

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

Southeast Asia Youth Leadership Program
ECA-ECAPEC-14-002
Office of Citizen Exchanges Youth Programs Division

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) issued by the Youth Programs Division for the Southeast Asia Youth Leadership Program. The proposal must conform to the RFGP, the guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). An 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 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 RFGP, the RFGP is to be the dominant reference.

I. STATEMENT OF WORK

The Bureau of Educational and Cultural Affairs (ECA) and the Public Affairs Sections (PAS) of the U.S. Embassies in the participating countries are supporting the participation of teenagers and adult educators in an intensive, substantive three-week exchange program in the United States. The program's focus is on the themes of civic education, leadership, tolerance and respect for diversity, and community engagement. The students and educators will participate in a variety of activities, including interactive workshops, community service activities, meetings with community leaders, and discussion groups, among others, and will have opportunities for substantive interaction with each other and their American peers.

The participating countries are: Brunei, Burma, Cambodia, Indonesia, Laos, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.

The responsibilities of the award recipient will be the following:

- 1) Recruitment and Selection of U.S. Participants
 - a) Develop plans for outreach and recruitment that will generate a strong pool of qualified, diverse candidates. Recruitment may be focused solely in the program's host community or could occur on a state-wide or regional level.
 - b) Conduct a merit-based selection process for U.S. participants, ages 15-17, with clearly identified criteria for the selection to identify at least 12 American participants.
 - c) Recommend the final participants and alternates to the Department of State.
 - d) Conduct an in-person or virtual pre-departure orientation for the U.S. participants prior to the start of the program.
- 2) Preparation
 - a) Contact the U.S. Embassy in each participating country to provide them with program information and pre-departure materials. Work with the Embassies to gather information about the participants' specific interests.
 - b) Ensure that each participant meets medical and health standards and has required immunizations to travel to the United States.

- c) Enroll participants in the Bureau's Accident and Sickness Program for Exchanges (ASPE) health benefits plan for the duration of the exchange, and assist with claims as necessary.
 - d) Hire and train staff, as needed, to accompany participants during the exchange period. Criminal background checks must be conducted for all staff, including a search of the Department of Justice's National Sex Offender Public Registry.
 - e) Make housing arrangements. Carefully recruit, screen, and select diverse local host families to offer homestays (lodging and meals) to the participants for at least seven days of the exchange period. Criminal background checks must be conducted for members of host families (and others living in the home) who are 18 years or older. Monitor housing arrangements to ensure the health and safety of participants.
 - f) Orient participating organizations, staff, U.S. youth, and families to the goals of the program and to the cultures and sensitivities of the visitors.
 - g) Make round-trip international travel arrangements for the ASEAN participants, complying with the Fly America Act. Make domestic travel arrangements for the participants.
- 3) Exchange Activities
- a) Design, plan, and implement an intensive, substantive three-week exchange program on the stated themes. Exchange activities must promote program goals. Activities will be school and community-based, as appropriate to the project. Recruit peers from the host community to be engaged in activities with the exchange participants.
 - b) Provide an arrival orientation to welcome the ASEAN participants to the United States, review program information and rules, and provide cultural and adjustment information.
 - c) Provide opportunities for the adult mentors to work with their peers and other professionals, volunteers, and youth advocates with whom they can discuss the support of youth development.
 - d) Arrange appropriate community, cultural, social, and civic activities.
 - e) Engage participants in at least two community service activities during the exchange. The program should provide context for the participants – identifying community needs, volunteerism, charitable giving, etc. – and a debriefing to provide context for the service activity and help participants see how to apply the experience at home.
 - f) Provide day-to-day monitoring of the participants' well-being, preventing and dealing in a timely manner with any misunderstandings or adjustment issues that may arise. Inform ECA about any significant health or safety issues that affect program participants.
 - g) Provide a closing session to summarize project activities, prepare participants for their return home, and plan for the future.
- 4) Follow-on activities
- a) Promote follow-on activities with program alumni that reinforce the concepts imparted during the exchange. Help them apply what they have learned to serve their schools and communities.
 - b) Applicants should present creative and effective ways to address the project themes, for both program participants and their peers, in order to amplify the program impact.
- 5) Work in consultation with ECA and the Embassies in the implementation of the program, provide timely reporting of progress, and comply with financial and program reporting requirements.
- 6) Manage all financial aspects of the program, including stipend disbursements to the

participants and management of any sub-award relationships with partner organizations.

