

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2016 Community Arts Incubation

Funding Opportunity Number ECA-ECAPEC-16-046

Cultural Programs Division

Office of Citizen Exchanges

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the Office of Citizen Exchanges, Cultural Programs Division, for the Community Arts Incubation theme. 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, ECA is substantially involved in program activities above and beyond routine monitoring. The responsibilities of the award recipient and ECA's Cultural Programs Division are outlined below:

A. Award Recipient Responsibilities

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

Administration:

1. Prepare and submit to ECA program staff programmatic and communication timelines for all program activities;
2. Advise participating U.S. Embassies on the participant selection process;
3. Arrange staff advance trips to each country for program planning purposes, where feasible;
4. Maintain liaison with ECA and program participants to ensure the program schedule is compatible with needs and objectives;
5. Contact participants before the exchanges activities to provide them with program information, pre-departure materials, and to solicit information regarding specific requirements (dietary, medical, travel etc.);
6. Assist participants with passport, visa, immunizations, and other pre-project preparations;
7. Cover the cost of and arrange all international and domestic travel (complying with the Fly America Act) and lodging for the participants;

8. Enroll the participants in a health insurance plan for the period of the exchange. Fellows can be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the cooperative agreement. Alternatively, you may use your own plan as long as it offers the same or better coverage- and costs no more than \$50 per person per month; premiums may be included in the agreement request;
9. Make arrangements for interpreters, if necessary. Coordinate and identify escorts and/or interpreter involvement, including airport meet and greet;
10. Ensure that information on program websites and social media outlets is current and accurate;
11. Develop and implement a media and marketing plan that includes, but is not limited to, program branding, press strategy, press/media packets, program website and social media plan;
12. 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.

Exchange Activities:

1. Devise innovative and multi-faceted plans for the overseas projects and the U.S.-based workshop with detailed timelines for accomplishing each project activity;
2. Provide ECA program staff and program participants with a final program schedule no later than three weeks prior to the start of each project;
3. Orient organizations involved in hosting participants or supporting program activities and their staff to the goals of the program;
4. Arrange for a pre-departure orientation session and/or opening event for the American artists to inaugurate the program and provide cultural, programmatic, and logistical information;
5. Prepare foreign artists for participation in the U.S. program, in coordination with the U.S. Embassy;
6. Arrange for a de-briefing session and/or closing event for both American and international participants at the end of the program to evaluate the project and plan for possible follow-on activities.
7. Create and encourage follow-on projects (not supported by funding from this award) in order to continue and deepen the relationships developed through the projects;

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. Design and implement an evaluation plan that assesses the impact of each project as well as the overall program;

4. Manage all financial aspects of the program, including stipend disbursements to the artists and management of any sub-grant relationships with partner organizations. Your proposal should clearly outline all duties and responsibilities of any 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.

B. Department of State Responsibilities

In a Cooperative Agreement, ECA's Cultural Programs Division is substantially involved in program activities above and beyond routine grant monitoring. The Program office may request that the award recipient make modifications to the exchange and travel components of the program. The award recipient will be required to obtain approval of significant program changes in advance of their implementation. The program office will also perform an annual performance evaluation/review.

Specific responsibilities of ECA's Cultural Programs Division will include the following:

1. Provide advice and assistance regarding the execution of all program components;
2. Identify countries to which the participants will be sent and provide contact information for the U.S. missions to the award recipient;
3. Facilitate communication within the U.S. Department of State, including ECA, the regional bureaus, and overseas missions, as appropriate;
4. Provide final approval of the selected candidates and alternates;
5. Review and approve program schedules and materials;
6. Review and approve proposed artist projects and arrangements;
7. Review and approve media and outreach plans;
8. Assist with the J-1 visa process;
9. Represent the U.S. Government at exchange events, including opening and closing events, such as orientations and debriefings;
10. Monitor and evaluate the program through regular communication with the award recipient and possibly one or more site visits;
11. Enroll the participants in an accident and sickness program for the duration of the institute.

