NATIONAL ENDOWMENT FOR THE
Humanities

DIVISION OF **PUBLIC PROGRAMS**

Digital Projects for the Public

Deadline: June 12, 2019 (for projects beginning March 1, 2020)

Catalog of Federal Domestic Assistance (CFDA) Number: 45.164

Funding Opportunity Number: 20190612-MD

OMB Control Number 3136-0134, expiration date: June 30, 2021

If after reading this document you have questions about this program, contact the staff of NEH's Division of Public Programs at 202-606-8269 or publicpgms@neh.gov. Applicants who are deaf or hard of hearing can contact NEH via Federal Relay (TTY users) at 800-877-8399.

Executive Summary

The National Endowment for the Humanities (NEH) Division of Public Programs is accepting applications for the Digital Projects for the Public Program. The purpose of this program is to support projects that interpret and analyze humanities content in primarily digital platforms and formats, such as websites, mobile applications and tours, interactive touch screens and kiosks, games, and virtual environments.

Funding Opportunity Title:	Digital Projects for the Public
Funding Opportunity Number:	20190612-MD
Federal Assistance Listing Number (CFDA):	45.164
Application Due Date:	June 12, 2019, 11:59 p.m. Eastern Time
Estimated Number and Type of Award(s):	7 grants
Estimated Award Amount *or* Funding Range:	Discovery: up to $30,000 Prototyping: up to $100,000 Production: up to $300,000
Cost Sharing/Match Required:	No
Period of Performance:	Up to thirty-six months
Eligible Applicants:	U.S. nonprofit organizations with 501(c)(3) tax-exempt status, state and local governmental agencies, federally recognized Native American tribal governments, and institutions of higher education
Program Resource Page:	https://www.neh.gov/grants/public/digital-projects-the-public

This program is authorized by 20 USC §956 *et seq.* Awards are subject to 2 CFR Part 200 Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards, and the General Terms and Conditions for Awards to Organizations (for grants and cooperative agreements issued December 26, 2014 or later).

This notice of funding opportunity is subject to the appropriation of funds, and is a contingency action taken to ensure that, should funds become available for this purpose, NEH can process applications and award funds in a timely manner.

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I. Program Description

The Digital Projects for the Public (DPP) program supports projects that interpret and analyze humanities content in primarily digital platforms and formats, such as websites, mobile applications and tours, interactive touch screens and kiosks, games, and virtual environments. The projects must be designed to attract broad public audiences. (You can find a more detailed description of the humanities here.)

All Digital Projects for the Public projects should:

- present analysis that deepens public understanding of significant humanities ideas;
- incorporate sound humanities scholarship;
- involve humanities scholars in all phases of development and production;
- include appropriate digital media professionals;
- reach a broad public through a realistic plan for development, marketing, and distribution;
- create appealing digital formats for the general public; and
- demonstrate the capacity to sustain themselves.

All projects should demonstrate the potential to attract a broad, general, nonspecialist audience, either online or in person at venues such as museums, libraries, or other cultural institutions. Applicants may also choose to identify particular communities and groups, including students, to whom a project may have particular appeal.

NEH also welcomes applications for non-promotional digital components of a larger project. For these projects, you should explain how the digital platform will enrich the users' learning experience and engagement. For instance, if your request is for a mobile experience that would operate within a museum or would work in conjunction with a film, you should explain how this project element will substantially add to the audience's learning experience.

Working with a number of scholars allows projects to explore a diverse range of interpretive possibilities. Projects that depend on input from a single scholar are not competitive.

Funding categories

There are three categories of funding in the Digital Projects for the Public program: Discovery, Prototyping, and Production. Awards are available to support research, to design or create prototypes of digital projects, and to produce the actual projects.

Applicants are not required to obtain a Discovery grant before applying for a Prototyping grant, or to obtain a Prototyping grant before applying for a Production grant.

NEH encourages potential applicants to contact the staff of NEH's Division of Public Programs at 202-606-8269 or publicpgms@neh.gov for advice on choosing the appropriate funding category.

Discovery

The Discovery category (for awards up to $30,000) supports the exploratory stages of a digital project that bring together experts on the project's content and digital media experts to assess the approaches that the project might take. Activities should include consultation with scholars,

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consultation with designers, refinement of the humanities themes, analysis of potential platforms, and initial design activities. To be successful in this category, the project team should have a solid grasp of the content and collections with which they will work (and should be looking for a platform to engage the content). Alternatively, the project team should have chosen a subject and a platform (and should be looking to assess and interpret the humanities content). In both cases, the project team must include both content experts and media experts.

