Grants in this category support sustained public programming and audience engagement with significant humanities resources, such as historic artifacts, artworks, literature, musical compositions, or films. These resources should be chosen to engage diverse public audiences and be anchored through perspectives drawn from humanities disciplines.

To be competitive, applicants for Community Conversations grants (or their partner organizations) must have demonstrated prior experience

- producing discussion or public programming toolkits informed by humanities scholarship;
- recruiting and training discussion facilitators or program presenters; and
- implementing program evaluation.

Consider the following examples:

- A literature center partners with seven high schools to develop a statewide project exploring the history of African-American writing. The project is centered on a carefully chosen set of novels, poems, letters, journals, and historic documents. Occurring over the course of a school year, the project involves students, educators, and related stakeholders who together discuss the experiences depicted in the readings.

- An art museum partners with a local university to create public programs about its collection of western American paintings and drawings. Advisers from the art history, history, and anthropology departments lead conversations about the artworks in the museum as they relate to questions of history, national identity, and memory.

- A state humanities council designs a year-long series of public programs to explore the state's legacies of war and military service, as depicted in a series of films. Recognizing this as a critical local issue that also has powerful national currency, community leaders and scholars collaborate to produce oral history workshops, lectures, community conversations, and reading programs, all carefully designed to help residents listen to and appreciate the experiences of the veterans in their communities.

Expected Outcome:

An ongoing, fully-realized, nonpartisan discussion series or other face-to-face public program consisting of at least six events, vigorous marketing and outreach activities, and evaluation of the project's impact.

Principles of Civility

All Community Conversations are required to adhere to NEH's Principles of Civility, which are detailed here. NEH expects project directors to take responsibility for encouraging an ethos of openness and respect, upholding the basic norms of civil discourse.

Community Conversations should be

- centered on specific humanities resources;
- firmly grounded in rigorous scholarship and thoughtful analysis;
- conducted without partisan advocacy;
- respectful of divergent views;
- free of ad hominem remarks; and
- devoid of bias based on ethnicity, religion, gender, disability, or race.

Application instructions

Using the Attachments Form, complete the application using the following guidelines.

Please note:
- All project directors will attend a planning meeting at the NEH offices in Washington, D.C. Directors should budget accordingly for a one-day meeting in the first months of the requested grant period.
- As a taxpayer-funded federal agency, NEH endeavors to make the products of its grants available to the broadest possible audience. Discussion programs and other public programs should be free and open to the public.

Please include the following application components:

Attachment 1) Table of Contents (name the file "contents.pdf")

List all parts of the application in order with corresponding page numbers.

Attachment 2) Application Narrative (name the file "narrative.pdf")

*The narrative should not exceed **fifteen** single-spaced pages with one-inch margins and at least 11-point type. The narrative should not assume specialized knowledge, and it should be free of jargon. It should clearly define technical terms so that they are comprehensible to a nonspecialist audience. NB: A separate Walkthrough (Attachment #3) is also required.*

The narrative should include a project title not to exceed 125 characters (including spaces and punctuation). Successful proposals typically have titles that are descriptive of the project, substantive, and free of specialized language. Your title should match the title provided in section 6.a. of the SF-424 Application for Federal Domestic Assistance – Short Organizational (part of the Grants.gov application package). Most importantly, your title should be easily understood by the general public. NEH reserves the right to retitle funded projects for clarity when announcing its funding decisions and in its own reports and communications, but recipients are permitted to use their preferred title for any award products.

    A) *Nature of the request*
       In a page or less, provide an overview of the project and its interpretive goals.
- State that the request is for a Community Conversations award and include the amount that you are requesting. (Ensure that the amount requested is commensurate with the anticipated size of the project's audience.) If you are applying for a Position in Public

Humanities, indicate that.
- o Identify the formats, the subject, and the main themes.
- o If your project responds to one of the NEH areas of interest described in section I of the guidelines, indicate how it does so.

B) Humanities content
- o Describe the intellectual content and significance of the project, using theme statements to identify the major humanities ideas, artifacts, books or collections, and questions to be explored.
- o Address why this topic is important to the intended audiences and what you expect them to learn.
- o Explain how ideas and insights drawn from humanities scholarship inform your project and discuss examples of the ways in which the specific resources selected for the project illustrate the project's humanities themes.

C) Project formats

- o Briefly describe all the formats and techniques that you will use to engage general public audiences.

D) Project resources
- o Describe the resources available at your institution or elsewhere and how they will support your project. Identify such materials as major book titles, films, archival collections, images, or digital material to be used.
- o If applicable, explain how you will secure permissions or rights for key materials.

