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FY17 NATIONAL LEADERSHIP GRANT AND LAURA BUSH 21ST CENTURY
PROGRAM PROSPECTIVE APPLICANT WEBINAR 3

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      >> Good afternoon, everyone. Thanks for joining us. This
is Steven with IMLS. We will get started in three or four
minutes. If you joined us in the last ten or 15 minutes, if you
can type in the chat box to confirm that you can hear me, I'd
appreciate that. Thanks. Once again, we will get started in a
few minutes.
      >> Good afternoon or good morning, depending on where you
are. This is James Neal, program officer with the Office of
Library Services at IMLS. Today I'm also joined by my
colleague, Sarah Fuller. Before we get started, let me know if
you can hear by replying okay in the chat box, please. Take a
few minutes to be sure that everyone can hear.
      If you have any technical problems, please type them in the
chat box and we will help you as soon as we can. The phones are
muted, but if you have questions during the presentation, please
type them into the chat box, and I'll try or we will try to
answer all of them. We will also have a Q and A at the end of
the presentation. (Beep) Welcome to the Institute of Museum
and Library Services prospective applicant webinar for the
national leadership --
      >>   Recording started.
      >> JAMES NEAL: -- for libraries program and the Laura Bush
21st Century Librarian Program.
      Today, we will briefly go over IMLS and its strategic
priorities to provide a overview of the NLG and LB12 grant
programs, including changes we have made to both programs this
year. We will also review eligibility criteria, the project and

funding categories, take you through the application process, and give you some tips.

IMLS is the primary source of federal support for the nation's 123,000 libraries and 35,000 museums. We make grants, convene groups, conduct research and publish in order to build the capacity of museums and libraries to serve the public.

IMLS's vision and mission statements are core to the agency's strategic plan for fiscal year 2012 to 2016. And the emphasis of course is that IMLS is here to support libraries and museums in serving their communities. The IMLS vision is a Democratic society where communities and individuals thrive with broad public access to knowledge, cultural heritage and lifelong learning. The mission of IMLS is to inspire libraries and museums (Beep) to advance innovation, learning and cultural and civic engagement. We provide leadership through research, policy, development and grant making (Beep) The IMLS mission is to inspire libraries and museums to advance innovation, learning and cultural and civic engagement. We provide leadership to research, policy development and grant making.

There are three strategic priorities that drive agency-wide grant making, learning, community and content. These will tie in quite closely with our grant programs, but have been the themes of our funding for the last few years, and they may be familiar to you if you have applied for grants in the past.

Today we will be talking about two of our grant programs, both of which have a deadline of February 1. First is our National Leadership Grants for Libraries Program, otherwise known as NLG. This grant program supports projects that address significant challenges, and opportunities facing the library and archive fields, and that have potential to advance theory and practice.

Successful proposals demonstrate national impact, relevant to current practice and challenges, relevant expertise about topic at hand (Beep) and also incorporate collaborations with other institutions and partners.

The Laura Bush 21st Century Librarian Program, LB21, is more focused on training, continuing education, and other learning opportunities for library professionals. LB21 supports professional development, graduate education, and continuing education to help libraries and archives (Beep) develop a diverse workforce of librarians to better meet the changing learning and information needs of the American public. Similarly to NLG, successful proposals will include broad impact, collaborative fulfillment (Beep) and will work to advance library practice. We have information on our website for both programs. If you are on this webinar, it is likely you have already visited one or both of them. These pages provide

an overview of the programs, links to the full Notices of Funding Opportunities, and also relevant webinar (Beep) if you want to refer (Beep) to the applicant webinar at a later date, that is where you will find it (Beep) in addition, on each page, you can find the list of the relevant program staff you should contact with questions about the grant programs and the application process.

(beeps).

You are eligible to apply if you are unit of state or local government, or a 501(c)3 nonprofit organization, located in one of the 50 states or territories, one of six types of organizations, including a library or parent organization, an academic or administrative unit, a digital library, or a library agency consortium or association. If you have questions about your eligibility, please reach out to someone on our program staff. One note, the Laura Bush grant program has additional eligibility restrictions (Beep) for some of the categories. Please pay attention to that in the Notice of Funding Opportunity.

You are not eligible to apply if you are federally funded institution, a for-profit, an individual, or a foreign country or organization. Federally funded institutions does not mean you receive other federal grants. It means if you are federal agency like the Smithsonian, for example, we cannot fund you. If you are an ineligible institution, we encourage you to partner with an eligible institution on a project. While you cannot (Beep) be the lead applicant, you can apply through a partnership with an eligible institution and receive funding, support activities in that manner. There is more information about this in the guidelines on our website. But the point here is to figure out early on if you are eligible to apply for the program that is of interest to you.

