

Program Solicitation

Creative Forces®: NEA Military Healing Arts Network (Capacity)

Application Deadline: January 18, 2022

Applications must be submitted electronically through Grants.gov, the federal government's online application system. The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on the deadline date above. We strongly recommend that you submit the application by January 8, 2022, to give yourself ample time to resolve any problems that you might encounter.

Background

Creative Forces®: NEA Military Healing Arts Network (Creative Forces) is an initiative of the National Endowment for the Arts (NEA or Agency) in partnership with the U.S. Departments of Defense (DoD) and Veterans Affairs (VA) and state and local arts agencies. The mission of Creative Forces is to improve the health, well-being, and quality of life for military and veteran populations exposed to trauma, as well as their families and caregivers, by increasing knowledge of and access to clinical creative arts therapies and community arts engagement.

The program has three components:

- **CLINICAL:** Creative Forces places creative arts therapies at the core of patient-centered care in military and Veterans Health Administration medical facilities and through telehealth programs designed to meet the needs of patients in rural and/or remote areas. Clinical activities for Creative Forces, including clinical research activities, are supported through a separate cooperative agreement.
- **COMMUNITY:** Creative Forces provides community-based arts opportunities for targeted military and veteran populations. Community engagement activities are supported via a national subgranting program for arts engagement activities for targeted military and veteran populations in community settings, which is administered through a separate cooperative agreement.
- **CAPACITY:** Creative Forces invests in capacity-building efforts, including the development of clinical and community-based program training materials; dissemination of research evidence and information about the impacts and benefits of the treatment methods and community programs; and the continued development, administration of, and implementation of an online [National Resource Center](#) (NRC), an online platform owned by the NEA.

For more information on Creative Forces, visit [here](#).

Scope of Work

The purpose of this Program Solicitation is to select an organization (Cooperator) to manage and provide administrative support for Creative Forces' CAPACITY component, particularly through providing content and knowledge management services and additional stakeholder support for the initiative's clinical and community partners via the NRC.

In brief, the Cooperator will:

- Support the continued development and implementation of the NRC, including development of content, services, and online tools such as: online support materials, toolkits, and other planning and training resources to support Creative Forces stakeholders working across the initiative's multiple cooperative agreements.
- Develop and implement a comprehensive communications plan designed to publicize, promote, and disseminate key findings, best practices, and lessons learned from program evaluations and research activities supported across the initiative's network.
- Coordinate knowledge dissemination efforts to support Creative Forces' clinical and community-based activities and stakeholders.
- Perform data visualization and analysis on data provided by other Creative Forces cooperators, including but not limited to final reports, data gathered relating to the Creative Forces national subgranting program, and workload data and performance measurements from the Creative Forces clinical programs.

This award will be made as a cooperative agreement. The NEA uses two types of awards to fund project activities: cooperative agreements and grants. A cooperative agreement is different from a grant in that the NEA is substantially involved with the awardee in the direction and accomplishment of the activities under the cooperative agreement. Both funding mechanisms are subject to Title 2 of the Code of Federal Regulations, Part 200.

Detailed Requirements

The Cooperator will work in close consultation with the NEA Project Director, and through the NEA Project Director with other Creative Forces cooperators and other NEA, DoD, and VA staff as appropriate, on all aspects of the Cooperative Agreement. The NEA's Project Director will be the Senior Advisor for Innovation & Director of Creative Forces.

NOTE: Throughout this Program Solicitation, there are numerous references to in-person events and activities. Our hope is that these in-person events will occur, in accordance with relevant health guidelines. However, it is expected that all such events will be designed to be adaptable to an accessible virtual format, as agreed to in writing by the parties. It is also expected that the Cooperator will plan events to minimize or avoid cancellation costs that might occur if activities cannot be conducted in-person, since such costs cannot be included in the project budget.

The Cooperator will:

- Work with the NEA Project Director to refine the details and schedule of all project components, and collaborate with any cooperator(s) or entity(ies) who are managing other components of the broader Creative Forces initiative, as appropriate.
- Consult with and secure approval from the NEA Project Director on all aspects of the project described below.

