

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY2015 ENGLISH LANGUAGE FELLOW AND SPECIALIST PROGRAM FOR FISCAL YEAR 2015

Funding Opportunity Number: ECA-ECAALW-15-001

OFFICE OF ACADEMIC PROGRAMS ENGLISH LANGUAGE PROGRAMS

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the Office of Academic Programs, English Language Programs, for the management of the FY 2015 English Language (EL) Fellow and Specialist Program for Academic Year (AY) 2015-2016. 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 the dominant reference.

I. PROGRAM-SPECIFIC GUIDELINES

Overview

The EL Fellow and Specialist Program builds bridges of mutual understanding between the people of the United States and those of other countries through exchanges of U.S. English language educators. The EL Fellow and Specialist Program sends talented, highly qualified U.S. citizens in the area of Teaching English as a Foreign Language (TEFL) or a related field on an approximately 10 month fellowship or short-term (10 days or more) program at educational institutions in all regions of the world. Through U.S. embassy-designed projects, EL Fellows and Specialists share their expertise, hone their skills, gain international experience, and learn about other cultures. Upon returning to the United States, they share their experiences and acquired knowledge with their communities and professional colleagues. Projects are carried out with host-country ministries of education, universities, teacher-training institutions, NGOs, binational centers, and other English language teaching institutions. Participant duties support the integration of all U.S. Embassy program resources contributing to a country-wide English language strategy.

The program allows students, teachers, administrators, and officials at host institutions to benefit from the U.S. participants' diverse perspective on pedagogical issues and to gain a better understanding of U.S. culture and values, representative government, free enterprise, and the rule of law. EL Fellows and Specialists provide foreign educators, professionals, and students with the communication skills they need to participate in the global economy and to

improve their access to diverse perspectives on a broad variety of issues. The program can also provide online video conferences or Webinars, as a stand-alone program or one element of a multi-part program.

The Bureau anticipates placement of approximately 120 EL Fellows, approximately 120 Specialists, and approximately 50 post-funded Fellows and Specialists overseas beginning in AY 2014-2015. Based on proposals submitted by U.S. embassies and in consultation with the Department's regional public diplomacy offices, the Bureau will select the countries and projects that will receive Fellows and Specialists.

The Cooperative Agreement shall begin on/about October 1, 2014, and end September 30, 2018, pending availability of FY 2015 funds.

Project Categories –

English Language Fellow Program

EL Fellows work as full-time educators and have at least a master's degree, preferably with a focus on Teaching English as a Foreign Language (TEFL), or other project related field; a minimum of two years of professional experience in the field of teaching English to speakers of other languages; and personal qualities deemed necessary for a successful project, e.g., composure, cultural adaptability, motivation, initiative, leadership, judgment, objectivity, integrity, resourcefulness, and flexibility. Typical duties during the Fellow assignment are 20 classroom contact hours per week plus a minimum of 10 hours of preparation per week. The remaining 10 hours a week can be dedicated to secondary duties, such as: teacher training; curriculum, materials, and/or test development; and extracurricular English language activities and programs. All duties must not exceed 40 hours per week and must not include administrative work. Fellows are requested by embassies overseas in an annual call for proposals.

English Language Specialist Program

EL Specialists are highly experienced educators and have, at minimum, qualifications of a Fellow plus advanced, demonstrated expertise in the field. Duties may include classroom instruction, conference presentations, teacher training, and/or curriculum or materials development. Specialist project duties often entail serving as a plenary speaker at a regional or national conference of EFL/ESL professionals. Projects may include multiple components, some of which may involve travel to the host country and some of which may be virtual. Some projects, particularly those involving webinars, may be entirely virtual. The Specialist Program is an on-demand program and may be requested by posts with preferably 3 months of lead time, but sometimes less.

Assignment Renewal

It is a program priority to identify and assign first-time program participants for both categories of the program.

II. STATEMENT OF WORK

The Recipient's Responsibilities include but are not limited to:

1. **Recruitment Strategy**

Design and develop a recruitment strategy for the EL Fellow and Specialist Program that incorporates up-to-date social media tools as well as the participation of and lessons learned from alumni of the program and partners in the academic community. Create a marketing plan for FY2015 cycle in consultation with the Bureau that communicates our program's uniqueness, emphasizes the professional development opportunity this program offers, and explains our mutual understanding objective.