So, these are the things that are new in the grant programs for fiscal year 17. If you have had a chance to look at the Notices of Funding Opportunities, you may have noticed some new project categories. Those are community anchors, national digital platform, and curating collections. National digital platform you may recognize from last year, but the other two categories are new. We have also folded the Sparks grant into NLG. Sparks used to be run as a separate grant program once a year, but will now have an application opportunity under the national leadership program.

Finally, in LB21 we have reintroduced the preprofessional category.

We have provided guidance for those of you who are unsure whether your project idea fits into the national leadership program, or the LB21 program. If you are, if your research

project is primarily about education and training for information professionals, either formal or informal education, you should be applying to LB21. If you are applying as a tenured track faculty member to do research, you will want to look at the early career research category in LB21.

Otherwise, any work, any other work of national significance to libraries, archives and information sciences, will fall under the NLG program.

This chart features some examples of projects and activities that would fall within each program. Please make sure to read through the Notice of Funding Opportunity, or NOFO, carefully, to ensure your project is aligned with the correct grant program and that you meet eligibility criteria.

If you are still unsure, feel free to contact one of our program staff for guidance. I'm now going to turn over the call to my colleague Sarah Fuller.

>> SARAH FULLER: Hi, everyone. I wanted to remind you that if you do have questions, you are welcome to type them (Beep) in the chat box as we are going through, and we will make sure to get to them at the end.

I'm going to go into a little bit more specifics about the different categories we have. On each application (Beep) you will be asked to select one project category, either community anchors, national digital platform, or curating collections. We are going to talk about each of those.

The community anchor projects advance the role of libraries as community anchors that provide civic and cultural engagement, facilitate lifelong learning, promote digital inclusion, and support economic vitality through programming and services with caveat that the projects and programs must advance national practice and not be limited to impact on local communities only.

A National Leadership Grant, this will read as national impact; in Laura Bush 21st Century grants, this will be listed as broad impact.

In this category, we expect research and projects with community partnerships outside of the library field, and projects that elevate the role of libraries as community anchors and catalysts, and create tools or models or training for library professionals that facilitate that.

In the national digital platform category, this one has been around for a number of years. This will be the one that you are familiar with, hopefully, as James mentioned before. In this category, we are interested in projects that create, develop, and expand the open source software applications used by libraries and archives to provide digital content and services to all users in the United States.

These are projects that will be developing software or

creating infrastructure to support the digital work being done in libraries. You can see examples of the types of projects we have previously funded in this area on our website.

Curating collections is also a new category for projects that can have a significant national impact on shared services for the preservation and management of digital library collections and content across the country. Again, projects focused on a single collection or doing local work will not be supported. We also can't support digitization or predigitization projects through this program. Again, looking at collaborations and the communication necessary to move projects beyond local to national importance will be important.

We have written a number of blog posts that go into more detail about each of the project categories. The first provides an overview of the NLG and LB21 project categories, funding categories and project types, while the subsequent three each go into detail about one of the project categories. I highly encourage you to read the first blog post and the relevant project category blog posts along with reading the notice of funding opportunity.

Along with the project categories, the Laura Bush program also requires you to select a project type. Research projects can focus on any of these types. The preprofessional category is applicable to any programs that are focused on any part of the pre(Beep) school trajectory. This could be training programs for college students or even students in K through 12 education. These projects could also be focused on recruitment efforts, particularly keeping diversity of the profession in mind.

Masters level and doctoral level programs are projects that have to do with innovation and development in curricula and formal education in the library and information science fields. Early career development is specifically for tenured track librarian information science faculty who are doing research. The last category is continuing education. This program is for workshops, cohort models and other informal learning and training for professionals that are already in the field.

Early career development research projects do not have to be tied to one of the project categories, community anchors, curating collections or national digital platform. However, (Beep) projects must be tied to one of those three program areas.

All applicants will also have to select a funding category. As we mentioned earlier, Sparks grants were folded into NLG and will be offered twice a year. The Sparks grants are small, rapid prototyping projects. Planning grants are for preliminary project activities. Many people think about this as planning

for a larger grant. This may be conducting preliminary
research, conducting an environmental scan, or working on
creating partnerships who support larger future activities. The
National Forum Grant is for convening experts and stakeholders
around an issue of national significance. This could be to
support one large meeting or several meetings around an area, to
establish a shared agenda or understanding in an issue area.

