

FIELD REVIEWER HANDBOOK Museums Empowered

OFFICE OF MUSEUM SERVICES
FISCAL YEAR 2022



WELCOME!

Thank you for agreeing to serve as a peer reviewer for this year's Museums Empowered grant program. We hope you will find this a rewarding experience and will draw satisfaction from helping museums across the country create engaging learning environments, address the needs of their communities, and serve as trusted stewards of the collections they hold in trust for the public. We assure you that your contribution of time and expertise will be invaluable to IMLS and to the applicants who will receive your comments.

In this handbook, you will find the information you need to carry out field review, including information about the program, step-by-step instructions for using eGMS Reach, and four appendices with important reference material.

If you have any questions about this material or the processes described, please do not hesitate to contact your panel chair at any time.

Once again, thank you for the service you are about to render to museums and communities throughout the nation.

IMLS Office of Museum Services Staff



FIELD REVIEWER INSTRUCTIONS MUSEUMS EMPOWERED GRANT PROGRAM

Overview

The goal of the Museums for America (MFA) program is to support projects that strengthen the ability of an individual museum to serve its public. **Museums Empowered: Professional Development Opportunities for Museum Staff** is a special MFA initiative with the goal of strengthening the ability of an individual museum to serve its public through transformative professional development and training to generate systemic change within the museum.

Projects are expected to:

- Involve multiple levels of staff, leadership, and volunteers in a set of logical, interrelated activities tied directly to addressing a key need or challenge;
- Reflect a thorough understanding of current practice and knowledge about professional development; and
- Generate measurable results.

As a result, Museums Empowered has significant potential to generate positive societal impact through project activities undertaken as part of the grant-funded work and activities that may be complementary to the project.

Museums Empowered Program Goals and Objectives

Reflecting IMLS's agency-level goal of championing lifelong learning, Museums Empowered has four program goals and two objectives associated with each goal. Each applicant should align their proposed project with one of these four goals and one or more of the associated objectives. Applicants should clearly identify goal and objective choices in the Narrative.

- Goal 1, Digital Technology: Provide museum staff with the skills to integrate digital technology into museum operations.
 - Objective 1.1: Support staff learning and integration of digital communication platforms and social media tools to enhance audience engagement and community outreach.
 - Objective 1.2: Support staff learning and integration of digital tools and services that enhance access to museum collections.
- Goal 2, Diversity and Inclusion: Support museum staff in providing inclusive services to people of diverse geographic, cultural, and socioeconomic backgrounds and to individuals with disabilities.
 - Objective 2.1: Create training and learning opportunities that increase cultural competency of museum staff and enhance relevancy of museum programs.
 - Objective 2.2: Develop and implement inclusive fellowship, internship, and mentoring programs to increase support for emerging professionals from diverse communities entering the museum field.
- Goal 3, Evaluation: Strengthen the ability of museum staff to use evaluation as a tool to shape museum programs and improve outcomes.
 - Objective 3.1: Increase staff knowledge of program evaluation methods and the usefulness of evaluation reports, tools, data and metrics.
 - o Objective 3.2: Provide museum staff with the tools and strategies to adapt evaluation



methods to address a specific audience or institutional need.

- Goal 4, Organizational Management: Strengthen and support museum staff as the essential part of a resilient organizational culture.
 - Objective 4.1: Develop comprehensive organizational learning opportunities that address one or more emerging priorities facing a museum.
 - Objective 4.2: Develop programs that address the specific learning and growth opportunities identified by staff needs assessments.

Potential projects will address one of these four program goals and help strengthen the ability of an individual museum to better serve its public. Projects will utilize comprehensive strategies and frameworks to support professional development. Projects should cross-cut various departments and result in systemic change within the museum.

Funding Amounts

Museums Empowered requests for IMLS funds may range from \$5,000 to \$250,000, including both direct and indirect costs, and must be matched with at least a 1:1 cost share from non-federal sources.