- Conduct year-round promotional activities for the EL Fellow and Specialist Program making full use of program alumni and the program's online presence. Recruitment for the EL Fellow and Specialist Program is a year round, ongoing activity with fall being the most active time for recruitment for our target Fellow applicants. Conduct specific additional recruitment as needed to fill unexpected vacancies and for specific projects identified by the Bureau.
- Identify and review with the Bureau of Educational and Cultural Affairs, Office of English Language Programs, and U.S. embassies candidates for approximately 120 EL Fellow projects, approximately 120 EL Specialist projects, and approximately 50 post-funded Fellow and Specialist projects selected by the U.S. Department of State.

2. **Selection and Placement of Candidates**

- The selection of eligible candidates for both program categories should be through transparent and merit-based competition. Applicants are to be screened for criteria established by the Bureau, reviewed by a panel of peers, and matched with appropriate projects.
- Interview candidates and match candidates' skills to the needs of specific projects. Interviews and matching should be conducted by staff who are qualified and experienced in the field of Teaching English as a Foreign Language (TEFL) and familiar with the programs and the Office of English Language Programs.
- Draft, finalize and sign with each participant an agreement to include the Program's terms and conditions that will serve as a binding contract between the recipient organization and the EL Fellow and EL Specialist.
- Develop EL Fellow and Specialist Program Policy Handbooks which outline the program roles and responsibilities, policy, guidance, and the terms and conditions.
- Provide the U.S. embassy with a copy of the signed terms and conditions agreement and

a link to the online handbook.

3. Pre-Departure Orientation

- Plan and conduct a pre-departure orientation to be held in Washington, DC in August 2015 for Fellows and in-person or virtual orientations for Specialists as well as for Fellows unable to attend the initial orientation. Provide a plan to the Bureau for approval, for a 3-4 day pre-departure orientation in Washington, DC for Fellows only.

4. Financial Management

- Conduct all financial management aspects of the EL Fellow and Specialist Program, including processing of all Fellow and Specialist grant payments electronically to their designated bank accounts. Maintain and update on a monthly basis both Fellow and Specialist budget spreadsheets.
- Provide fiscal management for EL Fellows' professional development activities during the assignment. These activities are selected by the Bureau and are supported by the U.S. embassies and Public Diplomacy offices of regional bureaus.

5. Travel and Logistical Management

- Make all necessary international travel arrangements for the EL Fellows and Specialists for departure to and return from their fellowship or project sites. When using cooperative agreement funds for travel, the recipient is responsible for ensuring compliance with the Fly America Act. Provide Fellows with visa information from U.S. embassies.
- Make all necessary domestic or international travel arrangements for EL Fellows' participation in pre-departure orientations in Washington, DC.
- Enroll all the selected program participants in the Bureau Accident and Sickness Program for Exchanges (ASPE) Benefit Plan or other health benefit plan as required by the Bureau.
- Collect EL Fellows' and long-term EL Specialists' (two months or more) health verification forms and arrange for proper medical clearance by a qualified medical practitioner. Prior to placement, confirm with U.S. embassies the availability of required medical services for individual Fellows.

6. Monitoring the EL Fellow and Specialist Program

- Provide the EL Fellows and Specialists with anticipated in-country arrival information received from U.S. embassies. Provide a copy of the itineraries to the U.S. embassies and to the Bureau so that U.S. embassies can make arrangements to meet the EL Fellow or

Specialist upon arrival. Provide EL Fellows and Specialists with identified points of contact information at the U.S. embassy.

- Monitor day-to-day administration and management of the EL Fellow and Specialist Program. Maintain communication with U.S. embassies' staff and the EL Fellow or Specialist regarding issues such as security, work performance, termination, and other matters that may be of concern; and establish an "EL Fellow and Specialist Incident Report" log to document issues and concerns.

7. Evaluation

- Develop an evaluation strategy to measure the impact and outcome of the EL Fellow and Specialist Program and each project.

