

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

### **FY 2020 Creative Arts Exchange: American Music Abroad**

#### **Funding Opportunity Number: SFOP0006401**

#### **Office of Citizen Exchanges Cultural Programs Division**

The POGI guidelines apply specifically to the renewal solicitation issued by the Office of Citizen Exchanges, Cultural Programs Division the Association of American Voices requesting a proposal for the FY 2020 Creative Arts Exchange: American Music Abroad program. Proposals must conform to the solicitation letter, 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 letter of solicitation, the letter of solicitation is to be the dominant reference.

### **I. STATEMENT OF WORK**

In a cooperative agreement, ECA's program office 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 personnel and program components in advance of their implementation. ECA reserves the right to reduce, revise, or increase proposed project configurations and elements, budgets, and participant numbers as part of the base year award and in subsequent renewal awards in accordance with the program's needs and the availability of funds. The responsibilities of the U.S. Department of State and the award recipient for the FY 2020 cooperative agreement are outlined below:

#### **A. U.S. Department of State Responsibilities**

1. Review and approve program timeline, daily schedules and program materials.
2. Provide advice and assistance in the execution of all program components.
3. Approve audition cities, the recruitment and selection process, and judges and judging criteria.
4. Participate in the selection process and approve the final candidates and alternates.
5. Identify between one and three countries for each tour. Countries will be those of importance to the U.S. Department of State's public diplomacy mission to build mutual understanding in the following world regions: Africa (AF), East Asia and the Pacific (EAP), Europe and Eurasia (EUR), the Middle East and North Africa (NEA), South and Central Asia (SCA), and/or Western Hemisphere (WHA).
6. Facilitate interaction within the U.S. Department of State, to include ECA, the regional bureaus, and overseas posts.
7. Review and approve media and outreach plans (U.S. Embassy Public Affairs Sections will assist with in-country radio, TV, print, and online media for tours).
8. Participate in domestic exchange events, including orientation and debriefing activities.

## **B. Award Recipient Responsibilities**

In consultation with ECA program staff, the award recipient will be responsible for the following:

### ***Recruitment and Selection:***

1. Devise plans for outreach and recruitment that will generate a strong pool of qualified candidates.
2. Maintain an online application form for candidates.
3. Develop a transparent, nationwide, open competition process to select a slate of approximately 10-15 American music ensembles with clearly articulated selection criteria and a formal review process that is inclusive of U.S. Department of State input and outside experts.
4. The competition process must include multi-city auditions and an independent panel of judges assembled in consultation with ECA and an ECA representative. The judges must give full consideration to diversity, including gender and disability. Please refer to the Diversity, Freedom and Democracy Guidelines section in the renewal solicitation and to ECA's Diversity statement in the Proposal Submission Instructions (PSI).
5. The final slate will consist of trios, quartets, or quintets which will represent the broadest possible range of American music genres; including a minimum of 50% of groups who have not participated in AMA programs in the past and include any musicians who:
  - a. Are at least 18 years old;
  - b. Demonstrate the highest artistic, performance, and teaching abilities;
  - c. Are dedicated to interactive educational activities targeting various age-groups and musical abilities, and have a strong interest in inter-cultural exchange;
  - d. Are conversant with broader aspects of contemporary American society and culture;
  - e. Routinely use social media to enhance business management and to engage with audiences;
  - f. Have participated no more than twice in previous AMA tours; and
  - g. Are adaptable to rigorous touring through regions of the world where travel and performance situations may be difficult.
6. Recommend the final slate of musicians and alternates to ECA for review and approval. No invitations may be issued without the Department of State clearance.

### ***Project Management:***

1. Provide day-to-day monitoring of the program to prevent and/or manage any issues or complications that may arise.
2. Work in consultation with ECA program staff on the implementation of the program, provide timely reporting of progress to ECA, and comply with financial and program reporting requirements.
3. Provide on-going and detailed information to the Cultural Programs Division regarding program schedules, performance, collaboration, workshop results, tour highlights, media coverage, and attendance.
4. Develop outreach to international and domestic media as part of a comprehensive media and public relations strategy, including creative use of social media for international audiences.

5. Arrange for and manage content for social media and website platforms, ensuring that all content is accurate and current. Produce video and audio documentation of program activities.
6. Produce press and educational materials appropriate for audiences overseas who may not be familiar with the United States and/or American music (including, as needed, translation materials). All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. ECA will retain copyright use of and be allowed to distribute materials related to this program as it sees fit.
7. Design and implement an evaluation plan that assesses the impact of the program.
8. Exhibit a high level of responsiveness and be able to work in close consultation with ECA and the Public Affairs Sections of participating U.S. Embassies.