Confidentiality

The information contained in grant applications is strictly confidential. Do not discuss or reveal names, institutions' project activities, or any other information contained in the applications.



Using eGMS Reach: Step-by-Step Instructions

1. Sign in to eGMS Reach and create a password.

An account has been established for you in eGMS Reach. In a separate email with the subject line "eGMS Reach Account Information," you will receive your access credentials, including a username. If you do not receive such an email, please check your junk folder. If you still do not see the email, contact imls-museumreviewers@imls.gov.

Once you have the email, please visit https://grants.imls.gov/Reach and follow the instructions to create a password. If you are entering the system for the first time, click the **Sign in help** button to create a password. If you are a previous IMLS grantee or reviewer, you may already have an eGMS Reach account and username. If you need to reset your password, you will have the option to do so on the sign in page by clicking the **Sign in help** button.



2. Verify access and confirm you have no conflicts of interest.

Once you have signed in successfully, go to **My Panels** and click on the **Go to Panel** button to see Panel Files and Applications assigned to you and to confirm you have no conflicts of interest.





Panel Files include:

- Field Reviewer Handbook: Museums Empowered Grant Program (this document)
- <u>FY2022 Notice of Funding Opportunity</u> (guidelines for applicants)
- Field Reviewer Guidance (pre-recorded webinar)

IMPORTANT: Before proceeding to the Applications Tab, you must affirm that you have reviewed and approved the conflict of interest statement located under your Personal Files and as Appendix C in this document. Click on the paper icon to review Complying with Ethical Obligations and Avoiding Conflicts of Interest. Then click on the pen icon to affirm that you have reviewed this file and approved its contents.



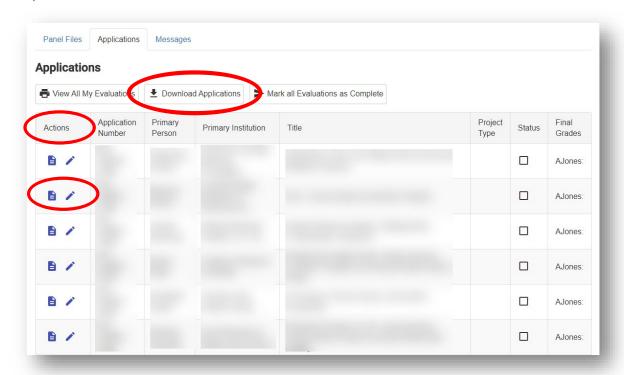
To electronically sign the file, check the box and click Save Changes.



Once you begin reading your assigned applications, you may identify a potential conflict of interest that was not obvious earlier. **Contact your panel chair immediately, and we will help resolve it.**

To see the applications that you will be reviewing, click on the Applications Tab. The paper icons in the **Actions** column allow you to view applications, and the pen icon allows you to enter your comments and scores for each application. You may also download the applications if you wish by clicking **Download Applications**.





3. Read the applications.

We recommend that you begin by reviewing the Museums Empowered FY2022 Notice of Funding Opportunity to which applicants have responded in creating their applications. This document is also available in your Panel Files. Then read the applications, keeping in mind the review criteria for each section of the Narrative. The review criteria are provided in the Notice of Funding Opportunity, on the evaluation forms, and in Appendix D of this document. You will not need to reference each bullet point in your comments, but these questions should guide your thinking about the strengths and weaknesses of each application.

4. Draft your comments.

For each application you review, we ask you to write a constructive and substantive comment for each section of the Narrative: **Project Justification**, **Project Work Plan**, and **Project Results**. All three sections of the Narrative have equal weight and are equally important in identifying the overall strengths and weaknesses of an application.

You may wish to prepare your comments in a separate document for later copying and pasting into the eGMS Reach evaluation form.