NRC Website

- Host and continue to build out the NRC website, ownership of which will be maintained by the NEA.
 - Maintain the NRC's existing software platform and ensure the seamless transition of services provided by the NRC from the prior cooperator.
 - Design and maintain the NRC in a manner that will ensure that its content may be easily shifted to another site at the conclusion of the Cooperative Agreement and transferred to any other future cooperator.
 - Ensure that the NRC website and its content (e.g., software, graphics, publications, etc.) are accessible across multiple desktop and mobile platforms and are compliant with federal law and regulation, including Section 508 of the Rehabilitation Act.
 - The NEA will specify any reasonable security requirements related to FedRAMP and FISMA that must be met related to the NRC website, and the Cooperator will ensure that the NRC meets these specified requirements.
- Provide planning, staffing, and/or contracting support for the ongoing design, implementation, and management of the NRC website. Transition existing or recruit new support personnel as appropriate.

NRC Content, Service and Support Features

- Create and host on the NRC platform new digital content and/or content provided by the NEA or other Creative Forces cooperators, as well as ongoing design and implementation of support features and tools in a variety of formats. Content will include publicly accessible materials, as well as content and support features that are access-restricted to stakeholders within Creative Forces' clinical and community networks.
 - Content, support features, and tools may include, but are not limited to: blogs, podcasts, videos, webinars, convenings, dashboards, digital playbooks, curricula, toolkits, and digital galleries and exhibitions.
 - Support will include writing, copy editing, interactive design translation, digital support feature maintenance, design, build and implementation, and graphic art support.
 - The NEA's Office of Research & Analysis (ORA) reserves the right to provide approvals for any public resources based on extant research prior to publication including, but not limited to, case studies and reviews of program evaluations.
- Facilitate the licensing of relevant content for the NRC. This may include establishing agreements and other strategies to partner with consultants and vendors to deliver content and services as approved in advance in writing by the NEA.
- Develop, disseminate, and/or host resources and tools in coordination with the Clinical Program cooperator and the Community Program cooperator that provide field-wide support, including:
 - Hosting resources such as a community engagement conceptual framework, logic models, program evaluation tools, program manuals, videos, existing evaluation reports and literature reviews, case studies and/or practice briefs, and an environmental scan of current strategies for measuring health and well-being in targeted military and veteran populations.
 - Supporting technical development of online features, services, and knowledge tools and content upload for restricted access sections of the NRC. This includes, but is not limited to, resources and tools, such as interactive multimedia, that support sharing of clinical treatment practices and consistent delivery of high quality of care, the collection and sharing of performance measurement data, automation of approval processes, a document library, and document collaboration.

- Transition, maintain, and provide continued development of knowledge management and collaboration platforms (currently supported via Microsoft Teams and SharePoint). Collaborative features could include, but would not be limited to interactive messaging, discussion boards, video conferencing, screen sharing, and document editing to support Creative Forces clinic and community stakeholders.

Network-building and Stakeholder Support

- Continue to provide capacity-building stakeholder support to deliver effective programming and arts engagement to advance health, well-being and quality of life for targeted military and veteran populations.
 - Organize and provide resources and support for the development and implementation of Creative Forces events and key activities, such as convenings or webinars.
 - Support activities that bring together DoD, VA, State Arts Agencies, Local Arts Agencies, and other potential Creative Forces stakeholders in specific regions or around topics of mutual shared interest.
 - Provide resources and support for the development of Creative Forces exhibitions, and/or conference presentations that highlight key findings, best practices, and impact work carried out by Creative Forces clinical and community stakeholders.
- Provide subject matter expertise, consultation, and support for the Creative Forces Clinical and Community components being administered by other cooperators.

Data Visualization

- Perform data visualization and analysis on data provided by the NEA and other Creative Forces cooperators including, but not limited to, final reports, data gathered relating to the Creative Forces national subgranting program, and workload data and performance measurements from the Creative Forces clinical programs.
 - The data visualization conducted under this Cooperative Agreement should convert the data into easily understandable forms, and effectively communicate findings to Creative Forces stakeholders and broader audiences.

