

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2017 Professional Fellows Program Congress **Funding Opportunity Number: ECA-ECAPEC-17-023**

Office of Citizen Exchanges, Professional Fellows Division

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by Professional Fellows Division of the Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs (ECA/PE/C/PF) for the FY 2017 Professional Fellows Program Congress. 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, Office of Citizen Exchanges, Professional Fellows Division expects to award a cooperative agreement for the administration of the three-day “Professional Fellows Congress” (PFC), the concluding element of the Professional Fellows Program (PFP), to be held in Washington, D.C., in the spring and fall of 2018. The Professional Fellows Program is a two-way exchange developed to engage civil society and government leaders, 25 – 40 years old, from around the world, and to provide them with knowledge and direct experience of U.S. practices and techniques in their field of expertise, while deepening their understanding of U.S. society, culture, and people. The Professional Fellows Program is also designed to provide U.S. participants the opportunity to gain a deeper understanding of societies, cultures, and professional standards of their non-U.S. counterparts and share their professional expertise with visiting colleagues. Professional Fellows will undertake a month-long working placement with U.S. organizations throughout the country working with seasoned professionals on pre-defined substantive issues of mutual interest.

The Professional Fellows Congresses, which will occur at the end of spring and fall 2018 fellowship components, should build upon the fellowship themes described in the PFC NOFO; work to reinforce PFP goals; promote engaged interaction between Fellows from participating PFP countries; highlight professional achievements; support planning around follow-on projects; provide opportunities for the program participants to reflect on how their U.S. experiences can translate into actionable projects in their home communities and workplaces; and offer Fellows exposure to speakers and workshops that further professional competencies.

The Professional Fellows Congresses are designed to provide Fellows with:

- the opportunity to network with colleagues from around the world, to share their U.S. experiences, and to learn from the experiences of other Professional Fellows;
- a contextual framework for the broader fellowship experience and exchange program;
- an opportunity to examine ways an individual, organization, or interest group can generate change for the common good; and
- a greater understanding of public diplomacy in the global community.

The award recipient will work in close cooperation with the Office of Citizen Exchanges, Professional Fellows Division to coordinate this event. Effective management of these two high-profile Professional Fellows Congresses is essential to the overall success of the FY 2017 Professional Fellows Program.

The responsibilities of the recipient organization are as follows:

1. Develop and implement a communication and project management plan with ECA and participating Professional Fellows Program recipient organizations;
2. Identify and negotiate a contract with appropriate hotel or conference facility for both the spring and fall Congresses. Contracts should include provisions for culturally appropriate meals and lodging for participating fellows, as well as up to two staff members from each recipient organization participating in the FY 2017 Professional Fellows Program, as well as space for plenary meetings, informal networking activities, and break-out sessions;
3. Work with participating FY 2017 Professional Fellows Program recipient organizations to collect relevant biographical information related to the program participants, including information on the U.S. working placements, thematic areas, and professional expertise;
4. Develop the spring and fall Congress program agendas including the selection of keynote and other non-State Department speakers, workshop facilitators, and other training elements. Arrange for travel and logistics for non-State Department speakers during the Congress;
5. Create and print a spring and fall Congress program book which includes the Congress agenda, participant and speaker biographical materials, logistical and other pertinent information;
6. Arrange all hotel, meals, and travel logistics for participants during their time in Washington, approximately from noon on the day before the Professional Fellows Congress opens until noon on the day after it concludes;
7. Work with the Professional Fellows Division to select the Alumni Impact Award (AIA) winners. Arrange travel, lodging and meal for the AIA winners, including five total nights of lodging. AIA winners should be thoughtfully incorporated into the PFC program agenda;
8. Develop and implement an online leadership training for the Professional Fellows in close coordination with both the Professional Fellows Division and participating grantee organizations;
9. Prepare and disseminate arrival, hotel, and other relevant information including the Congress agenda to participating grantee organizations and/or participating PFP Fellows;
10. Develop and utilize mobile apps or other technology to enhance communication and networking capacities among Congress participants, speakers, and invited guests.
11. Coordinate with the Professional Fellows Division and the FY 2017 Professional Fellows Program recipient organizations regarding any participant emergencies;
12. Develop and implement a public media outreach campaign to interested stakeholders and the wider community;
13. Evaluate the Professional Fellows Congress;
14. Prepare and share a final Professional Fellows Congress Evaluation Report; and
15. Meet with the Professional Fellows Division staff for an official programmatic debrief.

