21st Century Museum Professionals Grant Program

Applicant Information Session

Introduction

Video Chapters

Using This Video

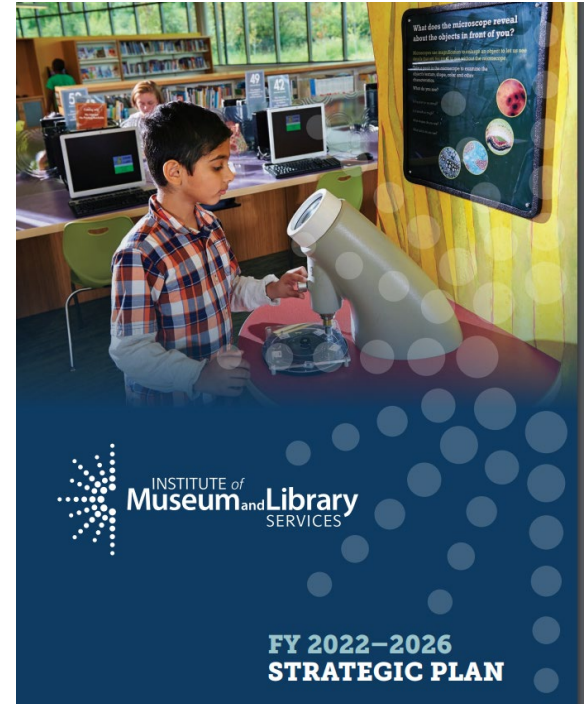| Watch	Review	Refer
Watch this video in its entirety	Review the Notice of Funding Opportunity (NOFO) at **www.imls.gov/grants**	Refer to this video as needed

What is the 21MP Grant Program?

21MP Program

The 21st Century Museum Professionals (21MP) grant program advances the growth and development of a diverse workforce of museum professionals.

21MP Program supported projects

The 21MP program supports projects that:

- offer professional development to the current museum workforce;

- employ strategies to train and recruit future museum professionals;

- and support evaluation efforts to identify and share effective practices.

21MP Program institutions

The 21MP program encourages applications from:

- museum associations,

- museum studies programs at institutions of higher education, and

- museums that serve as key parts of the professional learning and training environment.

21MP is for Museums

- Museums must

  - ✓ Have at least one full time or equivalent professional staff person, either paid or unpaid

  - ✓ Have a physical location that it owns or operates

  - ✓ Have been open to the public for at least 120 days in the year prior to the application deadline.

  - ✓ Own or use tangible objects

- Museums may be stand-alone organizations, or they may be part of a larger institution, such as a college, university, Tribe, or a state or local government.

21MP is for Museum Associations

An organization or association that engages in activities designed to advance the well-being of museums and the museum profession;

Applicants in this eligibility category may be national, regional, state, or discipline-based associations or related organizations that primarily serve the museum field.

21MP is for Higher Education

Institutions of Higher Education, including public and private non-profit universities or colleges.

- Museum Studies and related programs that support the training of museum professionals.

- Offering undergraduate, graduate, or professional and continuing education.
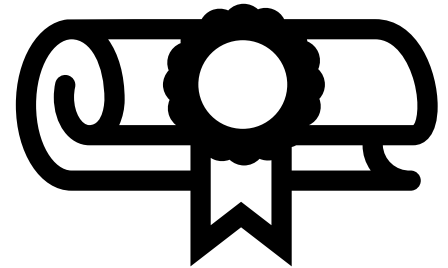
What Can 21MP Grants Fund?

21MP Funds Projects

What is a "project"? A temporary endeavor undertaken to create a unique product, service, or result.

- A project is **temporary** in that it has a defined beginning and end in time, and therefore defined scope and resources.

- And a project is **unique** in that it is not a routine operation, but a specific set of operations designed to accomplish a singular goal.

What Makes a 21MP Project Successful?

INCLUSIVE
APPROACH

IN-DEPTH
KNOWLEDGE

AUDIENCE
FOCUS

MEASURABLE
RESULTS

21MP Program Goal 1

Goal 1: Current Workforce

Support the professional development of the museum workforce, including those from diverse and under-represented backgrounds.

21MP Program Goal 1 Objectives

Goal 1: Current Workforce

Objective 1.1: develop new or enhanced professional development and training programs for the museum workforce.
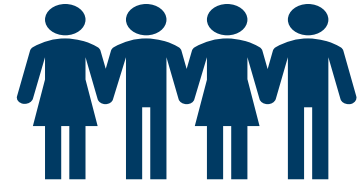
Objective 1.2: support assessment and evaluation of training and professional development programs to identify and share effective practices.

