PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

FY 2015 E-Teacher Scholarship Program

<u>**Funding Opportunity Number: ECA-ECAALW-15-002**</u>

<u>**Office of English Language Programs**</u>   <u>**Bureau of Educational and Cultural Affairs**</u>

The POGI guidelines apply specifically to the Notice of Funding Opportunity (NOFO) issued by the <u>Office of English Language Programs (ECA/A/L), Bureau of Educational and Cultural Affairs</u> for the FY 2015 <u>E-Teacher Scholarship Program</u>. 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

The E-Teacher Scholarship Program offers foreign English teaching professionals the opportunity for professional development through high-quality virtual exchange components, including but not limited to online university level methodology courses, Massive Open Online Courses (MOOCs), webinars, digital libraries, communities of practice, and other types of engaging and innovative virtual learning.

Funding is intended for the recipient organization to carry out the following responsibilities:

E-Teacher Scholarship Program –Global Online Courses
The recipient organization will issue subawards to accredited U.S. colleges and universities through open competition(s) to provide online courses appropriate for foreign teachers of English as a Foreign/Second Language. The recipient organization will ensure the subaward recipients provide online, university-level English as a Foreign/Second Language professional development courses beginning in 2016. These global courses will be attended by participants from multiple geographical regions. The courses will familiarize participants with U.S. student-centered teaching methods, the most current methods and techniques in teaching English as a Foreign/Second Language, and prepare the participants to formally disseminate the newly acquired knowledge to their colleagues. The courses must have appropriate content to give the participants insights into U.S. culture, including U.S. society and values. The recipient organization may not subaward to itself by creating and/or providing courses, as it is a conflict of interest to be a provider of E-Teacher courses.

The proposal must demonstrate the recipient's capacity to draft a Request for Proposals (RFP) and capacity to execute an open competition for subawards. The recipient must explain how it will research the types of courses to be provided based on the needs of posts. In order to select courses that are appropriate for the participants, the recipient should demonstrate it has appropriate staff with expertise in the field of Teaching English to Students of Other Languages (TESOL) particularly in working with Non-Native English Speaking Teachers (NNEST).

The recipient should submit a plan and timeline for the execution of an open competition(s) for subawards for global online courses for a series of academic cycles beginning in 2016. The recipient should also plan a strategy in collaboration with ECA/A/L and subrecipients, once they are selected through the RFP competition, for placement and retention of participants in courses. This should include the development of a diagnostic that U.S. embassies can use to identify a potential participant's online skills, English level for a particular course, and topic suitability. This strategy should also include a step-by-step tutorial for foreign teacher participants on using the online course platform, from how to log in and create a password to submitting assignments.

The recipient and subrecipients will collaborate with ECA/A/L and Creative Commons to license all online courses with a Creative Commons Attribution License, version 4.0 or higher (CC BY) to ensure that this award will have a significant multiplier effect, be cost-effective, and that it will encourage innovation in the development of new learning materials. As a condition of the E-Teacher Scholarship Program cooperative agreement, the recipient organization will be required to license to the public all work (except for computer software source code, discussed below) created with the support of the cooperative agreement and any subawards under the CC BY license. Work that must be licensed in this manner includes new content created using subaward funds, modifications made to pre-existing, subrecipient-owned content using subaward funds, and new works and modifications made to pre-existing works commissioned from third parties using subaward funds. This license will allow subsequent users to copy, distribute, transmit, and adapt the copyrighted work and will require such users to attribute the work in the manner specified by the award recipient. Notice of the license shall be affixed to the work. For general information on CC BY, please visit http://creativecommons.org/licenses/by/4.0. The recipient may also contract with Creative Commons for services such as technical assistance, implementation and on-going maintenance associated with CC BY licensing.

