98th Annual NEMA Conference
Getting It Paid For:
Preparing and Submitting Successful IMLS Grant Applications

AGENDA

PART 1: Be an Applicant
11:00 am    Introductions, workshop goals
            Preparing to apply
            Choosing a project category

11:15 am    Developing a project justification (Worksheet 1)
            Creating a project work plan (Worksheet 2)
            Defining and measuring project results (Worksheet 3)
            Putting it all together

PART 2: Be a Reviewer
11:45 am    Understanding the peer review process
            Reading proposals independently and assigning preliminary scores
                        (Worksheet 4)
            Summarizing and discussing as a panel

12:15 pm    Group report-out and discussion
12:30 pm    Wrap up
Worksheet 1: Developing a Project Justification

Project Category: Circle one.

Learning Experiences  Community Anchors  Collections Stewardship

- What do you propose to do?
- What need, problem, or challenge will your project address, and how was it identified?
- What or who will benefit from your project?
- How will your project advance your institution’s strategic plan?
- How will your project address the goals of the Museums for America program and the project category you have chosen?

We are going to ____________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

in order to address the problem of ____________________________________________

__________________________________________________________________________

__________________________________________________________________________

We know this is a problem because ____________________________________________

__________________________________________________________________________

__________________________________________________________________________

Our project will benefit _______________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Our project will address a key goal in our strategic plan by ________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________
**Worksheet 2: Creating a Project Work Plan**

- What specific activities, including evaluation and performance measurements, will you carry out?
- Who will plan, implement, and manage your project?
- When and in what sequence will your activities occur?
- What financial, personnel, and other resources will you need to carry out the activities?
- How will you track your progress toward achieving your intended results?
- How and with whom will you share your project’s results?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Personnel Resources (Who will do the work for this activity?)</th>
<th>Non-Personnel Resources (What supplies, equipment, travel, etc. will you need for this activity?)</th>
<th>Cost in $</th>
<th>IMLS</th>
<th>Cost Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Activity 1:</td>
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<tr>
<td>Activity 2:</td>
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<td>Activity 3:</td>
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</table>
Worksheet 3: Defining and Measuring Results

- *Learning Experiences and Community Anchors Projects*: How will the knowledge, skills, behaviors, and/or attitudes of the intended audience change as a result of your project?
- *Collections Stewardship Projects*: How will the care, condition, management, access to, and/or use of the museum collections and/or records that define the focus of your project improve?
- What tangible products will result from your project?
- How will you sustain the benefit(s) of your project?

Our project will result in changes in ______________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

We will measure this change by _________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

We will create (tangible products) _____________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________

We will sustain the benefits of our project beyond the conclusion of federal funding by _________

__________________________________________________________________________________

__________________________________________________________________________________

__________________________________________________________________________________
Worksheet 4: Panel Review

**Project Category:** Circle one.

<table>
<thead>
<tr>
<th>Learning Experiences</th>
<th>Community Anchors</th>
<th>Collections Stewardship</th>
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**Application:** _________________________________________________________________

1. **Does the project meet the goals of Museums for America ...**
   
   Supports high-priority activities reflected in the museum’s mission and strategic goals, and expands the museum’s capacity to support these goals

   **and the selected project category?**

   **Learning Experiences:**
   Delivers high quality, inclusive educational opportunities that address particular audience needs.

   **Community Anchors:**
   Improves the quality of life in the community the museum serves by addressing an identified need through its services and programs.

   **Collections Stewardship:**
   Contributes to the professional management, long-term preservation, broadened access to, and expanded use of materials entrusted to the museum’s care

**Strengths:** _________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

**Weaknesses:** ______________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
2. Is the project poised for successful implementation?
   - Demonstrates thorough understanding of relevant issues and current practices
   - Addresses an assessed need
   - Allocates resources for the successful completion of the project
   - Connects goals and objectives to appropriate activities and intended outcomes

Strengths: _______________________________________________________________________
   _______________________________________________________________________________
   _______________________________________________________________________________
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   _______________________________________________________________________________

Weaknesses: ______________________________________________________________________
   _______________________________________________________________________________
   _______________________________________________________________________________
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3. If funded, will the project achieve its intended results?
   • Tracks, measures, and adapts in order to achieve desired outcomes
   • Generates continuing benefits for applicant and/or audience served
   • Generates continuing benefits for collections and collections information

Strengths: ______________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
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_________________________________________________________________________________

Weaknesses: ______________________________________________________________________
_________________________________________________________________________________
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_________________________________________________________________________________

PRELIMINARY SCORE:   1   2   3   4   5
FINAL SCORE:         1   2   3   4   5
Museums for America Panel Review Criteria

1. Does the project meet the goals of Museums for America and the selected project category?

Supports high-priority activities reflected in the museum’s mission and strategic goals, and expands the museum’s capacity to support these goals
AND:

- **Learning Experiences:** Delivers high quality, inclusive educational opportunities that address particular audience needs
- **Community Anchors:** Improves the quality of life in the community the museum serves by addressing an identified need through its services and programs.
- **Collections Stewardship:** Addresses a clearly articulated and well-documented need, contributes to the management, long-term preservation, broadened access to, and expanded use of materials entrusted to the museum’s care

2. Is the project poised for successful implementation?

- Demonstrates thorough understanding of relevant issues and current practices
- Addresses an assessed need
- Allocates resources for the successful completion of the project
- Connects goals and objectives to appropriate activities and intended outcomes

3. If funded, will the project achieve its intended results?

- Tracks, measures, and adapts in order to achieve desired outcomes
- Generates continuing benefits for applicant and/or audience served
- Generates continuing benefits for collections and collections information

**SCORE DEFINITIONS**

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<tbody>
<tr>
<td>5 – Excellent</td>
<td>The applicant’s response is outstanding and provides exceptional support for the proposed project.</td>
</tr>
<tr>
<td>4 – Very Good</td>
<td>The applicant’s response provides solid support for the proposed project.</td>
</tr>
<tr>
<td>3 – Good</td>
<td>The applicant’s response is adequate but could be strengthened in its support for the proposed project.</td>
</tr>
<tr>
<td>2 – Some Merit</td>
<td>The applicant’s response is flawed and does not adequately support the proposed project.</td>
</tr>
<tr>
<td>1 – Inadequate / Insufficient</td>
<td>The applicant’s response is inadequate or provides insufficient information to allow for a confident evaluation.</td>
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