

0:05

Welcome to IMLS's webinar on CARES Act. Your microphones will be muted for the duration of the webinar. You may submit questions in the questions box. Please note that due to the limited time. We will not be able to answer all of your questions during the webinar. IMLS staff will try to do their best to follow up with you directly to respond to specific inquiries. Your questions will be compiled to inform an essay.

0:34

You that will be available sometime following the webinar. The webinar will begin shortly.

0:45

Greetings everyone. I'm Cindy Landrum Deputy Director in the Office of Library Services at IMLS.

0:53

And I'm Paula Gangopadhyay, Deputy Director in the Office of Museum Services at IMLS. I want to begin by thanking everyone for joining us today. We are all in the midst of unprecedented times during this pandemic, but we do hope that you your staff and families are staying safe and healthy. The challenge in front of museums libraries and the communities they serve is huge. We hope that with the cares act funding from IMLS.

1:24

And other sources museum and libraries will continue to make a difference in local communities across the nation.

1:35

Today's webinar divided into two parts during the first 45 minutes. Paula and I will go over the main aspects of this funding opportunity and what you will need to focus on in preparation of your application. And will we will allow 15 minutes towards the end for question. Please send your questions using the question box. One of our staff members will provide the questions to us.

2:04

And we will try our best to answer as many questions as time allows.

2:14

Let's begin with a brief overview of IMLS's legislative mandate. Our legislation reads - For an additional amount where Institute of Museum and Library Services 50 million dollars to remain available until September thirtieth

2:34

Twenty twenty-one to prevent prepare for and respond to coronavirus including the states, territories and tribes to expand digital network access purchase internet accessible devices and provide technical support services. Provided that any matching fund requirements for states, tribes, libraries, and museums are waived for grants provided with funds made available under this heading and in this act. In alignment with this legislative mandate, IMLS CARES Act for Museums and Libraries is the new funding opportunity that aims to enable museums and libraries to respond to the pandemic in ways that meet the immediate and future COVID-19 needs of the communities and audiences. Priority is on providing services or high needs communities.

3:49

What we will be looking for is how applicants are able to demonstrate high impact using appropriate existing data sets to develop real responses to problems created or exacerbated by the COVID-19 public health emergency. Cindy will share some more details regarding the types of data. We are encouraging applicants to provide immediate implementation adopting a timeline

4:19

that will enable immediate engagement addressing specific needs of the community and target audiences proposed projects must be completed within a two-year time frame to ensure that community needs are addressed in a timely manner. Shareable results generating resources and tools that have the potential to be used or adapted by museums and libraries in other communities throughout the nation. Remember that the federal government wants its investment to result in something getting better articulate what will get better as a result of your project. As precisely as possible identify why it is important that this change happens hone your problem definition carefully present data that support your problem definition To assist you in identifying reliable data. IMLS is providing a new data resource that is available on the website. You may also use comparable data from other sources to demonstrate need and to define your problem.

5:46

Results will be very important for these projects so tell us what are your projects intended results, how will the target audience benefit from the project in addressing needs related to the COVID-19 public health emergency. What data will you collect and report to measure your project success?

6:08

What times you will project products will result from your project. How will you sustain the benefits of your project?

6:20

The project plan is very important as it will tell the reviewers how you plan to carry on the project be as clear and succinct as possible. Tell us what specific activities you will carry out. What are the risks to the project and are they accounted for in the work plan?

6:45

Who will plan Implement and manage your project?

6:50

When and in what sequence will your activities occur what time, financial, personal, and other resources will you need to carry out the activities? How will you track your progress?

7:09

Who's eligible for these grants museums libraries and related organizations such as museum and library associations, nonprofits, and universities may apply to this grant program. Please do check specific eligibility criteria under the snow fall.

7:32

Now we come to the important dates and times for these grants to support museums and libraries in responding to the coronavirus public health emergency. The turnaround for these grants is relatively faster than IMLS regular grant programs.

7:51

Applications are due by 11:59 p.m. Eastern time on June 12th 2020.

8:01

Applications will be reviewed in June and July Awards will be announced in August 2020 and projects must start September 1st 2020.

8:21

How much can you apply for within these grants? The requested funding amounts can range from \$25,000 to \$500,000. Please note that your request cannot exceed \$500,000. So please make sure that budgets are checked carefully before submission as we shared earlier. No cost share is required.

8:47

This is a huge benefit to a applicants especially during these challenging times.

8:54

Cindy and I will next spend some time going over what types of activities you can propose under this funding opportunity first. There are no set project categories under this NOFO. A few examples of the types of activities. You can propose are as follows staffing your activity can be around providing technical support services and staff salaries related to enhancing staff skills and digital literacy

9:24

or retraining staff to improve access to and use of digital learning resources. We know that with closures many staff have been furloughed or laid off. You may request funding from this grant program to rehire and re-skill staff who can help your organization continue offering services to your community.