- The Cooperator will submit draft data visualizations for review and approval by ORA before being posted on the NRC. Data will be cleaned and de-identified prior to being turned over to the Cooperator for data visualization.

Procurement Policies, HIPAA Permissions, and Intellectual Property

- As appropriate, engage employees, consultants, and subject matter experts (SMEs) to successfully implement all activities taking place under this Cooperative Agreement; provide consultant contracting and staff support; conduct open, competitive bid processes to identify vendors; and manage and monitor the resulting contracts.
- Follow the Cooperator's approved written procurement policies if consultants or vendors are selected by the Cooperator as part of this project. In addition, the Cooperator should be aware of and comply with all requirements of the Uniform Guidance procurement standards described in 2 CFR 200.317-.327. Consultants or vendors engaged by the Cooperator as part of this project will be required to agree in writing that any information gathered will be used only for the purposes described in the Cooperative Agreement and not be disclosed to other than the Cooperator and the NEA unless agreed to in advance in writing by the parties to this Cooperative Agreement. The Cooperator must seek NEA approval for any consultants or vendors before they are engaged. The Cooperator will be responsible for documenting the above and providing to NEA upon request.
- Ensure compliance with the Health Insurance Portability and Accountability Act (HIPAA) regarding patient-specific data by:
 - Ensuring the handling of any Personally Identifiable Information (PII) or Personal Health Information (PHI) pursuant to this Cooperative Agreement (and any amendments thereto), as well as any services agreements entered into by the Cooperator, shall be in compliance with HIPAA. This entails confirming in writing with any third parties submitting content for upload to the NRC that all content has been vetted in advance to ensure that no PII or PHI is improperly disseminated, and that the third parties have kept any PII or PHI confidential in accordance with Federal law. The third parties are responsible for confirming in writing that such vetting has been completed satisfactorily before any content will be uploaded to the NRC. The Cooperator will be responsible for documenting the above and providing to NEA upon request.
 - Reviewing all content prior to uploading to the NRC to ensure that no PII or PHI is improperly disseminated.
 - Confirming that any PII or PHI shall be kept confidential in accordance with Federal law.

- Ensuring that material (e.g., software, graphics, publications) acquired for, developed by, and/or provided for inclusion on the NRC shall not be encumbered by any restrictions that prevent the materials' use or continued operation by the NEA or any third-party entity approved by the NEA.

NRC Ownership

- The NEA will maintain ownership of the NRC, and by agreement of the Parties it will remain property of the United States Government to the extent permitted by law. The NRC will continue to be operated as a .gov site. Any work or property contributed to the NRC by the Cooperator or any entity acting on behalf of the Cooperator, including third party content providers, shall be considered to be a part of the NRC, including the products of any action taken pursuant to this Cooperative Agreement, and shall not, by virtue of the Cooperative Agreement, be owned by the Cooperator.
 - Material available on the NRC will be owned by the NEA except for any property, tangible or intangible, belonging to a third party or to the Cooperator.
 - If at any time the NEA decides to transfer the NRC to another NEA-approved entity, the NEA retains unlimited, royalty-free perpetual rights to the use of the website, including any third-party material obtained from or licensed for use in the NRC for Federal government purposes. The Cooperator agrees to maintain the NRC in such a way that any such transfer shall not be encumbered.

Other Requirements

- Ensure acknowledgement of the NEA in all materials pertaining to the program, using the language provided by the NEA Project Director.
- Through discussions with the NEA's Office of Public Affairs (OPA), facilitated by the NEA Project Director, develop and implement a comprehensive communications plan. Produce all communications and project materials in an accessible format and style compatible for dissemination through the NRC and the NEA's online platforms.
 - All public communications, materials, presentations, and press releases, as well as speaking engagements, contacts with press, and publications, must be approved by the NEA Project Director.
 - Include NEA-designated crediting language in all appropriate communications and materials produced for and by the project and is in alignment with the Creative Forces Branding Style Guide.