In a cooperative agreement, the Professional Fellows Division at ECA is substantially involved in program activities above and beyond routine monitoring. These activities and the roles and responsibilities of the Professional Fellows Division are outlined below:

1. Participate in the design and implementation of PFC-related activities including the development of the Congress agenda, speaker selection, leadership development and training modules, and professional networking activities;
2. Participate in project planning and coordination efforts sharing and disseminating information across the participating FY 2017 Professional Fellows Program recipient organizations;
3. Approve key personnel;
4. Review and approve all program publicity and Congress related materials;
5. Work with the award recipient to publicize the program through various media outlets;
6. Approve conference facilities and locations for networking and other events;
7. Participate in and approve the selection of the Alumni Impact Award winners;
8. Assist with participant emergencies;
9. Arrange a PFC program activity to occur at the Department of State;
10. Arrange for appropriate level State Department speakers at the PFC;
11. Liaison with relevant U.S. embassies and country desk officers at the State Department, particularly in terms of ECA speakers, staff support and participation; and
12. Perform an annual performance evaluation/review of the recipient organization. Satisfactory performance and the availability of funds is a condition of continued administration of the program and execution of continuation years.

Participants

For the purposes of the Professional Fellows Congresses, “participants” are defined as citizens of the countries included in Professional Fellows Programs, selected through an open merit-based competition and who travel to the United States to take part in the exchange. Participants will be experienced civil society, government, and economic development or innovation leaders, 25-40 years of age whose current employment is related to one of the themes of the FY 2017 Professional Fellows Program. Because of the nature of this program, all selected participants will have a demonstrated proficiency in both written and oral English, be self-directed, able to work effectively in a cross-cultural setting, and will have demonstrated leadership abilities.

The proposal should also provide opportunities for the Alumni Impact Award (AIA) winners, a small number of non-U.S. and American program alumni (approximately four per PFC) to be incorporated into each PFC. AIA winners are selected based on the impact the alumni have made to their respective communities, workplaces, and/or countries. AIA winners are invited to share their work and stories at the Professional Fellows Congress. These individuals should have a defined role as special participants with extra responsibilities, including speaking, moderating sessions, or other assigned roles throughout the Congress.

Staff from the participating FY 2017 Professional Fellows Program recipient organizations, estimated at 12 – 14 organizations in total, should also have a defined support role in the Professional Fellows Congress. Roles and responsibilities for participating staff should be clearly described in the proposal, including, but not limited to, assistance with moderating sessions and workshops and evaluating sessions.

II. PROGRAM SPECIFIC GUIDELINES

Overview:

The proposal should clearly outline how the goals and objectives of the PFC will be integrated into all activities, propose possible workshop themes and forums, discuss how the program will support the exchange of ideas between participants and invited guests, and provide space in the schedule for Fellows to discuss how they will translate and utilize their U.S. experiences in their home communities. Proposals should also include a detailed draft agenda along with a separate and detailed plan for an online leadership training module. The proposal should also include a strategy for utilizing social media and sharing the program with external stakeholders. Special attention should be paid to incorporating adult learning styles into the PFC design and program with a strong focus on leadership, community development, and civic engagement. Proposals should be creative in using technology as a mechanism to encourage communication and networking throughout the Congress.

Online collaboration and leadership training:

The proposal should include a detailed strategy for engaging with the non-U.S. participants upon their arrival in the U.S. through an appropriate online forum. Early interaction will allow participants to begin sharing and networking prior to the closing of the Professional Fellows Congress. In addition, the proposal should include a plan for an online leadership training module for the non-U.S. participants to support leadership development and experiential learning during their working placements portion of the Professional Fellows Program. The proposal should provide a timeline, proposed content for the leadership module, and the strategy for cross-coordination across participating grantee organizations.

