

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2017 Creative Arts Exchange: Theme One - Dance (DanceMotion USA)

Funding Opportunity Number ECA-ECAPEC-17-018

Cultural Programs Division Office of Citizen Exchanges

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the **Office of Citizen Exchanges, Cultural Programs Division** (ECA/PE/C/CU) for the **FY 2017 Creative Arts Exchange: Theme One - Dance (DanceMotion USA)**. Proposals must conform to the NOFO, 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 NOFO, the NOFO is to be the dominant reference.

I. STATEMENT OF WORK

The Bureau of Educational and Cultural Affairs (ECA) will support the program development, management and administration of ECA's DanceMotion USA Program. The cooperative agreement will fund a program administrator to design and implement between 6-8 exchange projects lasting approximately 4 weeks that will pair U.S. dance schools, companies or non-profit organizations with their counterparts in 6-8 overseas priority countries as determined by ECA. The FY 2017 cycle of DanceMotion USA will showcase the role of dance and/performing arts educational institutions and organizations as vibrant, community-oriented, and innovative leaders in the field of international cultural diplomacy.

In a cooperative agreement, ECA/PE/C/CU is substantially involved in program activities above and beyond routine monitoring. The recipient will be required to obtain approval from ECA for significant changes in project personnel and program components in advance of their implementation. The Program Office may also request that the award recipient make modifications to the components of the program during the course of the exchange activities.

The proposal submitted by your organization must demonstrate how the objectives listed below will be achieved and your proposal narrative should also provide detailed information on major program activities to be undertaken.

In consultation with ECA, the award recipient's responsibilities will include the following components:

1. Design and implement a transparent competition process to select between 6-8 American dance schools, companies or non-profit organizations. The focus and repertoire of each company should represent the diversity of U.S. society and culture and could include but is not limited to contemporary, hip hop, ballet and/or Broadway. The search and adjudication process for the participating U.S. dance groups must consist of clearly defined eligibility criteria, with the final competitive selection by an independent panel

that includes an ECA representative. The culminating roster of American dance schools, companies or non-profit organizations will encompass a diverse cadre of artists. Final approval of the selection process and selected participants will be given by ECA.

2. The selected U.S. dance partners must be able to work with choreography, music and visual artistic expression to convey themes and ideas that reflect American culture, history and society to diverse workshop participants and audiences. Selected U.S. dance partners must demonstrate an expertise in international collaboration.
3. Participating American dancers must be U.S. citizens who are at least 19 years old; demonstrate the highest artistic, performance and teaching abilities; be conversant with broader aspects of contemporary American society and culture; and be adaptable to rigorous touring through regions of the world where travel and performance situations may be difficult and fluid. DanceMotion USA participants will be expected to conduct or participate in master classes, lectures, workshops, impromptu choreography sessions, showcases or community performances, radio and TV appearances, and other activities with local cultural institutions, dancers, media and students.
4. Overseas companies, schools, and/or partners will be vetted and nominated by our U.S. embassies and consulates abroad. ECA will consult with the applicant organization and Department of State regional bureaus to prioritize overseas nominations. The applicant organization should plan to correspond directly with the overseas partners once they have been selected.
5. Plan and develop, through close collaboration with ECA and our American embassies and consulates abroad, approximately 6-8 projects in overseas countries.
6. For each overseas location, the grantee organization will need to actively work with our embassies and consulates abroad and the selected overseas partners to find and secure appropriate venues for workshops, performances and other exchange activities. The award recipient may find that a pre-tour trip to one or two overseas locations might be a desirable planning aid.
7. Special attention should be given to describing the applicant organization's experience with planning and implementing educational dance workshops for students of various ages, English capacity and abilities.
8. Manage the full array of project logistics including but not limited to:
 - a) organize a pre-departure orientation that provides the selected U.S. and overseas participants with media training, cultural briefings, and a general context for their mission as cultural ambassadors;
 - b) provide innovative outreach to international and U.S. media as part of a comprehensive media and public relations strategy developed by the awardee and approved by ECA;
 - c) make all international travel arrangements and coordinate with U.S. embassies and consulates for all in-country and overseas travel, local transportation and venue booking, and interpreting needs;
 - d) make all arrangements for visas, immunizations and health insurance for U.S. and overseas participants;
 - e) develop educational materials appropriate for foreign audiences who may not be familiar with the U.S. and/or dance (including, as needed, translation of materials);
 - f) ship performance and education materials overseas;
 - g) make all hotel arrangements for company members;
 - h) make all financial and administrative arrangements with the dancers;
 - i) provide on-going and detailed information to the Program Office regarding tour schedules, venues and program activities, performance and workshop results, tour highlights and media coverage; and