Project grants and research grants are the larger grants we
make in NLG and LB21 and support investigating key research
questions in library archive practice. These are limited to one
to three years. Doctoral projects, however, can be up to four
years long. To give you a better sense of the scale in each of
the funding categories, here are the funding limits for each.
You should know that the funding levels may be different within
each funding category for NLG and LB21. There is flexibility
within the funding levels, but you should keep in mind that we
have limited funding and both programs are highly competitive.

We fund very few million or two million dollar projects.
There is a value proposition that comes into play here. The
higher the amount you are asking for, the more compelling your
case must be for how your work will impact an entire field and
represent a significant return on investment.

The Notices of Funding Opportunities also spell out these
funding caps along with the corresponding cost share
requirements. Cost sharing is not considered in the review of
applications, but it is an eligibility criteria for certain NLG
and LB21 projects. Again, this is spelled out in the Notices of
Funding Opportunity for each funding types. Please remember if
a cost is unallowable for IMLS funds, it is also unallowable for
cost share.

We will go over the process as well. Applications for both
NLG and LB21 are due February 1 of this year. Each application
must include an SF424, which is generated in grants.gov, an IMLS
program information sheet, and most importantly, a two-page
preliminary proposal (Beep). Applications must be submitted
through grants.gov and undergo peer review. All will receive
feedback. A small percentage will be invited to submit a full
proposal for further consideration. Those that are invited to
submit full proposals need to submit those by June 9 of this
year. This is invitational only. The required components for
the full proposals are much more extensive and are listed in the
Notice of Funding Opportunity. These applications are also
submitted by grants.gov and will similarly undergo a peer review
process. All full proposal applicants will be provided reviewer
comment and feedback, regardless of whether the projects are
selected for funding or not.

The IMLS director makes final funding decisions and these

will be announced in August of 2017.

These are important dates you need to be aware of during this application cycle. Please read through the notice of funding carefully to ensure you are meeting eligibility criteria and have fulfilled all the application requirements. Hopefully, you have noticed a trend in this webinar that we would like you to read the Notice of Funding Opportunity as many times as you can possibly stand. That will answer hopefully as many of your questions you might have.

Registering early is one of the things that we recommend, on the basis of hearing devastating stories from people who forgot to do this part. There are three places where you must register your organization, in order to be able to submit a proposal, DUNS, SAM and grants.gov. It's important to keep in mind that your SAM registration is good for one year and must be renewed. That is something you don't want to be doing right before the deadline, so we recommend checking your status early on.

In fact, just go ahead and do that today. If it's not your job to check your SAM registration, become best friends with the person at your organization whose job it is, so you can make sure that this is in place.

Grants.gov of course is a portal through which you will file your application. Allow at least two weeks for the registration process here. Again please go ahead and do that today. Even if you know you are registered, you will want to make sure you know who is authorized for your institution and make sure that they know their password.

Staff change, people retire and passwords get misplaced. If you don't know for sure it's in place now, please check on it today. It is not something you want to try to accomplish anywhere close to the deadline, and if you are unable to meet the deadline, we are not going to be able to accept your proposal.

Now to get into some tips, recommendations for successful applications, we have examples on our website of some of the successful projects in recent years, both the full and preliminary proposals. You should think about the preliminary proposal as a trailer, giving the highlights of what the more detailed projects will look like. We recognize that it's quite a challenge fitting all of the information about your project into two pages. You will want to be as succinct and specific as possible. Some elements you will want to address in your preliminary proposal include clearly identifying the project director and any project partners. This can easily and quickly be done in the first sentence. Institution X and institution Y will partner together to make A or accomplish Y. I recommend

foregoing lengthy introductions and getting directly into the
meat of what your project is all about in the first sentence.
You will also want to ground your project in current and
relevant research and practice, you will want to give an outline
of your proposed work plan, what will it look like and how will
it be accomplished.

If it's a research project, you will want to give
information on the research design. You should make clear the
relevance of your project to the selected project category and
also demonstrate the potential national impact or broad impact
and projected outcomes of your work. Lastly, you will need to
provide a estimated budgets. Please note a paragraph on the
budget is required and this is spelled out in the notice of
funding.

Specifically, for research projects, you want to make sure
you are answering the question, what is your theoretical or
conceptual framework. You should talk about other work that has
been done in your area of interest. You will want to make sure
you clearly state your research question and describe how you
will collect and analyze your data. In addition, you want to
give some information about who your research study participants
will be, and who your subjects are. Finally, you should talk a
little about how you will interpret and share your findings with
the field. For more information, please see the guidance for
research applications that are in each Notice of Funding
Opportunity.