- Secure all necessary rights, permissions, licenses, and releases as appropriate to the project (the “Rights”). The Rights may include, but are not limited to, permissions for visual images, video, and other online project components. The NEA reserves the right, in its sole discretion, to determine whether the Rights provided are satisfactory to it. The Cooperator will accept sole responsibility, and will defend, indemnify and hold harmless the NEA from any liability arising from deficient Rights and/or the Cooperator’s warrants or statements about the Rights. Electronic copies of the permissions/releases must be provided to the Agency in accordance with the requirements provided by the NEA.
- No later than 120 days after the completion or termination of the Cooperative Agreement, submit, through the Cooperator’s NEA eGMS REACH account, a Final Descriptive Report (FDR) and a Federal Financial Report (FFR-Standard Form 425), and any specific reports identified in the award’s Report Schedule.

Responsibilities of the NEA Project Director

The NEA Project Director will work with the Cooperator to design and implement all aspects of the program. Tasks include:

- Provide direction and work with the Cooperator to define requirements and refine the project plans and schedule.
- Approve plans for recruiting, hiring, and training Capacity Support personnel, all agreements related to any full-time staff, consultants, other contractors, and partners involved in the program.
- Serve as liaison among the Cooperator, military and veteran clinical sites, other key partners of the initiative including other cooperators working on the Creative Forces initiative, and NEA staff.
- Provide the Cooperator with appropriate background materials on the military and veteran clinical sites, community partners participating in the program, and previous capacity-building activities conducted by the initiative.
- Provide the Cooperator with related research materials and documentation about creative arts therapies, and programs and projects focused on arts engagement in non-clinical, community-based settings for targeted military and veteran populations.
- Provide the Cooperator with any security requirements related to FedRAMP and FISMA that must be met related to the NRC website
- Review and approve public communications and print and digital publications and materials related to Creative Forces programs, including overall strategy,

informational resources and tools, and all content developed for the NRC. Review and approval of all public communications will be in conjunction with the NEA OPA.

- Facilitate discussions between the Cooperator and OPA to ensure that project resource material is in an accessible format and style ready for public dissemination, and able to be implemented on the NEA's communications platforms where appropriate.
- Support efforts to engage subject matter experts to advance the work of Creative Forces. Assist in planning and implementing all convenings hosted or supported by the initiative.
- Oversee the Cooperator's work to improve the capacity and impact of community engagement activities for targeted military and veteran populations to create opportunities for deeper involvement of state and local arts agencies as well as community-based organizations and arts providers.
- Serve as liaison with ORA, which reserves the right to provide approvals for any public resources based on extant research, including but not limited to brief literature reviews, case studies, and reviews of program evaluations.

Estimated Schedule

The Cooperative Agreement resulting from this Program Solicitation can start no earlier than October 1, 2022. The NEA will work with the Cooperator to identify dates related to specific project activities before the Cooperative Agreement is finalized.

Award Information

Cooperative Agreement Amount

The National Endowment for the Arts expects to award one Cooperative Agreement of up to \$1,625,000, contingent upon the availability of funds. There is no cost share/matching requirement.

Subsequent Cooperative Agreements

The National Endowment for the Arts may enter into up to four subsequent Cooperative Agreements with the recipient of this Cooperative Agreement. Any such future Cooperative Agreements, however, would be subject to agency priorities, the availability of funds, cooperator performance, and the agency's regular review process.

Period of Performance

This Cooperative Agreement will begin no earlier than October 1, 2022, and may extend for up to 24 months.

Applicant Eligibility

Nonprofit, tax-exempt 501(c)(3), U.S. organizations; units of state or local government; U.S. institutions of higher education; or federally recognized tribal communities or tribes may apply.

To be eligible, the applicant organization must:

- Meet the NEA's "[Legal Requirements](#)" at the time of application.
- Have submitted acceptable Final Report packages by the due date(s) for all NEA award(s) previously received.

NOTE: Priority will be given to applicants with previous experience designing and implementing platforms aimed at improving the user's digital experience, providing cohesive, user-friendly online services, and compliance with the [website standards](#) using the [U.S. Web Design System](#).

An organization may submit only one proposal under this program solicitation. An organization may not receive more than one NEA award for the same costs during the same or an overlapping period of performance.

