

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2021 Professional Fellows Congress

Funding Opportunity Number: SFOP0007945

Office of Citizen Exchanges, Global Leaders Division

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the Global Leaders Division (formerly the Professional Fellows Division) of the Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs (ECA/PE/C/PF) for the FY 2021 Professional Fellows Congress. Your proposal must conform to the NOFO solicitation, the guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Any application 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 solicitation, the solicitation is to be the dominant reference.

I. STATEMENT OF WORK

The Bureau of Educational and Cultural Affairs, Office of Citizen Exchanges, Global Leaders Division expects to award a cooperative agreement for the administration of the three-day Professional Fellows Congress, the concluding element of the Professional Fellows Program to be held in Washington, D.C. in fall 2022 and spring 2023. The Professional Fellows Program is a two-way global exchange program designed to promote mutual understanding, enhance leadership and professional skills, and build lasting and sustainable partnerships between mid-level emerging leaders from foreign countries and the United States. The defining element of the program for non-U.S. participants is a substantive five- to six-week Fellowship program, including a four-week individually tailored working placement with a U.S. organization.

The Professional Fellows Congress events, which will conclude the U.S.-based Professional Fellowship Program exchange component, should build upon the Fellowship themes described in the Professional Fellows Program NOFO; work to reinforce Professional Fellows Program goals; promote engaged interaction between Fellows from participating Professional Fellows Program 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 Congress events will 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, Global Leaders Division to coordinate this event. Effective management of these two high-profile Professional Fellows Congress events is essential to the overall success of the FY 2021 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 fall and spring Congress events. 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 2021 Professional Fellows Program, as well as space for plenary meetings, informal networking activities, and break-out sessions;
3. Work with participating FY 2021 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 fall and spring Congress program agendas including the selection of keynote and other non-State Department speakers, workshop facilitators, and other training elements. Program agendas may include skills-based workshops with focus on professional and leadership development.
5. Arrange for travel and logistics for non-State Department speakers during the Congress;
6. Develop a mobile app that includes the Congress agenda, participant and speaker biographical material, logistical, and other pertinent information. Prepare a few hard copies of this information to provide to Fellows who do not have access to a mobile device.
7. Arrange all hotel, meals, and travel logistics for participants during their time in Washington D.C., approximately from noon on the day before the Professional Fellows Congress opens until noon on the day after it concludes;
8. Work with the Global Leaders Division to develop an application and selection process, and to select approximately four Alumni Impact Award (AIA) winners for each Congress event. The AIA recognizes exceptional contributions made by Professional Fellows Program alumni, both U.S. and American program alumni, to their communities. Arrange travel, lodging, and meals for the AIA winners, including five total nights of lodging. AIA winners should be thoughtfully incorporated into the Professional Fellows

- Congress program agenda;
9. Organize a formal reception at the State Department in the diplomatic reception rooms, or an acceptable alternative venue, for both the fall and spring Professional Congresses;
 10. Prepare and disseminate arrival, hotel, and other relevant information including the Congress agenda to participating grantee organizations and/or participating Professional Fellows;
 11. Provide reasonable accommodation to individuals with disabilities who participate in the Professional Fellow Congress program, and work with participating FY 2021 Professional Fellows Program recipient organizations to develop an individualized accommodation plan for Professional Fellows with disabilities. Proposals may allocate ECA award funds for this purpose.
 12. Develop and/or utilize mobile apps or other technology to enhance communication and networking capacities among Congress participants, speakers, and invited guests.
 13. Coordinate with the Global Leaders Division and the FY 2021 Professional Fellows Program recipient organizations regarding any participant emergencies;
 14. Develop and implement a public media outreach campaign to interested stakeholders and the wider community;
 15. Evaluate the Professional Fellows Congress events;
 16. Prepare and share a final Professional Fellows Congress Evaluation Report; and
 17. Meet with the Global Leaders Division staff for an official programmatic debrief after each Congress event.

In a cooperative agreement, the Department is substantially involved in program activities above and beyond routine monitoring. The responsibilities of the Department are as follows:

1. Participate in the design and implementation of Professional Fellows Congress-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 2021 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. Work with award recipient to arrange a Professional Fellows Congress program activity to occur at the Department of State or another event venue;
10. Arrange for appropriate level State Department speakers at the Professional Fellows Congress;
11. Liaise 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

Professional Fellows Program participants are defined as those individuals who travel under Professional Fellow award funding from their country of origin to a designated exchange country. Participants in the FY 2021 Professional Fellows Program will come from the Africa (AF), East Asia & Pacific (EAP), Europe & Eurasia (EUR), Middle East and North Africa (NEA), South and Central Asia (SCA), and the Western Hemisphere (WHA) geographic regions. Proposals for the FY 2021 Congress must demonstrate a high degree of cross-cultural sensitivity and the ability to engage a diverse group of program participants. Because of the nature of this program, all selected participants will have a demonstrated proficiency in both written and oral English.

