughout the lifespan of your grant. Without it, we cannot accept your application, review it, make an award, or provide you money.

In #1d and e, we ask you to record your Organizational Unit if that is different from the Legal Name of the applicant and its address. When might that be the case? In order to be eligible for a Museums Empowered award, you must qualify as a museum. In our Notice of Funding Opportunity and in our pre-recorded webinar, we outline exactly what that means. In some cases, the Legal Name entity might be something other than a museum—such as a university. On its own, it would not be eligible to apply for this grant. However, that entity might administer an Organizational Unit that DOES qualify. In our example of a university, a

campus natural history museum might meet the eligibility requirements and the **pairing** could therefore apply for funding. In that case, you would enter the university's name as the Legal Applicant and the museum name as the Organizational Unit.

If you have questions about your own situation, spend some time with the eligibility requirements for Museums Empowered, and then call us if you need help in interpreting them.

# Program Information Sheet

## Financial Information

**MUS PROGRAM INFORMATION SHEET**

**C. Organizational Financial Information**

a. Please complete the following table for Organizational Unit (circle one) (where most recently completed fiscal year):

Fiscal Year	Total Revenue*	Total Expenses**	Surplus or Deficit
			\$0

\* For nonprofit tax filers, Total Revenue can be found on Line 12 of the 990 Form 990.  
\*\* For nonprofit tax filers, Total Expenses can be found on Line 18 of the 990 Form 990.

b. If you have a budget surplus or deficit of greater than 10% of your operating budget in any of the last three years, please provide a brief description of the circumstances and the amount of the surplus or deficit in the table below.

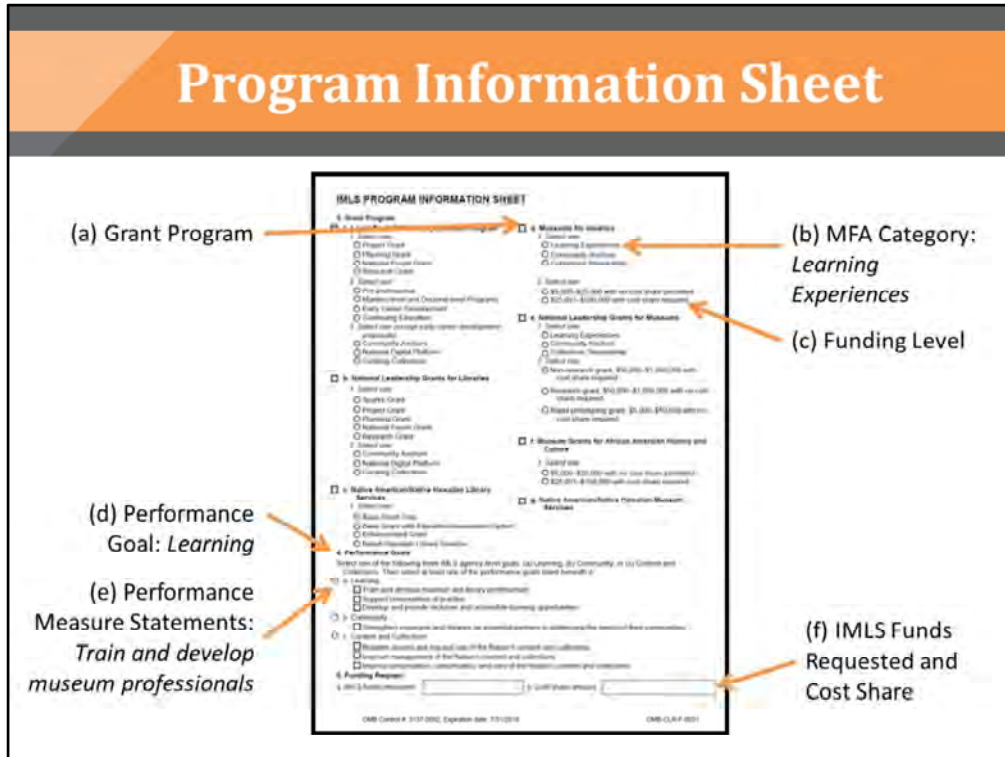
c. Were there any material weaknesses identified in your prior year's audit report?  
 Yes  No  Not Applicable  
If a material weakness or a deficiency, or combination of deficiencies, is identified, such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected, in a timely basis.