Program Agenda and Materials:

The agenda, to the fullest extent possible, should utilize adult learning styles and incorporate a wide range of academic or professional speakers, interactive seminars, practical experiences, in addition to other hands-on learning opportunities for Fellows to benefit from the resources, speakers, trainings, and networking potential of the PFC. Every effort should be made to provide a Congress setting that allows Fellows to deepen their understanding of U.S. practices and techniques in their field of expertise, share key insights from their Fellowship experience, and develop a community of dialogue and collaboration. Cultural and recreational activities should provide informal (and enjoyable) opportunities for networking and information sharing among participating Fellows. The award recipient should include a registration period and welcome session for the participants upon arrival in Washington, D.C., to introduce participants to one another, the broader Professional Fellows Program, and outline goals and expectations for the Congress.

During the Congress, the agenda should be structured to maximize the amount of time that the Fellows are divided into smaller groups, including but not limited to roundtable discussions, workshops, and/or breakout sessions. The remaining time should be devoted to plenary events including an opening session, a keynote speaker, participant presentations, and the closing session. The award recipient should work with the Professional Fellows Division to allot time for Fellows to meet with representation from the State Department's geographic regional bureaus as well as with their administrating FY 2017 Professional Fellows Program recipient organization.

To achieve these objectives, the award recipient must coordinate planning efforts with the Professional Fellows Division and participating FY 2017 Professional Fellows Program recipient organizations to develop a conference agenda that is responsive to the State Department and PFP stated goals and objectives. This includes arranging meetings, phone calls, or other mechanisms for timely communication and conference decision-making.

Communication:

The award recipient shall promote the use of a suitable technological or web-based platform as a base of communication among the Professional Fellows, grantee organizations, and State Department staff. The award recipient shall work closely with the Professional Fellows Division and participating FY 2017 Professional Fellows Program recipient organizations to creatively utilize technology and platforms in a manner so that participants are fully engaged with one another and with the State Department and recipient organization staff from the start of the fellowship period throughout the Congress. The award recipient shall also be involved in the overall effort to encourage program participants to share and post photos and programmatic highlights that can be used in the State Department outreach and media reporting.

Arrival and Departure from Washington, D.C.:

The award recipient shall be responsible for working with participating FY 2017 Professional Fellows Program recipient organizations to compile relevant information on the arrival and departure of all program participants in Washington, D.C. The participating FY 2017 Professional Fellows Program recipient organizations will be responsible for arranging transportation for program participants to and from the airport on the day of their arrival into Washington, D.C., and the day of their departure to their home countries. The award recipient should provide participating FY 2017 Professional Fellows Program recipient organizations with hotel information and logistical information at least three weeks in advance of the Congress.

Ground Transportation:

During the three-day Congress, the award recipient shall arrange and pay for ground transportation, as necessary, in Washington, D.C. for all of the incoming Professional Fellows, participating FY 2017 Professional Fellows Program recipient organization staff, and/or State Department staff participating in the Professional Fellows Congress (approximately 250 total program participants per Congress, plus additional recipient organization representatives and AIA winners). Per the agenda, buses should be available to transport Congress attendees to any off-site conference activities throughout the Washington, D.C. metropolitan area. The award recipient is expected to consult with the Professional Fellows Division about travel logistics for the Congress.

Conference Facility:

The award recipient shall secure appropriate facilities at a hotel or conference center conveniently located in the Washington, D.C., area. The award recipient is responsible for covering the cost of the hotel or other conference facilities and providing timely communication to participating FY 2017 Professional Fellows Program recipient organizations and participants regarding the conference venue. When choosing workshop sites, the Bureau encourages applicants to consider proximity to sites of historical or cultural interest, access to the Department of State, and/or that showcase the geographic and ethnic diversity of the Washington, D.C., region.

Lodging:

The award recipient shall reserve a block of double-occupancy rooms at an appropriate Washington, D.C., area hotel for four nights for the Professional Fellows, single-occupancy rooms for up to two grantee staff from each participating organization, and five nights for the selected AIA winners. The award recipient will cover all costs associated with housing the Fellows and staff from the participating organizations. The award recipient should work with ECA to determine the number of participating staff members from participating FY 2017 Professional Fellows Program recipient organizations.