II. PROGRAM SPECIFIC GUIDELINES

A. Overview & Program Description

Community Arts Incubation is based on past program models and includes a greater focus on digital art, the transfer of technology skills, and entrepreneurship. It also includes an expanded number of U.S. artists travelling overseas and a U.S.-based workshop for a select group of foreign artists.

Approximately six to eight American artists will travel abroad and advance U.S. foreign policy goals in that country by addressing a local community issue, such as women's empowerment, social inclusion, conflict resolution, or the environment, while using new

media arts and/or digital arts as a means for engaging youth, artists, and underserved community members. Working with a community to develop a tangible art work, the program should reach wide audiences, impart art and technology skills, and explore entrepreneurial themes, while also fostering in-depth engagement with specific groups, such as women and underserved youth. To further community engagement, the artists should conduct workshops, master classes, talks, public events, and/or other outreach activities while abroad, in addition to designing and executing new media and/or digital art work. Each artist will travel to one country for three to four weeks, resulting in at least six to eight distinct projects. A reciprocal professional development workshop, with approximately six to eight foreign artists from select countries, will take place in the United States and will be focused on entrepreneurship and community development. Specific countries will be determined by the Bureau.

B. Goals & Objectives

The objective of Community Arts Incubation is to support ECA's mission to increase mutual understanding between the people of the United States and other countries, by emphasizing shared social and cultural values. The program will showcase the role of visual and multidisciplinary artists as vibrant, engaged, and innovative partners in addressing broader social issues important to communities worldwide. It is designed to stimulate dialogue and promote cross-cultural collaboration through public new media and/or digital art work, while simultaneously reaching out to key target audiences and transferring new art and technology skills. International audiences will have opportunities to engage with American artists and learn about American cultural history as well as contemporary culture. The American artists will learn about the societies and cultures of the host countries and share their experiences upon returning home. Participating U.S. artists and foreign communities will strengthen connections and establish lasting relationships through the mutual engagement fostered by the art projects and the U.S.-based workshop.

C. Program Dates

Each overseas project should take place between three to four weeks and can begin at a time that is mutually agreed upon by the award recipient, ECA and the U.S. Embassies, but should begin within nine months of the award date. The U.S. workshop for the six to eight foreign artists will take place for one to two weeks after all of the overseas projects are complete.

D. Program Implementation & Management

Using new media arts and/or digital arts as a means for engaging youth, artists, and underserved community members, six to eight American artists will travel abroad for three to four weeks each to execute at least six to eight distinct community-based art projects. Projects should advance U.S. foreign policy goals in that country by addressing a local community issue, such as women's empowerment, social inclusion, conflict resolution, or the environment. Working with a community to develop a tangible art work, the program should impart art and technology skills, explore entrepreneurial themes, and reach wide audiences, while also fostering in-depth engagement with specific groups, such as women, underserved youth, and people with disabilities. To further community engagement, the artists should conduct workshops, master classes, talks, public events, and/or other outreach activities while abroad, in addition to designing and executing new media and/or digital art work. For the purposes of the FY 2016 program, new media and digital art includes, but is not limited

to, new media technology, computer animation, virtual art, internet art, interactive art, video games, etc. and can encompass participant and location based work, sound art, projected work, mobile or portable work, and immersive environments. After the completion of the overseas projects, a professional development workshop for a foreign artist from each country will take place in the United States. The workshop will focus on entrepreneurship and community development through workshops, talks and/or other outreach events.

The conception and design of the program and corresponding projects are the responsibility of the award recipient organization. The program design should be innovative and original, while demonstrating a connection to the aforementioned themes and priorities. It is essential that the proposal provide a full, detailed and comprehensive narrative describing how the award recipient and all of the participating stakeholders will achieve the objectives of the program.

Proposals should also demonstrate strong management capabilities for all program components. Experience has shown that the overall success of visual arts projects abroad depends on the administrative, supervisory and organizational capabilities and personal commitment of the project staff, both at the award recipient organization and any other partnering organizations.

The proposal should include a discussion of how responsibilities will be shared among staff members. The award recipient organization must designate **a project manager** to oversee the program and all of the corresponding projects, coordinate logistical and administrative arrangements, ensure all of the interests of the various stakeholders are represented, serve as a primary point of contact for the Bureau, and initiate, facilitate, manage, and monitor communications between all of the parties involved in the program.

