

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

Creative Arts Exchange: Arts in Collaboration ECA/PE/C/CU-13-26

Cultural Programs Division Office of Citizen Exchanges

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the Office of Citizen Exchanges, Cultural Programs Division for the Creative Arts Exchange: Arts in Collaboration theme. Proposals must conform to the RFGP, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying RFGP, the RFGP is to be the dominant reference.

The deadline for proposals is **May 6, 2013**. For further information regarding the RFGP or other solicitation documents, please contact Jill Staggs in the Cultural Programs Division at: (202) 632-6408 or Staggsjj@state.gov

I.

STATEMENT OF WORK

A. Award Recipient Responsibilities

In consultation with ECA, the award recipient will manage the following program requisites:

Participant Selection

1. Design, organize and implement a transparent open competition process to select approximately 15-20 hip hop and urban artists based on relevant selection criteria;
2. Suggest possible foreign participants for the U.S. program, and then work with Embassy staff to coordinate the recruitment of six foreign participants and alternates for the U.S. based program;
3. Based on qualifications, recommend participants to ECA for review and approval;
4. Inform Embassy staff of final U.S. and foreign participant selections;

Program Development and Management

1. Plan and develop, through close collaboration with ECA and our American Embassies and Missions workshops, public performances and other outreach programming to engage young people and effectively convey conflict resolution strategies through hip hop and urban arts;
2. Work with Embassy and Consulate staff on venue selection, program dates, and interpretation services (if needed) and the full array of the overseas programming logistics, including but not limited to:
 - Coordinating all international and domestic travel arrangements for all participants;
 - Securing local transportation and lodging arrangements for all participants;
 - Managing all financial and administrative arrangements for the participants;
 - Securing visas for the U.S. participants; communicating with U.S. participants about immunizations and health insurance;
 - Finalizing daily schedules for the overseas and U.S. programs two-weeks before the start date of each program;
 - Providing on-going and detailed information to the Cultural Programs Division regarding program schedules, venues and workshop results;
 - Providing day-to-day monitoring of the program to prevent and/or manage any issues or complications that may arise;
 - Working in consultation with ECA on the implementation of the program and provide timely reporting of progress to ECA, and comply with financial and program reporting requirements.
 - Designing and implementing an evaluation plan that assesses the impact of the program.
 - Managing all financial aspects of the program, including stipend disbursements to the participants and management of sub-award relationships with partner organizations, if applicable.
 - Outlining in detail, all of the duties and responsibilities of U.S. organizations with which you plan to partner; describe work requirements and provide representative budgets

- Arranging a de-briefing session for both U.S. and international participants for purposes of evaluation and to summarize the project activities at the end of each overseas program.
3. Work with ECA to organize a pre-departure orientation in Washington D.C. for the U.S. participants that will include media training, cultural briefings, and a general context for their diplomatic role as Department of State program participants;
 4. Organize and implement, in consultation with ECA, a media strategy that will highlight the program to both the international and U.S. public. The awardee will be responsible for preparing participants for newspaper and other electronic media interviews and feature articles. The awardee will work closely with U.S. Embassy and Consulate public relations staff members to ensure that participants are briefed on current political and social issues in each overseas country.

In a cooperative agreement, ECA/PE/C/CU is substantially involved in program activities above and beyond routine monitoring. ECA/PE/C/CU responsibilities for this program are as follows:

1. Determination of the project countries. ECA will consider those countries that are of greatest importance to the Department of State's public diplomacy mission to build mutual understanding in the selected world region(s);
2. Active participation in the U.S. artist selection process. ECA will also review and maintain final approval of all project participants;
3. Approval of all overseas and domestic program arrangements, including the artists' daily schedules;
4. Approval of all media and public relations strategies, including press releases;
5. Issue DS-2019 forms to participants;
6. Enroll participants in a health insurance plan for the period of the exchange. Participants can be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the cooperative agreement; Alternatively, you may use your own plan as long as it offers the same or better coverage- and costs no more than \$50 per person per month; premiums may be included in the agreement request;
7. Monitor and evaluate the program through regular communication and perform an annual performance evaluation/review;
8. Facilitate interaction within the Department of State, to include ECA, the regional bureaus, and overseas posts;
9. Represent the U.S. Government at exchange events, such as program orientations and debriefs when able; and
10. Arrange participation of Department of State officers in pre-tour briefings and any debriefings that might occur.