You may apply to other NEA funding opportunities in addition to this program solicitation. In each case, the request must be for a **distinctly different project**.

Application Information

Applications must be submitted electronically through Grants.gov, the federal government's online application system. **The Grants.gov system must receive your validated and accepted application no later than 11:59 p.m., Eastern Time, on January 18, 2022.** We strongly recommend that you submit your application by January 8, 2022 to give yourself ample time to resolve any problems that you might encounter. Late applications will not be accepted.

Your organization must be registered with Grants.gov before you can apply. Allow at least two weeks for this process if you are a first-time applicant. See "[Organization Registration](#)" for details. If you have already registered with Grants.gov, renew/verify your registration with Grants.gov and make sure that all of your information is current before you apply. See "How to Apply" beginning on page 12 for further instructions.

Late, ineligible, and incomplete applications will not be reviewed.

If you have a question about access for individuals with disabilities:



Call or email the Office of Accessibility at 202-682-5532 / accessibility@arts.gov to request an accommodation or an alternate format of the guidelines.

Application Review

Proposals will be reviewed on the basis of the following criteria:

The artistic excellence of the project, which includes the:

- Quality of the services that the project will involve.
- Quality of similar or related programs managed by the applicant organization.
- Demonstrated ability to work with both the arts and health sectors and/or military and veteran sectors, if applicable.

The artistic merit of the project, which includes the:

- Clarity of the applicant's vision and description of a proposed approach to this project.
- Prior experience to include written and graphic communications with and proposed strategy for the development of online support materials, toolkits, and other training resources.
- Prior experience and expertise in knowledge management, including the creation, collection (or curation), organization, storage, and sharing of digital information assets.
- Proposed strategy for data analysis and visualization.
- Proposed strategy for promoting and providing broad visibility for the program.
- Ability to carry out the project based on such factors as the appropriateness of the budget, the resources involved, and the qualifications of the project's personnel.

NOTE: Priority will be given to applicants with previous experience designing and implementing platforms aimed at improving the user's digital experience, providing cohesive, user-friendly online services, and compliance with [website standards](#) using the [U.S. Web Design System](#).

All applications are reviewed by an advisory panel. Panel recommendations are forwarded to the National Council on the Arts, which then makes recommendations to the Chairman of the National Endowment for the Arts. The Chairman reviews the Council's recommendations and makes the final decision on all federal financial assistance awards. It is anticipated that applicants will be notified of award or rejection in April 2022.

NOTE: All recommended NEA applications undergo a review prior to the agency making an award to evaluate risk posed by the applicant. This may include past performance on grants, meeting reporting deadlines, compliance with terms and conditions, audit findings, etc.

How to Apply

Refer to the instructions below as you fill out the Grants.gov forms as well as complete the attachments described below.

Register or Renew/Verify Registration with Grants.gov and SAM.gov:

- It is your organization's responsibility to create and maintain a regularly updated registration with both Grants.gov and the System for Award Management (SAM). Grants.gov and SAM.gov registration and maintenance is always free.
- **Grants.gov Contact Center:** Call 800-518-4726, email support@grants.gov, or consult the information posted on the Grants.gov website at [Support](#). The Grants.gov Contact Center is available 24 hours a day, 7 days a week.
- **SAM Federal Service Desk:** Call 866-606-8220 or see the information posted on the SAM website at [SAM User Help](#).

Go to the Grant Opportunity Package:

[CLICK HERE TO GO TO THE GRANT OPPORTUNITY PACKAGE](#)

Funding Opportunity Number: [NEAPS2103](#)

1. Clicking the link above will take you **directly** to the pre-populated application package in Grants.gov.
2. The Grants.gov "View Grant Opportunity" screen will open, click the red "Apply" button.
3. You will be prompted to enter your Grants.gov Username and Password. In order to create the Workspace application, you must be logged into Grants.gov with a participant role of either **Workspace Manager** or **Authorized Organization Representative (AOR)**. More information on participant roles can be found [here](#).
4. After logging in, to create a Workspace application:
 - a. Fill in the Application Filing Name field, then
 - b. Click the **Create Workspace** button.
5. After creating a Workspace, you will be directed to the Manage Workspace page, where you will see the following form:

- a. *Application for Federal Domestic Assistance/Short Organizational Form:*
This form asks for basic information about your organization and project.