When drafting your comments:

- Use your professional knowledge and experience to assess the information objectively.
- Judge the application on its own merits, and do not base your evaluation on any prior knowledge of an institution.
- Make sure your comments justify the scores you provide. A highly complimentary comment does not remove the sting of a low score, and a negative comment does not even out a high one. Comments and scores must complement each other and make sense as a whole.



Effective comments	Poor comments			
 are presented in a constructive manner. are both substantive and easy to read and understand. reflect the resources of the institution. are specific to the individual application. reflect the numeric score assigned. highlight the application's strengths and identify areas for improvement. are directed to applicants—not IMLS or panel reviewers—for their use. 	 simply summarize or paraphrase the applicant's own words. make derogatory remarks. penalize an applicant because you feel the institution does not need the money. offer or ask for irrelevant or extraneous information. make vague or overly general statements. question an applicant's honesty or integrity. 			

Below are some examples of **effective** field reviewer comments:

Project Justification					
"You clearly identify a critical need among the staff of your museum. The professional development activities are part of a comprehensive strategy designed to generate systemic change within the institution. Your intended results are achievable within the project time period and incorporate current research and best practices. The proposed project is an excellent fit for the Museums Empowered grant program."	Comment is substantive, addresses the review criteria, and employs a positive tone.				
"You make a strong case for the need to develop new curriculum for K-12 audiences visiting the museum and have identified partnerships with the local school district. However, I could not find any supporting material about how this project would build the internal capacity of the museum through professional development of museum staff— and therefore this project does not meet the goals of the Museums Empowered grant program.	Comment makes suggestions for making a more competitive application.				
This project more closely matches the goals of the Museums for America— Lifelong Learning grant program and you may want to consider submitting an application to the MFA program in a future year."					

Project Work Plan	
"Your work plan is clear and outlines specific activities necessary for achieving your goals. The training programs for museum staff on evaluation tools, strategies, and techniques are customized to address a specific audience need. You might consider adding a few iterations of each training program to explore its potential for adaptation to a variety of audiences."	Comment provides a constructive assessment of the work plan and suggestions to improve project implementation
"While the project activities are intended to advance the DEAI goals of your museum, there is not much evidence in the work plan that key parts of the museum staff (volunteers and board members) will be involved in the activities. You should explain why."	Comment makes specific suggestions for improving the project.



"Consider ways to involve staff at all levels of the museum, with the intention of creating systemic change at your institution. Some examples of how to conduct a cross-cutting cultural competency learning program can be found at the XYZ Museum and the ABC Science Center. A survey or needs assessment of your staff may help determine how best to adapt this methodology for your specific situation."					
Project Results					
"Your program evaluation will yield specific and measurable results about the impact of the professional development and training program on museum staff. The focus on change management and succession planning supports the core issues identified in your needs assessment. The revised strategic plan, built upon a solid core of staff training and development, will result in a more resilient museum that can respond to the changing needs of your community. I would have liked to have seen more plans for sustaining your work beyond the grant period."	Comment addresses questions from the review criteria.				

In contrast, below are some examples of **poor** field reviewer comments:

Project Justification					
"The project is justified because this museum is an important and vital part of their community, has a valuable art collection, and deserves to be funded."	Comment is not relevant to Museums Empowered program goals.				
"The museum will hire a consultant to develop a series of workshops and professional development activities for the museum staff and volunteers. The museum staff will be surveyed before and after the training to determine the effectiveness of the training. The project will be two years in length."	Comment paraphrases the applicant's own words.				
Project Work Plan					
"The work plan would be improved by putting in more staff training hours."	Comment is very brief and has little value to the applicant.				
"The project design is flawed and just proves that museum leadership is out of touch with the real needs of the museum staff and volunteers. The project director is woefully unprepared and has been set up to fail. Targeting federal funds to this museum is a mistake."	Comment is derogatory and does not provide useful feedback.				
Project Results					
"Strong results with very sustainable benefits."	Comment is very brief and has little worth or value to the applicant.				