If yes, please explain:

d. Has your organization had an A-133 audit in the past three years?  
 Yes  No

MUS Council # 1117-0002, Expiration date: 12/31/2016 MUS-CLM-F-0011

On page 2, we ask questions about your organization's finances—total revenue and expenses for three fiscal years; budget surplus or deficit greater than 10% of your annual operating budget; and any material weakness identified in your prior year's audit report. If you are applying using an **Organizational Unit** designation, then these questions apply to the Organizational Unit, rather than to the Legal Name entity. If you're the museum that's run by a university, we want to know about the museum budget, not that of the entire university.



On page 3, we ask a series of questions that will determine how your application is categorized for review.

If you're applying for Museums Empowered, remember this is a special initiative within Museums for America, so you will check #3d for Grant Program. Then immediately below that, select the MFA Learning Experiences category. All Museums Empowered applications should select MFA Learning Experiences as the grant program and category.

Below that is the opportunity to select a funding level. As we discussed earlier, Option 1 is \$5,000 to \$25,000 with no cost share **permitted**. Option 2 is \$25,001 to \$250,000 with a 1:1 cost share requirement.

**REMEMBER:** If you choose Option 1, you are limited to one application in the FY2017 Museums Empowered grant program. If you choose Option 2, there is no limit on the number of applications your museum may submit to the Museums Empowered grant program.

In question in #4, you select a performance goal that aligns with our agency-level goals. All Museums Empowered applicants should select the "Learning" performance goal, and the performance measure statement (train and develop museum and library professionals)



# Performance Measure Statements

## Performance Measure Statements and Information to be Collected and Reported for Learning and Community Projects

On the Program Information Sheet, you selected an IMLS Agency-Level goal of Learning or Community with which your project best aligns, and you selected at least one performance goal that reflects a measurable change or outcome that you intend for your project to achieve.

Below is a list of pre-determined performance measure statements that will help IMLS document the collective achievements of the Learning and Community projects we fund.

**IMPORTANT:** You will be required to provide specific information directly relating to these performance measure statements<sup>1</sup> in your Final Performance Report. You may design and administer a more elaborate survey than what will be required to gather this specific information. These information-gathering activities must be incorporated into your application narrative, your work plan, your schedule of completion, and your budget, as necessary.

### IMLS Agency-Level Goal 1: Learning

Performance Goal	Performance Measure Statement	Information You Will Be Expected to Report
	Survey Respondent: Program/Project Participants	Data to be Collected
	My understanding has increased as a result of this program/training Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree	<ul style="list-style-type: none"> <li>Number of participants</li> <li>Number of total responses</li> <li>Number of responses per answer option</li> <li>Number of non-responses</li> </ul>
Train and develop museum and library professionals.	My interest in this subject has increased as a result of this program/training Strongly Agree Agree Neither Agree nor Disagree Disagree Strongly Disagree	<ul style="list-style-type: none"> <li>Number of participants</li> <li>Number of total responses</li> <li>Number of responses per answer option</li> <li>Number of non-responses</li> </ul>

The link will take you to this page of our website. You'll see here that you will be required to provide specific data directly relating to these performance measure statement(s) in your Final Performance Report. Now, while you won't be writing that Final Performance Report until at least 15 months from the time you get your award, you **will** need to administer surveys to get responses from your program or project participants, your staff, or your community partners, depending on the nature of your project.

It stands to reason then that you will need to set aside time and resources in your project to collect and analyze this information, so we expect you to incorporate it into your application narrative, your work plan, your schedule of completion, and your budget.

If you have questions about this requirement, please don't hesitate to contact an IMLS staff member. We'll be happy to discuss it with you and how it will impact your particular project.

# Program Information Sheet

**IMLS PROGRAM INFORMATION SHEET**

**3. Select Program**

**1a) LISTS: 21<sup>st</sup> Century Libraries Program**

1. **Location**

- Project Grant
- Planning Grant
- National Focus Grant
- Research Grant

2. **Staff size**

- Full-time/seasonal
- Master-level and Doctoral-level Programs
- Early Career Development
- Continuing Education

3. **Staff role (choose only one)**

- Community Activities
- Community Outreach
- National Digital Platform
- Outreach Collection

**1b) National Leadership Grants for Libraries**

1. **Staff size**

- Project Grant
- Project Grant
- Planning Grant
- National Focus Grant
- Research Grant

2. **Staff role**

- Community Activities
- National Digital Platform
- Learning Experience

**1c) Native American/Alaska Native Library Services**

1. **Location**

- Basic Grant Only
- Basic Grant with Information Management System
- Enhanced Grant
- Native Historian Library Services

**4. Performance Goals**

Target one of the following from 6A, 6B, 6C agency-level goals. (a) Learning, (b) Community, (c) Culture and Collections. Then select at least one of the performance goals listed below.