8. Information Management

- Maintain information-sharing tools (e.g., website, database, video conferencing/webinars, social media, Community of Practice), for the management of the EL Fellow and Specialist Program as well as for recruitment. Ensure that the website and all social media sites are branded as U.S. Department of State programs. The website must be easy to access and updates must be made in a timely manner. Data must be maintained in a way that will enable the organization to provide the Bureau with immediate information on the EL Fellows and Specialists.
- Develop and maintain a website and Community of Practice for current and former EL Fellows and Specialists. Maintain an active alumni database to engage former EL Fellows and Specialists in the recruitment process and as a resource for new EL Fellows and Specialists. Post the reports and photographs from EL Fellows and Specialists in the database and as appropriate on the website.
- Provide current EL Fellows and Specialists information to the Bureau's Alumni Office. Consult with the Bureau's Alumni Office to ensure maximum compatibility of the recipient's and Bureau's databases.

9. Webinars

- Carry out a series of webinars for overseas English teachers as directed by ECA and manage a social networking community for the participants. This will include purchase of appropriate video conferencing and social media software, recruitment and selection of Virtual EL Specialists, registration of participants, emailing of certificates, and providing sufficient staff to manage the relevant software, interact with participants during the webinars and act as moderators.

10. TESOL Convention Related Activities

- Organize and implement the participation of the Bureau in the annual Teachers of English to Speakers of Other Languages (TESOL) Convention.
- Select and rent appropriate exhibit booth spaces and equipment. Provide staff and materials to manage the exhibit booth and recruit for potential EL Fellows and Specialists. Register Office of English Language Programs staff and Regional English Language Officers (RELOs). Arrange for two information sessions on the EL Fellow and Specialist Program and make presentations jointly with ECA staff. Arrange hotel reservations for Office of English Language Programs staff and Regional English Language Officers (RELOs) and Regional English Language Assistants as well as other participants sponsored by ECA. Organize and implement networking events to be hosted by the recipient.

11. Timeline

- Provide a timeline for all EL Fellow and Specialist Program activities, specifying anticipated dates.

III. 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 proposals 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 under the section headings in the GrantSolutions Application Checklist:

Online Forms

SF-424, “Application for Federal Assistance”

SF-424A, Budget Information – Non-Construction Programs

SF-424B, “Assurances - Nonconstruction Programs”

Include other attachments, if applicable, such as indirect agreements, form 990, SF-LLL, etc.

Program Narrative

Executive Summary (One page)

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)

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. Name of Participating Organizations (including any U.S. partners). Applications with consortia, if applicable, must clearly delineate the role each partnering organization will play and its responsibilities. Letters of commitment from any potential partnering organization(s) must be included.
3. Recruitment/Selection:
 - a. Recruitment: Describe plans for the development of a recruitment strategy and for scheduling the various stages of recruitment. Provide samples of Fellow and Specialist applications.
 - b. Selection: Describe the selection process, including various stages and criteria.
4. Pre-departure Orientation: Describe a plan including administrative, academic, and cultural components. Develop an evaluation strategy designed to measure the impact and outcome of the orientation.
5. Program Management: Using the responsibilities above under Statement of Work, demonstrate a plan for implementation of the program.
6. Organizational capacity: Describe staff needed to manage the

program. Include sufficient staff with relevant qualifications and experience the field of TEFL/TESL, Applied Linguistics or closely related field. Provide a resume for each program staff person, and identify each person's roles and responsibilities.

7. Monitoring and Program Support: Describe how the applicant organization will maintain on-going communication with the Bureau, U.S. embassies, Fellows, Specialists, and other organizations during all phases of the Cooperative Agreement.
8. Program Evaluation: Provide evaluation strategies designed to measure the impact and outcome of the EL Fellow and Specialist Program.
9. Follow-on: Describe how the applicant organization will develop and maintain a dedicated database on candidates (recruited, selected, and not-selected). As outlined in the PSI, "ECA's General Policy Guidance on Alumni Outreach/Follow-on and Engagement," the proposal must include a plan outlining alumni outreach/follow-on and engagement.
10. Project Management
11. Work Plan/Time Frame