The chart below summarizes the most frequently asked questions from ME field reviewers:

Should I consider?	Yes	No
Whether a project meets the high-level goals of the institution's strategic plan	Χ	
An institution's financial or staffing needs		Χ
Whether the project is well planned, and the organization has the appropriate resources to complete the project	Х	
Whether the applicant has included the information necessary for an adequate evaluation of its merits	Х	
Whether a project is new or a resubmission		Х
The size or age of the organization		Χ
An institution's indirect cost rate		Х

5. Assign your scores.

Assign a single preliminary score to the entire application. Use a scale of 1 to 10, with 1 being Inadequate/Insufficient and 10 being Exceptional.

1	2	3	4	5	6	7	8	9	10
Inadequate/ Insufficient				Good					Exceptional

6. Review your work.

Review your draft comments and preliminary scores. Adjust your scores, if necessary, to reflect your written evaluation more accurately. Scores should support comments, and comments should justify scores.

7. Enter your scores and comments.

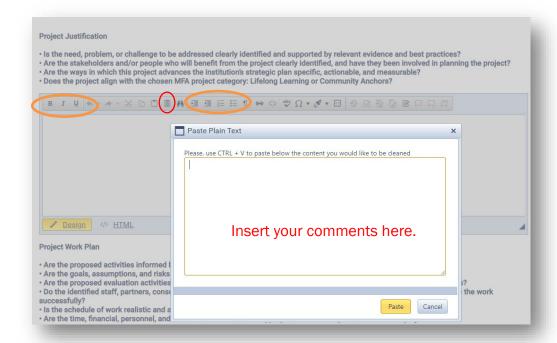
When you are ready to enter your scores and comments, visit https://grants.imls.gov/Reach/ and sign in with the username IMLS assigned you and the password you created. Click on the **Go to Panel** button, and then click on the Applications Tab. Choose an application and click on the pen icon to open the evaluation form.

You may enter your comments directly into the form or copy and paste them from a document you may have created.

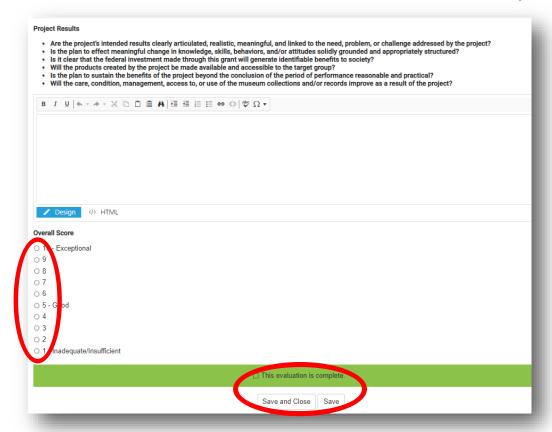
If you copy and paste your comments from another document, make sure to use plain text to avoid including any imbedded code. Click on the Paste Plain Text icon (circled in red below) to create a Paste Plain Text box. Use CTRL + V to paste your comments, and then click Paste. Do not use the formatting features circled in orange—bold, italics, underline, bullets, numbers.

Warning: Only open one instance of an evaluation screen at once. If you have two instances of an evaluation screen open on your computer and one of them is blank, the auto-save feature will overwrite any comments you have with the blank comment box.





Choose a single score for the application. The evaluation form is built to autosave every five minutes. However, it is wise to click the **SAVE** button at the bottom of the form frequently.

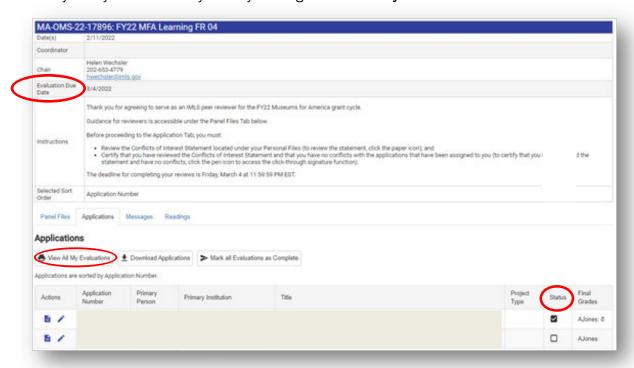




When you have completed your comments and selected your score, check the box next to "this evaluation is complete" and close the evaluation form.