21MP Program Goal 2

Goal 2: Future Workforce

Recruit and train future museum professionals, including those from diverse and under-represented backgrounds.

21MP Program Goal 2 with Objectives

Goal 2: Future Workforce

Objective 2.1: increase the number of students from diverse and underrepresented backgrounds enrolled in graduate and undergraduate museum-related programs.

Objective 2.3: recruit future museum professionals from diverse and underrepresented backgrounds through paid internships, mentoring, and fellowship opportunities.

Objective 2.3: support assessment and evaluation of recruitment, training and higher education programs to identify and share effective practices.

What Size Are 21MP Projects?

21MP project budgets can range in size.

$100,000 - $500,000 in federal grant funds with **1:1 cost share required.**

Scale your budget request to the needs of your project.

Application Components

Overview

Application Components

The Notice of Funding Opportunity (NOFO) includes a complete list of all the application components.

Most of these components are created and saved as a PDF for uploading as part of your application package in Grants.gov.

Required Documents

These components are required of <u>all</u> applications.

- Application for Federal Assistance (SF-424S)
- IMLS Supplementary Information Form
- Organizational Profile
- Narrative (7 pages max.)

- Schedule of Completion
- Performance Measurement Plan
- IMLS Budget Form
- Budget Justification
- List of Key Project Staff and Consultants
- Resumes

Conditionally Required Documents

These components are required of <u>some</u> applications.

- Proof of Private, Nonprofit Status

- Final Federally Negotiated Indirect Cost Rate Agreement

- Digital Products Plan

Supporting Documents

These components are <u>optional</u>. Include only those that supplement the Narrative and support the project description provided in the application.

- Letters of commitment from partners, consultants, or any third-parties you will work with on your project
- Bibliography or references relevant to your proposed project design or evaluation strategy
- Letters of support from experts and stakeholders
- Needs assessments identifying knowledge gaps and areas of growth for the target group

- Recruitment plans showing proposed outreach strategies for the target group
- Learning objectives and/or curriculum for a proposed training program.
- Logic models, assessment strategies or evaluation frameworks.
- Reports from planning activities
- Products or evaluations from similar projects
- Web links to relevant online materials

Application Components

In the following sections of this presentation, we will focus on two application components:

- Narrative

- Budget

The Notice of Funding Opportunity offers complete instructions on how to prepare and complete all application components.

Application Components

Narrative

Narrative: Project Justification

- Which 21MP program goal and associated objective(s) will your project address?

- What need, problem, or challenge will your project address, and how was it identified?

- Who is the target group for your project and how have they been involved in the planning?

- Who are the ultimate beneficiaries for this project?

- How will the museum field benefit from your project?

Narrative: Project Justification Review

Reviewers will look for:

- How well does the proposal align with the selected 21MP program goal and objective(s)?

- How well has the applicant used relevant data and best practices to describe the need, problem, or challenge?

- Has the applicant appropriately defined the target group(s) and beneficiaries for this work?

- Have the target group and other project stakeholders been involved in planning the project?

Defining a need, problem, or challenge
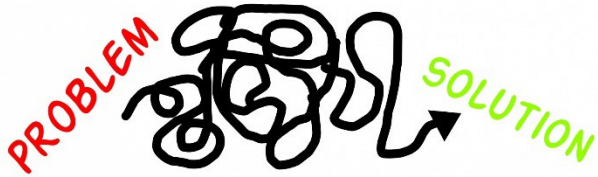
- Remember that the federal government wants its investment to result in something getting better.

- Articulate what will get better as a result of your project as precisely as possible.

- Identify why it is important that this change happens.

- Hone your problem definition carefully.

- Present data that support your problem definition.

Narrative: Project Work Plan

- What specific activities will you carry out and in what sequence?

- What are the risks to the project and how will you mitigate them?

- Who will plan, implement, and manage your project?

- What time, financial, personnel, and other resources will you need to carry out the activities?

- How will you track your progress toward achieving your intended results?

Narrative: Project Work Plan Review

Reviewers will look for:

- Are the proposed activities informed by relevant theory and practice?

- Are the goals, assumptions, and risks clearly stated?

- Do the identified staff, partners, consultants, and service providers possess the experience and skills necessary to complete the work successfully?

- Are the time, financial, personnel, and other resources identified realistic for the scope and scale of the project?