E. Participant Recruitment & Selection

Six to eight U.S. artists and six to eight foreign artists will participate in the program. Each U.S. artist will travel to one country for three to four weeks and produce at least one community-based project. The six to eight foreign artists will travel to the United States to engage in a one to two week workshop focused on entrepreneurship and community development. Specific countries will be determined by the Bureau.

Selected participants must be professional visual or multidisciplinary artists, but may range from emerging to mid-career or established artists. American participants must be U.S. citizens, currently residing in the United States, and must be at least 18 years old. Artists should possess a strong record of artistic accomplishments as well as some international experience. In addition, participants must possess relevant experience working with youth and local communities, whether in urban or rural areas, as well as in engaging with other artists, art educators, and other community members through master classes, workshops, discussions, and other outreach activities. Foreign participants must be at least 18 years old and should demonstrate artistic excellence, leadership skills and strong connections to the local community, as evidenced by their active engagement in the overseas projects led by the American artists.

The proposal should detail an application and selection process to be managed by the award recipient, with some attention given to assessing the interpersonal skills of the applicants. **Please note** that final participants will be selected and approved by the Bureau, in consultation with the U.S. Embassies, upon receiving recommendations from the award recipient.

In consultation with ECA program staff, the award recipient will:

1. Develop plans for outreach and recruitment that will generate a strong pool of qualified candidates;
2. Develop an open, merit based application process and timeline for the participants, based on the aforementioned selection criteria, and a formal review process that is inclusive of Department of State input and outside experts;
3. Recommend selectees and alternates to U.S. missions and ECA for final review and approval. No invitation may be issued without ECA clearance.

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 official, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

NOTE: Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

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

Online Forms

- SF-424, "Application for Federal Assistance"
- SF-424A, Budget Information – Non-Construction Programs
- SF-424B, "Assurances - Nonconstruction 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 the organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity
5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
 - a. Number and description of participants
 - b. Wider audience benefiting from program (overall impact)
 - c. Geographic diversity of program, both U.S. and overseas
 - d. Fields covered
 - e. Anticipated results (short and long-term)

Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations
3. Program Activities (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring)
4. Program Evaluation
5. Follow-on
6. Project Management
7. Work Plan/Time Frame

Additional Information to be Submitted

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

Please note: All applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

- Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.

- Those who do not file IRS Form 990 must submit information above in the format of their choice.

As part of final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

III. BUDGET

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 Department of State. See standard guidelines (PSI) in the Solicitation Package for information on cost sharing and the cost of audits.

The total Department of State-funded budget (including both program and administrative costs) should not exceed \$500,000. Significant cost sharing is expected and will enhance the proposal. While there is no rigid ratio of administrative to program costs, the Bureau urges applicant organizations to keep administrative costs as low and reasonable as possible. Proposals should show strong administrative cost sharing contributions from the applicant organization and other sources. The Bureau reserves the right to reduce, revise, or increase proposal budgets based on the needs of the program and the availability of U.S. Government funding.

Please be sure to include a **Summary Budget** on a separate page before the line-item budget. Following the line-item budget, please include a **Budget Narrative** that concisely explains how costs were calculated and the rationale for including them in the budget.

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

1. Maximum limits on cooperative agreement funding are as follows: Books and educational materials allowance-\$100 per Fellow; Conference room rental costs-\$250 per day per room; Consultant/interpreters/group coordinators/escorts fees and honoraria-\$200/day; Cultural allowance-\$150 per participant; honoraria for foreign Fellows-\$200/day; per diem-standard government rates; Evaluation costs- 5% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceed these amounts;
2. Domestic and international travel for participants and staff, including transit costs if applicable, (American carriers or code-share airlines must be used for overseas travel whenever possible);
3. Airport taxes and country exit fees;

4. Shipping and handling for materials;
5. Excess and overweight baggage fees (excess baggage estimates may be subject to change once actual programs are scheduled);
6. Visa fees;
7. Subaward recipient organizations may be used, in which case the written agreement between the prospective award recipient and subaward recipient should be included in the proposal. Subawards must be itemized in the budget under General Program Expenses;
8. Press kits and promotional materials, trip itinerary booklets, educational materials and presentation items;
9. Other justifiable expenses related to program activities including but not limited to translation of outreach and/or educational materials.