The proposal should also provide opportunities for the AIA winners to be incorporated into each Professional Fellows Congress. 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.

II. PROGRAM SPECIFIC GUIDELINES

Overview:

The proposal should clearly outline how the goals and objectives of the Professional Fellows Congress 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 Professional Fellows Congress 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 United States 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 Professional Fellows Congress. Every effort should be made to provide an event 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 Global Leaders Division to allot time for Fellows to meet with representation from the State Department's six regional bureaus as well as with their administrating FY 2021 Professional Fellows Program recipient organization.

To achieve these objectives, the award recipient must coordinate planning efforts with the Global Leaders Division and participating FY 2021 Professional Fellows Program recipient organizations to develop a conference agenda that is responsive to the State Department and Professional Fellows Program 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 Global Leaders Division and participating FY 2021 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 State Department outreach and media reporting.

The award recipient will work closely with the Global Leaders Division to develop a comprehensive outreach strategy for promoting and highlighting the impact of the Professional Fellows Congress events including through the use of online and other social media platforms.

Arrival and Departure from Washington, D.C.:

The award recipient shall be responsible for working with participating FY 2021 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 2021 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 2021 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 and participating FY 2021 Professional Fellows Program recipient organization staff participating in the Professional Fellows Congress. 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 Global Leaders 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 2021 Professional Fellows Program recipient organizations and participants regarding the conference venue. When choosing conference facility, 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 2021 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 2021 Professional Fellows Program recipient organizations, AIA winners, 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, or an acceptable alternative venue, for both the fall and spring Professional Congresses. Each reception should include food and beverages for approximately 350 participants including Professional Fellows, FY 2021 Professional Fellows Program recipient organizations staff, Global Leaders Division staff, and guests from the Department of State, local embassies or local American host organizations. In close coordination with the Global Leaders 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 2021 Professional Fellows Program recipient organizations and the Global Leaders 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 350 people. The award recipient shall work with the Global Leaders Division and participating FY 2021 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 develop and facilitate an evaluation in order to determine how future Professional Fellows Congresses could be improved. The award recipient should provide the Global Leaders 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 Global Leaders Division for review prior to distribution. Copies of materials given to and/or prepared by the Fellows

should be shared with the Global Leaders Division in a timely fashion.

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 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)
 - Prior to submitting applications through Grants.gov, please ensure you meet all Grants.gov system and software requirements, including Adobe software compatibility. You can verify if your version of Adobe software is compatible with Grants.gov, by visiting <https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html>.
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items. 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,” (only required for organizations if its representations and certifications have not been completed in the System for Award Management (SAM.gov). If an organization is exempt from registering in SAM.gov, then it would still need to provide the form as part of its application.)
- Include other attachments, if applicable, such as the Negotiated Indirect Cost Rate Agreement (NICRA), form 990 Return of Organization Exempt From Income Tax, SF-LLL Disclosure of Lobbying Activities (only required for organizations that engage in lobbying activities), 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
4. Program Evaluation
6. Project Management
7. Work Plan/Time Frame

Additional Information to be Submitted

- Detailed Budget. Please refer to the Proposal Submission Instructions for budget formatting and section D.3.m of the FY 2021 Professional Fellows Congress NOFO for a list of allowable costs for the program. 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;
- Detailed draft Congress agenda;
- Social Media and Outreach Plan;
- Outline of the online leadership training module;
- Calendar of activities/itinerary;
- Letters of endorsement;
- Resumes and CVs. Resumes of all staff should be included in the submission; no resume should exceed two pages;and
- First Time Applicant Attachments, if applicable.

IV. OTHER AWARD INFORMATION

FOR INFORMATIONAL PURPOSES ONLY - 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 the Exchange Visitor (J visa) Programs and adherence by award recipients and sponsors to all regulations governing the J visa. 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-4E (Bldg. 3)
2430 E Street, NW
Washington, DC 20037

Please refer to Solicitation Package for further information.

APPLICATION SUBMISSION

The solicitation document 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, call Rachel O'Hara at (202) 702-8442, ECA/PE/C/PF; email: ohararm@state.gov or Angela Woods at (202) 322-7764, ECA/PE/C/PF, WoodsAN@state.gov.