

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

### **FY 2020 Sports Visitor and Sports Envoy Program**

#### **Funding Opportunity Number: SFOP0006541**

#### **Office of Citizen Exchanges   Sports Diplomacy Division**

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the Office of Citizen Exchanges, Sports Diplomacy Division for the FY 2020 Sports Visitor and Sports Envoy Program. 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**

In a Cooperative Agreement, the Bureau of Educational and Cultural Affairs (ECA) is substantially involved in program activities above and beyond routine monitoring. The Sports Diplomacy Division has outlined approximate participant and unique exchange numbers below. The applicant is highly encouraged to go beyond these numbers should their expertise lead to cost-efficiencies. The recipient will be required to obtain approval of significant program changes in advance of their implementation. During the course of implementation, the Sports Diplomacy Division may request that the recipient make modifications to the program plan and/or exchange components of the program. The activities and the roles and responsibilities of the U.S. Department of State and the recipient are outlined below.

A. Award Recipient Responsibilities for this Cooperative Agreement include:

#### **Sports Visitor Program Specific Responsibilities of the Award Recipient:**

1. Plan, oversee, and implement approximately eight to ten, approximately two-week coach and/or administrator visitor programs for a total of approximately 115 adult coaches and/or administrators;
2. Plan, oversee, implement, and/or sub-contract for approximately three to four, two to four week, thematic sports camps for a total of approximately 125 non-elite youth athletes (approximately five youth athletes and one coach/chaperone per country);
3. Plan, oversee, implement, and/or sub-contract for concurrent and relevant programming for the coaches/chaperones during the youth programs;
4. Coordinate logistical and administrative arrangements for participants such as airport pick-up and drop-off, lodging and meals, international travel, domestic travel, any medical treatment, and the disbursement of program funds;
5. Develop pre-departure orientation materials and detailed program schedules for each program well ahead of program start date;

6. Coordinate the establishment, implementation, and monitoring of action plans;
7. Issue participant DS-2019 forms for this program;
8. Make arrangements for interpreters, for approximately six to eight single language coach and/or administrator programs and approximately two youth programs, with each including one to two interpreted languages, and disburse program funds as necessary;
9. Inform and consult with ECA about any program or participant problems, emergencies, or other issues as well as the progress of necessary corrective action;

**Sports Envoy Program Specific Responsibilities of the Award Recipient:**

1. Arrange orientations and/or calls to provide pre-travel briefings for approximately 60 Sports Envoys and create educational materials that explain and give context on the Sports Envoy role;
2. Contact Sports Envoys before individual travel to provide them with program information, pre-departure materials, and to solicit information regarding specific requirements (dietary, medical, etc.);
3. Conduct research and provide accurate support on foreign country visa requirements for recruited and prospective Sports Envoys and make necessary pre-departure and travel arrangements, including U.S. domestic and international travel, passport assistance, visa processing, immunizations, advancing per diem costs for lodging, meals and incidental expenses at U.S. Government rates, and other pre-departure preparations. Purchase round-trip international travel (complying with the Fly America Act) for the participants. In certain instances, Sports Envoys may require business class seating;
4. Ship critical sports and other equipment to U.S. embassies and consulates, as needed;
5. Advise U.S. embassies and consulates on best practices for Sports Envoy programming when necessary. Advise on required equipment for workshops, clinics, and outreach;
6. As requested by ECA, provide suggestions for Sports Envoy athletes, coaches, or administrators from the award recipient's existing network of contacts; and
7. Develop creative ways to document and cover the Sports Envoy Program in real time through video, photography, social media, and traditional media.

**Sports Visitor and Sports Envoy Program Responsibilities of the Award Recipient:**

1. Provide programmatic and administrative oversight of the programs;
2. Develop educational and programming materials including (but not limited to): Sports Envoy Program best practice guidelines for U.S. embassies and consulates, pre-departure Sports Envoy educational materials, and a thematic-based curriculum for the youth Sports Visitor Program camps.
3. Conduct an evaluation that links outcomes of the exchange programs to stated program goals and objectives and present outcomes through data visualizations that are accessible and engaging;
4. Develop and implement a high quality communication plan that highlights program goals and impacts through appropriate media formats including, but not limited to: program branding, press strategy, press/media packets, blog posts, photo and video highlights, media pitches and social media plan;
5. Design and maintain an engaging and high quality program website, and as needed work with the current Sports Visitor and Sports Envoy award recipient, in collaboration with ECA, to transfer the current program website, domain, and content;
6. Ensure PDO and post-program surveys or interviews are conducted, and translated into all appropriate languages, for purposes of evaluation and program improvement.
7. Track and report on specific program and budget metrics including: partners per program (specifically K-12 and higher education, NGO and businesses), program costs (total per program and per participant,

money spent in communities), current financials and projected spend plan based on future programming, and the impacts of Sports Visitor alumni action plans and success stories.