**1) Learning**

- Staff and service providers and library professionals
- Support communities of practice
- Develop and provide inclusive and accessible learning opportunities

**2) Community**

- Strengthen resources and increase an essential culture to address the needs of local communities

**3) Culture and Collections**

- Research, research and impact use of the Nation's content and collections
- Program management of the Nation's content and collections
- Research, preservation, curation, and use of the Nation's content and collections

**5. Funding Request:**

5. IMLS funding requested:  6. Cost share amount:

IMLS Catalog # 1117-0002, Expiration date: 11/30/2018 IMLS-01-01-001

(f) IMLS Funds Requested and Cost Share

Returning now to page 3 of the Program Information Sheet, there is one more question to which we want to direct your attention.

In #5a, we ask you to tell us how many dollars you are requesting from IMLS, and in #5b, we ask you to record your cost share. **Make sure these amounts reflect what's in your budget.** Sometimes people skip these blocks because they intend to fill them in later but forget, or they record preliminary numbers that change by the time they finish the application. Please double check them.

# Program Information Sheet

**Museum Profile** →

**IMLS PROGRAM INFORMATION SHEET**

**6. Population Served**  
(Please select the target population(s) served by the proposed project)

<input type="checkbox"/> General Population	<input type="checkbox"/> Museum Studies Library Professionals
<input type="checkbox"/> Early Childhood/Elementary (0-4 years)	<input type="checkbox"/> Native American/Alaska Natives/Museum
<input type="checkbox"/> Middle Childhood/Elementary (5-12 years)	<input type="checkbox"/> People with Mental or Physical Challenges/Disabled
<input type="checkbox"/> Adolescence/High School (13-18 years)	<input type="checkbox"/> People with Low Literacy/Continuing Disadvantaged
<input type="checkbox"/> Adults	<input type="checkbox"/> Rural Populations
<input type="checkbox"/> Aging / Elderly / Senior (50 years and over)	<input type="checkbox"/> Special Populations
<input type="checkbox"/> Ethnic or Racial Minority Populations, other than African American/Black/African American	<input type="checkbox"/> Teen/Young
<input type="checkbox"/> Foreign Born/Immigrants	<input type="checkbox"/> Urban Populations
<input type="checkbox"/> Homeless/Disadvantaged	<input type="checkbox"/> Other
<input type="checkbox"/> Unemployed/Underemployed	
<input type="checkbox"/> Other (Please specify): _____	

**7. Museum Profile (Museum Applicants Only)**

a. Is your institution either a private or for-profit organization that has the formal status of a public institution (state or local government) or is a government body to be dissolved in a permanent basis for permanently educational or scientific purposes?  Yes  No

b. In your institution's main and exhibiting facilities, objects to the general public or not? (Or, do you exhibit through facilities your institution owns or operates?)  Yes  No

c. Does your institution own or use these objects, whether private or transient?  Yes  No

d. Does your institution own (in these states)?  Yes  No

e. Does your institution exhibit these objects to the general public on a regular basis through facilities your institution owns or operates?  Yes  No

f. Does institution's collection for etc. (2 month period prior to the application)

Location: \_\_\_\_\_ City: \_\_\_\_\_

g. Year your institution was first open and exhibiting to the public: \_\_\_\_\_

h. Total number of days your institution was open to the public for the 12 month period prior to application: \_\_\_\_\_

i. Does your institution employ at least one professional staff member or the full-time equivalent, whether paid or unpaid, who is primarily engaged in the acquisition, care, or exhibition to the public of original objects owned or used by your institution?  Yes  No

j. Number of full-time paid institution staff: \_\_\_\_\_

k. Number of full-time unpaid institution staff: \_\_\_\_\_

l. Number of part-time paid institution staff: \_\_\_\_\_

m. Number of part-time unpaid institution staff: \_\_\_\_\_

On page 4, we draw your attention to #7, Museum Profile. This is for Museum Applicants Only, and of course this applies to you if you're applying to Museums Empowered – which follows the eligibility requirements for the Museums for America grant program.

This is where you provide the information we need to verify your **eligibility** for funding in this grant program. We need answers for each question, **a** through **m**, so don't skip any. To do so could result in your institution's being found ineligible.

# Program Information Sheet

(a) Project  
Category :  
*Learning  
Experiences*

**IMLS PROGRAM INFORMATION SHEET**

**8. Project Elements (Museums for America and National Leadership Grants for Museums Applicants Only)**  
Your response to this question will help us match your application to reviewers with appropriate experience. Make your choice under the project category that you selected in Question 3 (Grant Program).