E-Teacher Scholarship Program—Regional and Country-specific Online Course Offerings
Regional and country-specific course offerings will be managed through subawards issued to accredited U.S. colleges and universities through open competition(s), or with qualified consultants. The recipient should conduct a needs analysis in collaboration with ECA/A/L, Regional English Language Officers (RELOs) and U.S. embassies for both regional and country-specific course offerings. Regional or country-specific course offerings will be provided online to meet the demand of U.S. embassies as articulated in the needs analysis with final approval from ECA/A/L. This allows U.S. embassies in a region or country the opportunity to have an online class specifically for that region/country to meet a particular need. Again, the recipient may not subaward to itself for these courses (i.e. create or provide these courses).

The recipient should submit a narrative outlining a comprehensive strategy and timeline for the administration and implementation of regional and country-specific course offerings. This strategy should include how the needs and requests of U.S. embassies will be assessed and implemented in coordination with ECA/A/L and explain how this process will fulfill U.S. embassy priorities throughout the length of this cooperative agreement.

E-Teacher Scholarship Program—Data Management
The recipient organization must have a Learning Management System (LMS) which will be uniformly utilized for all online course offerings through the E-Teacher program. This LMS must be low-bandwidth friendly while offering participants various collaborative multi-media tools to exploit during the courses, such as discussion forums or videos. The system should be customized specifically for the purpose of this program.

The LMS should not be tied to any one institution as the system will need to be accessible to multiple institutions and individually contracted instructor(s). This system must be accessible at all times to U.S. embassy and ECA/A/L staff who will be involved in selecting participants and monitoring online courses.

The recipient organization should also have an application and registration mechanism so U.S. embassies may enroll selected participants that should be connected to the primary LMS. It would be ideal for the recipient to utilize only one central system. The recipient must electronically maintain and regularly update applicant and participant data and protect personally identifiable information using cyber-secure data collection processes with guidance from ECA. The recipient should provide technical assistance and periodic trainings (virtual and/or face-to-face) to ECA/A/L and all users on how to utilize the system.

E-Teacher Scholarship Program—Open Educational Resources (OER)
At the direction of ECA/A/L, the recipient organization will create openly accessible online English language teaching and learning tools which may include, but are not limited to, Massive Open Online Courses (MOOCs), webinars, communities of practice, digital libraries, and other virtual methods of learning. Open educational resources (OER) are teaching, learning, and research resources that reside in the public domain or have been released under an intellectual property license that permits their free use and re-purposing by others. OER includes full courses, course materials, modules, textbooks, streaming videos, tests, software, and any other tools, materials, or techniques used to support access to knowledge. OER may be enriched by utilizing E-Teacher alumni in roles such as a facilitator of a webinar or as a contributor to a community of practice. The recipient organization should be able to accommodate ECA/A/L's request for OERs as needed at any time throughout the cooperative agreement. This flexibility is necessary for ECA/A/L to work with the recipient to fill a critical need that may arise that could be addressed through the use of an OER. OER should offer innovative ways to provide additional e-learning opportunities.

II.   PROGRAM SPECIFIC GUIDELINES

Proposals should include a plan and timeline for how the program will be implemented, including the operation of subaward open competition(s) and communications between ECA/A/L, U.S. embassies, subrecipients, consultants and the recipients of the scholarships. The proposal should address each of the four areas outlined above: Global Online Courses, Regional and Country-specific Online Course Offerings, Data Management, and Open Educational Resources.

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

Proposals should include the following items under the section headings in the GrantSolutions Application Checklist:

Online Forms
- SF-424, "Application for Federal Assistance"
- SF-424A, Budget Information – Non-Construction Programs
- SF-424B, "Assurances - Nonconstruction 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
2. Start and end dates of the proposed program
3. Nature of activity
4. Funding level requested from the Bureau, total program cost, total cost-sharing from applicant and other sources
5. 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. Description of the subaward selection process which will include various stages and criteria to provide the global online courses and the regional and country-specific courses.
3. Program Activities (open competition, selection of courses, registration, academic component, sub-recipient and participant monitoring, and retention strategies).
4. Program Management: Using the responsibilities above under Statement of Work, demonstrate a plan for implementation of the program.
5. Organizational capacity: Describe staff needed to manage the program. Include sufficient staff with relevant qualifications in program management and with experience the field of TEFL/TESL, Applied Linguistics or closely related field. Provide a resume for each program staff person, and identify each person's roles and responsibilities. Administrative personnel do not need to have