Additional Information to be Submitted

Detailed Budget

Allowable costs for the EL Fellows and Specialists include but are not limited to the following:

EL Fellows:

1. Stipend
2. Dependent allowance
3. Living allowance
4. Settling in allowance
5. Round trip travel (estimate)
6. Pre-departure orientation in Washington
7. Pre-departure allowance
8. Shipping allowance
9. Post-arrival orientation allowance
10. Program activities allowance

Specialists:

1. Honorarium
2. Living Allowance
3. Baggage/shipping allowance
4. Round trip travel (estimate)
5. Post-arrival orientation allowance (long-term projects only)
6. Miscellaneous program-related allowance

Program Costs:

1. Recruitment;
2. Pre-departure orientation;
3. Professional development activities (not to exceed \$150,000);
4. Staff travel and per diem (annual and U.S. regional TESOL conferences);
5. Clearance of Health Verification Records; and
6. Activities related to the Annual TESOL Convention

Administrative Costs:

1. Staff Salaries and benefits. Each staff person, his/her position and location must be listed separately. Provide the percentage of his/her total time spent on the program.
2. Facilities;
3. Communications (i.e., telephone, fax, postage, email, Digital Video Conferencing); and
4. Office supplies.

Letters of endorsement

Resumes and CVs (resumes of all new staff should be included in the submission; no resume should exceed two pages.)

Draft agenda/plan for the EL Fellow pre-departure orientation

Draft evaluation plan

Draft plan for the TESOL Convention participation and related activities

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.

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

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.

The submission will be reviewed with the following review criteria in mind:

1. *Quality of the program idea / program planning:*

Proposals should exhibit originality, substance, precision, and relevance to the Bureau's mission. Detailed agenda and relevant work plan should demonstrate substantive undertakings and logistical capacity. Agenda and plan should adhere to the program overview and guidelines described above. Proposal should clearly demonstrate how the applicant will meet the program's objectives and plan.

2. *Ability to achieve program objectives:*

Objectives should be reasonable, feasible, and flexible. Proposals should clearly demonstrate how the institution will meet the program's objectives and plan.

3. *Multiplier effect/impact:*

Proposed programs should strengthen long-term mutual understanding, including maximum sharing of information and establishment of long-term institutional and individual linkages.

4. *Support of diversity:*

Proposals 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 venue, and program evaluation) and program content (orientation and wrap-up sessions, program meetings, resource materials, and follow-up activities).

5. *Institutional capacity:*

Proposed personnel and institutional resources should be adequate and appropriate to achieve the program or project's goals. Applicants must be able to provide knowledgeable, qualified, experienced staff in the field of TEFL/TESL or Applied Linguistics capable of interviewing candidates and evaluating their qualifications to be educators, to develop materials, and to conduct teacher training in the context of English as a foreign language, in accordance with the criteria established by the Bureau.

6. Institution's record and ability:

Proposals should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau Cooperative Agreements as determined by Bureau Grants Staff. The Bureau will consider the past performance of prior Recipients and the demonstrated potential of new applicants.

7. Follow-on activities:

Proposals should include a plan for continued follow-on activity (without Bureau support); ensuring that Bureau supported programs are not isolated events.

8. Project evaluation:

Proposal should include a plan to evaluate the activities' success, both as the activities unfold and at the end of the program. A draft survey questionnaire or other technique, and a description of a methodology to be used to link outcomes to original project objectives are recommended.

9. Cost-effectiveness/cost sharing:

The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate. Proposals should maximize cost sharing through other private sector support as well as institutional direct funding contributions.

10. Professional expertise in teaching English as a Foreign/Second Language (TEFL/TESL):

The proposal should demonstrate a publicity and recruitment plan that allows for the greatest dissemination of information to professionals in the areas of teaching English as a foreign language, Applied Linguistics, and related fields.

APPLICATION SUBMISSION

The solicitation letter provides details on proposal submission. For further information regarding this program call Paulette Estep at (202) 632-9268, email: EstepPJ@state.gov, or Curtis Chan at (202) 632-9287, email: ChanCM3@state.gov, Office of English Language Programs, Programs Branch, Fax: (202) 632-6490.