II.

PROGRAM SPECIFIC GUIDELINES

A. Overview

The Office of Citizen Exchanges in the Bureau of Educational and Cultural Affairs of the U.S. Department of State invites proposal submissions from eligible U.S. non-profit arts and educational organizations to develop and administer an international exchange program in hip hop and urban arts that incorporates artistic collaboration, professional development and outreach to youth to explore and address conflict resolution strategies. This project will incorporate multi-disciplinary hip hop and urban arts collaborations to provide innovative opportunities to engage youth and underserved communities overseas. The impact of the project will be extended through the development of an international network of hip hop and urban arts professionals, and a creative film and/or media component to document this multidisciplinary community collaboration program.

Projects under this CAE theme, must include at least three genres of hip hop and urban art: music, dance, MC/spoken word, film and visual arts to address leadership development and conflict resolution themes and include the following three components: 1) Overseas programming including but not limited to: workshops, master classes, community performances, and outreach events featuring American U.S. hip hop/urban artists who have an expertise in collaborating with community youth organizations, and conveying conflict resolution themes through their artistic work. Overseas activities must engage foreign youth educators/community leaders and local artists in support of community engagement. Project proposals must include three to four week exchange programs in each of the designated countries. Proposals should include strategies for including the broadest and largest audiences while ensuring substantive and effective programming. The applicant may include more than one in-country program, but it must be reflected in the program budget and narrative; 2) Following the overseas portion of the program, the award recipient will work with the Embassies to recruit a total of six professional foreign hip hop and urban artists, educators and/or community leaders from the partner countries to participate in a two-four week U.S. based professional development program to enhance follow-on programming and program sustainability. The U.S. program should include strategies for creating a network and ideas for further collaboration between the U.S.

and overseas program participants; and 3) innovative uses of video and/or other media as a program element and/or to document the collaborative process and the culminating multi-disciplinary project.

B. Program Dates

This Cooperative Agreement will begin on or about September 1, 2013. Each of the four-six week overseas programs and the three-four week U.S. program may begin at a time that is mutually agreed upon by ECA, the recipient and the U.S. Embassies. Proposals will need to contain a detailed time line annotating dates of each program component.

C. Program Administration

Proposals must describe the applicant's track record and capacity for implementing innovative international arts exchange programs. Applicants and their partner organizations must also demonstrate the ability to develop projects that address the specific participant profile and the goals and themes outlined in the FY 2013 RFGP. The overseas programming will consist of workshops, master classes, public performances and media activities that are developed with local in-country youth, educational and arts organizations, and in close consultation with ECA and our U.S. Embassies overseas. U.S. programming should be designed to provide substantial and in-depth residencies in order for foreign participants to work with their American peers, while also increasing their knowledge of a full-range of strategies and techniques for conveying conflict resolution themes to young people through hip hop and urban arts spoken word, music, dance and/or film.

Proposals should include a staffing pattern that details how staff will share responsibilities. The award recipient must designate a **project manager and/or coordinator** to oversee the program and all of the corresponding projects, coordinate logistical, budgetary and administrative arrangements, ensure all of the interests of the various stakeholders are represented, serve as a primary point of contact for the Bureau, and initiate, facilitate, manage, and monitor communications between all of the parties involved in the program. Applicants must also designate a film maker or videographer to coordinate and fulfill the film/media documentation element of this program.

In consultation with ECA, the recipient will arrange participant orientation sessions for the U.S. participants and develop any necessary pre-departure and welcome materials for the participants which will include, but not limited to program agenda, itinerary, country background notes. ECA will coordinate participation of Department of State officers in pre-tour briefings and any debriefings that might take place in the U.S. Additionally, the recipient will provide detailed residency programming information to the foreign participants including all logistical details related to their stay in the U.S. as well as a detailed daily schedule. Throughout the planning process for both the overseas and U.S. programs, the recipient will maintain consistent and detailed communication with our overseas Embassies and ECA.