You may return to the evaluation form as frequently as you wish. You can keep track of your progress by checking the "Status" column on the Applications Tab.

You may view your work at any time by clicking the **View All My Evaluations** button.



REMINDER: Your reviews must be completed and entered into eGMS Reach by the Evaluation Due Date listed in eGMS Reach.

8. Manage your copies.

Keep your applications and copies of any notes until **August 31, 2022,** in case there are questions from IMLS staff. Continue to maintain confidentiality of all applications that you review by keeping electronic and paper copies in a secure place. After August 31, 2022, destroy the applications and all review sheets, notes, and note templates.



APPENDIX A: APPLICATION AND REVIEW PROCESS

The mission of the Institute of Museum and Library Services (IMLS) is to advance, support, and empower America's museums, libraries, and related organizations through grantmaking, research, and policy development. The success of IMLS grant programs depends upon the quality of its peer review process, through which hundreds of reviewers consider thousands of eligible applications fairly, candidly, and impartially in order to make recommendations for funding each year. Below is a summary of the process from application submission through award announcements.

- 1. Organizations submit their applications electronically using <u>Grants.gov</u>, the central portal of the United States government for receipt of electronic applications.
- 2. IMLS receives the applications, and staff members check them for organizational eligibility and application completeness.
- 3. IMLS staff members identify a pool of available peer reviewers with appropriate expertise. Peer review takes place in one or two tiers, depending on the grant program: field review, panel review, or both. Each complete application submitted by an eligible organization typically receives between three and six reviews.
- 4. For the applications ranked most highly by peer reviewers, IMLS staff members carefully assess the budgets and past organizational performance.
- 5. IMLS staff members provide a list of applications recommended for funding to the IMLS Director.
- 6. The IMLS Director makes all final funding decisions.
- 7. IMLS notifies all applicants whether or not they have received an award. With their notification, all applicants receive anonymous copies of the field and/or panel reviews. IMLS also sends notification of the awards to each participating reviewer.



APPENDIX B: PROTECTING SENSITIVE DATA AT IMLS

IMLS is committed to protecting your private, sensitive information and employs the following physical and technical safeguards when collecting museum program reviewer and panelist information:

- 1. Email Security. IMLS email is hosted on a cloud computing infrastructure which has been reviewed and approved as meeting the security requirements of the Federal Risk and Authorization Management Program (FedRAMP). FedRAMP is a government-wide standardized program for security assessment, authorization, and monitoring of cloud products and services. FedRAMP requirements are based on (and surpass) the Security and Privacy Controls for Federal Information Systems and Organizations developed by the National Institute of Standards and Technology. FedRAMP's additional security controls address the unique elements of cloud computing to ensure all federal data is secure in cloud environments.
- 2. Secure File Transmission. IMLS Secure File Upload uses Hypertext Transfer Protocol Secure (HTTPS), a transmission protocol that verifies the identity of a website or web service for a connecting client, and encrypts nearly all information sent between the website or service and the user. HTTPS is designed to prevent this information from being read or changed while in transit. HTTPS is a combination of HTTP and Transport Layer Security (TLS). TLS is a network protocol that establishes an encrypted connection to an authenticated peer over an untrusted network.
- 3. **Secure File Storage.** IMLS will only store secure files and any related passwords as long as necessary to complete the relevant transaction or process. A physical copy of personally identifiable information (PII) may be printed at IMLS for business use, after which the copy is secured in a locked location and destroyed after the business use ceases.
- 4. Access Controls. IMLS employs access controls to restrict access to sensitive information that is stored electronically. Access to IMLS files is restricted to authorized IMLS staff, and sensitive data is stored in folders that can only be accessed by a restricted set of authorized users. Files containing sensitive information are password-protected, providing an additional layer of security.
- Records Policies. IMLS financial transaction records are subject to the agency's record retention policy and disposed of in accordance with the General Services Administration's General Records Schedule.