E) Project history
- o Give a brief history of the project to date. Describe the relationship of the project to others on the topic and explain what its particular contribution would be.
- o Briefly describe your organization's (or a partner organization's) experiences conducting public discussions or other types of face-to-face public programming; if applicable, include information about recruiting and training discussion facilitators or program presenters.

F) Audience, marketing, and promotion
- o Provide an estimate of the anticipated number of program participants and explain the basis for this estimate. Describe the expected audience and present a plan for reaching this audience. If applicable, discuss partnerships that would help promote the project.

- o If you are targeting a specific audience or proposing special outreach to underserved or at-risk communities, outline the community need that the project addresses. Describe your outreach plan, including the history of relationships you have built with those audiences and communities. Outline the approaches to engagement that you have developed based on these relationships. Alternatively, describe your strategies for establishing productive connections in the community. Explain how you will engage new audiences in thinking about and discussing humanities ideas.

G) Evaluation of the project's impact
- o Describe the process and results of any evaluation already conducted.

o   Explain how you plan to measure the project's efficacy in meeting the stated learning goals and engaging audiences in thinking about humanities ideas and questions.

H) Organizational profile
o   Provide a short profile of your organization and other major partner organizations (not to exceed one page for your organization and a half page for each collaborating organization). These descriptions should include the institutional mission, origin, and size; annual operating budget; and current activities.
o   For partner organizations discuss past collaborations or previous relationships (if any), and indicate the role that each organization will play in the project.

I) Project team
o   Identify the key individuals who will be involved in the project. Briefly describe each person's qualifications and expected contribution to the project.
o   If applicable, list discussion leaders who would conduct local programs and are not part of the core project staff listed elsewhere in the application.

J) Humanities scholars and consultants
o   Identify the consultants (including humanities scholars) who will be involved in the project. Briefly describe the qualifications and expected contribution to the project of each consultant.

K) Work plan
o   Provide a detailed month-by-month schedule of the major work to be done during the period of performance, the amount of time it will take, and the specific people involved. Make sure to plan for attendance at a project directors' meeting at NEH in the first few months of the grant period.
o   State clearly when the meetings with scholars and other consultants will occur, and how the meetings will advance the project.
o   Include activities related to planned project evaluation and indicate who will be responsible for each.

L) Project funding
o   Specify the source and amount of all funds raised to date for all aspects of the project. Describe how project costs in excess of the NEH grant would be met. Include information about any previous NEH funding for the project, as well as support from other sources. If applicable, identify voluntary cost share, institutional resources, or other significant "in-kind" support. Provide specific plans for raising funds from outside sources to cover the costs that will exceed NEH support.

Attachment 3. Project Walkthrough (name the file "walkthrough.pdf")

Up to **fifteen** *single-spaced pages*
Use one-inch margins and at least 11-point type.

o   Describe how the audience will experience the program and how humanities content will be delivered.
o   Provide draft agendas for the public programs, including the subject matter of the events or questions to be addressed; the names of speakers, including any scholars, who will address the audience or guide discussions; a description of how the session(s) will be organized (that is, their duration, format, etc.).

- o Identify the questions or prompts that will guide audience discussion.
- o Include the specific titles of and brief annotations about the texts, films, plays, pieces of music, etc., to be discussed. Explain how the works in question relate to the project's main theme. If you will be making use of collections of historical artifacts or artworks, indicate their significance and identify the pieces from the collection(s) that will be discussed.
- o Provide lists of supplementary readings or visual materials to be made available to members of the audience.
- o Identify any venues selected for programs, and describe the criteria that you will use to select additional venues.
- o If applicable, describe training workshops and other activities to prepare discussion facilitators, scholars, presenters, docents, and other project staff.
- o If the project includes secondary formats (such as a website or an exhibition), briefly describe them.

Attachment 4.   Résumés and letters of commitment (name the file "resumesandlettersofcommitment.pdf")

- o List on one page the project team, humanities scholars, and consultants, using the following format: Joan Smith (American studies, University of Maryland), or John Smith (designer, ABC Designs).
- o Include résumés (of two pages or less) for each key member of the project team.
- o For each humanities scholar and consultant provide a two-page résumé and a letter of commitment stating his or her intention to work on the project and his or her contribution. Letters from paid consultants should include estimated fees and deliverables.

Attachment 5.   Budget and budget notes (name the file "budget.pdf")

Using the instructions and the sample budget, complete the budget form (MS Excel format) or a format of your own that includes all the required information. (You can find links to the budget instructions, sample budget, and budget form on the program resource page.)