Instructions for the Application for Federal Domestic Assistance/Short Organizational Form:

NOTE: All asterisked (*) items and yellow fields on this form are required and must be completed before you will be able to submit the form. Do not type in all capital letters when completing the form. Enter information directly into the form. Do not copy from an old application package or another document and paste into the form.

1. Name of Federal Agency: Pre-populated.
2. Catalog of Federal Domestic Assistance Number: Pre-populated.
3. Date Received: This will be filled automatically with the date that you submit your application; leave blank.
4. Funding Opportunity Number: Pre-populated.
5. Applicant Information:
 - a. Legal Name: Enter the legal name of your organization as it appears in the current IRS 501(c)(3) status letter or in the official document that identifies the organization as a unit of state or local government, or as a federally recognized tribal community or tribe.
 - b. Address: Use Street 1 for your organization's physical street address. This address should agree with the address that you used with the SAM (System for Award Management). In addition, use Street 2 for your organization's mailing address if it differs from the physical street address.
 - c. In the Zip/Postal Code box, enter your **full 9-digit zip code**. (You may look it up at <https://tools.usps.com/zip-code-lookup.htm>).
 - d. Type of Applicant: Select the item that best characterizes your **organization** from the menu in the first drop-down box. Additional choices are optional.
 - e. Employer/Taxpayer Identification Number (EIN/TIN): Enter the 9-digit number that was assigned by the Internal Revenue Service; do not use a Social Security Number.
 - f. Organizational UEI: All organizational applicants for federal funds must have a UEI. Enter your organization's UEI here. You can find your UEI in your System for Award Management (SAM) record. If you cannot locate your UEI, [contact SAM for assistance](#). NOTE: Do not enter a DUNS number here. **The characters that you**

enter here must match with the UEI that you used with the SAM (System for Award Management) as part of the Grants.gov registration. Otherwise, your application will not be validated by Grants.gov and will be rejected.

g. Congressional District: Enter the number of the Congressional District where the applicant organization is physically located. Use the following format: 2 letter State Postal Abbreviation-3 digit District Number. For example, if your organization is located in the 5th Congressional District of California, enter "CA-005." If you need help determining your current district, go to www.house.gov and use the "Find Your Representative" tool.

6. Project Information:

a. Project Title: Enter: Creative Forces Capacity Program.

b. Project Description: Provide a two- or three-sentence summary that briefly describes the specific activities that will be included in the project budget.

NOTE: This field on the form has a character limit of 1,000. Even if you have fewer than 1,000 characters, Grants.gov may translate special characters (e.g., apostrophes) in a way that will cause your application to be rejected. This can happen if you copy from an old application package or another document and paste into the form. We strongly encourage you to write a succinct description and double-check the number of characters.

c. Proposed Project Start Date/End Date: Enter a start date on or after October 1, 2022. The start date should be the first day of a month, and the end date should be the last day of a month. This is the period of performance for your proposed project, which should not exceed 24 months. Project activities must occur, and the costs you include in your Project Budget must be incurred, within your period of performance.

7. Project Director:

Provide the requested information for the Project Director. Optional: Select a Prefix (e.g., Ms., Mr.)

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

8. Primary Contact/Grant Administrator:

Provide the requested information for the individual who should be contacted on all matters involving this application. Optional: Select a Prefix (e.g., Ms., Mr.)

If this individual is the same as the Project Director, you may check the "Same as Project Director" box and not repeat information that you have already provided in Item

9. Authorized Representative:

Enter the requested information for the AOR (Authorized Organization Representative) who will be submitting this application to Grants.gov. Optional: Select a Prefix (e.g., Ms., Mr.). **The AOR must have the legal authority to obligate your organization.**

By clicking the "I Agree" box at the top of Item 9, this individual will be certifying compliance with relevant federal requirements on your organization's behalf. (These requirements can be found in the "**Assurance of Compliance**" section.) The "Signature of Authorized Representative" and "Date Signed" boxes will be populated by Grants.gov upon submission of the application.