***Exchange Activities:***

1. Devise an innovative and multi-faceted pre-tour training, orientation, and country-specific briefings for all musicians, including media training, cross-cultural and workshop training, cultural information about the tour countries, and a context for their diplomatic role as U.S. Department of State program participants. The orientation/training may be held at any time prior to touring, while the country-specific briefings may be held in Washington, D.C. or virtually just prior to the tours.
2. Coordinate with the U.S. Department of State to design effective tours which represent the excellence and diversity of American music and advance foreign policy objectives such as empowering women and girls, promoting disability inclusion, engaging with at-risk and vulnerable populations, countering foreign disinformation, promoting use of the English language, and creating lasting relationships with key influencers, through a balanced program of performance and outreach activities.
3. Provide both program participants and host embassies/missions with information to ensure adequate preparation and provide ECA program staff and participants with a final program schedule no later than two weeks prior to participants' departure.
4. Arrange for all ensembles to be partnered with an international musician, music ensemble, or music school/music student group as part of the program, and create a collaborative performance, outreach project, or video, in each country. Work with ECA staff in recruiting musicians, music groups, or music schools/student groups.
5. Provide the full array of the programming logistics, including but not limited to arranging international travel arrangements for all participants and coordinating with U.S. Embassy and Consulate staff on in-country and overseas travel.
6. Arrange for a de-briefing session at the end of the program for evaluation to summarize the project activities, and plan for possible follow on activities.
7. Provide planning and support to incubate post-tour follow-on projects through a competitive mechanism to support Alumni engagement. Project themes should reflect foreign policy priorities and include topics addressing: business development and economic opportunity; civic participation and building resilient communities; education and inclusion; empowerment of women and girls, empowerment of emerging leaders; and conflict resolution.

***Fiscal Management***

1. Manage all financial aspects of the program, including stipend disbursements to the participants and management of sub-award relationships with partner organizations, if applicable. Your proposal should clearly outline all duties and responsibilities of U.S. organizations with which you plan to partner. Describe work requirements and provide representative budgets. You must submit a comprehensive budget for the entire program. There must be a summary budget, as well as breakdowns reflecting both administrative and program budgets. You may provide separate sub-budgets for each program component, phase, location, or activity to provide clarification.
2. Manage disbursement of funds (if applicable) to foreign musicians, music groups, or music schools/student groups.
3. Enroll participants in a health insurance plan for the period of the exchange. Participants 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 if 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.
4. Cover the cost of and arrange U.S. domestic and country to country travel (complying with the Fly America Act) and U.S. lodging as well as lodging for international participants in the workshop, visas, and international baggage fees.
5. All budget guidelines must be followed. The budget should indicate any cost sharing in the form of in-kind or cash contributions to the program from sources other than the U.S. Department of State. See standard guidelines (PSI) in the Solicitation Package for information on cost sharing and the cost of audits. The Bureau reminds applicant organizations that all proposed costs must be reasonable, applicable and allocable. The Bureau reserves the right to reduce, revise, or increase budgets and participant numbers based on the needs of the program and the availability of U.S. Government funding. Cost Sharing is strongly encouraged.
- 6.

## II.

### PROGRAM SPECIFIC GUIDELINES

- A. Program Objectives Overview.** Under this Cooperative Agreement, the recipient will design and implement the 2020-2021 AMA program, which will consist of approximately 10-15 tours for a select number of professional American musical ensembles to 30-40 countries from all six U.S. Department of State geographical regions (Africa (AF), East Asia and Pacific (EAP), Europe and Eurasia (EUR), Near East and North Africa (NEA), South and Central Asia (SCA), and the Western Hemisphere (WHA)) as determined by ECA in consultation with regional bureaus. The AMA touring season has typically begun in September and ended in June; however creative approaches to this timeline will be considered and the timeline is subject to final ECA approval.
- B.** AMA is an international exchange program designed to broadly represent the excellence and diversity of American music overseas and to engage people and audiences overseas that do not normally have access to American cultural performances or American artists. The program incorporates artistic collaboration, professional development and outreach to youth and underserved communities overseas. Ensembles chosen for this program must demonstrate high artistic ability, evidence a strong commitment to

education and exchange activities, and reflect the diversity of America and American music. Some examples of American music genres include, but are not limited to, contemporary urban music, a cappella, hip hop, rock and roll, jazz, and American roots music like country and western, bluegrass, zydeco, Cajun, and folk. International tours will include a central collaboration, workshops, master classes, outreach activities, and performances.