- o Staff costs should include the position title, name (if possible), percent of full time equivalent or total number of hours charged to the project. Indicate in the budget if any individuals will perform multiple, separately budgeted functions.
- o If you are requesting funding for a Position in Public Humanities, include in the budget line items for the new hire's compensation for up to two years of the grant. (Up to $30,000 may be charged to NEH for a project with a one-year period of performance. Up to $60,000 may be charged to NEH for a project with a two- or three-year period of performance.) Applicants that wish to increase the compensation above $30,000 per year must use their own funds to do so.
- o If there will be travel for any project team members, the budget should name the travelers (if possible) or their positions. Reflect the travel expenses (for example, airfare, lodging, parking, per diem, etc.) for each person and trip; briefly describe the purpose of the travel; and list the destinations.
- o Be sure to include travel expenses, per diem, and lodging for a project directors' meeting at the NEH offices in Washington, DC.
- o List equipment costs and provide a justification for the need to purchase the

equipment to carry out the program's goals. Recipients and subrecipients are encouraged to comply with the Buy American Act, 41 USC 8301 – 8305, when purchasing equipment and other products.

o   If the applicant institution is a sponsoring organization, which will charge an administrative fee in lieu of indirect costs, include this expense as an administrative fee under "Other."

o   For applicants seeking reimbursement for indirect costs: Please review carefully your institution's negotiated indirect cost rate(s) to make sure you are using the most appropriate rate in your application budget. Many institutions negotiate multiple rates—for example, "Research," "Instruction," and "Other Sponsored Activities." With rare exceptions, your institution's "Research" rate will not be the appropriate rate for inclusion in your NEH project budget, as the use of this rate is reserved for projects involving scientific research, not scholarly inquiry of the type most often supported by NEH.

o   If the applicant institution has a federally negotiated indirect-cost rate agreement and is claiming indirect costs, submit a copy of the agreement. Do not attach the agreement to your budget form. Instead you must attach it to the Budget Narrative Attachment Form (also known as the Budget Narrative File). (See the instructions for this form in the Application Checklist near the end of the main guidelines document.) Alternatively, you must attach a statement to the form, explaining a) that the applicant institution is not claiming indirect costs; b) that the applicant institution does not currently have a federally negotiated indirect-cost rate agreement; c) that the applicant institution has never received a negotiated indirect-cost rate and is using the government-wide de minimis rate of 10 percent of the total direct costs, less distorting items (including equipment, capital expenditures, rental costs, tuition remission, participant support costs, scholarships and fellowships, and the portion of each subaward in excess of $25,000).

If you wish, you may attach separate pages with notes to explain any of the budget items in more detail.

Attachment 6.   Bibliography (name the file "bibliography.pdf")

Include a short bibliography (not to exceed three pages) of the most significant humanities scholarship that informs the project.

Attachment 7. Additional Information (if applicable) (name the file "additionalinformation.pdf")

If applicable, you must submit the following additional information in a single attachment:

o   **User-Generated Content**

If the project includes user-generated content (UGC), describe how it will add to the humanities content and explain the criteria and process to be used for

selecting and monitoring the content that will ultimately be made available to the public. Describe the policies and process to be used to prevent the dissemination of obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment).

- o **Digital Media**

  If your project includes significant digital media components, provide an example of previously completed work from the principal members of the digital team. The program would prefer to have this work available through a URL included in the application but would also accept a DVD, if this is the most appropriate format. (When you include a URL, be sure to test it in both PC and MAC environments from the final PDF version of the document that you will submit.) Clearly indicate that this URL is your digital work sample. Identify the project personnel who worked on this sample and, if relevant, include additional information on the audience or distribution of the work sample. If you are submitting a DVD, please see the instructions beneath the "Submitting digital samples and/or supplementary material" heading in section III of the guidelines.

- o **Publications**

  If applicable, describe the content (including brief abstracts of essays), author(s), format, estimated print run, distribution plans, and sale price of any publications for which funding is requested. Explain how these publications will complement the project's other formats.

  Proceeds from the sale of any publications will be subject to the NEH policy on program income, which is outlined here.

Attachment 8. Supplementary material (name the file "supplementarymaterial.pdf")

Applicants may choose to submit no more than **one** supplementary item, such as a facilitator's guidebook from a previous discussion program, lecture program flyer, detailed outlines of previously conducted programs, or recommended reading lists for past programs. Provide a brief description of the supplementary item. When possible, provide a URL for the supplementary item or submit it as a PDF via Grants.gov.

Remember to test URLs in both PC and MAC environments from the final PDF version of the document that you will submit. If you are submitting a supplementary item that is not available as a URL and cannot be scanned and submitted to Grants.gov as a PDF, follow the instructions beneath the "Submitting digital samples and/or supplementary material" heading in section III of the guidelines.

Attachment 9. Information about a requested Position in Public Humanities (if applicable) (name the file "publicpositions.pdf")

Applicants seeking support to create a Position in Public Humanities should justify the request in this section of the application. You can find detailed instructions about the information to provide here (PDF).