**LEARNING EXPERIENCES**  
If you are applying in the Learning Experiences Project Category, select the **primary** element that is core to your proposed project from the list below (check only one):

<input type="radio"/> Adult Programs/Lifelong Learning	<input type="radio"/> Interpretation
<input type="radio"/> Digital Media	<input type="radio"/> K-12 Programs, With Schools
<input type="radio"/> Early Learning	<input type="radio"/> K-12 Programs, Out of School
<input type="radio"/> Exhibitions	<input checked="" type="radio"/> Professional Development/Training
<input type="radio"/> Family Programs	<input type="radio"/> Public Programs

**COMMUNITY ANCHORS**  
If you are applying in the Community Anchors Project Category, select the **primary** element that is core to your proposed project from the list below (check only one):

<input type="radio"/> Audience Development/Community Outreach	<input type="radio"/> Community-Focused Planning Activities
<input type="radio"/> Audience Research and Evaluation	<input type="radio"/> Digital Media
<input type="radio"/> Civic Engagement	<input type="radio"/> Professional Development/Training
<input checked="" type="radio"/> Community-Driven Exhibitions and Programs	<input type="radio"/> Visitor Experience

(b) Primary  
Element:  
*Professional  
Development  
and Training*

All Museums Empowered applications should identify “Learning Experiences” and the primary element “Professional Development and Training”

## Strategic Plan Summary



The diagram shows a woman in profile, wearing a white shirt, drawing a circular flow diagram on a whiteboard. The diagram consists of three red circles arranged in a triangle, connected by red arrows in a clockwise cycle. The top circle is labeled 'Idea', the bottom-left circle is labeled 'Action', and the bottom-right circle is labeled 'Plan'. The woman is holding a black marker and is in the process of drawing the 'Idea' circle.

- Summary should be no more than two pages long
- Focus: Helps connect your proposed project's activities to your institutional goals and objectives
- Shows date and by whom the plan was approved

Now that we've covered some (although not all) of the forms required for a Museums Empowered application, we want to turn to three specific documents that you will need to prepare. Please be aware that these are not ALL the documents you will need to submit, but they are very important ones and the ones about which applicants seem to have the most questions.

First is a **strategic plan summary**. As you read the Museums Empowered Notice of Funding Opportunity, you will see frequent references to your organization's strategic plan or strategic goals. IMLS wants to help you achieve your goals, and indeed, one of the characteristics of a successful Museums Empowered project is that it addresses a key need or challenge that faces your museum and is identified in your strategic plan. We ask for a summary of your plan—no more than two pages—so that reviewers will be able to understand how your proposed project's activities will further your institutional goals and objectives. To verify its legitimacy, we ask that you indicate when and by whom the plan was approved. For some institutions this might be the Board of Trustees. For others it might be someone or a group representing the authority for a division or a department.

**Inside advice:** Use a narrative format for your strategic plan summary. Although infographics and cleverly designed imagery might be just the thing for communicating your strategic plan to some audiences, it typically doesn't work well for our reviewers. **Use your words.**

## 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 MFA special initiative and the Museums Empowered project category (Digital Technology; Diversity & Inclusion; Evaluation; Organizational Management)?

### Reviewers will consider:

- *Is the project clearly explained?*
- *Is the need, problem, or challenge to be addressed clearly identified and supported by relevant evidence?*
- *Are the people who will benefit from the project clearly identified, and have they been involved in planning the project?*
- *Are the ways in which this project advances the institution's strategic plan specific, actionable, and measurable?*
- *Does the project align with one of the project categories: Digital Technology; Diversity & Inclusion; Evaluation; Organizational Management?*

Now let's talk about the narrative of your proposal. You have seven pages to cover three very important issues.

### PROJECT JUSTIFICATION

In this section of the narrative, 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; how you identified it; who or what will benefit from your work; how your project will advance your institution's strategic plan; and how your project will address the goals of this MFA Special Initiative and the Museums Empowered project category you have chosen.

Remember the core element of the MFA program is the desire to support projects that strengthen your ability to serve your public and that your strategic plan is the foundation for project proposals in this grant program. Show the reviewers how this all fits together.

Reviewers will evaluate your proposal on how well you explain your project. They'll consider how well you've defended the need, problem, or challenge you will address; how well you've identified who or what will benefit from the project, and if this involves an audience of some kind, how good of a job you've done in involving them in the planning. They'll look for a strong link between your project and your institution's strategic plan.

## Narrative: Project Work Plan

### Tell us:

- What specific activities will you carry out?
- 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 financial, personnel, and other resources will you need to carry out the activities?
- How will you track your progress toward achieving your intended results?
- How and with whom will you share your project's results?

### Reviewers will look for:

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

## PROJECT WORK PLAN

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; what are the risks to the project and how are they accounted for in your work plan; 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; and how and with whom you will share your project's results.