9:48

For example, you may rehire visitor services or security staff who you need to retrain for reopening. You may also rehire some of your education and program staff and retrain them so that they can continue to offer digital learning experiences to your community members.

10:09

Reopening. We know that whenever museums and libraries open which we hope will be sooner than later certain adaptive procedures of health and safety measures, especially with visitor engagement will need to be followed. You may need to adapt certain interactive or exhibits many institutions are already working on immediate or staggered plans for reopening you can use funds from this grant program for creating guidelines,

10:39

procedures, and or innovative adaptations related to reopening closed facilities. Trusted spaces. Building on the role of museums and libraries as trusted spaces to strengthen community connections and healing to exhibit sessions programs and events museums and libraries have always played the role of community anchors during other national disasters and crises in this situation.

11:09

Organizations can seek funds to develop programs exhibits or form community engagement and enable some of these immediate activities can be offered online.

11:25

Infrastructure, equipment and training. The pandemic has highlighted the critical need for an array of connectivity solutions.

11:33

Funds can be used to develop short or medium term solutions relating to gaps in digital infrastructure such as broadband local network solutions and or providing access to devices or training such as supporting the development or community Wi-Fi network hotspot and laptop lending or digital literacy training for museum and library patrons and staff digital learning the need for museum and library design and delivered formal and informal digital learning resources to support individual and community response and recovery efforts is paramount.

12:24

Digital learning resources might include virtual programming for informal learning virtual tours of museums or exhibits virtual training and resources to support job seekers and entrepreneurs or after school support services or education open educational resources for K through 12 students, educators, and caregivers.

12:50

Content management and delivery projects focused on creating preserving or delivering digital content that improves or expands access to materials and collections during and after the pandemic would be fundable within this grant program preservation or digitization of relevant locally source content from Museum library or other local collection,

13:20

community memory, community story archiving, and oral histories are examples of these types of projects.

13:33

Discoverability. Developing tools and technologies that provide for the protection of community assets and enable people of all backgrounds and abilities to discover and use museum and library collections and resources even during building closures or when they reopen. Museums and libraries have to ensure that collection care and stewardship efforts, including digitization and providing online access continues.

14:03

But we also need to make sure that attention is being paid to discoverability of museum and library assets for all audiences. Not just those who have easy access to technology. This is where museums and libraries can proactively address the digital divide that exists between the Haves and the have-nots in their communities.

14:26

Optimization of resources advancing shared systems networks and open source Technologies to enhance access optimize adoption and use and sustained the management of digital assets.

14:40

This is an opportunity for museums and libraries and related organizations to optimize resources in order to be nimble and responsive to the situation, especially when the timeframe to develop and submit a proposal is comparatively shorter. Think about what you can do in collaboration with other partners who have a shared vision and want to address common needs applicants can even proposed helping smaller institutions or those in remote areas who may not have the resources to apply for funds and execute the plans yet are it but they are in need and can help other communities in need new media leveraging new digital learning responses.

15:26

Resources and New Media communication tools to foster audience engagement learning and conversation within broader social networks. You can propose strategies and trainings on how to leverage and use open source Technologies such as free apps and platforms.

15:49

Innovative methodologies. Funding can be used to support projects or activities that apply innovative methods for partnering with communities to identify and develop solutions for challenges and opportunities through analysis modeling and visualization of data.

16:10

This might include museums and libraries serving as portals to community data Community data literacy training and resources or data management services. Collaborations. Museums and libraries leading multi-stakeholder collaborations and Partnerships that leverage assets to support response and recovery efforts could be funded through this program. Examples of the types of collaborations that one might consider our museum and library collaborations or collective impact approach has with museums or libraries as the backbone of support organization.

16:51

Yes.

16:55

We will now highlight a few important aspects for the actual application. A few required elements in the applications are as follows application for federal federal assistance short organizational form IMLS Supplementary Information Form including the abstract. IMLS program Information Form. Organization profile. Narrative or five pages maximum.

17:23

This is comparatively shorter than the regular 10-page narrative. Schedule of completion. IMLS budget form. Budget justification. List of key project staff and consultants. Resumes - two pages maximum - for each. We encourage you to review the NOFO in detail for other conditionally required or optional documents.

17:48

We hope that with the shorter narrative and no cost share requirement the application should be of less burden for applicants.

18:01

You will need to use the budget forms and provide budget justification, but we wanted to highlight a few allowable and unallowable cost categories, which are the same as for all IMLS grant programs.