- j) arrange a de-briefing session for each dance company/group for purposes of evaluation and to summarize the project activities at the conclusion of each tour.
9. Consult with ECA to create an innovative media strategy, including social media that will highlight the program in the U.S. and overseas. The awardee will be responsible for developing press kits for each company, as well as preparing dancers and company managers for radio, television, newspaper and other electronic media interviews and feature articles. The awardee will work closely with embassy and consulate public relations staff members to arrange interviews and ensure that dancers and company managers are briefed on current political and social issues in each overseas country.

Note: The U.S. Department of State maintains exclusive rights to the program name *DanceMotion USA*SM for and relating to the production, sponsorship, advertising, and distribution of musical and choreographic performances and similar educational and cultural services. For the purpose of performing the terms of the Cooperative Agreement the Government will grant to the award recipient a non-exclusive license to use the Mark to carry out the terms and conditions of this Cooperative Agreement and the award recipient will need to use the service mark symbol (SM) following the Mark in all literature, promotional materials and other products produced and/or distributed under the terms and conditions of this grant agreement.

ECA/PE/C/CU responsibilities for this program are as follows:

1. Determine priority overseas countries for the exchange projects;
2. Provide final approval of the selected American dance companies, schools or non-profit organizations;
3. Provide final approval of dance exchange project arrangements including daily schedules;
4. Facilitate communication between the award recipient and American embassies and consulates overseas;
5. Arrange participation of State Department officers in pre-tour meetings, program debriefings, and sessions related to the evaluation of the program;
6. Issue DS-2019 forms and J-1 visas for the foreign participants. All foreign participants will travel on a U.S. Government designation for the J Exchange Visitor Program;
7. Consult with Recipient and maintain final approval of the Recipient's marketing strategy, including press releases, program descriptions, and website content.
8. Review final project component concepts submitted by the U.S. and overseas participants.
9. Participate in the program evaluation process, throughout the award period.

II.

PROGRAM SPECIFIC GUIDELINES

A. Program Overview and Objectives

Under this cooperative agreement the recipient will design and implement the FY2017 season of DanceMotion USA, which will create between 6-8 community-based dance exchange projects in three overseas regions. Each project will feature a total of 16 dancers (approximately 8 American dancers and 8 overseas dancers), in addition to an administrator or artistic director. U.S. and overseas dance companies, schools or non-profit organizations will present collaborative public workshops, master classes, lecture-demonstrations, outreach activities and possible public performances that may occur in a wide variety of venues. Priority audiences are those who do not have regular access to American cultural performances, artists, teaching methods and/or other Department of State public diplomacy programs. Projects will be planned in consultation with ECA and Public Affairs Sections (PAS) at U.S. missions overseas in designated countries. In consultation with the Department of State's regional bureaus, ECA is responsible for identifying designated countries. Each exchange project will culminate in a final collaborative community engagement project that could include but will not be limited

to a new curriculum, a collaborative performance at a festival, a distance learning and/or virtual dance project that will further the impact of the exchange project activities. The final engagement project will highlight dance schools, companies or non-profit organizations as vibrant contributors to the economic, educational and creative life of their communities.

Under this cooperative agreement, the award recipient will work with ECA's Cultural Programs staff to: develop a transparent and competitive process for selecting U.S. dance schools, companies or non-profit organizations; match the embassy-nominated overseas companies, schools or non-profit organizations with American partners; plan, implement and manage the project schedules; develop and organize pre-departure briefings for the American participants; work with U.S. embassies and consulates to coordinate project briefings for the overseas participants; create educational materials to provide historical and artistic context for foreign and U.S. audiences (including the general public); ensure that the final collaborative engagement projects are substantive and feasible; evaluate the exchange projects and overall program effectiveness; and plan and coordinate marketing and social media initiatives.