APPENDIX C: COMPLYING WITH ETHICAL OBLIGATIONS AND AVOIDING CONFLICTS OF INTEREST

As a Reviewer for IMLS, you perform a vital role in ensuring the integrity of the IMLS's peer review process and must carry out your duties in accordance with government ethics rules. Before you evaluate applications, we ask that you review the following *General Principles of Ethical Conduct* and *Summary of the Conflict of Interest Laws*. You will be asked to certify compliance with the IMLS Reviewer Conflict of Interest Statement and Certification. IMLS allocates up to one hour of your reviewer time for you to consider these materials.

If, at any time in the course of performing your duties at IMLS, you believe you may have a conflict of interest, please contact the IMLS program officer coordinating your review process. Other questions about the ethics rules and responsibilities may be directed to IMLS's Designated Agency Ethics Official at ethics@imls.gov; (202) 653-4787; 955 L'Enfant Plaza North, SW, Suite 4000, Washington, DC 20024-2135.

General Principles of Ethical Conduct

- 1. Public service is a public trust, requiring you to place loyalty to the Constitution, the laws, and ethical principles above private gain.
- 2. You shall not hold financial interests that conflict with the conscientious performance of duty.
- 3. You shall not engage in financial transactions using nonpublic Government information or allow the improper use of such information to further any private interest.
- 4. You shall not, except pursuant to such reasonable exceptions as are provided by regulation, solicit or accept any gift or other item of monetary value from any person or entity seeking official action from, doing business with, or conducting activities regulated by IMLS, or whose interests may be substantially affected by the performance or nonperformance of your duties.
- 5. You shall put forth honest effort in the performance of your duties.
- 6. You shall make no unauthorized commitments or promises of any kind purporting to bind the Government.
- 7. You shall not use public office for private gain.
- 8. You shall act impartially and not give preferential treatment to any private organization or individual.
- 9. You shall protect and conserve Federal property and shall not use it for other than authorized activities.
- 10. You shall not engage in outside employment or activities, including seeking or negotiating for employment, that conflict with official Government duties and responsibilities.
- 11. You shall disclose waste, fraud, abuse, and corruption to appropriate authorities.
- 12. You shall satisfy in good faith your obligations as citizens, including all just financial obligations, especially those such as Federal, State, or local taxes that are imposed by law.
- 13. You shall adhere to all laws and regulations that provide equal opportunity for all Americans regardless of race, color, religion, sex, national origin, age, or handicap.
- 14. You shall endeavor to avoid any actions creating the appearance that you are violating the law or the ethical standards.



Summary of Conflict of Interest Laws

18 U.S.C. § 201 – Prohibits you from acceptance of bribes or gratuities to influence Government actions.

18 U.S.C. § 203 – Prohibits you from accepting compensation for representational activities involving certain matters in which the United States is a party or has a direct and substantial interest.

18 U.S.C. § 205 – Prohibits you from certain involvement in claims against the United States or representing another before the Government in matters in which the United States is a party or has a direct and substantial interest.

18 U.S.C. § 207 – Imposes certain restrictions on you related to your activities after Government service.

18 U.S.C. § 208 – Prohibits you from participating in certain Government matters affecting your own financial interests or the interests of your spouse, minor child, general partner, or organization in which you are serving as an officer, director, trustee, general partner, or employee. **18 U.S.C. § 209** – Prohibits you from being paid by someone other than the United States for doing their official Government duties.

