

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2019 Hip Hop Collaboration (Next Level)

Funding Opportunity Number: SFOP0005561

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 Hip-Hop Collaboration (Next Level) 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, the Bureau of Educational and Cultural Affairs (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:

Participant Selection

1. Design, organize and implement a transparent, open, and merit-based competition process to select approximately 20-24 U.S. hip hop artists based on relevant selection criteria;
2. Suggest possible foreign participants for the U.S.-program, and then work with U.S. Embassy and Mission staff members to coordinate the recruitment and approval of approximately 10-12 foreign participants and alternates;
3. Based on qualifications, recommend participants to ECA for review and approval; and
4. Inform Embassy staff of final U.S. and foreign participant selections.

Program Development and Management

1. Plan and develop, through close collaboration with ECA and our U.S. Embassies and Missions, substantial programming that should include workshops, public performances, and other outreach programming to engage young people and effectively convey entrepreneurial and conflict resolution strategies through hip hop;
2. Work with Embassy and Consulate staff on venue selection, program dates, and interpretation services (if needed) and the full array of overseas programming logistics, including but not limited to:
 - Arranging staff advance trips to each country for program planning purposes;
 - Coordinating all international and domestic travel arrangements for all participants;

- Securing local transportation and lodging arrangements for all participants;
 - Managing all financial and administrative arrangements for the participants;
 - Securing visas for the U.S. participants and communicating with U.S. participants about immunizations and health insurance;
 - Finalizing daily schedules for the overseas and U.S. programs at least two weeks before the start date of each program;
 - Providing on-going, timely and detailed information to the Cultural Programs Division regarding program schedules, music-making equipment management, venue logistics, and workshop results;
 - Providing day-to-day monitoring of the program to prevent and/or manage any issues or complications that may arise;
 - Working in consultation with ECA on the implementation of the program, providing timely progress reports to ECA, and complying with financial and program reporting requirements.
 - Designing and implementing an evaluation plan that assesses the impact and results of each program component;
 - Managing all financial aspects of the program, including stipend disbursements to the participants and management of sub-award relationships with partner organizations, if applicable;
 - Outlining in detail all of the duties and responsibilities of U.S. organizations with which you plan to partner, describing work requirements and providing representative budgets; and
 - Arranging a de-briefing session for both U.S. and international participants for purposes of evaluation and to summarize the project activities at the end of each overseas program;
3. Work with ECA to organize a pre-departure orientation for the U.S. participants that will include media training, cultural briefings, and a general context for their diplomatic role as Department of State program participants;
 4. Prepare foreign artists for participation in the U.S. program, in coordination with the U.S. Embassy;
 5. Organize and implement, in consultation with ECA, a media and marketing strategy that will highlight the program to both the international and U.S. public. Plans can include, but are not limited to, program branding, press strategy, press/media packets, program website, and social media strategies. The award recipient will work closely with U.S. Embassy and Consulate public relations staff members to ensure that participants are briefed on current political and social issues in each overseas country; and
 6. Prepare necessary educational and promotional materials that support the program. All materials and correspondence related to the program will acknowledge it 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.

B. Department of State Responsibilities

In a Cooperative Agreement, the 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 the ECA program staff will include the following:

1. Provide advice and assistance regarding the execution of all program components;
2. Identify the program countries and provide contact information for the U.S. missions to the award recipient. ECA will consider those countries that are of greatest importance to the Department of State's public diplomacy mission to build mutual understanding in the selected world region(s);
3. Active participation in the U.S. artist selection process. ECA will also review and maintain final approval of all project participants;
4. Approval of all overseas and domestic program arrangements, including the artists' daily schedules;
5. Approval of all media and public relations strategies, including press releases;
6. Issue DS-2019 forms to foreign participants;
7. Work with the award recipient to enroll participants in a health insurance plan for the period of the exchange. Participants 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;
8. Monitor and evaluate the program through regular communication and perform an annual performance evaluation/review;
9. Facilitate interaction within the Department of State, to include ECA, the regional bureaus, and overseas posts;
10. Represent the U.S. Government at exchange events, such as program orientations and debriefings, when able; and
11. Arrange participation of Department of State officers in pre-tour briefings and any debriefings that might occur.

II.

PROGRAM SPECIFIC GUIDELINES

A. Overview & Program Description

The Hip Hop Collaboration (Next Level) theme supports hip hop arts programming that incorporates artistic collaboration, entrepreneurial skills-building, and outreach to youth to explore and address conflict resolution strategies and promotes arts entrepreneurship. This program will incorporate multi-disciplinary hip hop collaborations to provide innovative opportunities to engage youth and underserved communities overseas and a professional development opportunity for select foreign artists. The impact of the program will be extended through the development of an international network of hip hop arts professionals and a creative film and/or media component to document this multidisciplinary community collaboration program.

Projects under this CAE theme must include at least three hip hop genres (music, dance, MC/spoken word, film and visual arts) to address leadership development, entrepreneurship and conflict resolution themes through the following three components:

1. Overseas programming including, but not limited to: workshops, master classes, community performances, and outreach events featuring American U.S. hip hop artists who have entrepreneurial acumen, expertise in collaborating with community youth organizations, and experience conveying conflict resolution themes through their artistic work. Overseas activities must engage foreign youth educators/community leaders and local artists in support of community engagement. Project proposals must

include two to three-week exchange programs in each of the designated countries. Proposals must describe strategies for including the broadest and largest audiences, especially youth, while ensuring substantive and effective programming focused on entrepreneurship and conflict resolution;

2. Following the overseas portion of the program, working with the U.S. Embassies and Missions to recruit a total of 10-12 professional foreign hip hop artists, educators and/or community leaders from the partner countries to participate in a one-to-two week U.S.-based professional development program to enhance follow-on programming and program sustainability. The U.S. program should include strategies for creating a network and ideas for further collaboration between the U.S. and overseas program participants, while furthering the youth leadership, conflict resolution, and entrepreneurial trainings initiated during the overseas programming; and

3. Innovative uses of video and/or other media as a program element and/or to document the collaborative process and the culminating multi-disciplinary project.