Exchange projects are expected to yield the following outcomes:

- 1) Foreign workshop participants will further their understanding of American society and the American dance community, and increase their knowledge of dance repertoire and dance technique;
- 2) Younger overseas audiences from underserved communities will expand their interactions with American artists and deepen their understanding of American society;
- 3) The selected American and overseas DanceMotion schools, companies or non-profit organizations will engage local arts and educational organizations and communities through unique collaborative program activities and the culminating final project component;
- 4) American communities and students will further their skills and knowledge of dance and social practice through unique collaborative workshops presented jointly by the pairs of dancers and dance teachers;
- 5) American and overseas dance schools, companies or non-profit organizations will expand their discussions, lecture demonstrations and media events to address the role of dance in cultural diplomacy, promoting awareness of social issues and/or fostering mutual understanding between the U.S. and other countries;
- 6) The pairs of U.S. and overseas dance schools and companies will build partnerships that could be sustained beyond the FY2017 cycle of DanceMotion USA and continue to illustrate and further policy issues through dance;
- 7) A final culminating community engagement project that will further the impact and multiplier effect of the exchange program.

B. Program Design

ECA's DanceMotion USA program requires the award recipient to intensely oversee planning details and facilitate communication among the various stakeholders in the program. Proposals should reflect a practical understanding of global issues, and demonstrate sensitivity to cultural, political, economic and social differences. The recipient will be required to obtain approval from ECA for significant changes in personnel and program components in advance of their implementation. Proposals should include suggestions and strategies to assist the project pairs to design innovative collaborative community engagement final projects.

The proposal should include a discussion of how responsibilities will be shared among staff members. The award recipient should designate a project manager to oversee the program and all of the corresponding projects, coordinate logistical 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.

It is expected that the U.S. and overseas partners will participate in substantial on-line of virtual discussions prior to the in-person exchange components in the U.S. and overseas countries.

The program may include a pre-planning site visit to work with the U.S. embassies and consulates in the overseas countries in order to plan with the local dance schools or companies and secure appropriate venues for workshops and performances.

Applicants must identify all U.S. partner organizations and/or venues with whom they are proposing to collaborate, and describe previous cooperative projects. Please note that all sub-grantee considerations and arrangements for all aspects of the tours are subject to review and approval by the ECA Bureau.

C. Participants

The approximate 8 U.S. and 8 foreign participants (per project) must be at least 19 years old; demonstrate the highest artistic, performance and teaching abilities; be conversant with broader aspects of contemporary American society and culture; and be adaptable to working in communities in regions of the world where travel, teaching and performance situations may be difficult. DanceMotion USA participants will be expected to conduct or participate in master classes, lectures, workshops, impromptu choreography sessions, radio and TV appearances and public performances with students of various levels of experience.

Both the U.S. and foreign dancers, workshop participants and audiences should represent the full range of diversity in terms of ethnic, gender, cultural, racial and disability.

Foreign participants from the designated overseas countries, who will be members of the schools or companies nominated and vetted by U.S. Embassies and Consulates, must be at least 19 years old, and must travel to the United States on J-1 visas.

Applicants must identify all U.S. partner organizations and/or venues with whom they are proposing to collaborate. Please note that all sub-grantee considerations and arrangements for all aspects of the exchanges are subject to review and approval by the ECA Bureau.

D. Program Dates

It is anticipated that this Cooperative Agreement will begin on or about **September 1, 2017** and continue through **December 31, 2019**. Each of the overseas tours may begin at a time that is mutually agreed upon by ECA, the recipient and the U.S. embassies. The D.C. orientation for the three U.S. dance companies should be scheduled far enough in advance for the participants to be fully prepared for their rigorous overseas tours. Proposals will need to contain a detailed time line annotating dates of each program component.

E. Fiscal Management

All budget guidelines must be followed. Please refer to the PSI for allowable costs and complete budget guidelines and formatting instructions. 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 \$ **900,000**, pending the availability of FY2017 funds. ECA intends to award one Cooperative Agreement to carry out the project 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 be sure to include a **Summary Budget** on a separate page before the line-item budget. 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.

Your proposed budget should include, but may not be limited to, the following **allowable program expenses**:

- Participant travel (international and domestic)
- Food and lodging
- Interpreters, if necessary in the U.S.
- Cultural and outreach activities
- Stipends or allowances
- Orientations
- Translation of outreach and/or educational materials
- Costs for pre-planning discussions between U.S. and overseas partners via digital media and/or costs of digital media aspects of the final
- Other justifiable expenses directly related to supporting program activities
- Administrative costs -- While there is no rigid ratio of administrative to program costs, the Bureau urges applicants to keep administrative costs as low and reasonable as possible. Your proposal should show strong administrative cost sharing contributions. Maximum limits on funding are as follows: books and educational materials allowance-\$100 per participant per tour; conference room rental costs-\$250 per day per room; consultant fees and participant honoraria-\$200/day; cultural allowance-\$150 per participant per tour; per diem-standard government rates; evaluation costs - up to 5% of the award. Organizations are encouraged to cost-share any rates that exceed these amounts.
- Please note that in-country interpreters, venue rental fees for classes and other program activities, and local in-country advertising costs will be covered by our U.S. embassies and consulates in each host country.
- Dance company members 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. Please see <http://exchanges.state.gov/aspe> for more information on coverage.