Activities in the Discovery category may include:

- content research and narrative development;
- consultation with humanities scholars;
- consultation with digital media experts;
- platform research and selection;
- identification or digitization of production assets;
- preliminary design;
- audience evaluation;
- user experience mockups; and
- storyboarding.

Discovery awards should culminate in the creation of a written design document that details fundamental aspects of the project such as the content, format, technical specifications, budget, work plan, intended audience, and learning objectives. The design document should serve as a roadmap for further work on the project.

Prototyping

The Prototyping category (for awards up to $100,000) supports the creation of a proof-of-concept prototype. Applicants in this category must submit a design document that describes the project's platform, user interface, design, and the ways in which the project's central humanities ideas will be conveyed. Prototyping awards should result in the testing and creation of a digital prototype that explains the key digital features and humanities content of the project. These completed prototypes should demonstrate the project's technological feasibility and design through screenshots, videos, mockups, or other illustrations.
Activities in the Prototyping category may include:

- refinement of humanities content;
- consultation with scholars and digital media experts;
- finalization of the platform;
- scripting;
- creation or digitization of audiovisual assets that will engage public audiences;
- user interface and backend development;
- testing (including early launches) and de-bugging;
- final design;
- audience evaluation; and
- other activities that will advance the project towards the production stage.

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Production

The Production category (for up to $300,000) supports the production and distribution of humanities projects that have a primarily digital format. Applicants must submit a design document and a prototype that demonstrate a solid command of the humanities ideas and scholarship related to the subject. The prototype must also show how the narrative, audiovisual, and interactive elements function to bolster an audience's experience of the project's humanities ideas. NEH expects that by the conclusion of the period of performance, the project team will have fully produced the project and distributed it for widespread public audience use.

Activities in the Production category may include:

- ongoing consultation with scholars;
- additional research and writing;
- fine-tuning the hardware, software, and platform;
- the final design, production, and distribution of digital media projects;
- finalization of the script and/or audiovisual assets;
- rights and licensing fees for audiovisual assets;
- production of complementary components such as museum displays;
- publication of complementary materials, such as catalogs and curriculum guides;
- publicity, outreach activities, and public programs; and
- project evaluation.

Digital Projects for the Public awards may not be used for:

- archival efforts, preservation, cataloguing of materials and collections, digitization of archives, databases, and other projects without strong narrative or interpretive elements and a plan to reach broad public audiences (applicants interested in such projects should consult the Division of Preservation and Access programs [here](#));
- the purchase of art, artifacts, or collections;
- the purchase of hardware or software exceeding 20 percent of the total grant award;
- the development of software, platforms, or user experiences that do not directly serve the proposed project (for funding opportunities supporting innovation in digital humanities, please see the [Digital Humanities Advancement Grants](#) program);
- general operations, renovation, or construction of production facilities;
- promotion of a particular political, religious, or ideological point of view;
- advocacy for a particular program of social or political action;
- support of specific public policies or legislation; or
- projects that fall outside of the humanities; the creation or performance of art; creative writing, memoirs, and creative nonfiction; and empirically based social science research or policy studies.

Sample projects

The Division of Public Programs welcomes a wide range of digital projects. The sample projects described below only hint at the range of projects that this program could support.

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1. A regional museum received a **Discovery** award to begin development of interactive stations to accompany an exhibition on the history of its town during the depression. The museum exhibition would bring together photographs, maps, and artifacts to examine the boom-and-bust story of the region. The Discovery award was used for multiple convenings with scholars, digital designers, and archivists to assess the museum's archival materials, interpretive goals, and capacity to produce and sustain a project of this nature. The period of performance culminated in the creation of a design document.

2. A team of historians from a university working with a game company received a **Prototyping** award to produce and disseminate a multipart digital game about the Civil War. The game would allow players to assume the role of a Union soldier, a white Confederate farmer, or an enslaved African American. The game would include player-controlled text-based conversations that impact events, mini-games that highlight crucial decision points, and correspondence sent to players' e-mail that resembles front-line letters sent home. Accompanying the game would be a website highlighting supplementary images, audio, and archival resources such as newspapers and letters. The prototyping award was used to consult with scholars on the content and stories, writers to help storyboard the game scenarios, and an archivist to identify primary sources. At the end of the year-long period of performance, the project team created a rich prototype of the game outlining technological and narrative components, evaluated audience interest, and began to put in place ideas for distribution through libraries and high schools.

3. An archaeologist who specializes in ancient Mayan archaeology received a **Prototyping** award through her museum to begin work on a Web-based project to recreate several excavated sites. This project would interpret the historical and cultural significance of the sites and allow users to explore reconstructed architecture from a first-person perspective, highlighting the ways that the real-world landscape was designed to tell complex stories. Working with a team of scholars and digital designers, the team utilized a previously completed design document to build a 3-D environment that includes various opportunities for users to access and manipulate objects, trigger audio descriptions of areas of significance, and watch film clips of historical excavations and other activities. The Prototyping award was used to consult with scholars, choose the appropriate graphics engine, produce digital media assets, and test Alpha prototypes with users.