- 7) Design and implement an evaluation plan that assesses the impact of the program (See section IV.3d.3).

The ECA award for the Southeast Asia Youth Leadership Program will take the form of cooperative agreement. In a cooperative agreement, the Department of State is substantially involved in program activities above and beyond routine grant monitoring. The Department's activities and responsibilities for the program are as follows:

- 1) Provide advice and assistance in the execution of all program components.
- 2) Facilitate interaction within the Department of State, to include ECA, the regional bureaus, and overseas posts.
- 3) Arrange meetings with Department of State officials in Washington, D.C. as appropriate.
- 4) Approve the final candidate selection and alternates.
- 5) Approve all printed or web-based program materials, including applications, publicity materials, and the final calendar of exchange activities.
- 6) Approve accommodation arrangements.
- 7) Monitor and evaluate the program through regular communication with the award recipient and possibly one or more site visits.
- 8) Conduct an annual performance evaluation/review. Satisfactory performance is a condition of continued administration of the program and execution of all option years.
- 9) The U.S. Embassies in the participating countries will serve as the in-country partner and manage the recruitment and selection of the participants, cover their in-country expenses, and oversee their follow-on activities.

II. PROGRAM SPECIFIC GUIDELINES

Selection and orientation:

- A. For the Southeast Asian participants, staff in the U.S. Embassies will recruit, screen, and select the participants. PAS will also provide a pre-departure orientation for the participants.
- B. For the American participants, applicants should describe their plan to recruit, screen, and select the participants and provide them with an orientation prior to their activities with the Southeast Asian participants.

Participants: The youth participants will be students between the ages of 15 and 17 who have demonstrated leadership in their schools and/or communities, who are strong academically, and who exhibit an appropriate level of maturity, open-mindedness, and sociability for an international exchange program.

The Southeast Asian delegation will also include as adult mentors teachers or community leaders who have demonstrated leadership and are expected to remain in positions where they can continue to do so. Not every country will send an adult mentor. Participants will be proficient in the English language.

International travel: The applicant should detail how they will arrange the scheduling and purchase of the Southeast Asian participants' international airfare their proposal narrative and

include appropriate costs in the budget. As it is possible some delegations will not have an adult from their country travelling with them, the applicant should propose to have the groups meet in Asia (such as in Singapore or Tokyo) before travelling to the U.S. so that all the participants will be properly chaperoned.

U.S. Program: The program delivery should be primarily interactive activities, practical experiences, and other hands-on opportunities to learn about the program goals and themes. Training and joint project activity will also focus on providing participants concrete skills they can use and teach to others upon their return home.

The activities could include a mix of seminars, workshops, simulations and role-playing, teambuilding exercises, case studies, a volunteer service project, leadership training exercises, meetings, classroom visits, site visits, and social time among peers. Programming should include additional American participants wherever possible. Cultural and recreational activities will balance the schedule.

Suggestions include the following:

- Workshops on conflict resolution, civic education, current events, global challenges
- Community service/volunteer activities with American youth
- Exercises related to increasing tolerance and international cooperation and developing strategies for future collaboration and cooperation among participants
- Dialogues, simulations, role plays and other activities aimed at helping participants articulate their thoughts about the project's themes
- Visits to historical sites, government centers, community centers, museums and landmarks that combine learning about the principles of government, history, and society with tourism
- Sports, drama, fine arts, musical, camping and other extracurricular activities that provide opportunities to participants to work and play together
- Arts and cultural activities

The program will also include a three to five day study tour to a different region of the United States than the host community. The study tour should be a self-contained component of the exchange while still focusing on the guiding themes and challenges of the program. It could include a mix of the activities listed above.

The adult mentors will have many program elements in common with those provided for the students, and will also have some activities designed just for them to help them foster youth leadership and civic education programs at home. They should have time to meet with administrators, teachers, and/or others who work with youth in professional settings. Their shared experiences with the students will allow them to serve as adult advocates for the alumni once they have returned home. Although some of their activities will overlap with the students, the educators should have some opportunities to work with their American peers to discuss civic education curricula, extracurricular youth leadership activities, volunteerism, civic participation activities for youth, and the organization and management of youth activities.

The award recipient program staff will conduct a welcome orientation for the participants upon

arrival in the United States to introduce them to the program and the community. The program staff will also host a closing workshop for them just prior to departure, which will focus on summarizing the experience, developing plans for activities at home, and preparing for re-entry. The participants should be encouraged and assisted with developing projects to implement on their return home. The ideas and plans should spring from the participants, but the program staff should be prepared to assist and direct the participants in developing these plans both during the U.S.-based exchange and during the follow-on period.