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 under the section headings in the GrantSolutions Application Checklist. All documents should be appropriately and clearly titled.

Online Forms

- SF-424, “Application for Federal Assistance”
- SF-424A, Budget Information – Non-Construction Programs
- SF-424B, “Assurances – Non-Construction 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. Participating Organizations
3. Program Activities (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring)
4. Program Evaluation
5. Follow-on
6. Project Management

7. Work Plan/Time Frame

Additional Information to be Submitted

- Detailed Budget
- Calendar of activities/itinerary, if applicable
- Letters of endorsement
- Resumes and CVs (resumes of all new staff should be included in the submission; no resume should exceed two pages.)
- First Time Applicant Attachments, if applicable.

Please note: 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.

APPLICATION REVIEW INFORMATION

The Bureau will review all proposals for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. All eligible proposals will be reviewed by the program office, as well as the Public Diplomacy section overseas and State Department regional bureaus, where appropriate. 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. All awards will be assessed for risk prior to their issuance. 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 resides with the Bureau's Grants Officer.

REVIEW CRITERIA

Technically eligible 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 the program idea/program planning/follow-on activities: 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. Objectives should be reasonable, feasible, and flexible. Proposals should clearly demonstrate how the institution will meet the program's objectives and plan. Proposals should provide a plan for continued follow-on activity (without Bureau support as applicable) ensuring that Bureau supported programs are not isolated events.

2. Support of Diversity: Proposals should show substantive support of the Bureau's policy on diversity. Proposals should demonstrate how diversity will be achieved in the different aspects of program administration and of program design, content and implementation, including individual grantee/participant recruitment, selection and placement. It is important that proposals have a clearly articulated diversity plan and not simply express general support for the concept of diversity.

3. Institutional Capacity/Institution's Record/Ability: Proposed personnel and institutional resources should be adequate and appropriate to achieve the program or project's goals. Proposals should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau awards (grants or cooperative agreements) as determined by Bureau Grants Staff. Applicants should demonstrate established reputations in a field or discipline related to the specific program themes. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants.

4. Project Evaluation: Proposals should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. The Bureau recommends that the proposal include a draft survey questionnaire or other technique plus description of a methodology to use to link outcomes to original project objectives. Award-receiving organizations/institutions will be expected to submit intermediate reports after each project component is concluded or quarterly, whichever is less frequent.

5. Cost-effectiveness: 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.

Adherence To All Regulations Governing The J Visa

The Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs is the official program sponsor of the exchange program covered by this NOFO, and an employee of the Bureau will be the "Responsible Officer" for the program under the terms of 22 CFR 62, which covers the administration of the Exchange Visitor Program (J visa program). Under the terms of 22 CFR 62, organizations receiving awards (either a grant or cooperative agreement) under this NOFO will be third parties "cooperating with or assisting the sponsor in the conduct of the

sponsor's program." The actions of recipient organizations shall be "imputed to the sponsor in evaluating the sponsor's compliance with" 22 CFR 62. Therefore, the Bureau expects that any organization receiving an award under this competition will render all assistance necessary to enable the Bureau to fully comply with 22 CFR 62 et seq.

The Bureau of Educational and Cultural Affairs places critically important emphases on the secure and proper administration of Exchange Visitor (J visa) Programs and adherence by recipient organizations and program participants to all regulations governing the J visa program status. Therefore, proposals should explicitly state in writing that the applicant is prepared to assist the Bureau in meeting all requirements governing the administration of Exchange Visitor Programs as set forth in 22 CFR 62. If your organization has experience as a designated Exchange Visitor Program Sponsor, the applicant should discuss their record of compliance with 22 CFR 62 et. seq., including the oversight of their 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.

The Office of Citizen Exchanges of ECA 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

Please refer to Solicitation Package for further information.

APPLICATION SUBMISSION

The NOFO 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 theme or the competition, please call Jill Staggs at (202) 632-6408, ECA/PE/C/CU; email: staggsjj@state.gov.