

## PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

### Creative Arts Exchange: Professional Development in the Arts 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: Professional Development in the Arts 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 program officer, Jill Staggs in the Cultural Programs Division at: (202) 632-6408 or [Staggsjj@state.gov](mailto:Staggsjj@state.gov)

#### STATEMENT OF WORK

##### **A. Award Recipient Responsibilities**

In consultation with ECA, specific responsibilities of the award recipient under this cooperative agreement will include the following:

1. Arranging and paying for all air travel (domestic and international, complying with the Fly America Act) and local transportation;
2. Planning and coordinating all U.S. programming, including but not limited to generating suggestions for visitors based on their specific area of expertise;
3. Overseeing all logistical aspects for the arrival of the visitors to the United States, and their departure;
4. Preparing briefing materials including detailed program booklets with daily schedules;
5. Locating, reserving and paying for all hotels;
6. Locating, reserving and paying for meeting rooms and/or other facilities;
7. Engaging appropriate cultural figures and arts experts in activities with the international participants, and arranging for meetings/events with them;
8. Designing and planning substantive and well-organized activities, including finding appropriate and relevant cultural and arts events for participants to attend;
9. Coordinating the travel and briefing for escorts and interpreters;
10. Working with ECA to arrange for orientation and de-briefing sessions.

##### **B. Department of State Responsibilities**

1. Working with our U.S. Embassy colleagues to select international participants and alternates, who may be from any country and any region in the world;
2. Participating in the general design and direction of program activities;
3. Assisting in the design of and approving daily program schedules, program timelines and agendas;
4. Guiding the grantee and sub-grantees in the execution of all program components;
5. Reviewing and approving all program publicity and recruitment materials;
6. Approving decisions related to special circumstances or problems throughout duration of program;
7. Managing all SEVIS-related issues, including issuance of DS-2019s for travel to the U.S.;
8. Assisting with participant emergencies;
9. Coordinating with relevant U.S. Embassies and country desk officers at the State Department in order to issue J-1 visas for participants, and accomplish other tasks related to the project;
10. Monitoring and evaluating the program through regular communication with the award recipient;
11. Enroll the participants in a health insurance plan for the period of the exchange. Fellows 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;
12. Representing the U.S. Government at exchange events, such as program orientations and debriefs when able.

## **II.**

### **PROGRAM SPECIFIC GUIDELINES**

#### **A. Overview**

The Office of Citizens Exchanges in The Bureau of Educational and Cultural Affairs (ECA) invites proposal submissions to develop and administer two-three week professional development projects that will take place in the United States and provide international arts experts with in-depth opportunities to work with leaders from the American arts and education communities. The Cultural Visitors Program will provide foreign artists and arts professionals with an opportunity to undertake uniquely designed intensive projects in the United States that are designed to enhance their expertise and ultimately to increase their employment opportunities. Foreign participants will strengthen their career potential and deepen their understanding of U.S. society and culture through their participation in workshops, shadowing experiences and roundtable discussions with their American peers. Projects may also include meetings with high-level U.S. arts organization leaders and lecture demonstrations. Depending on thematic program content and U.S. Department of State foreign policy goals, a project may include an individual foreign participant or a small delegation of three to five foreign artists. Each project will consist of 14 to 21 programming days in the U.S. and must include a Washington D.C. component.

#### **B. Program Dates**

Each U.S. program will begin at a time that is mutually agreed upon by the recipient, ECA and the U.S. Embassy in the participants' home country. To ensure adequate time for the recipient to make pre-program arrangements, ECA will make every effort to award the approved Cooperative Agreement in a timely fashion, pending FY2013 availability of funds. The anticipated award start date is September 1, 2013.

#### **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.

Applicants must present program plans that allow the participants to thoroughly explore specific themes in a creative, memorable, and practical way. Activities should be designed to be replicable in the participants' home countries and provide practical knowledge and skills that the participants can apply in their typical daily professional work. Programs must contain substantive educational sessions or meetings that focus on program objectives presented by experts. Orientation sessions, meetings, site visits, and other program activities should promote dialogue between participants and their U.S. professional counterparts. Staff from the recipient and sub-grantee organizations will be expected to be available and/or attend certain components of the visitor programs, when necessary and appropriate, and in coordination with ECA.

For the purposes of this proposal, please use the following Cultural Visitor program as a model: Two music teachers from Erbil, Iraq who work with mixed-ability at-risk youth, will participate in a five-day orientation in Washington, D.C. and a five-day individually-designed professional study program with an after-school music program in Minneapolis, Minnesota. Upon the conclusion of their workshop or study program, the two visitors will travel from Minnesota to Chicago, Illinois where they will shadow educators who lead music workshops in Braille and American Sign Language, prior to returning to Iraq. The total length of this program will be 15 days. Program theme is 'using the arts as a mechanism for engaging at-risk-youth.'

Proposals must demonstrate how these activities and/or objectives will be met and provide detailed information on major program activities as well as a justification for programmatic choices.

#### **D. Participants**

The Professional Development in the Arts program will consist of 12-15 international participants who are practitioners of a specific art form or discipline. The overseas participants should be 18 years of age or older. Participants may work within the full range of artistic disciplines. For example a theater education program could involve international participants who are lighting/theater technicians, playwrights, visual theater artists and/or executive directors of theaters.

## **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 maximum level of funding for this program is \$155,000, 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. Please note, the summary budget includes estimated cost projections for option years of the grant.

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. 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-\$200 per participant; Conference room rental costs-\$250 per day per room; Participant 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;
- Honoraria for U.S. hosts and experts;
- Travel and per diem for interpreters;
- 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 tickets and admission fees for cultural activities and events.

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.sevencorners.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 submissions 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 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 4<sup>th</sup> 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](mailto:staggsjj@state.gov)**