- Will the proposed methods for tracking the project's progress toward achieving the intended results allow course adjustments when necessary and result in reliable and measurable information about the results of the project?

Defining risks

- Every project has potential risks.

- Show that you are aware of the risks and have a plan for dealing with them.

- Answer the question, "What if?"

Examples of Risk

o What if cost-share funding is unavailable by the time the project starts?

o What if a needs assessment suggests alternative priorities for training?

o What if one or more key staff are not available during the project period?

o What if a key project partner or consultant drops out mid-project?

Narrative: Project Results

- What are your project's intended results and how will they address the need, problem, or challenge you have identified?

- How will the knowledge, skills, behaviors, and/or attitudes of the target group change as a result of your project?

- What products will result from your project?

- How will you sustain the benefit(s) of your project beyond the conclusion of the period of performance?

Narrative: Project Results

Reviewers will look for:

- Are the project's intended results clearly articulated, realistic, and linked to the need, problem, or challenge addressed by the project?

- Is the plan to effect meaningful change in knowledge, skills, behaviors, and/or attitudes solidly grounded and appropriately structured?

- Is it clear that the federal investment made through this grant will generate identifiable benefits to society?

- Is the plan to sustain the benefits of the project beyond the conclusion of the period of performance reasonable and practical?

Defining Intended Results

- Answer the question, "What will be better as the result of this work?"

- Know how you will recognize success and how you will measure it for each of your high-level activities.

- Tie everything back to your need, problem, or challenge.

- Consider constructing a logic model or an outcomes-based evaluation tool to explain your intended results and your plan for achieving them.

Narrative Recap

- Your Narrative has three sections—Project Justification, Project Work Plan, and Project Results

- 7-page maximum

- Refer to the review criteria in section E of the Notice of Funding Opportunity

Application Components

Budget

IMLS Budget Form

The IMLS Budget Form accommodates up to three years of project activities and expenses.

The budget should include the project costs that will be charged to grant funds as well as those that will be supported by cost share.

Allowable Cost Examples

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

Unallowable Cost Examples

- ◎ general fundraising costs
- ◎ contributions to endowments
- ◎ general operating support
- ◎ acquisition of collections
- ◎ general advertising or public relations costs
- ◎ construction or renovation of facilities
- ◎ social activities, receptions, or entertainment

Budget Justification

The Budget Justification is in an opportunity to provide in a more a detailed narrative format, an explanation or justification for the project costs itemized in the IMLS Budget Form.

- In Salaries and Wages you should identify each person whose salary or wages will be paid with IMLS funds or included as cost share. If cost share is being provided by unpaid volunteers, explain how you arrived at the dollar amount used to represent the value of their services.

- In Supplies, Materials and Equipment you should list each type of supply, material, and equipment you propose to purchase or provide as cost share for the project. Provide vendor quotes or price lists as Supporting Documents with your application.

Application Tips and Next Steps

Application Tips

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

- ✓ Start early.
- ✓ Become familiar with Grants.gov Workspace.
- ✓ Be sure your application is complete.
- ✓ Make sure all application components are in the proper format and follow the correct naming conventions.
- ✓ Submit to Grants.gov **early** so you can correct any errors.

Application Tips - registrations

Check your registrations and know your usernames and passwords.

System for Award Management (www.sam.gov)

- Unique Entity Identifier (UEI)
- **Registration must be renewed every year!**

Grants.gov (www.grants.gov)

- **Passwords expire every 60 days!**
- Accounts are deactivated after 365 days of inactivity.

START EARLY, DON'T DELAY

Application Tips

Peer reviewers will be selected by IMLS to read each application and provide constructive comments on the strengths and weaknesses of the proposed projects.

To help make sure your Narrative is as clear and complete as possible:

✓ Follow the Narrative outline in the Notice of Funding Opportunity.

✓ Use headings, subheadings, or numbered sections in your Narrative.

✓ Consider the review criteria associated with each section of the Narrative.

✓ Avoid generalities, acronyms, and jargon.

✓ Ask a colleague to review everything with fresh eyes before you submit it.

Important Dates and Times

Applications are due by 11:59 pm EST on **March 1, 2024.**

- Awards will be announced in **July 2024.**

- Projects must start **August 1, 2024.**

Next Steps

Connect with IMLS Program Staff in the Office of Museum Services to ask questions about the:

- 21MP grant program

- Application Components

- Review Process

https://www.imls.gov/grants/grant-programs

Credit

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