Due to restrictions from the Department of Homeland Security we are not able to send emails to alias addresses that forward to another email account. Do not enter this type of email address.

Submit your Attachments:

The "Attachments Form" is not a form in the conventional sense. Rather, it is a place to attach documents that you have completed and saved elsewhere on your computer.

1. The Attachments are non-form documents that **must be submitted as PDF files**.

Non-form documents can be created using any word processing software. When you have completed the document, save it to your computer and convert it to PDF before attaching. **Do not create PDFs of your electronic documents by scanning.** PDFs created by scanning are much larger, and of lower quality, than PDFs created from a word processing document.

Do not enable any document security settings or password-protect any PDF file you submit to us.

IMPORTANT: No single attachment should be more than 2 MB.

2. Attachment 3, the Project Budget Form, is an Arts Endowment fillable form; you will find a link below. This form can be filled in, saved to your computer, and attached without the need for special software or conversion to PDF.
3. Be sure you are using Adobe Reader when filling out our PDF forms.

Note to Mac users: Your computer may be set to open PDF files using Preview (you can tell which program is being used to view a PDF file by looking at the left-most item in the menu bar). Verify that you are using Adobe Reader and not Preview. If you don't have Adobe Reader installed, you can download it here:

<http://get.adobe.com/reader/>

The Attachments

ATTACHMENT 1: To this button attach your **narrative** (up to 5 pages) that addresses the points below. The file name should indicate the name of your organization or a recognizable acronym followed by "Narrative" (e.g., "ABCOrgNarrative"). Leave a margin of at least one inch at the top, bottom, and sides of all pages. Do not reduce type below 12-point font size. Do not type in all capital letters. Number pages sequentially; place numbers on the bottom right hand corner of each page. Excess pages will be removed and will not be reviewed.

The information that you provide will be reviewed in accordance with the Review Criteria for this project. Organize your response a), b), c), etc. and use the boldfaced language below as a heading for each item.

- a) Your organization's **experience** in coordinating similar or related projects; including, but not limited to, experience working with and communicating across the health and arts sectors, and/or military or veteran sectors, knowledge management (including the creation, collection (or curation), organization, storage, and sharing of digital information assets), descriptive data analysis and data visualization, developing online materials, tools, and other training resources, and experience maintaining the privacy and security of Personal Identifiable Information (PII).

NOTE: Priority will be given to applicants with previous experience designing and implementing platforms aimed at improving the user's digital experience, providing cohesive, user-friendly online services, and compliance with [website standards](#) using the [U.S. Web Design System](#).

Note any major activities that you have participated in that would be an indicator of your ability to carry out this project.

- b) **Proposed project activities**. Be as specific as possible. Describe your plans for accomplishing all aspects of the project as detailed in the Scope of Work and Detailed Requirements section of the Program Solicitation.
- c) **Schedule** of key project planning and implementation dates.
- d) Your strategies for **promoting** and providing broad visibility for the program.

- e) Describe any **unique resources** that you will bring to the project, or special efforts your organization will undertake to make this project a success.
- f) Describe your organization's **experience in clearing/licensing content for public dissemination** and for the uses contemplated in this program solicitation. Please note whether in fulfilling these obligations your organization would subcontract to obtain capacity to perform clearance/licensing responsibilities or whether your organization would rely on in-house staff and capacity. If the latter, please be prepared to share relevant information about in-house staff's relevant experience and capacity.

ATTACHMENT 2: To this button, attach **brief bios** (a maximum of two to a page) for the key personnel to be involved in this project. The file name should indicate the name of your organization or a recognizable acronym followed by "Bios" (e.g., "ABCOrgBios").

ATTACHMENT 3: To this button, attach the completed **Project Budget Form**, [\[DOWNLOAD PROJECT BUDGET FORM\]](#) [\[INSTRUCTIONS\]](#).

The file name should indicate the name of your organization or a recognizable acronym followed by "Budget" (e.g., "ABCOrgBudget").