B. Goals & Objectives

The objective of the Hip Hop Collaboration (Next Level) theme 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 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 multidisciplinary hip hop workshops and performances, while simultaneously reaching out to young audiences and transferring entrepreneurial 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 overseas projects, performances, and U.S.-based workshop.

C. Program Dates

This cooperative agreement will begin on or about September 1, 2019, pending the availability of FY 2019 funds. Each of the two-three week overseas programs and the one-two week U.S. program may begin at a time that is mutually agreed upon by ECA, the award recipient, and the U.S. Embassies and Missions, but should begin within nine months of the award date. The U.S. workshop for foreign artists will take place after all of the overseas projects are complete. Proposals will need to contain a detailed time line annotating dates of each program component.

D. Program Implementation & Management

Proposals must describe the applicant's track record and capacity for implementing innovative international arts exchange programs. Applicants and their partner organizations must also demonstrate the ability to develop projects that address the specific participant profile and the goals and themes outlined in the NOFO. The overseas programming will consist of workshops, master classes, public performances, and media activities that are developed with local in-country youth, educational, and arts organizations, and in close consultation with ECA and our U.S. Embassies and Missions overseas. U.S. programming should be designed to provide substantial and in-depth residencies in order for foreign participants to work with their American peers, while also developing their entrepreneurial skills and increasing their knowledge of a full-range of strategies and

techniques for conveying conflict resolution themes to young people through hip hop music, dance, film, and/or the visual arts.

Proposals should include a staffing pattern that details how staff will share responsibilities. The award recipient must designate a **project manager** to oversee the program and all of the corresponding projects, coordinate logistical, budgetary, 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. Applicants must also designate a filmmaker or videographer to coordinate and fulfill the film/media documentation element of this program.

In consultation with ECA, the award recipient will arrange participant orientation sessions for the U.S. participants and develop any necessary pre-departure and welcome materials, which may include a program agenda, itinerary, and country background notes. ECA will coordinate participation of Department of State officers in pre-tour briefings and any debriefings that might take place in the United States. Additionally the award recipient will provide detailed residency programming information to the foreign participants including all logistical details related to their stay in the United States, as well as a detailed daily schedule. Throughout the planning process for both the overseas and U.S. programs, the award recipient will maintain consistent and detailed communication with our U.S. Embassies and Missions overseas, and ECA.

E. Participant Recruitment & Selection

ECA envisions that this project will fund approximately 20-24 professional American artists specializing in hip-hop art forms to present workshops, master classes, and performances to youth audiences overseas. In addition to their artistic expertise, the U.S. participants must have entrepreneurial acumen, knowledge of conflict resolution strategies, and leadership development techniques that are effective with young people. U.S. participants should have experience collaborating with educational, after-school, and/or community programs that utilize hip hop to communicate about these themes to young audiences. Emphasis should be placed on recruiting women participants. The U.S. participants should be professional artists who are U.S. citizens and at least 18 years of age. ECA is willing to consider exceptions to the age criteria on a case-by-case basis.

Foreign participants who attend the overseas workshops and performances should be from the widest possible range of diverse community groups. This project is especially intended to include young participants from underserved communities who may have limited access to U.S. artists.

Foreign participants from the selected overseas countries who participate in the U.S.-based program will be identified by the award recipient and vetted and approved by the relevant U.S. Embassies and Missions and ECA. Ideal candidates are hip hop artists who are at least 18 years of age and who will collaborate with their local communities and extend the multiplier effect of this program through continued work with young people. All foreign participants must travel to the United States on J-1 visas. Please see the separate section about J-1 visa requirements.

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 officials, 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)

Prior to submitting applications through Grants.gov, please ensure you meet all Grants.gov system and software requirements, including Adobe software compatibility. You can verify if your version of Adobe software is compatible with Grants.gov, by visiting

<https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html>.

- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items. 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 – Non-Construction 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 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 no more than 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 in the Proposal Submission Instructions (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 \$1,100,000, pending the availability of FY 2019 funds. 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:

- Maximum limits on cooperative agreement funding are as follows: Books and educational materials allowance of \$100 per Fellow; conference room rental costs of up to \$250 per day per room; consultant/interpreters/group coordinators/escorts fees and honoraria of up to \$200/day; cultural allowance of \$150 per participant; honoraria for foreign Fellows of \$200/day; per diem at standard government rates; evaluation costs of up to 5% of the total budget. Organizations are encouraged to cost-share any rates that exceed these amounts;
- Domestic and international travel for participants and staff, including transit costs if applicable (travel must comply with the Fly America Act);
- Airport taxes and country exit fees;
- Shipping and handling for materials;
- Excess and overweight baggage fees (excess baggage estimates may be subject to change once actual programs are scheduled);
- Visa fees for the American participants;
- 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;
- Press kits and promotional materials, trip itinerary booklets, educational materials, and presentation items; and
- 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 U.S. 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 CRITERIA

Technically eligible applications will be competitively reviewed according to the criteria stated in the Notice of Funding Opportunity (NOFO). These criteria are not rank ordered and all carry equal weight in the proposal evaluation.

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 award 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 Jill Staggs of the Cultural Programs Division at: (202) 632-6408; Fax: (202) 632-6492; or E-mail address: staggsjj@state.gov.