4. A public television station received a **Production** award to produce an interactive, GPS-based mobile application exploring the meanings of New Deal murals in its city. In addition to offering a rich array of historical material (photographs, drawings, and archival video and audio recordings), the app would allow users to access video of art historians, painters, and historians discussing the meanings of the individual murals throughout the city. Users could also upload their own stories or photographs. An innovative map interface would link the mural's site to broader themes related to the history of labor, immigration, and the city's creation of public spaces. The digital media elements would enable audiences to explore the subject in greater depth and would encourage dialogue between users and humanities scholars. The Production award enabled final research, scripting of content, design of the mobile app and companion website, editing of short videos, and publicity and outreach.

User-generated content

NEH funds cannot be used to support obscene, libelous, indecent, or defamatory content (including hate speech, personal attacks, or material constituting harassment). Projects receiving NEH funds must demonstrate how user-generated content would be monitored.

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NEH areas of interest

NEH is interested in advancing humanities related work in the areas described immediately below: the 250th anniversary of American independence and Advancing Civic Education.

Special encouragement in recognition of and preparation for the 250th anniversary of American independence

Americans will celebrate the 250th anniversary of our nation in 2026. The anniversary of American independence provides an important opportunity to look back at the nation's founding and the past two and a half centuries of American history. What began as a conflict between the thirteen colonies and Great Britain culminated in the creation of what would become the world's oldest constitutional democracy. As we approach the 250th anniversary, NEH is offering a special encouragement to applicants to the DPP program to consider the impact—both immediate and long term—of the momentous events of 1776.

We especially invite applications that explore the role of the Declaration of Independence and other foundational documents in the making of U.S. history. In addition, we would welcome applications that explore the experiences of states and communities beyond the original colonies in joining the nation, since they have their own stories of becoming part of the United States. We also invite applications examining the stories and contributions of under-represented communities in our nation's history.

Advancing Civic Education

NEH encourages projects that promote a deeper understanding of American history and culture, as well as projects that advance civic education and knowledge of America's core principles of government.

All applications will be given equal consideration in accordance with the program's review criteria.

Providing access to NEH-funded products

As a taxpayer-supported federal agency, NEH endeavors to make the products of its awards available to the broadest possible audience. Our goal is for scholars, educators, students, and the American public to have ready and easy access to the wide range of NEH award products. NEH gives preference to those projects that provide free access to the public, when possible. You can find detailed guidance on access and dissemination matters in the "Distribution expectations and rights" section below.

NEH recipients must follow the requirements of Section 504 of the Rehabilitation Act of 1973, which is designed to eliminate discrimination on the basis of disability in any program or activity receiving federal financial assistance. For more information consult Design for Accessibility: A Cultural Administrator's Handbook here (PDF).

Evaluation

NEH encourages audience evaluation throughout all stages of a project. Evaluation could include testing of the project's concept, approach, and key components.

NEH requires a final performance report that assesses how well the finished project met its goals. If the project is produced, the final report must include information on the project's reach

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(size of audience) and impact. NEH particularly wants to know how fully the project met its stated learning goals and how audiences were more deeply engaged in thinking about humanities ideas and questions as a result of the project.

Acknowledgment of NEH support

All materials publicizing or resulting from award activities must contain an acknowledgment of NEH support. Consult the *Acknowledgment and Publicity Requirements for NEH Awards* and *Publicizing Your Project* pages on the NEH website for guidance on acknowledging NEH support and promotion.

Distribution expectations and rights

Once production is completed, NEH expects that projects will be offered for distribution to broad public audiences, so that the American public will have ready and easy access to the products of NEH awards. Applicants are expected to address their distribution plans in section E of the narrative, "Audience and distribution." Recipients whose distribution plans change during the period of performance should seek approval from NEH before finalizing new distribution arrangements. Following the period of performance, NEH requests that recipients voluntarily keep the agency informed of further distribution arrangements.

Title to materials produced and intangible property acquired under an award vests with the recipient. NEH recipients may copyright any work that is subject to copyright and was developed, or for which ownership was purchased, under an award. In accordance with 2 CFR §200.315(b), NEH reserves a royalty-free, nonexclusive, and irrevocable right to reproduce, publish, or otherwise use the work for federal purposes, and to authorize others to do so.