Sample Reviewer Conflict of Interest Statement

As a Reviewer or panelist for the Institute of Museum and Library Services (IMLS), you may receive a grant application for review that could present a conflict of interest. Such a conflict could arise if you are involved with the applicant institution, or in the project described in the application, as a paid consultant or through other financial involvement. The same restrictions apply if your spouse or minor child is involved with the applicant institution or if the application is presented on behalf of an institution with which you, your spouse or minor child is negotiating for future employment.

A present financial interest is not the only basis for conflict of interest. Through prior association as an employee or officer, you may have gained knowledge of the applicant that would preclude objective review of its application. Past employment (generally more than five years prior to submission of the application) does not by itself disqualify a Reviewer so long as the circumstances of your association permit you to perform an objective review of the application. If you believe you may have a conflict of interest with any application assigned to you for review, please notify us immediately.

You may still serve as a Reviewer even if your institution is an applicant in this grant cycle or you were involved in an application submitted in this grant cycle, as long as you do not review any application submitted by your own institution or any application in which you were involved.

However, if you believe that these or any other existing circumstances may compromise your objectivity as a Reviewer, please notify us immediately.

If an application presents no conflict of interest at the time you review it, a conflict of interest may still develop later on. Once you have reviewed an application, you should never represent the applicant in dealings with IMLS or another Federal agency concerning the application, or any grant that may result from it.

Pending applications are confidential. It is not appropriate, for your purposes or for the purposes of the institutions or organizations you represent, for you to make specific use of confidential information derived from individual applications that you read while you were serving as an IMLS Reviewer. Accordingly, you must obtain approval from IMLS before sharing any proposal information with anyone, whether for the purpose of obtaining expert advice on technical aspects



of an application or for any other reason.

If you have any questions regarding conflict of interest, either in relation to a specific application or in general, please contact the IMLS program officer who is coordinating the review process.

Certification

I acknowledge that I have reviewed the ethics training materials and the Conflict of Interest Statement above. To the best of my knowledge, I have no conflict of interest that would preclude my service to the Institute of Museum and Library Services.

Note: Once you have reviewed this document, return to eGMS Reach to affirm that you have approved its contents.



APPENDIX D: FIELD REVIEW CRITERIA FOR MUSEUMS EMPOWERED

Project Justification

- Has the applicant selected an appropriate program goal/project category and one or more associated objectives of Museums Empowered described in Section A2 of the Notice of Funding Opportunity?
- Are the ways in which this project advances the institution's strategic plan specific and measurable?
- How well has the applicant used relevant data and best practices to describe the need, problem, or challenge to be addressed?
- Are the project activities designed to use professional development and training to generate systemic change within the museum?
- Has the applicant appropriately defined the target group(s) and beneficiaries, as applicable, for this work?
- Have the target group and other project stakeholders been involved appropriately in planning the project?

Project Work Plan

- Are the proposed activities informed by relevant theory and practice?
- Are the goals, assumptions, and risks clearly stated?
- Do the identified staff, partners, consultants, and service providers possess the experience and skills necessary to complete the work successfully?
- Is the proposed project team structured in a way that is equitable and mutually beneficial to those involved?
- Are the time, financial, personnel, and other resources identified appropriate for the scope and scale of the project?
- Is the proposed Performance Measurement Plan likely to generate the required measures of Effectiveness, Efficiency, Quality, and Timeliness?
- If present, does the Digital Products Plan reflect appropriate practices and standards for creating and managing the types of digital products proposed?
- Will the proposed methods for tracking the project's progress toward achieving the intended results allow course adjustments when necessary and result in reliable and measurable information about the results of the project?

Project Results

- Are the project's intended results clearly articulated, realistic, meaningful, and linked to the need, problem, or challenge addressed by the project?
- Is the plan to effect meaningful change in knowledge, skills, behaviors, and/or attitudes solidly grounded and appropriately structured?
- Is it clear that the federal investment made through this grant will generate identifiable benefits to society?
- Will the products created by the project be made available and accessible to the target group?
- Is the plan to sustain the benefits of the project beyond the conclusion of the period of performance reasonable and practical?