You may request an award amount of up to **\$1,625,000**.

ATTACHMENT 4: To this button, attach a PDF with one or two recent examples of **related work** that provides evidence of your experience in administering activities that are relevant to this project, including digital/interactive web platforms. The file name should indicate the name of your organization or a recognizable acronym followed by "ProgExamples" (e.g., "ABCOrgProgExamples").

You may provide web links to these materials in the PDF. In this case, list the URL for the page to be shown and include any necessary navigation paths and any information on required plug-ins. Do not submit a website that requires a password. Do not submit a link to a site that requires material to be downloaded (e.g., Dropbox).

Leave all remaining Attachment buttons blank.

Submit Your Electronic Application

1. Check the size of your electronic application. The total size should not exceed 10 MB.

2. To begin the submission process, log on to Grants.gov and go to the Forms tab on the Manage My Workspace page. Click the “Sign and Submit” button under the Forms tab.

Be certain that you are satisfied with your application before you click this button. No revisions to your application are possible through Grants.gov once it is submitted.

3. Once you complete and submit your application, you will see a confirmation screen explaining that your submission is being processed. Retain the Grants.gov Tracking Number that you receive in the application submission confirmation screen.

Verify that your application was validated by the Grants.gov system. Go to **Track My Application** to confirm the validation and track the progress of your application submission through Grants.gov. Do not wait until the day of the deadline to verify your submission in case you encounter any difficulties.

Award Administration

Travel Policy

Travel costs (including lodging, meals, and incidental expenses) for program participants, as well as officials or employees of the Cooperator, must be reasonable and allowable in accordance with 2 CFR 200.475 and 41 CFR 301-10, and 2 CFR 200.1 as applicable. These costs must not exceed:

- Travel charges normally allowed by the applicant’s institutional policy. (Upon request, the selected organization must submit a copy of this policy, if it exists, to the Office of Grants Management before a Cooperative Agreement can be finalized.)
- In the absence of an institutional policy on travel costs, costs established in the government-wide Federal Travel Regulation.

No federal or cost share/matching funds can be used to support federal staff or National Council on the Arts Members’ travel.

The requirements of §200.475 and 41 CFR 301-10; and §200.1 (Participant Support Costs) will apply to this Cooperative Agreement.

Crediting Requirement

The Cooperator must clearly acknowledge support from the National Endowment for the Arts and follow the Creative Forces Branding Style Guide requirements in all material related to this project. The NEA will provide the Cooperator with specific requirements for this acknowledgment.

Ownership and Use of Materials

The NEA reserves a perpetual, royalty-free, nonexclusive, and irrevocable right to reproduce, publish or otherwise use the products created by the Cooperator under the terms of any resulting Cooperative Agreement for federal purposes and to authorize others to do so (2 CFR 200.315).

General Terms and Conditions

National Endowment for the Arts Cooperative Agreements are subject to the **General Terms and Conditions for Grants and Cooperative Agreements to Organizations**.

Project Reporting and Evaluation

Before applying, review the **reporting requirements**.

NEA Contact Information

If you have questions about programmatic requirements, contact:

Bill O'Brien
Senior Advisor for Innovation and Director of Creative Forces
202-682-5550
obrienb@arts.gov

If you have questions about administrative requirements, contact:

NEA Office of Grants Management, grants@arts.gov

If you have questions about your Grants.gov registration or how to apply through the Grants.gov system, you should contact Grants.gov, not the NEA. Call the Grants.gov Contact Center at 800-518-4726, email support@grants.gov, or consult the information posted on the Grants.gov website at **Support**. The Grants.gov Contact Center is available 24 hours per day, seven days a week.

Paperwork Reduction Act Statement

The public reporting burden for this collection of information is estimated at an average of 20 hours per response including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. We welcome any suggestions that you might

have on improving our Program Solicitations and making them as easy to use as possible. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: webmgr@arts.gov, attention: Reporting Burden. NOTE: Applicants are not required to respond to this collection of information unless it displays a currently valid U.S. Office of Management & Budget (OMB) control number.