Program income

All program income generated as a result of NEH funding is considered additive and must be used for otherwise allowable costs to further the objectives of the Digital Project for the Humanities program. Recipients are responsible for ensuring that subrecipients have systems in place to account for program income, and for monitoring to ensure that subrecipients are tracking and using program income consistent with these requirements. Please see 2 CFR §200.307 for additional information.

Award information

Awards are made for a period of performance of one to three years and may be up to $30,000 in the Discovery category, up to $100,000 in the Prototyping category, and up to $300,000 in the Production category.

Successful applicants will be awarded an award in outright funds, matching funds, or a combination of the two, depending on the applicant's preference and the availability of funds.

Outright funds

Outright funds awarded by NEH are not contingent on additional funding from other sources.

Matching funds

When matching funds are requested, the applicant must raise cash contributions from nonfederal third parties and have them certified by NEH before the funds are released to the

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award recipient (see NEH's [Federal](#) [Matching Funds Guidelines](#)). Funds raised to satisfy a match count toward an institution's cost share for a project (see the discussion of cost sharing below).

Cost sharing

Cost sharing consists of the cash contributions made to a project by nonfederal third parties raised to release federal matching funds.

Applicants are also welcome to use voluntary cost sharing for projects in which the total costs exceed the amount provided by NEH. Voluntary cost sharing includes cash contributions to a project by the applicant and nonfederal third parties, as well as in-kind contributions, such as donated goods and services.

Although cost sharing is not required, this program is rarely able to support the full costs of projects approved for funding.

Previously funded projects

An institution whose project has received NEH support may apply for an award for a new or subsequent stage of that project. These applications receive no special consideration and will be judged by the same criteria as others in the competition. Like all applications, they must include a description of the new activities and a justification of the new budget. The applicant must also describe how the previously funded project met its goals.

Eligibility

U.S. nonprofit organizations with 501(c)(3) tax-exempt status, state and local governmental agencies, and federally recognized Native American tribal governments are eligible to apply. Eligible organizations include institutions of higher education.

Individuals and foreign and for-profit entities are not eligible to apply.

Eligible applicant institutions may submit multiple applications for separate and distinct projects under this announcement. Project directors may also submit applications for two different projects at the same time. If so, project directors should explain in the applications how they would allocate their time if they received multiple awards.

Overlapping project costs between two or more applications for federal funding and/or approved federal award budgets is not permitted.

Applications must be complete, must observe the specified page limits, and must be validated by Grants.gov under the correct funding opportunity number to be considered under this notice.

NEH generally does not issue awards to other federal entities or to applicants whose projects are so closely intertwined with a federal entity that the project takes on characteristics of the federal entity's own authorized activities. This does not preclude applicants from using funds from, or sites and materials controlled by, other federal entities in their projects.

All application materials must be received by the application deadline. Late, incomplete, or ineligible applications will not be reviewed.

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II. Preparing and Organizing your Application

Resources for preparing a strong application

To prepare a strong application, applicants are encouraged to take the following steps:

- read this notice of funding opportunity carefully, noting what information needs to be provided in the application;

- review the **sample narratives**, which are available on the [program resource page](#);

- consult the program's **review criteria**, which are listed immediately below;

- read the **Frequently Asked Questions**, which are available on the [program resource page](#);

- contact the **program staff** (at 202-606-8269 or publicpgms@neh.gov) to discuss your project and raise any questions you may have about the application; and

- submit an optional **draft proposal**, to which program staff will respond with suggestions and advice.

Review criteria

Applications are reviewed according to the following criteria:

1. **Humanities content**

   The likely contribution of the project to public understanding of the humanities, including the significance of the subject and the humanities ideas; the quality and relevance of the humanities scholarship informing the project; and the extent to which the project offers an analytical perspective on its subject.

2. **Humanities advisers**

   The qualifications and potential contributions of the advising scholars.

3. **Creative approach, format, technical design, and sustainability**

   For Discovery applications: the potential quality and viability of the approach, including the preliminary ideas about design, format, and content.

   For Prototyping applications: the likelihood that the chosen format(s) will effectively convey the humanities content to a broad, general audience in an engaging and thoughtful manner; the quality of the project's technical design.

   For Production applications: the likelihood that the chosen format(s) will effectively convey the humanities content to a broad, general audience in an engaging and thoughtful manner; the quality of the project's technical design; the quality of the

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prototype in demonstrating the potential for creative and technical success; the sustainability of the project (as demonstrated by the proposed lifecycle of the project and any plans for its future use).

4. **Project resources**

   The quality of the materials and resources that support the project's interpretive themes, ideas, and formats.

5. **Digital team**

   The demonstrated technical skills and creative approach of the digital team, the quality of the team's previous work, and the likelihood of successful completion of the proposed project.