- C. Program Dates:** This Cooperative Agreement will begin on or about September 1, 2020 and end on or about December 31, 2022. Each of the two to three-week overseas tours may begin at a time that is mutually agreed upon by ECA, the recipient and the U.S. Embassies and missions. The proposal will need to contain a detailed timeline annotating dates of each program component.
- D. Program Administration:** ECA seeks proposals to engage people and audiences that do not normally have access to American cultural performances or American audiences by presenting approximately 10-15 tours of musical ensembles representing the wide range of American musical genres. Specific terms for the selection of the musical ensembles will be developed in collaboration with ECA and subject to ECA approval, but should involve a nationwide, open call to American musicians geared to final competitive selection by an independent panel that includes an ECA representative and culminating in a diverse cadre of musicians. The application and selection process should represent the broadest possible diversity of American musical genres. Ensembles will be of varying sizes, including trios, quartets, and quintets.
- E.** ECA will designate 30-40 participating countries from all six of the U.S. Department of State's geographic regions. The recipient will work in collaboration with the U.S. Embassy to develop a substantive program agenda, including central collaboration, performances, workshops, lectures, master classes, media engagements, radio and TV appearances, and other activities with local cultural institutions, musicians, media, and students and other events. All bands must be partnered with an international musician, music group, or music school/music student group as part of the program, and create a collaborative performance, outreach project, or video, in each country. The AMA program should also incorporate digital media and innovative and emerging technologies into a well-developed public relations strategy for the program to expand the reach of the program.
- F.** The recipient is responsible for the design and structure of each project component. The proposal must describe strategies for including the broadest and largest audiences while ensuring substantive and effective programming and must provide a detailed and comprehensive narrative describing the objectives of the program. Overall, the proposal will be reviewed based on their responsiveness to the review criteria listed in the renewal solicitation. Projects are expected to yield the following outcomes:
1. Build cross-cultural understanding through effective and creative people-to-people programs – using music to create new avenues of communication and explore the commonalities between Americans and people from around the world;
  2. Support U.S. foreign policy goals, especially social inclusion and youth and women's empowerment through community engagement activities, including workshops and master classes;
  3. Create lasting connections between Americans and foreign musicians through collaborative

- program activities and follow-on projects;
4. Increase foreign participants' and young foreign audiences' appreciation of the excellence and diversity of American music, society, and culture.
  5. Enhance America's global competitiveness through the new understanding of other cultures and access to international creative markets gained by the Americans participating in this program.

**G. Participants & Participant Selection:** American participants should be professional artists and educators who are U.S. citizens and at least 18 years of age; demonstrate the highest artistic, performance, and teaching abilities; be dedicated to interactive educational activities targeting various age groups and musical abilities; have a strong interest in intercultural exchange; be conversant with broader aspects of contemporary American society and culture; be adaptable to rigorous touring through regions of the world where travel and performance situations may be difficult; and represent the diversity of American and American music. Both U.S. participants and foreign collaborating groups should represent the full range of diversity in terms of ethnic, gender, cultural, racial, and disability. Please refer to the Diversity, Freedom and Democracy Guidelines section in the renewal solicitation and to ECA's Diversity statement in the Proposal Submission Instructions (PSI).

## **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," if applicable.  
See applicability guidance below:

- If the applicant organization registered or renewed its registration in SAM.gov after February 2, 2019: no SF-424B required (the organization certified as part of its SAM.gov registration).
- If the applicant organization has an active registration in SAM.gov that was either created or renewed before February 2, 2019: SF-424B required.

- Include other attachments, if applicable, such as indirect agreements, form Internal Revenue Service Form 990 Return of Organization Exempt From Income Tax , SF-LLL Disclosure of 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 (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring, alumni engagement)
4. Program Evaluation
5. Follow-on
6. Project Management
7. Work Plan/Time Frame

## **Additional Information to be Submitted**

- Detailed Budget. Your proposed budget should include, but is not limited to, the following **allowable program expenses**: domestic and international travel for the approximately 10-15 ensembles selected through open competition (per the Fly America Act); visas and immunizations; airport taxes and applicable country entrance fees; honoraria; educational

materials and presentation items; excess and overweight baggage fees; trip itinerary booklets; press kits and promotional material; follow-on activities; alumni outreach, monitoring and evaluation; international travel for program implementation and/or evaluation purposes; and other justifiable expenses related to program activities.

- 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](http://USASpending.gov) website as part of ECA's FFATA reporting requirements.

## **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-4E (Bldg. 3)  
2430 E Street, NW  
Washington, DC 20037

#### **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 or the competition, call JP Jenks at (202) 632-2969, ECA/PE/C/CU; Fax: (202) 632-6068; email: [jenksjp@state.gov](mailto:jenksjp@state.gov).**