Reviewers will weigh in on how well they think you've taken into account appropriate theory and practice; whether your goals, assumptions, and risks are clearly stated; whether your evaluation activities and performance measurements are appropriate; 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 whether your methodology for tracking progress will give you what you need to adjust course when necessary. And last but not least, they'll register how effective they think your plan for communicating results and/or sharing discoveries will be.

## 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 your project's intended results address the need, problem, or challenge you have identified in your Project Justification?
- How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?
- What do you expect to change and among whom?
- What tangible products will result?
- How will you sustain the benefit(s) of your project?

### Reviewers will look for:

- *Well designed and feasible plan for collecting and reporting data*
- *Results that are clearly articulated, realistic, meaningful, actionable, and linked to the need, problem, or challenge addressed by the project*
- *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*

## PROJECT RESULTS

The third section of your narrative should be devoted to articulating your project's intended results.

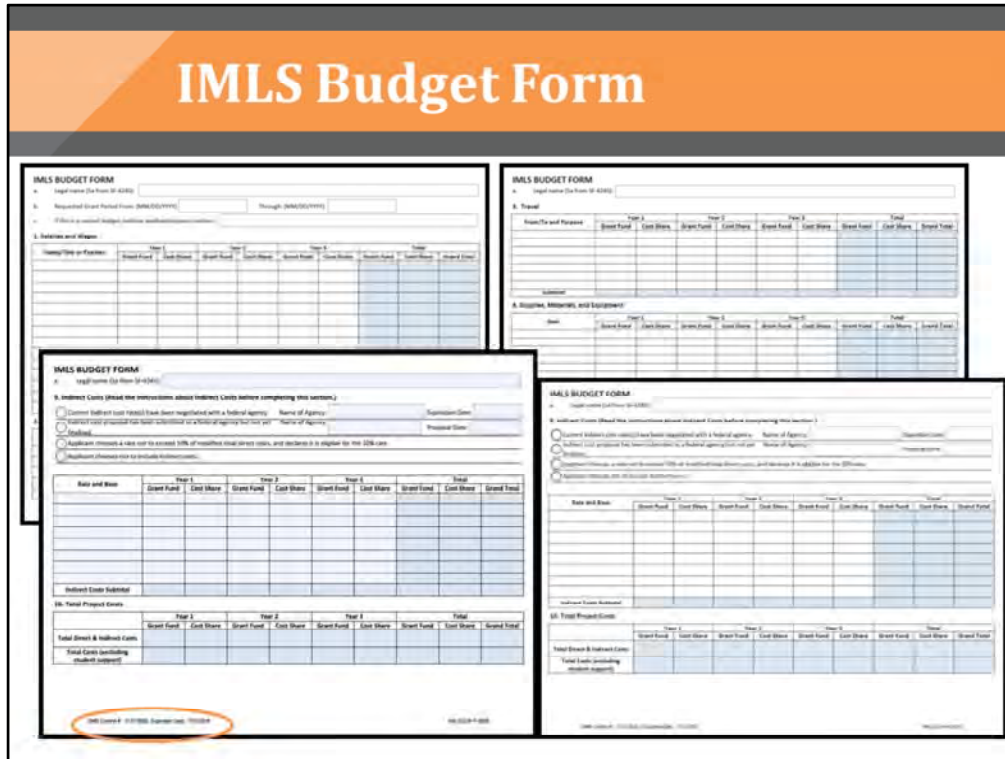
Tell us how you will collect and report the data required for the performance measure statements you have chosen. What specific results do you intend to achieve in your project? **Something will get better.** The need or problem should be diminished or eliminated altogether. Tell us how that will be so. Tell us about the tangible products that will result from your project, if you have any, and last but not least, tell us how you will sustain the benefits of your project beyond the lifespan of this particular project? In other words, when the federal funding goes away, how will the goodness that you've created be sustained?

Reviewers will give us their opinions on your plan for collecting and reporting data; they'll consider how likely it is you will deliver on the improvements that you've proposed; how useful the tangible products you plan to create will be; and whether your plan for sustaining the benefits of the project are reasonable and practical.

So, to recap: Your narrative has three sections—Project Justification, Project Work Plan, and Project Results. They're all equally important. 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 move on to the IMLS Budget Form. This is a single fillable PDF document that is four pages long and that you download from our website. You'll use it whether your project is 1, 2, or 3 years in duration. The Notice of Funding Opportunity contains detailed instructions for what to include where. The form adds for you automatically, although there are still some calculations you'll need to do on your own to get the numbers you need to plug into the form. We urge you to check your figures very carefully, making sure that expenses that will be paid from IMLS funds as well as those that you will cover as part of your cost share are in the right categories, are justifiable in the context of your project, and, of course, represent allowable costs.