So here are some things that you can do to ensure you are
submitting your most competitive proposal. The first we have
already, you have already accomplished by attending this
webinar. As we have mentioned earlier, you should also take a
very intensive look at the Notice of Funding Opportunity, and
read through the blog posts on the project categories. You want
to choose the grant program and categories that best align with
your project. Some other tips, read through the preliminary
proposals from last year to get some ideas of what successful,
articulate, what successful projects look like. Articulate
project goals as quickly as possible in the preliminary
proposal. Include a budget paragraph. Be sure you are
submitting all of the completed and required documents. I
highly recommend having a colleague that is unfamiliar with your
project read through your proposal prior to submission. We all
get too close to our work, and this will ensure that the
proposal you are submitting clearly communicates your project
idea.

Most importantly, get in touch with us. Our program staff
are more than happy to answer your questions and chat with you
about your project ideas prior to the deadline.

Our job is to help people put together the most competitive applications that you can. We are here to help all applicants. Please be in touch with us.

Finally, we are going to open for questions. If you have any questions, please type them into the chat box.

>> Recording stopped.

>> I'm going to go ahead and put the phone on speaker. Hopefully everyone will be able to hear us. That way, James, Steven and I can all answer your questions. How do I do speaker? I think we already have a couple questions. Hopefully everyone is hearing me just fine.

I was unable to save the slides. Can you send them again?

>> Yes. Actually, within about 24 to 48 hours, following this webinar, we should receive the recording. That recording will be posted on the events webinars page on IMLS.gov. Same place you went to to get information about this webinar is where you will find the recording [inaudible] by the end of the week, but probably within the next day or two.

>> If you still have trouble doing it, please contact one of our staff. We will be able to help you. Are there any other questions? Lots of questions. Can the two-pager have a separate work site inspection.

(audio is very faint, the people are very far away).

The answer is no. This is a great question. Anything over the two pages will not be sent on to the reviewers. What you can do is have footnotes, and you are also welcome to link, if you have other resources that you would like to link to. The reviewers are not required to click through the links, but many of them do. They receive all the applications electronically. Many of them do take the time to click through all of the links. That is one way that you can include a little more information. Do we have to have all the names, partner institutions and consultants in the two-page proposal. Certainly if you have any partnership established or consultants already established, it will strengthen your proposal, if you demonstrate you have already put those pieces into place. If you are still figuring those pieces out, you, of course don't need to include that. But you want to give a good description of what it is that you are planning [inaudible] partners you plan to attain. How much detail do you need in the budget paragraph? The budget paragraph, Notice of Funding Opportunity has specific instructions on that. I recommend you look at that. You want to include a fair amount of detail. This helps the reviewers to understand better how you came to your dollar amount and to understand your work plan. With that in mind, we do also understand that budgets change between the preliminary proposals and full proposal. You should do your best job to estimate how

much you think your projects will be. But if it goes up and down a little between preliminary and full, if you are invited, we completely understand that.

Can [inaudible] apply to create additional libraries? I believe so.

>> If they are eligible institutions.

>> Schools are eligible institutions. Specifically for that type of proposal, you want to contact one of our program officers to discuss specifics of it. They can help you think through that idea a little more to see if it is a good fit with our program. Again creating digital library at a school district, the question will be if you are having national impact in the field. Is there a conflict if a organization is asked for [inaudible] also applying for national [inaudible]

(audio is faint, if the speakers could get closer to the microphone, please ...)

We have several institutions that have both Laura Bush grants and National Leadership Grants. We don't recommend you put in tremendous numbers. You want to demonstrate that you are considering your grant thoroughly and prioritizing what you want to do. But there is no conflict between Laura Bush and national [inaudible] run completely separate. You are welcome to apply for both of them.

Could you explain the obligation of the project partner. Are these partners contracted, what are their typical responsibilities for this project.

For project partners there are a number of ways that you can go about setting that up. It is up to the applicant to decide that. We have a number of cases where project partners are receiving [inaudible] in the case of sub grants, it is up to the applicants [inaudible] monitor the sub grantees and to deal with all those budgetary obligations. That is something that your finance office should be able to help you with. We have a number of projects where the project partners are serving in advisory capacity or there is no money exchanged, and therefore (Beep) [inaudible] partners on the project.