18:17

Examples of allowable cost - Personnel salaries wages, fringe benefits, travel expenses for key project staff and consultants, materials supplies, software and equipment related directly to project activities, equipment to improve collection storage and exhibit environments, third-party cost,

18:45

publication design and printing, staff and volunteer training, internships and fellowships, and indirect or overhead costs. Some examples of unallowable costs include general fundraising costs such as development office staff or other staff time devoted to general fund raising, contributions to endowments, general operating support, acquisition of collections, general advertising or public relations costs, construction or renovation of facilities, social activities ceremonies receptions or entertainment.

19:36

Last but not the least we wanted to highlight how important it is for you to first start with making sure that you are registered to apply for an IMLS grant whether you're the only person in your organization who's putting together the entire application package or you're working as a grants team. We strongly encourage you to not keep the registration part till later. You need all three, please note you SAM.gov

20:05

expires every year, grants.gov passwords expire every 60 days, grants.gov account and deactivated after 365 days of inactivity. Also, make sure you do not wait to submit your application to grants.gov until the eleventh hour as some applicants face technical challenges during the uploading phase. And you're if your application is submitted beyond the cutoff time

20:35

it will be considered late and will not be considered. June 12 is the actual deadline, please please set your deadline a few days early and allow that buffer.

20:52

For further information or questions. Please contact the following staff between now and June 12
Chris Reich, Chief Administrator in the Office of Museum Services or Anthony Smith, Associate
Deputy Director in the Office of Library Services.

21:15

That brings us to the segment for a few questions and answers that we can provide we will now take
a few questions and Cindy if it's okay with you will go first with a few questions that have come from
the museum side. That is fine.

21:36

Thank you. So the first question we have is if my museum has a pending application with the
National Endowment for the Humanities. Can we also apply to this IMLS funding program or would
that be considered double-dipping? Very good question. Thank you for asking that question. You may
apply to IMLS for this IMLS funding program even if you already have a pending application to
National

22:05

Endowment for the Humanities. These are two separate programs and two separate funding
opportunities. Of course, we would encourage you not to submit the exact same proposal to each
program. And we also want you to be sure that you are carefully reviewing the IMLS CARES Act NOFO
and reflect on what we have discussed on this webinar to submit a proposal so that your proposal
succinctly clearly and in a direct way

22:35

addresses the goals of this particular program so I hope that's helpful and I think hope that's helpful
for other applicants as well. The second question that we have is my museum has a current grant
with IMLS in your Museums for America program can we also apply to the care select funding
program?

23:00

And the answer to that is yes, you may apply to the skills act funding program. Even if you have an
active grant award or even an active application pending to other IMLS funding programs, please
note. However that an organization may only submit one application to the June 12 deadline for the
CARES Act grant for museums and libraries program. Cindy, do you want to take a few others your I
have a couple here?

23:31

If the anticipated period of performance the September 1st 2020 through August 31st, 2022, do we
have to develop a project in this timeline? That is the full is a full two years in length. The answer is
no your project period should begin on the first day of the month in which the project activity start
and end on the last day of the month in which these activities

24:00

will be completed. Your start date must be September 1st 2020 but the end date may be the last
day of any month until August 2022. Most projects tend to be one or two years in length, but the
specific timeline should reflect the nature of your particular project.

24:23

And we have another one here.

24:26

Is there a model or best practice for reopening that we should consider in writing our proposal? Well,
there seems to be a number of models that have been developed and some are in the process of
being developed that could help provide guidance for how libraries and museums are handling

recovery. I can also share with you that I am a less is currently working with OCLC and Battelle in Columbus, Ohio to provide

24:56

science-based information and best practices on reducing the risk of transmitting COVID-19 to both staff and visitors of museums libraries and archival spaces. We can provide a link to the project site so you can follow along as the work progresses.

25:16

I'll turn it over you up. Thank you Cindy. And I have a question now that applies actually to both museums and libraries. So the question is can we digitizesome of our collection using CARES Act grant funds.

25:33

The answer is absolutely, yes, you can one of the specific things that the IMLS Director outlines in the cover letter for this funding opportunity is the need to support capacity building for inclusion the notice or the NOFO specifically urges the creation preservation and delivery of digital content to improve access to materials and collections in high needs communities. We do encourage you to consider and built-in access and discoverability aspects along with the digitization. So it's not digitization for the sake of digitization and the high needs communities

26:16

can benefit you know from the digitization effort. So definitely that's that's allowed. So I think we have answered some very good questions that you all have proposed. I'm sure there are many more questions that have come in and we may not be able to answer all of them here in the during the webinar.

26:38

But as Cindy mentioned right at the front end one of our staff members will definitely go through the questions and will either contact you via email or phone and if we feel that there is a need to develop an FAQ that would be helpful for all we will definitely do that as well. So once again, thank you so much for your time.

27:05

We hope this webinar was helpful in providing some context and necessary details to guide the process of developing your your applications. Cindy any last words from you? Thank you everyone for joining us. We look forward to your applications and wish you good luck.