It's very important to make sure you have **the most current** version of the form, and not a cached one, as there are some important changes over previous years. The expiration date at the bottom should be 7/31/2018.

## Budget Justification



- Identify the purpose for each expense in the budget—both the IMLS ask and the cost share, if required.
- Explain the method of cost computation used to determine each dollar amount.
  - 6 laptop computers at \$1,550 each = \$9,300.
  - Jane Doe, contractor, will visit two times to advise on evaluation metrics and train staff in evaluation methods. Two trips, 3 days each, at \$500/day = \$3,000.
  - Fringe benefits for new hire, one year, 32% of \$42,000 = \$13,440.
- Itemize and explain any costs that you consolidated and summarized on the IMLS Budget Form.
- Follow the format of the IMLS Budget form section headings.
- DO NOT use the Budget Justification to detail staff qualifications or to justify your project.

In addition to the IMLS Budget Form, you will need to write a Budget Justification. Peer reviewers will use this document to evaluate the appropriateness of the financial resources you have identified as necessary for your project, and IMLS staff will use it to check your calculations and make determinations regarding the allowability of specific expenses according to the applicable cost principles. You may use as many pages as necessary to justify your budget.

Your Budget Justification should:

- Identify the purpose for each expense in the budget—both the IMLS grant funds and the cost share, if required.
- Explain the basis or method of cost computation used to determine each dollar amount.
- Itemize and explain any costs that you consolidated and summarized on the IMLS Budget Form.
- Follow the format of the IMLS Budget form section headings.
- DO NOT use the Budget Justification to detail staff qualifications or to justify your project. There are other places for that!

# Allowable/Unallowable Costs

**Subpart E—Cost Principles**

- 201.401 General Provisions
- 201.402 Prizes, gifts
- 201.403 Acquisition
- BASIC CONSIDERATIONS**
- 201.404 Consideration of costs
- 201.405 Factors affecting allocation of costs
- 201.406 Allocation of costs
- 201.407 Allocation of indirect costs
- 201.408 Allocation of direct costs
- 201.409 Allocation of indirect costs
- 201.410 Allocation of direct costs
- 201.411 Allocation of indirect costs
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[http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200\\_main\\_02.tpl](http://www.ecfr.gov/cgi-bin/text-idx?tpl=/ecfrbrowse/Title02/2cfr200_main_02.tpl)  
 OR  
<http://tinyurl.com/nxawgds>

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. Made effective on December 26, 2014, this set of rules combines and simplifies previous sets of rules known as the OMB Circulars, and to which we referred applicants for IMLS grants in the past.

Fortunately, the regulations are available online in a searchable format on the U.S. Government Publishing Office website listed on the screen or thanks to TinyURL, at <http://tinyurl.com/nxawgds>.

Of particular interest may be 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 Museums Empowered Notice of Funding Opportunity, we provide a partial list of the most common examples of allowable costs. These include:

- 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

So, 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, if one is required.

## 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
- general advertising or public relations costs designed solely for promotional activities other than those related to the specific project
- construction expenses
- reconstruction or renovation of historic sites
- social activities, ceremonies, receptions, or entertainment
- research projects (see 2 C.F.R. § 200.87)
- pre-award costs



Unallowable costs include:

- 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
- general advertising or public relations costs designed solely for promotional activities other than those related to the specific project
- construction expenses
- reconstruction or renovation of historic sites
- social activities, ceremonies, receptions, or entertainment
- research projects (see 2 C.F.R. § 200.87)
- pre-award costs

So, 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, if one is required. Unallowable expenses can't show up anywhere in your proposal. It's a good idea to compare your list of proposed expenses against these lists of allowable and unallowable costs and the appropriate set of cost principles. If after that you have specific questions, please contact us and we'll be happy to help.

# Indirect Costs

1. Use a current indirect cost rate that you have negotiated with a federal agency.
2. Use an indirect cost rate proposed to a federal agency but is not yet finalized.
3. Use a rate not to exceed 10% of **modified total direct costs** (MTDC) if you have never had a federally negotiated indirect cost rate and you are not subject to other requirements, such as those in place for states, local governments, and Indian tribes.
4. Not include indirect costs at all in your budget.

- MTDC **includes** direct salaries and wages, applicable fringe benefits, supplies and materials, travel, and up to the first \$25,000 of each subaward.
- MTDC **does not include** equipment, rental costs, tuition remission/scholarships/fellowships, participant support costs, the portion of each subaward in excess of \$25,000, or indirect cost type items.