D. Participants

ECA envisions that this project will fund approximately 15-20 professional American artists specializing in hip-hop/urban arts forms to present master classes and performances to young audiences overseas. In addition to their artistic expertise, the American participants must have thorough knowledge of conflict resolution strategies and leadership development techniques that are effective with young people. U.S. participants should have experience collaborating with educational, after-school, and/or community programs that utilize hip hop and urban arts genres to communicate about these themes to young audiences. Emphasis should be placed on recruiting women participants in particular. The American participants should be professional artists who are U.S. citizens and at least 18 years of age. ECA is willing to consider exceptions to the age criteria on a case-by-case basis.

Foreign participants from the selected overseas countries, who participate in the U.S. residency program, will be identified by the grantee and vetted and nominated by our overseas posts. Ideal candidates will be hip hop and urban artists who will collaborate with their local communities and extend the multiplier effect of this project through continuing work with young people. All foreign participants must travel to the United States on J-1 visas. Please see separate section about J-1 visa requirements. Foreign participants who attend the overseas workshops and performances should be from the widest possible range of diverse community groups. This project is especially intended to include young participants from underserved communities who may have limited access to American artists.

III.

BUDGET

All budget guidelines must be followed. The budget should indicate any cost sharing from sources other than the Department of State. See standard guidelines (PSI) in the Solicitation Package for information on cost sharing and the cost of audits.

The applicant must submit a comprehensive budget for the entire program. There must be a summary budget, as well as breakdowns reflecting both administrative and program budgets. The applicant may provide separate sub-budgets for each program component, phase, location, or activity to provide clarification.

The maximum level of funding for this program is \$800,000, pending the availability of funds. ECA intends to award one Cooperative Agreement to carry out activities. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds. Please be sure to include a Summary Budget on a separate page before the Detailed Budget. The Summary Budget should clearly indicate the number of program participants and provide an overall unit cost per participant, as well as a unit cost breakdown by program and administrative costs.

Following the Detailed Budget, please include a Budget Narrative that concisely explains how costs were calculated and the rationale for including them in the budget. Since countries have not yet been determined, the proposal budget should describe programmatic and administrative assumptions. Suggested costs include, but are not limited to, the following:

- Your proposal should show strong administrative cost sharing contributions. **Maximum** limits on cooperative agreement funding are as follows: Books and educational materials allowance-\$100 per participant; Conference room rental costs-\$250 per day per room; Participant/consultant fees and honoraria-\$250/day; Cultural allowance-\$150 per participant; per diem-standard government rates; Evaluation costs- 5% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceeds these amounts.
- Domestic and international travel for participants and staff, including transit costs if applicable, (American carriers or code-share airlines must be used for overseas travel whenever possible);
- Airport taxes and country exit fees;
- Costs associated with visas and immunizations;
- Interpreter travel and per diem
- Sub-recipient organizations may be used, in which case the written agreement between the prospective recipient and sub-recipient should be included in the proposal. Sub-grants must be itemized in the budget under General Program Expenses.
- Collateral materials, trip itinerary booklets and educational materials;
- Other justifiable expenses related to program activities including but not limited to translation of outreach and/or educational materials.

Exchange participants will be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) to provide them with health benefits during the exchange; this cost does not need to be included in the budget. More information on ASPE is available at <http://usdos.sevendcorners.com/>.

IV. REVIEW PROCESS

Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards (grants or cooperative agreements) resides with the Bureau's Grants Officer. The Bureau reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and availability of funds.

All technically eligible proposal applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

1. Quality of Program Idea/Plan: Your proposal should exhibit originality, coherence, substance, precision, and relevance to the Bureau's mission. A detailed agenda and relevant work plan and time-line should demonstrate clarity, substantive undertakings, logistical capacity, and attention to detail.

2. Ability to Achieve Overall Program Objectives: Objectives should be reasonable, feasible, and flexible. Your proposal should clearly demonstrate how the institution will meet the program's goals and objectives. The FY 2013 RFGP requires applicant organizations demonstrate access to substantial networks of artists and arts administrators. Your proposal should demonstrate your organization's ability to develop a staffing plan and access resources to design unique and creative project components.

3. Support for Diversity: Your proposal should demonstrate substantive support of the Bureau's policy on diversity. Achievable and relevant features should be cited in both program administration (selection of participants, program activities and program evaluation) and program content (orientations and debriefing, outreach activities, and resource materials).

4. Evaluation and Follow-Up: Your proposal should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. A draft survey questionnaire or other technique, plus a description of a methodology that links outcomes to the original project objectives, is strongly recommended. Your proposal should also discuss provisions made for follow-up with returned participants as a means of establishing longer-term individual and institutional linkages.