I can't find an example of the preliminary proposals on-line [inaudible] include only the final [inaudible]

Send us a E-mail, I can send you the exact link. If you go to the apply for grants section of our website, there is a sample application tab, I believe that comes up on the right-hand side. If you scroll down, you will get the National Leadership Grants in the Laura Bush 21st Century grant. Steven is going to find the link and post it in the webinar actually right now. That should be able to help you. Hold on one second. He is pulling it up. Then we will return to the screen. For those invited to submit full proposal with June,

what are the acceptance rate for those? It will vary depending
on how many applications are received, and how many are invited
to submit full proposals. (Beep) Last year, about 20 percent I
want to say from those that submitted preliminary proposals.
You can send me a E-mail. I can give you the exact numbers from
last year, if you find that to be helpful. You can also go
through our [inaudible] pertaining to the awards from last year,
that can give you a clue about that.

    Is there a [inaudible] number of proposals submitted from a
institution. No, there is no limit. But you want to be mindful
of how many you are submitting from your institutions. You want
to be showing that your institution is committed to the work
that is being proposed, something to keep in mind.

    Can we submit more than one proposal? Yes, you can submit
more than one proposal. They have to be different ideas,
obviously. You can't submit the same project idea written
differently. But yes, you can submit more than one proposal,
although you may want to contact your program officer and think
through your ideas and maybe there is a way to combine them or
one you might want to prioritize for the cycle.

    In all these cases, I definitely recommend reaching out to
a program officer. How do I identify program officer to
contact? If we can to the next slide, thank you for [inaudible]
here are the people to contact for each individual program. You
can also go to the Notice of Funding Opportunity pages, that
list the [inaudible] if you aren't sure who to talk to, you are
welcome to reach out to me, Sarah Fuller or James Neal, we are
both presenting today. We will be happy to help you get
directed towards the correct program officer.

    We will hang out for another few minutes, in case anyone
has any other questions. Again you are welcome to contact us
specifically, if you have questions about a specific idea you
are putting together (Beep) good idea to run your ideas past us.
We can give you (Beep) [inaudible] preliminary proposal.

    Steven mentioned earlier the webinar recording -- one more
question. Can you discuss the difference, what you mean by
national impact for NLG and broad impact for LB21? I think the
best way for me to answer that question is to actually refer you
to the Notice of Funding Opportunity for both. Once you read
through that, it will become clear why the distinction. I
encourage you to read through. But for both the ideas
[inaudible] singular institution or small group of people in the
field in the case of LB21, has to have impact either on the
country for NLG or for the field or the profession in terms of
LB21. Again the rationale behind that being that we are very
limited in amount of funds and [inaudible] federal taxpayer
dollars, there needs to be as much impact as humanly possible

[inaudible] is this presentation being recorded? Yes, the presentation was recorded. It will be available on our website probably by the end of the week.

You go to the same place you went to, to actually click on to the webinar. There will be a webinar recording there. Steven is going to put the link to that as well. In a few days time, you can come back to that and there will be a webinar recording for you. We also ran this webinar twice in December. If you don't want to wait until then, there are recordings from the first and second webinar that should be pretty much identical to this recording.

For purposes of this grant can diversity refer to those that are [inaudible] career field or also apply to those [inaudible] great question. It will apply to all those different categories that you listed and even more than that. We have more information on our website that might help you [inaudible] I'm wondering if you have any examples of preliminary proposals. We do have samples preliminary proposals. We are going to try and pull one up right now. But if you scroll down to the national digital platform grant category and the Laura Bush 21st Century Librarian Program, the most recent example which should be at the top, they are all listed 2016, will have preliminary proposals and full proposal narrative. If you can't find them, please feel free to E-mail us. Then we can direct you in the right direction and find one that is more pertaining to your interests. The examples [inaudible] anchors [inaudible] the sample application is for both the [inaudible] (Beep) one caveat being that the community anchor category is new in the library office for this year. There are actually no examples of community anchor grants. However, I recommend looking at the learning and library category under the national leadership for libraries program. Those are probably going to be the most in line with the community anchor project. Look at the learning and libraries sample applications. [inaudible] a page.

If you are having trouble finding [inaudible] send me a E-mail. Let me know what kind of project you are thinking about and I'll be happy to find one relevant to you.

I think that we answered all of the questions. Again, this recording will be available on our website in a few days time. In the meantime, please feel free to reach out to us, and please go ahead and check your grants.gov registration and your SAM registration and make sure that you are all set up. Definitely we have a few minutes left in the hour so maybe you can take the time (Beep) right now, if you are planning on submitting. With that, I think that we are going to sign off. Please contact us if you have any questions whatsoever. (Beep).

(end of webinar at 2:38 p.m. CST)
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