Let's take a moment to consider your options for calculating indirect costs. Returning to the IMLS Budget Form again, notice that you have four options for calculating Indirect Costs. You may:

1. Use a current indirect cost rate that you have negotiated with a federal agency.
2. Use an indirect cost rate proposed to a federal agency but not yet finalized.
3. Use a rate not to exceed 10% of modified total direct costs if you have never had a federally negotiated indirect cost rate and you are not subject to other requirements, such as those in place for states, local governments, and Indian tribes.
4. Not include indirect costs at all in your budget

If you are using the 10% indirect cost rate, it is important to understand what the modified total direct costs are.

Modified total direct costs include

- Direct Salaries and Wages
- Applicable Fringe Benefits
- Supplies and Materials
- Travel
- Up to the first \$25,000 of each subaward

They do NOT include:

- Equipment

- Rental Costs
- Tuition Remission, Scholarships, Fellowships
- Participant Support Costs
- The portion of each subaward in excess of \$25,000
- Indirect-cost-type items (e.g. general telephone service, postage, office supplies and office space expenses, and administrative or financial operations for your entire organization)



# Digital Product Form

**DIGITAL PRODUCT FORM**

Introduction

Introduction

Introduction

**PART I: Intellectual Property Rights and Permissions**

**A.1** What will be the intellectual property status of the digital products (content, resources, assets, software, or metadata) you create for users? Who will own the copyright? How will you ensure digital rights and permissions to copyright users? The answer to this question will be used to determine whether your project will be funded.

**A.2** What licensing rights will your organization assert over the new digital products and what conditions will you impose on users and staff? Explain and justify any terms of license and conditions of use and legal how you will notify potential users about relevant terms or conditions.

**A.3** If you will create any products that may involve privacy concerns, require obtaining permission or rights, or cause any cultural considerations, describe the measures and how you plan to address them.

**PART II: Projects Creating or Collecting Digital Content, Resources, or Assets**


**A. Creating or Collecting New Digital Content, Resources, or Assets**

**A.1** Describe the digital content, resources, or assets you will create or collect, the quantities of each type, and format you will use.

IMLS Form # 101-000, Revision 09/10/2010

**Resource**

Federal Agencies Digitization Guidelines Initiative ([www.digitizationguidelines.gov](http://www.digitizationguidelines.gov))



The last form we'll talk about today is the Digital Product Form. If your project includes creating a digital product of any kind—digital collections, web resources, metadata, software, or a digital dataset—you should complete and submit the Digital Product Form. It is available on our website as both a fillable PDF and a Word document; the choice of which to use is yours. This form makes it easy for reviewers and for IMLS to understand how you will create your digital products and how you will make them available for use and re-use by others.

Because technology is dynamic and because we do not want to inhibit innovation, we do not want to prescribe set standards and best practices that would certainly become quickly outdated. Instead, we ask a series of questions about your digital product project, and your answers will be used by IMLS staff and by peer reviewers to evaluate your proposal. You need to complete the sections that align best with your project.

There are many resources available for digitization projects these days. You may find the Federal Agencies Digitization Guidelines helpful at [www.digitizationguidelines.gov](http://www.digitizationguidelines.gov).

# Application Tips

## Check your registrations, user names, and passwords.

1. D-U-N-S® Number: [www.dnb.com/us](http://www.dnb.com/us)
2. SAM Registration: [www.sam.gov](http://www.sam.gov)
3. Grants.gov Registration: [www.grants.gov](http://www.grants.gov)



At this point, we'd like to share a few tips gleaned from our collective experience in working with applications submitted to the MFA program each year.

First on the list, make sure your registrations are complete and your passwords and user names are current. You must have a DUNS number, an active SAM.gov registration, and a current and functional Grants.gov registration, and if you are just starting out, you'll need to acquire them in that order. In other words, you must have a DUNS number to register with SAM.gov. You must have an active SAM.gov registration to register with Grants.gov.

It's crucial to remember that your SAM.gov registration expires each year and you must renew it. You can check your status at any time by going to [www.sam.gov](http://www.sam.gov). In addition, your Grants.gov password expires every 60 days, and leaving accounts inactive for a year or more can result in the removal of all account roles. So ... make sure you know who your Grants.gov Authorized Organization Representative is and be sure the username and updated password are in place.

Both websites have robust help features and FAQs.

## 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.
- Do your background research.
- 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.
- 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 regulations state that we can make grants only to **eligible** applicants that submit **complete** applications, including attachments, **on or before the deadline**. So...