TEFL/TESL background.
6. Monitoring and Program Support: Describe how the applicant organization will maintain on-going communication with the Bureau, U.S. embassies, subrecipients, consultants, and participants during all phases of the Cooperative Agreement.
7. Program Evaluation: Provide evaluation strategies designed to measure the impact and outcome of the EL Fellow and Specialist Program.
8. Follow-on: Describe how the applicant organization will develop and maintain a dedicated database on candidates As outlined in the PSI, "ECA's General Policy Guidance on Alumni Outreach/Follow-on and Engagement," the proposal must include a plan outlining alumni outreach/follow-on and engagement.
9. Project Management: Briefly describe how key staff will manage the various aspects of this program.

Additional Information to be Submitted
- Calendar of activities/itinerary
- Letters of endorsement
- Resumes and CVs (no resume should exceed two pages)
- First Time Applicant Attachments, if applicable
- Detailed Budget

    Program Costs:
    1. Instructional costs (for example: instructors' salaries and benefits)
    2. Equipment
    3. Communication (administrative and participant)
    4. Certificates
    5. Learning Management System (LMS) fees and development
    6. Open Educational Resource (OER) costs (for example: MOOCs, online learning tools, and other virtual learning programs)

    Administrative Costs:
    1. Staff salaries and benefits (each staff member and his/her position must be listed separately). Please also note the percentage of his/her total time spent on this program.
    2. Communication costs (e.g. fax, telephone, postage, communication equipment, etc)
    3. Office supplies
    4. Printing and duplication costs
    5. OMB Circular 2 CFR Part 200 Subpart F Audits
    6. Other direct costs; and
    7. Indirect costs

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 award 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 award 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.

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 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 below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

1. *Quality of the program idea*: Proposals should exhibit originality, substance, precision, and relevance to the Bureau's mission.
2. *Program planning*: Detailed agenda and relevant work plan should demonstrate substantive undertakings and logistical capacity. Agenda and plan should adhere to the program overview and guidelines described above.
3. *Ability to achieve program objectives*: Objectives should be reasonable, feasible, and flexible. Proposals should clearly demonstrate how the institution will meet the program's objectives and plan.
4. *Multiplier effect/impact*: Proposed programs should strengthen long-term mutual understanding, including maximum sharing of information and establishment of long-term institutional and individual linkages.
5. *Support of Diversity*: Proposals should show substantive support of the Bureau's policy on diversity. Proposals should demonstrate how diversity will be achieved in the different aspects of program administration and of program design, content and implementation, including individual grantee/participant recruitment, selection and placement. It is important that proposals have a clearly articulated diversity plan and not simply express general support for the concept of diversity.

6. *Institutional Capacity*: Proposed personnel and institutional resources should be adequate and appropriate to achieve the program or project's goals.
7. *Institution's Record/Ability*: Proposals should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau awards (grants or cooperative agreements) as determined by the Bureau Grants Staff. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants.
8. *Follow-on Activities*: Proposals should provide a plan for continued follow-on activity (without Bureau support) which insures that Bureau supported programs are not isolated events.
9. *Project Evaluation*: Proposals should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. The Bureau recommends that the proposal include a draft survey questionnaire or other technique plus description of a methodology to use to link outcomes to original project objectives. Award-receiving organizations/institutions will be expected to submit intermediate reports after each project component is concluded or quarterly, whichever is less frequent.
10. *Cost-effectiveness*: The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate.
11. *Cost-sharing*: Proposals should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

FOR INFORMATIONAL PURPOSES ONLY:

ADHERENCE TO ALL REGULATIONS GOVERNING THE J VISA
The Bureau of Educational and Cultural Affairs places critically important emphases on the security and proper administration of Exchange Visitor (J visa) Programs and adherence by award recipients and sponsors to all regulations governing the J visa. 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

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 or the competition, call Jacqueline Gardy at (202) 632-9274, ECA/A/L; Fax: (202) 632-6490; email: gardyJA@state.gov.