Housing Accommodations: Homestays with local families must be arranged for all participants for at least seven days of the exchange. A dormitory, hotel, or other housing with appropriate adult supervision is an acceptable arrangement for other segments of the program, including the study tour.

Applicants must present in their proposals a clear and detailed recruitment, screening, and selection process for host families. The recipient must also provide the families with an orientation prior to the arrival of their exchange participants, emphasizing the goals of the program. Screening needs to include a visit to the home to meet all members of the household to ensure that the host family is capable of providing a comfortable and nurturing home environment. Criminal background checks, including a search of the Department of Justice's National Sex Offender Public Registry, must be conducted for members of host families (and others living in the home) who are 18 years or older. The orientation will provide families with detailed information on the exchange program, the parameters of their participation, duties and obligations, and information on cultural differences and practices.

ECA encourages diversity in the recruitment and selection of host families. They may represent diversity in family size and structure, race and ethnicity, socio-economic status, religion, and geography. While exchange participants may share a room with someone of a similar age and the same gender, they must have their own beds. Participants may be placed with host families as singles or in pairs. Host families need to have adequate financial resources to undertake hosting obligations.

Applicants must also explain how they will provide adequate supervision of participants when not in homestays.

Follow-on Activities: Applicants should propose to conduct and/or facilitate follow-on activities for the SEAYLP alumni. The award recipient will need to be prepared to work with the Embassy in each country to design activities for alumni, such as mini-grants or online collaborative projects, and mentor them in their implementation of these activities. Given the wide range of countries, this may need to be managed online and/or through low-tech methods that do not require in-country staff. The Bureau seeks creative ideas to ensure that the alumni can effectively pursue the remaining activities of the program, particularly ideas that amplify the program impact through their peers. Alumni tracking is crucial for the evaluation of the program and for the implementation of follow-on programs. All alumni contact information gathered by the award recipients on behalf of this program must be made available to the Department of State. Please refer to the Proposal Submission Instructions (PSI) for additional guidance.

Other notes: The recipient organization is responsible for all components of the program outlined in this document. The Bureau requires the recipient organization to communicate with the Public Affairs Sections of the U.S. Embassies and with the Bureau of Educational and Cultural Affairs on a regular basis about program activities. The organization must also inform the ECA program officer of their progress at each stage of the project's implementation in a timely fashion. 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. It is the Bureau's intent to award two cooperative agreements for one base year plus two option years in this competition. The Bureau retains the right to exercise the option year based on successful performance of the awardee during the base year and the availability of funds.

PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. In the narrative, applicants should not only describe major program activities but also explain and justify their programmatic choices. 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.

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

The proposal should include the following items:

TAB A - Application for Federal Assistance Cover Sheet (SF-424)

TAB B - Executive Summary

In one double-spaced page, provide the following information about the project:

1. Name of applicant organization and participating institutions
2. Beginning and ending dates of the program
3. Nature of activity and venues
4. Anticipated outcomes
5. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources

TAB C - Narrative

Within 20 double-spaced, single sided pages with one-inch margins and in size 11 or 12 Times New Roman font, provide a detailed description of the project addressing the areas listed below.

1. Vision and Motivation: Describe the project objectives and the desired outcomes, i.e., the knowledge, skills, and/or attitudinal changes that the participants will acquire. Also describe the applicant's motivation for applying to conduct the project.
2. Participating Organizations: Identify any partner organizations for the program, their roles, and the applicant's reasons for including them.