- Start early.
- 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
May 1, 2017*	Applicants submit packets through Grants.gov
May 2017*	IMLS staff review applications for completeness and eligibility
May 2017*	IMLS staff address any completeness, eligibility issues; select reviewers
June 2017	Review period
July 2017	IMLS staff analyze review scores; review budgets; prepare materials for IMLS Director
Aug 2017	IMLS Director renders final award decisions
Sep 2017*	IMLS notifies applicants of award decisions; provide reviewer comments
Oct/Nov/Dec 1, 2017	Awarded projects begin

This is an overview of what happens to your application once we receive it. The times that you may hear from us are marked with asterisks--in May, 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; later that month, when you'll receive an email from us providing you with basic summary information including your IMLS 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 by the end of May.

In June we enter the review period, when your experienced and knowledgeable peers will provide scores and comments based on the criteria outlined in the Museums Empowered Notice of Funding Opportunity.

In July, we analyze the review results, examine budgets, and prepare materials for the IMLS Director. By law, the IMLS director is charged with the authority and responsibility to make final award decisions, and this happens in August.

In September, we notify all applicants by email of the award decisions and provide the scores and comments created by the reviewers.

And on October 1, November 1, or December 1—whichever date the successful applicant chose at the time the application was filed—the projects begin.

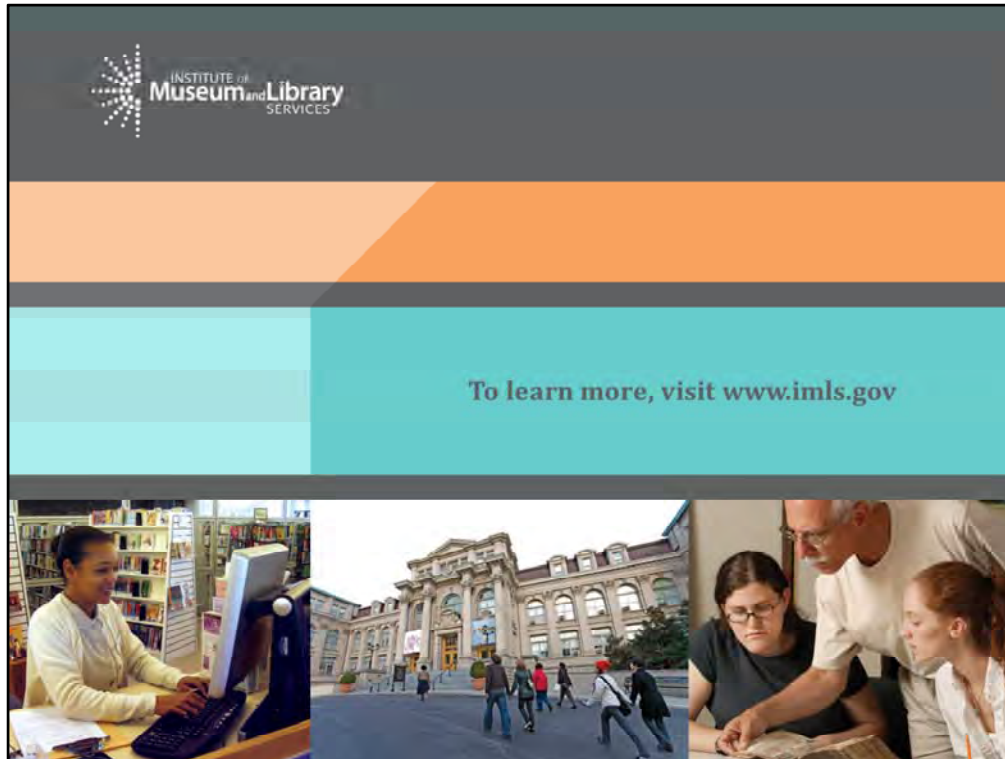
**Contacts**

**IMLS Office of Museum Services Staff Contacts**

Mark Isaksen Senior Program Officer <a href="mailto:misaksen@imls.gov">misaksen@imls.gov</a> 202.653.4667	Jill Connors-Joyner Program Specialist <a href="mailto:jconnors-joyner@imls.gov">jconnors-joyner@imls.gov</a> 202.653.4791
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Thank you very much for your interest in IMLS and in Museums Empowered: Professional Development and Capacity Building Grants for Museums, a Museums for America special initiative. We hope you have found the information in this webinar helpful.

Here is a listing of the names, email addresses, and direct phone numbers for program staff in the Office of Museum Services working on this grant program. We encourage you to contact us with any questions you might have. We'll be very happy to help.



STOP RECORDING

Now we'd like to open the phone lines so we can answer any questions you might have and respond to some of the more complicated ones that might have come up via the chat.