6. **Work plan**

   The likelihood that the applicant will achieve the project's goals in a timely and efficient manner.

7. **Budget**

   The appropriateness and reasonability of the project's costs.

8. **Audience, distribution, and evaluation**

   The likelihood that the proposed project would appeal to a broad, general audience. For Prototyping and Production applications, the likely effectiveness of the proposed audience evaluation for measuring the project's reach and impact. For Production grants, the quality of the project's distribution plan—including related nondigital project components.

As noted above, applicants are encouraged to contact program officers, who can answer questions about the review process and review preliminary drafts. NEH recommends that drafts be submitted at least five weeks before the deadline, so that staff will have adequate time to respond. Although staff comments are not part of the formal review process and have no bearing on the final outcome of the proposal, applicants have found them helpful in strengthening their applications. Submitting a draft is optional; they can be sent as email attachments to publicpgms@neh.gov or to an individual program officer.

Instructions for preparing your application: forms

Your application will consist of four forms that are available with the Grants.gov application package on the program resource page. You will then upload the remaining application components in to the attachment form.

SF-424 Application for Federal Domestic Assistance – Short Organizational

This form asks for basic information about the project, the project director, and the institution. Please provide the following information:

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1. Name of Federal Agency

This will be filled in automatically with "National Endowment for the Humanities."

2. Catalog of Federal Domestic Assistance Number

This will be filled in automatically with the CFDA number and title of the NEH program to which you are applying.

3. Date Received

Please leave blank.

4. Funding Opportunity Number

This will be filled in automatically.

5. Applicant Information

In this section, provide your organization's legal name, address, employer/taxpayer identification number (EIN/TIN), D-U-N-S® number, website address, and congressional district of the institution.

If your institution is located, for example, in the 5th Congressional District of your state, put a "5." If your institution doesn't have a congressional district (for example, it is in a state or U.S. territory that doesn't have districts or is in a foreign country), put a "0" (zero).

Also choose the "type" that best describes your institution (you only need to select one).

All institutions applying to federal programs are required to provide a D-U-N-S® number, issued by Dun & Bradstreet, as part of their application. Project directors should contact their institution's grants administrator or chief financial officer to obtain their institution's D-U-N-S® number.

6. Project Information

Provide the title of your project. Your title should be brief (no more than 125 characters), descriptive, and substantive. Successful applications will typically have titles that are descriptive of the project, substantive, and free of specialized language. 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.

Provide a brief (no more than one thousand characters) description of your project. The description should be written for a nonspecialist audience and clearly state the importance of the proposed work and its relation to larger issues in the humanities.

List the starting and ending dates for your project. All starting dates are on the first day of a month. All ending dates are on the last day of a month.

7. Project Director

Provide the name, title, mailing address, e-mail address, and telephone and fax numbers for the project director.

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8. Primary Contact/Grants Administrator

Provide the contact information for the official responsible for the administration of the NEH award (that is, negotiating the project budget and ensuring compliance with the terms and conditions of the award). This person is often a grants administrator or sponsored programs official. If the project director and the grants administrator are the same person, check the box and skip to Item 9.

As a matter of NEH policy, the Project Director listed in section 7 may **not** be the same individual listed as the Primary Contact/Grants Administrator listed in section 8. The role of the project director must be distinguished from that of the institutional grant administrator, who functions as the representative of the recipient organization with authority to act on the organization's behalf in matters related to the administration of the award. All financial reports and prior approval requests such as budget revisions, extensions of the period of performance, and changes in key personnel must be signed or countersigned by the institutional grant administrator. Similarly, official correspondence from NEH to a recipient (for example, an offer letter, the award document, an extension, a supplement or amendment) is addressed to the institutional grant administrator and copied to the project director. The project director is the person directly in charge of the conduct of the funded project.

9. Authorized Representative

Provide the contact information for the Authorized Organization Representative (AOR) who is submitting the application on behalf of the institution. This person, often called an "Authorizing Official," is typically the president, vice president, executive director, provost, or chancellor. In order to become an AOR, the person must be designated by the institution's E-Business Point of Contact. For more information, please consult the Grants.gov Online User Guide.

Supplementary Cover Sheet for NEH Grant Programs

This form asks for additional information about the project director, the institution, and the budget. Please provide the following information:

1. Project Director

Use the pull-down menu to select the major field of study for the project director.

2. Institutional Information

Select the appropriate institution type from the drop-down menu.

3. Project Funding

Enter your project funding information. [Learn more about different funding types.](#)

Application Information

Indicate whether the proposal will be submitted to other NEH programs, government agencies, or private entities for funding. If so, please indicate where and when. NEH frequently cosponsors projects with other funding sources. Providing this information will not prejudice the review of your application.

