<u>Digital Projects for the Public: *Instructions for Preparing a Production Grant Application*</u>

<u>*Expected Outcome:*</u> A fully-functional, widely-accessible project with robust distribution to a broad public audience.

Using the Attachments Form, complete and attach the following parts of your Production Grant application in accordance with the guidelines below.

Attachment 1 <u>Table of Contents</u> (name the file "contents.pdf")

List all parts of the application with corresponding page numbers.

Attachment 2 <u>Application Narrative</u> (name the file "narrative.pdf")

The narrative should be limited to up to fifteen single-spaced pages. It 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. N.B.: For a Production application, a separate Design Document (Attachment 8) is required, as is a Prototype (Attachment 9). The narrative should contain the following, in this order.

A) *Nature of the request* (one or two paragraphs):
   - Provide a brief overview of the project, its intended goals and outcomes, its format, and the amount of funding requested.

B) *Humanities content:*
   - Discuss the significant humanities ideas, themes, and scholarship on which your project is based.
   - If applicable, explain how your project would differ from existing projects that explore similar subject matter.
   - Describe the project's most important resources, including audio and visual materials, documents, and other archival artifacts.

C) *Project format:*
   - Briefly describe the project's format(s) and design(s). You will have an opportunity to provide a detailed description of the project in the Design Document. (See below.)
   - Explain how the format would convey the project's central humanities ideas and analysis.
   - If there are successful models for this type of approach, please briefly discuss them here.
   - If the project would employ a transmedia approach, explain how the components will interact with and complement one another to expand the audience's knowledge of the subject.
   - If applicable, explain how the proposed digital project relates to a larger project, such as a museum exhibit, and describe any nondigital components, such as discussion programs.

D) *Audience and distribution:*

- Provide distribution and marketing plans and identify partners and targeted audiences. Estimate the number of people who will use the completed project and explain the basis for this estimate.
- If the project includes user-generated content (UGC), explain the criteria and process to be used for selecting and monitoring the content. Describe how you will handle obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment).

E) *Project evaluation and testing:*

- Describe how you will evaluate the user experience, particularly how effectively the project conveys the humanities content to users.
- Provide plans to conduct late-stage user testing and debugging.
- Explain any testing and evaluation done to date, and explain how you plan to test and evaluate the project moving forward.
- Describe how data from audience evaluations will be collected and appraised.

F) *Rights, permissions, and licensing:*

- Explain who controls the rights to the materials and technologies being used.
- Describe licensing costs or developer fees.

G) *Humanities advisers:*

- Identify the humanities advisers to the project and describe their likely contribution to the project's content.

H) *Production team:*

- Provide information about the principal members of the production team and their contributions to the project.

I) *State of the project:*

- Discuss the project's history and the work that has been accomplished to date.
- If applicable, provide examples of this earlier work that best illustrate the project's evolution and integration of user feedback and testing (for example, by including URLs in this section of the narrative, or by providing relevant attachments in an appendix).
- Describe how the production phase will enable the project to fulfill its goals, including reaching its intended audience.

J) *Work plan:*

- Provide a detailed, month-by-month schedule of the major work to be done during the period of performance, including meetings among advisers and designers, and the personnel assigned to accomplish these tasks.

K) *Organization profile* (one paragraph):

- Succinctly describe your organization's current mission, principal activities, and resources. Explain how these elements will enable the organization to carry out the project successfully. If different, describe the production organization(s) as well.

L) *Fundraising plan***:**
- Specify the source and amount of all funds raised to date for all aspects of the project.
- Include information about any previous NEH funding, as well as support from other sources. If applicable, identify voluntary cost share, institutional resources, research facilities, 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 Bibliography (name the file "bibliography.pdf")

Provide a bibliography of the humanities scholarship that informs the project (up to two single-spaced pages). This bibliography should also include any special collections or libraries in which archival material for the project has been identified.

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

Include résumés (of up to two pages) for and letters of commitment from each of the humanities advisers or scholars and key persons on the digital media team. Also include letters of commitment from all participating organizations.

Attachment 5 Description of a work sample (name the file "sample.pdf")

All applicants must submit a sample of previous work by the project team that best represents the approach and format of the proposal under review. You may include a description of the work sample and an explanation of its relevance in this section. This work sample must be included as a URL. If necessary, provide instructions for accessing the sample.

Attachment 6) Budget and budget notes (name the file "budget.pdf")

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

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 of these individuals will perform different and separately budgeted functions. List travel costs for both local and long-distance travel. For local travel, outline the mileage rate, number of miles, reason for travel, and staff member/consumers completing the travel. The budget should also reflect the travel expenses (for example, airfare, lodging, parking, per diem, etc.) for each person and trip associated with participating in meetings and other proposed trainings or workshops. Name the traveler(s) if possible, describe the purpose of the travel, provide the number of trips involved, the destinations, and the number of individuals for whom funds are requested. List equipment costs and provide a justification for the need to purchase the equipment to carry out the program's goals. If the applicant institution is a sponsorship (umbrella) organization, which will charge an administrative fee of five percent of the total direct costs in lieu of indirect costs, include this expense as an administrative fee under "Other." If you are not requesting federal matching funds, please do not include voluntary cost sharing in your application budget. (Describe voluntary cost share in section L of the narrative.)

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.

If the applicant institution has a federally negotiated indirect-cost rate agreement and is claiming indirect costs, submit a copy of its 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 Digital Projects for the Public 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; or 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). See 2 CFR §200.414 (f) for additional information regarding the de minimis rate.

Attachment 7 Images and links to other assets (optional; if submitted, name the file "images.pdf")

You may include examples (including links) and brief descriptions of images and audio and visual materials.

Attachment 8 Design document (name the file "design.pdf")

All Production applications must submit a design document. Separate guidelines for creating the design document can be found here.

Attachment 9 Prototype (name the file "prototype.pdf")

All Production applications must include a prototype as proof-of-concept for the project and an indicator of its potential success. You must submit your prototype as a URL. If necessary, provide instructions for accessing the sample.

- Using screen captures, video walkthroughs, or a working version of the prototype, demonstrate how a typical user would navigate, interact with, and experience the project.