8. Assist ECA and U.S. embassies and consulates with possible follow-on program development and implementation;
9. Manage ECA and other funds for this activity, including submitting required semi-annual and final financial reports to ECA as well as regular updates to the program office, as needed;
10. Enrolling the participants in the Bureau's Accident and Sickness Program for Exchanges (ASPE) health benefit program for the duration of the exchanges and issuing health benefit identification cards for each participant. The program office will instruct the award recipient how to access informational brochures and claim forms;
11. Clearly outline and describe the roles and responsibilities of all proposed partner organizations in terms of project logistics, management, and oversight;
12. If applicable, provide and monitor subawards to the organizations conducting the programs; coordinate, in conjunction with subaward recipient(s), logistical and administrative arrangements for participants; and provide programmatic and administrative management of the programs including ongoing oversight of the subaward recipient organizations;
13. Disperse, support, and monitor small grants; and
14. Prepare necessary educational and promotional materials that support the program. 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. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit. All ECA Award Recipients must adhere to the requirements in [ECA's Communications Guidance](#) on the creation of program branding and attribution, websites, social media, and press.

**B. U.S. Department of State Responsibilities for this Cooperative Agreement include:**

**Sports Visitor Program Specific Responsibilities of the U.S. Department of State:**

1. Coordinate participant selection with U.S. embassies and consulates for the coach and/or administrator and youth tracks;
2. Issue participants' J1 visas;
3. Approve the design and direction of programming activities and agendas;
4. Provide a pre-departure orientation and program debrief to include preparation materials developed by the award recipient; and
5. Approve small grant projects.

**Sports Envoy Program Specific Responsibilities of the U.S. Department of State:**

1. Arrange and fund a portion of the in-country costs and logistics, including equipment purchases, and/or in-country travel;
2. Implement in-country programming including (but not limited to): identify partners, sites, participants, and equipment;
3. Provide program schedules in English; and
4. Oversee Sports Envoy recruitment and provide final approval on Sports Envoys.

**Sports Visitor and Sports Envoy Program Responsibilities of the U.S. Department of State:**

1. Provide assistance to the award recipient including guidance on all programming activities and final approvals of key project plans and activities;
2. Review all subaward recipient proposals and approving subaward recipients recommended by the award recipient;
3. Identify participating countries and facilitate interaction within the Department of State, to include ECA, the regional bureaus, and U.S. embassies and consulates;
4. Coordinate all communications with participating U.S. embassies and consulates;
5. Approve program schedules and materials (digital and print);
6. Approve decisions related to special circumstances throughout duration of program;
7. Review and approve all media engagement, including press releases;
8. Monitor the programs through regular communication with the award recipient and participating U.S. embassies and consulates and possibly one or more site visits; and
9. Represent the U.S. government at exchange events, including opening and closing events, such as orientations and debriefings.

## II. PROGRAM SPECIFIC GUIDELINES

### 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 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
2. Beginning and ending dates of the proposed program(s)
3. Theme
4. Nature of activity
5. Funding level requested from ECA, 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(s) (overall impact)
  - c. Geographic diversity of program(s), both U.S. and overseas
  - e. Anticipated results (short and long-term)

Narrative (Not to exceed twenty pages)

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, and benefits)
2. Participating Organizations (Applicant organization and proposed subaward organizations; however, the selection of the subaward organizations will be determined in consultation with the ECA Program Officer and the warranted Grants Officer after the award has been issued)
3. Program Activities
4. Program Evaluation
5. Follow-on

6. Project Management
7. Work Plan/Time Frame

### **Additional Information to be Submitted**

1. Detailed Budget: Budgets may include, but not be limited to, the costs outlined in D.3n. Allowable Costs section of the NOFO solicitation. The proposal should include a summary budget as well as separate budget breakdowns for the Sports Visitor Program and the Sports Envoy 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.

While there is no rigid ratio of administrative to program costs, administrative costs should be kept as low as possible.

2. Budget Narrative: A budget narrative must be included and provide detailed explanation for each budget line item where the activity purpose or means of calculation may not be clear or require further justification. It should include at minimum: (1) Formulae used to calculate right column totals for multiple or replicated costs, unless clearly noted in the columned budget (e.g., travel and per diem costs for multiple people; training materials and expenses based on participant number, etc.); (2) Supportive explanation and justification for activities and expenses determined essential, but that may not be understood from the narrative or may otherwise be unclear to reviewers (e.g. security expenses, unique training or support needs due to country conditions, etc.); (3) Breakdown of costs associated with relatively high amount line item requests that would reasonably be questionable by reviewers. (e.g., if requesting \$50K for “training materials,” or \$100K for “public relations,” you must provide justification as well as an itemized breakdown for the totals to both explain the needs as well as potentially allow for a reduced negotiation if it is deemed that only partial funding is available).
3. Calendar of Activities: The anticipated duration of the cooperative agreement will be approximately 18 months. A monthly plan of action or timetable that demonstrates the timing and organization of your responsibilities as the recipient should include, but not be limited to: monitoring subaward recipients; program exchange timeframe; training events; reporting requirements; and dispersal of funds and information.
4. Resumes and CVs: Resumes of all staff working directly with the program should be included in the submission; no resume should exceed two pages.
5. Supplemental Materials: You may include examples of assessment and evaluation tools, training and orientation agendas, application forms, resource

materials and handbooks, etc.

6. First Time Applicant Materials, if applicable.

### **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 Matthew Ferner at (202) 632-9325, U.S. Department of State, Bureau of Educational and Cultural Affairs, Sports Diplomacy Division, ECA/PE/C/SU; email: FernerMM@state.gov.