For Type of Application, check "new."

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Enter the primary project discipline (and, if you like, the project's secondary and tertiary disciplines as well).

NEH Project/Performance Site Location(s) Form

This form asks for information about the primary site(s) at which activities will take place during the period of performance. Instructions for each requested data element may be viewed by positioning your cursor over the blank field.

Attachments Form

This form is where you will attach your narrative, budget, and the other application components.

Your attachments must be in Portable Document Format (.pdf). Make sure that all files in formats other than PDF (images, Word or Excel files, etc.) have been properly saved as PDF files. Do not simply rename your non-PDF files with PDF extensions. If an attachment contains multiple PDFs, you must merge those documents into a single PDF. Do not attach a zip file containing multiple PDFs.

Visit Grants.gov's Adobe Software Compatibility page to verify the compatibility of your current software or to download the appropriate version. Even if you choose to complete the online webforms in Workspace, you will need to convert the files that you will attach (to the Attachments Form) into PDFs. If you have a problem installing Adobe Reader, it may be because you do not have permission to install a new program on your computer. Many organizations have rules about installing new programs. If you encounter a problem, contact your system administrator.

When you open the Attachments Form, you will find fifteen attachment buttons, labeled "Attachment 1" through "Attachment 15." By clicking on a button, you will be able to choose the file from your computer that you wish to attach.

Note the following Grants.gov file naming conventions: Please limit file names to 50 or fewer characters. Do not attach any documents with the same name. All attachments should have a unique name. Please use only the following UTF-8 characters when naming your attachments: A-Z, a-z, 0-9, underscore, hyphen, space, period, parenthesis, curly braces, square brackets, ampersand, tilde, exclamation point, comma, semi colon, apostrophe, at sign, number sign, dollar sign, percent sign, plus sign, and equal sign. Attachments that do not follow this rule may cause the entire application to be rejected or cause issues during processing.

Instructions for preparing your application: attachments

The Discovery, Prototyping, and Production categories each have distinct application requirements. Please consult the table below to learn about the required components for each category, how to name each attachment and the order in which to attach them. You must name and attach your files in the proper order so that we can identify them.

Additionally, please note that each program category has distinct narrative requirements that applicants must address. Please see Attachment 2: Narrative for more details.

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Attachment	Application component	Naming convention	Requirements
1	Application narrative (up to 15 pages)	narrative.pdf	Required for all categories
2	Bibliography (up to 2 pages)	bibliography.pdf	Required for all categories
3	Résumés and letters of commitment	resumes.pdf	Required for all categories
4	Description of your work sample	sample.pdf	Required for all categories
5	Budget	budget.pdf	Required for all categories
6	Images	images.pdf	Optional for all categories
7	Federally negotiated indirect-cost rate agreement	agreement.pdf	Conditionally required for all categories
8	Design document (up to 30 pages)	design.pdf	Required for Prototyping and Production
9	Prototype	prototype.pdf	Required for Production

Attachment 1 Application Narrative

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.

Address the following topics in your narrative, in this order. Note that some topics may only be relevant to applicants in certain categories, as indicated.

A. Nature of Request
- In one to 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 the project is based.
- If applicable, describe how the project would differ from other projects that explore similar subject matter.
- Describe the most important resources on which the project will draw, including audio and visual materials, documents, and other archival artifacts.

C. Project format
- Briefly describe the format(s) and design(s) that you plan to implement. Explain how the project, when complete, will engage users.
- Explain how the format would convey the project's central humanities ideas.
- If there are successful models for this type of approach, briefly describe them.

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- If the project would employ a transmedia approach, explain how the components will interact with and complement one another. (A transmedia project utilizes multiple platforms—from games to film to mobile applications—to create narrative experiences that are impossible to replicate in any one technology. For a transmedia project to be successful, it must be planned as such from the outset, with each platform's unique content and features contributing to a coherent whole. The term "transmedia" designates an approach to content and its distribution that combines multiple platforms as a creative palette for engaging an audience more deeply than could be done through a single platform.)
- 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. User-generated content

- If the project includes user-generated content, 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 be made available to the public.
- Describe the policies and process to be used to prevent the dissemination of obscene, libelous, or defamatory content (including hate speech, personal attacks, or material constituting harassment).

E. Audience and distribution

- Discuss potential audiences for the project and the ways in which you would reach those audiences. Estimate the number of people who will use the completed project and explain the basis for this estimate. (Discovery only)
- Provide distribution and marketing plans and identify partners and targeted audience. Estimate the number of people who will use the completed project and explain the basis for this estimate. (Prototyping and Production)

F. Rights, permissions, and licensing

- Explain how you will determine who controls the rights to the materials and technologies being used.
- Describe licensing costs or development fees. (Production only)

G. Humanities advisers

- List the project's humanities advisers.
- Discuss the rationale for their choice and the contributions that each will make to shape the project's content.