Meals:

The award recipient will be responsible for working with the conference facility or other vendors to organize and pay for culturally appropriate meals for the following events:

1. Breakfast and lunch for Professional Fellows, participating FY 2017 Professional Fellows Program recipient organizations and State Department Staff for the duration of the Congress. These costs should be in keeping with the federal per diem rates (<http://www.gsa.gov/portal/category/21287>)
2. A formal reception at the State Department in the Diplomatic Reception rooms for both the spring and fall Professional Congresses, or an acceptable alternative venue. This reception should include food and beverages for approximately 300 - 350 participants including Professional Fellows, FY 2017 Professional Fellows Program recipient organizations staff, Professional Fellows Division staff, and guests from the Department of State, local embassies or local American host organizations. In close coordination with the Professional Fellows Division, the award recipient shall arrange the logistics of this reception including working with approved caterers (if hosted at the Department of State), signage, audiovisual equipment, seating arrangements, invitation lists, special meal options, etc. Alternatively, the award recipient could provide a closing banquet in place of or in combination with a formal reception format.
3. Beverage service (coffee/tea/juice/water) for morning and afternoon breaks during the Professional Fellows Congress. This service should provide for Fellows, staff from participating FY 2017 Professional Fellows Program recipient organizations and the Professional Fellows Division, and invited guests.

The award recipient can also suggest one additional working meal/reception to be provided at a venue outside of the State Department such as a buffet lunch. This meal should include food and beverages for approximately 300-350 people. The Award recipient shall work with the Professional Fellows Division and participating FY 2017 Professional Fellows Program recipient staff to manage the logistics of this working meal/reception, including signage, podium and audiovisual equipment, and the like.

Post-event Follow-up and Reporting:

The award recipient shall facilitate an evaluation in order to determine how future Professional Fellows Congresses could be improved. The award recipient should provide the Professional Fellows Division a detailed report outlining lessons learned and recommended changes to the Congress format. The report should include statistical results of the Professional Fellows Congress surveys or evaluations. Special attention should be paid to effectiveness of the online leadership training, conference sessions and materials, and networking opportunities. The results should be presented as percentages of respondents answering a question in a particular way, as well as the actual number of respondents (i.e. 11 out of 14 respondents answered “yes”).

Note: All printed materials and formal communications (written or oral) should acknowledge the role of the U.S. Department of State’s Bureau of Educational and Cultural Affairs. Drafts of printed materials developed for this program should be submitted to the Professional Fellows Division for review prior to distribution. Copies of materials given to and/or prepared by the Fellows should be shared with the Professional Fellows Division in a timely fashion.

PROPOSAL CONTENTS

Applicants should submit a thoughtful, creative, and compelling proposal outlining the elements of the PFC in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the review criteria set forth in the NOFO 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 spring and fall Congresses
3. Proposed theme (s)
4. Summary of proposed event
5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
 - a. Wider audience benefiting from program (overall impact)
 - b. Geographic diversity of program, both U.S. and overseas
 - c. Thematic areas covered
 - d. Anticipated results (short and long-term)

Narrative

In no more than 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. Program Activities. Please address all the elements outlined in the FY2017 Professional Fellows Congress NOFO and POGI.
3. Program Evaluation
4. Follow-on
5. Project Management
6. Work Plan/Time Frame

Budget

Detailed Budget and budget narrative. Please refer to the Proposal Submission Instructions for budget formatting and section D.3o. of the FY 2017 Professional Fellows Congress NOFO for a list of allowable costs for the program.

Additional information to be submitted

- Calendar of planning and project management activities
- Detailed draft Congress agenda
- Social Media and Outreach Plan
- Outline of the online leadership training module
- 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 the Office of Management and Budget (OMB), along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by OMB on its USASpending.gov website as part of ECA's FFATA reporting requirements.

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 questions about this announcement, contact: Sheila Shamber, U.S. Department of State, Professional Fellows Division, ECA/PE/C/PF, SA-5, 2200 C Street, NW, Washington, DC 20037, 202-632-9372, ShamberST@state.gov.