5. Cost-effectiveness/Cost-sharing: The overhead and administrative components of the proposal, including salaries, honoraria and subcontracts for services, should be kept as low as possible. All other items should be necessary and appropriate. Your proposal should maximize cost sharing through other private sector support as well as institutional direct funding contributions.

6. Institutional Track Record/Ability: Your proposal should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau grants as determined by Bureau Grants Staff. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants. Proposed personnel and institutional resources should be fully qualified to achieve the project's goals.

V.

APPLICATION SUBMISSION

PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

NOTE: Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items:

TAB A - Application for Federal Assistance Cover Sheet (SF-424)

TAB B - Executive Summary

In one double-spaced page, provide the following information about the project:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity
5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
 - a. Number and description of participants
 - b. Wider audience benefiting from program (overall impact)
 - c. Geographic diversity of program, both U.S. and overseas
 - d. Fields covered

e. Anticipated results (short and long-term)

TAB C

Calendar of activities/itinerary

Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations: Identify any partner organizations for the program, their roles, and your reasons for including them.
3. Program Activities (recruitment, orientation, cultural program, participant monitoring)
4. Program Diversity: Explain how the program managers will be pro-active in supporting diversity in program content, demonstrating how diversity can contribute to a vibrant civil society. Diversity should be defined broadly and should include geographic, urban/rural, ethnic, racial, socio-economic, and religious diversity.
5. Program Evaluation: The progress of the cooperative agreement should be monitored closely, and ECA must be kept informed of activities. Your proposal should include a plan describing how success in meeting the stated goals of the program will be measured and reported. ECA recommends that the proposal include a draft survey questionnaire or other technique.
6. Follow-on: Suggest ways that your organization, U.S. Embassies and ECA might provide follow-on activities for foreign program participants, including both ECA-funded and privately funded activities.
7. Institutional Capacity/Project Management: Outline your capacity for doing projects of this nature, focusing on two areas of competency: administrative and logistical competence. Describe the program staffing (individuals and responsibilities), qualifications, structure, and resources. If applicable, include this information for primary partner organizations as well.
8. Work Plan/Time Frame: Outline the phases of the project planning and implementation for the entire cooperative agreement period.

TAB D - Budget Submission

1. Budget Information – Non-Construction Programs (SF-424A)
2. Detailed Budget (list allowable costs and any other program specific budget issues.)

TAB E

Letters of endorsement

Resumes

Resumes of all program staff should be included in the submission. No resume should exceed two pages.

TAB F – Other Required Information

1. SF-424B, “Assurances - Nonconstruction Programs”.
2. First time applicant organizations and organizations which have not received an assistance award (grant or cooperative agreement) from the Bureau during the past three (3) years, must submit as an attachment to this form the following: (a) one copy of their Charter OR Articles of Incorporation; (b) a list of the current Board of Directors; and (c) current financial statements. Note: The Bureau retains the right to ask for additional documentation of those items included on this form.
3. **Please note:** Effective January 7, 2009, all applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.

Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

4. Include other attachments, if applicable, i.e. the SF-LLL form, etc.

ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA

The Bureau of Educational and Cultural Affairs places critically important emphases on the security and proper administration of Exchange Visitor (J visa) Programs and adherence by award recipients and sponsors to all regulations governing the J visa. Therefore, proposals should demonstrate the applicant's capacity to meet all requirements governing the administration of Exchange Visitor Programs as set forth in 22 CFR 62, including the oversight of Responsible Officers and Alternate Responsible Officers, screening and selection of program participants, provision of pre-arrival information and orientation to participants, monitoring of participants, proper maintenance and security of forms, record-keeping, reporting and other requirements.

ECA or the award recipient (program office: please specify which) will be responsible for issuing DS-2019 forms to participants in this program. A copy of the complete regulations governing the administration of Exchange Visitor (J) programs is available at <http://J1visa.state.gov> or from:

Office of Designation, Private Sector Programs Division
U.S. Department of State
SA-44, Suite 668
301 4th Street, SW
Washington, DC 20547

APPLICATION SUBMISSION

The RFGP indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, call Program Officer, Jill Staggs at (202) 632-6408, Cultural Programs Division; Fax: (202) 632-9355; email: staggsjj@state.gov