H. Digital media team

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

I. State of the project

- Discuss the project's origins and progress to date. (Discovery only)
- Discuss the project's history and the work that has been accomplished to date. (Prototyping and Production)

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- If applicable, provide examples of this earlier work that best illustrate the project's evolution and integration of user feedback and testing. This might include sharing URLs in this section of the narrative, or by providing relevant attachments in an appendix. (Production only)
- Describe how the production phase will enable the project to fulfill its goals, including reaching its intended audience. (Production only)

J. Work plan

- Provide a month-by-month schedule of the major work to be done during the period of performance and the personnel assigned to accomplish these tasks. Include a schedule of meetings, being especially clear about when meetings with scholars and other consultants will occur.

K. Organization profile

- In one paragraph, 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.

M. Project evaluation

- Discuss how you will evaluate the user experience, particularly how effectively the prototype conveys the humanities content to users. (Prototyping and Production)
- Explain how you plan to test, troubleshoot, and de-bug the project. (Prototyping and Production)
- Explain any testing and evaluation done to date, and explain how you plan to test and evaluate the project moving forward. (Production only)
- Describe how data from audience evaluations will be collected and appraised. (Production only)

Attachment 2: Bibliography

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

Attachment 3: Résumés and letters of commitment

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

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Attachment 4: Description of your work sample

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 5: Budget form

Using the instructions below, 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 sample budget and budget form on the program resource page.)

1. Salaries and Wages

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. All salaries and wages claimed must be in compliance with 2 CFR §§200.430 and 466.

Fringe Benefits

Fringe benefits are allowances and services provided by employers too their employees as compensation in addition to regular salaries and wages. Fringe benefits include, but are not limited to, the costs of leave (vacation, family-related, sick or military), employee insurance, pensions, and unemployment benefit plans. All fringe benefits claimed must be in compliance with 2 CFR §200.431. List each rate and salary base.

3. Consultant Fees

Include payments for professional and technical consultants and honoraria. All consultant fees claimed must be in compliance with 2 CFR §200.459.

4. Travel Costs

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. Calculate per diem amounts for meals and lodging using written institutional policy (for applicant organizations). The lowest available commercial fares for coach or equivalent accommodations must be used. All travel costs claimed must be in compliance with 2 CFR §200.474, and foreign travel must comply with article 10 of the General Terms and Conditions for Awards to Organizations. Travel to regularly occurring professional meetings is not supported with NEH funds.

5. Supplies and Materials

Include consumable supplies, materials to be used in the project costing the lesser of the capitalization level established by the applicant or $5,000, regardless of the length of its useful life.

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6. Subawards

The costs of project activities to be undertaken by a third-party subrecipient should be included in this category as a single line item charge. A complete itemization of the cost comprising the charge should be provided in an attachment. If there is more than one subrecipient, each must be budgeted separately on the NEH form and must have an attached itemization. See 2 CFR §§200.330 and 331 for additional information.

7. Other Costs

Include participant stipends and room and board, equipment rental or purchases, duplication, printing, long distance telephone calls, and other items not previously listed under other budget categories or in the indirect cost pool. Please note that "miscellaneous" and "contingency" are not acceptable budget categories.

Permanent equipment may be purchased for a project if an analysis demonstrates that purchasing is more economical and practical than leasing. Permanent equipment is defined as nonexpendable personal property costing $5,000 or more and having a useful life of more than one year. (Also see 2 CFR §§200.313 Equipment and 439 Equipment and other capital expenditures.)

The total cost of the purchase of hardware and/or software may not exceed 20 percent of the requested award amount.

Consistent with Executive Order 13788 ("Buy American and Hire American"), recipients and subrecipients who purchase equipment and products costing $10,000 or more per unit with NEH funds should purchase only American-made equipment and products. This encouragement does not apply to commercial information technology.

8. Total Direct Costs per year

Total the sum of items 1-7.

9a.- c. Indirect Costs (Facilities and Administration or "F&A")

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 your institution has a current federally negotiated indirect cost rate, please indicate on the budget form the appropriate rate, the base, the name of the agency with which you negotiated, and the date of that agreement.