IV. Application Review Information

The Bureau will review all proposals for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. All eligible proposals will be reviewed by the program office, as well as the Public Diplomacy section overseas and State Department regional bureaus, where appropriate. Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. All awards will be assessed for risk prior to their issuance. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards resides with the Bureau's Grants Officer.

REVIEW PROCESS

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

1. **Quality of the Program Idea and Program Planning:** Your proposal for the 2016-2018 Cycle of the FY 2016 Community Arts Incubation theme should include a program idea that is substantive, relevant to the Bureau's mission, original and creative. Program objectives should be stated clearly and should reflect your organization's experience with community engagement and expertise implementing international arts-based exchange programs. The program objectives should be reasonable and feasible. A time line and a work plan must clearly demonstrate how project objectives would be achieved and should adhere to the program overview and guidelines. The full range of program activities should be considered in this section, including the participant selection process; program orientation; strategies for reaching youth and underserved community members; project and workshop implementation; and follow-on activities.

2. **Institutional Capacity:** Your proposal should include your organization's mission statement. The proposal should reflect your expertise in the subject areas and expertise in planning international exchange programs. The Bureau will consider an organization's past performance in previous international exchange projects supported through DOS grant programs. The Bureau

strongly encourages you to submit letters of support and commitment from proposed partner organizations.

3. **Support of Diversity:** Proposals should show substantive support of the Bureau's policy on diversity. Proposals should demonstrate how diversity will be achieved in the different aspects of program administration (e.g. selection of participants and partner organizations) and of program design, content and implementation (e.g. orientations, workshops, follow-on activities). You should refer to the Bureau's Diversity, Freedom and Democracy Guidelines in the PSI for guidance.

4. **Program Evaluation:** Proposals should include a detailed plan to monitor and evaluate the program, both as the activities unfold and at the end of the program. Competitive evaluation plans describe how you will measure the project's success at meeting program objectives and should include draft data collection instruments, such as surveys and questionnaires. ECA is especially interested in the qualitative and quantitative results of project activities in terms of the impact on audiences as well as on participants. The award recipient will be expected to submit intermediate reports after each project component is concluded, in addition to quarterly reports.

5. **Cost-effectiveness/Cost-sharing:** The budget in your proposal must demonstrate efficient use of Bureau funds. The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate. The proposal should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA

The Office of Citizen Exchanges of the Bureau of Educational and Cultural Affairs is the official program sponsor of the exchange program covered by this NOFO, and an employee of the Bureau will be the "Responsible Officer" for the program under the terms of 22 CFR 62, which covers the administration of the Exchange Visitor Program (J visa program). Under the terms of 22 CFR 62, organizations receiving awards (either a grant or cooperative agreement) under this NOFO will be third parties "cooperating with or assisting the sponsor in the conduct of the sponsor's program." The actions of recipient organizations shall be "imputed to the sponsor in evaluating the sponsor's compliance with" 22 CFR 62. Therefore, the Bureau expects that any organization receiving an award under this competition will render all assistance necessary to enable the Bureau to fully comply with 22 CFR 62 et seq.

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

Responsible Officers, screening and selection of program participants, provision of pre-arrival information and orientation to participants, monitoring of participants, proper maintenance and security of forms, record-keeping, reporting and other requirements.

The Office of Citizen Exchanges of ECA will be responsible for issuing DS-2019 forms to participants in this program.

A copy of the complete regulations governing the administration of Exchange Visitor (J) programs is available at <http://j1visa.state.gov> or from:

Office of Designation, Private Sector Programs Division
U.S. Department of State
SA-44, Suite 668
301 4th Street, SW
Washington, DC 20547

Please refer to Solicitation Package for further information.

V. 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, please contact Program Officer Michele Peregrin of the Cultural Programs Division at: (202) 632-2834; Fax: (202) 632-6492; or E-mail address: PeregrinMS@state.gov.