3. **Recruitment, Screening, and Selection:** Briefly describe how the applicant will implement a recruitment and selection plan for American participants.
4. **Project Activities:** Describe the components of the exchanges, including project planning, orientations, manifestation of the project themes, educational activities, the study tour, cultural activities, meetings, site visits, community service, and the closing session. A detailed outline of the three-week exchange activities should be included as an appendix in Tab E. Also, describe support for follow-on activities.
5. **Travel, Housing, and Other Logistics:** Detail how the applicant will arrange international travel; domestic travel; homestays (specifically recruitment, screening, and monitoring) and other housing arrangements; ground transportation; stipend disbursement; and relevant administrative matters.
6. **Participant Monitoring:** Detail how the applicant will assure the well-being, safety, and security of program participants during all stages of the program.
7. **Program Evaluation:** In the submitted proposal, applicants should include a plan describing how success in meeting the stated goals of the program will be measured and reported. ECA recommends that the proposal include a draft survey questionnaire or other technique.
8. **Diversity:** Explain how the program managers will be pro-active in supporting diversity in U.S. participant selection and in program content, demonstrating how diversity can contribute to a vibrant civil society. Diversity should be defined broadly and should include geographic, urban/rural, ethnic, racial, socio-economic, and religious diversity.
9. **Institutional Capacity and Project Management:** Outline the applicant organization's capacity for doing projects of this nature, focusing on three areas of competency: provision of educational and thematic programs, age-appropriate programming for youth, and previous work in the region. Describe the program staffing (individuals and responsibilities), qualifications, structure, and resources. Applicants must also describe their working relationship with any partner organizations and detail the division of program responsibilities between the award recipient and the partner organization(s)
10. **Work Plan/Schedule:** Outline the phases of the project planning and implementation for the entire award period. Provide a draft schedule of daily activities of the exchanges in an appendix.
11. **Option Year:** Applicants should briefly state their commitment to implement the program for the base year, plus two additional option years, pending successful program performance and availability of funds

TAB D - Budget Submission

Pending the availability of funds, the approximate amount of funding available is \$490,000 for the base year of the Southeast Asia Youth Leadership Program. The Bureau anticipates supporting one cooperative agreement. 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.

The available funding may be used to support the program and administrative costs necessary to implement the program as described in this solicitation. Please submit a comprehensive line item budget, as stated in the Proposal Submission Instructions. An explanatory budget narrative must also be included.

The U.S. Embassies in Southeast Asia will cover recruitment and selection costs, orientation expenses, travel expenses to the international departure city for participants, and a travel allowance for the trip to the U.S., as well as some support for follow-on activities.

Allowable costs for the program include, but are not limited to, the following:

- Staff travel
- Participant travel (international and domestic; this may include expenses for the American participants)
- Orientations
- Educational materials
- Cultural and social activities
- Meeting costs
- Lodging, when not in homestays
- Food (primarily group meals)
- Follow-on activities
- Evaluation
- Pocket money for participants' incidental expenses
- Other justifiable expenses directly related to supporting program activities

Significant cost-sharing is expected and will enhance the proposal. Stipends for homestays or for host families in the United States are not allowed as a grant-funded or cost-share item. While there is no rigid ratio of administrative to program costs, the Bureau urges applicants to keep administrative costs as low and reasonable as possible. Proposals should show strong administrative cost-sharing contributions from the applicant and other sources.

Maximum limits on funding are as follows: Books and educational materials allowance-\$100 per participant; Conference room rental costs-\$250 per day per room; Consultant fees and honoraria-\$250/day; Cultural allowance-\$150 per participant; Per diem-standard government rates; Evaluation costs- 3% of the cooperative agreement. Organizations are encouraged to cost-share any rates that exceed these amounts.

Exchange participants will be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) to provide them with health benefits during the exchange. This cost does not need to be included in the budget. More information on ASPE is available at <http://www.usdos.sevencorners.com>.

Please refer to the PSI for allowable costs and complete budget guidelines and formatting instructions.

TAB E

- *Letters of commitment from program partners and/or proposed sub-awardees*
- *Resumes of all program staff should be included in the submission. No one resume should exceed two pages.*
- *Attachments/appendices, including proposed project itinerary. Please limit to those materials essential for understanding the proposed program. Attachments (excluding the letters of commitment and resumes) should not exceed 20 pages total. If more than 20 pages are submitted, only the first 20 will be considered as part of the proposal.*

TAB F

1.) SF-424B, "Assurances - Nonconstruction Programs".

2.) First time applicant organizations and organizations which have not received an assistance award (grant or cooperative agreement) from the Bureau during the past three (3) years, must submit as an attachment to this form the following: (a) one copy of their Charter OR Articles of Incorporation; (b) a list of the current Board of Directors; and (c) current financial statements. Note: The Bureau retains the right to ask for additional documentation of those items included on this form.

3.) **Please note:** Effective January 7, 2009, 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.

In addition to 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 program 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 program 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.

4.) Include other attachments, if applicable, e.g., the SF-LLL form

APPLICATION SUBMISSION

The RFGP 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, contact Jen Bookbinder, Program Officer, Youth

Programs Division, at (202) 632-6363; e-mail bookbinderjb@state.gov.