Note: Except as provided in paragraph (c)(1) of 2 CFR §200.414 Indirect (F&A) costs, federal agencies must use the negotiated rates in effect at the time of the initial award throughout the life of the federal award. Award levels may not be adjusted in future years as a result of changes in negotiated rates. Except as provided in 2 CFR §200.414 Indirect (F&A) costs, when an educational institution does not have a negotiated rate with the federal government at the time of an award (because the educational institution is a new recipient or the parties cannot reach

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agreement on a rate), the provisional rate used at the time of the award must be adjusted once a rate is negotiated and approved by the cognizant agency for indirect costs. If the recipient fails to negotiate an indirect cost rate applicable to the period of performance within the period of performance, indirect costs may be disallowed.

Organizations that wish to include indirect (F&A) charges in the budget but have **never** had a federally negotiated indirect cost rate may choose one of the following options:

> 1) direct cost all expenses;
>
> 2) submit an indirect cost proposal to their cognizant federal agency to negotiate a rate with the federal government within three months of the effective date (period of performance start date) of the award (subrecipients may negotiate a rate with the recipient consistent with the requirements outlined in 2 CFR §200.414); or
>
> 3) per 2 CFR §200.414(f), the applicant may charge a de minimis rate of 10 percent of modified total direct costs (MTDC)

Per 2 CFR §200.68, MTDC means all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel, and up to the first $25,000 of each subaward (regardless of the period of performance of the subawards under the award). MTDC excludes equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each subaward in excess of $25,000.

10. Total Project Costs

The sum of items 8. and 9.

11. Project Funding

11a Requested from NEH: Indicate the amount of outright and/or federal matching
   funds that is requested from NEH.

11b Cost sharing: Indicate the amount of cash contributions that will be made by the applicant and cash and in-kind contributions made by third parties to support project expenses that appear in the budget. Cash gifts that will be raised to release federal matching funds should be included under "Third-party contributions." (Consult the notice funding opportunity for information on cost-sharing requirements.) When a project will generate income that will be used during the period of performance to support expenses listed in the budget, indicate the amount of income that will be expended on budgeted project activities. Indicate funding received from other federal agencies.

12. Project Funding

The sum of 11.a. and 11.b.

Attachment 6: Images and links to other assets

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

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Attachment 7: Federally negotiated indirect-cost rate agreement

If the applicant institution is claiming indirect costs using a current federally negotiated indirect-cost rate agreement, submit a copy of the agreement.

Attachment 8 Design document

All Prototyping and Production applications must include a design document (up to thirty single-spaced pages) that addresses the following:

1) Narrative summary

- Summarize the project's core narrative and/or thematic elements, and explain how they will be communicated to a broad general audience.

2) User experience

- Describe and visually illustrate how a typical user would experience the project, section by section. Use site maps, mockups, wireframes, screenshots, storyboards, or object schematics.
- Explain and provide examples of how the design and user experience will convey the project's central humanities ideas and analysis.
- Describe how the project will present interpretive text and audiovisual materials. You may include small images to clarify the descriptions.
- Provide examples of interpretive text.

3) Technical specifications

- Explain the project's technical architecture(s), platform, and content management system (CMS).
- Document the project's CMS, including all procedures pertaining to creating, managing, storing, and disseminating content.

4) Sustainability plan

- Describe the project's plan to deal with technological changes (affecting both hardware and software).
- Include estimated future costs and maintenance fees for the project.
- If a project is designed to function only for a limited time, explain your procedures for shutting it down and which—if any—core aspects of the project will be maintained and/or archived.

Attachment 9: Prototype

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.

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III. Submitting your Application

All organizations must submit their applications for NEH funding via Grants.gov Workspace.
Before using Grants.gov for the first time, each organization must have an Employer
Identification Number (EIN) and register with Grants.gov.

The Grants.gov registration process requires completing information in three separate systems:

1. Dun and Bradstreet (https://fedgov.dnb.com/webform)
2. System for Award Management (SAM) (https://www.sam.gov)
3. Grants.gov (https://www.grants.gov/)

In order to apply through Grants.gov, the applicant organization must first have or obtain a
valid Dun and Bradstreet Data Universal Numbering System (D-U-N-S®) number, and register
(or have an active registration) in the System for Award Management (SAM). Note: If you are
registering in SAM.gov for the first time, you must provide an original, signed notarized letter
stating that you are the authorized Entity Administrator for the entity associated with the D-U-
N-S® number. Read the SAM update and FAQs to learn more about this process change. **The
initial SAM registration can take up to six weeks.**

Organizations must maintain active SAM registration with current information at all times
during which they have an active federal award or an application or plan under consideration by
a federal agency. You must therefore review and update your information at least annually after
the initial registration, and more frequently if required by changes in information. Effective
June 29, 2018, when you go to SAM.gov and log in, you will be asked to create a Login.gov user
account. Your current SAM.gov username and password will **no longer work.** Applicants
renewing or updating their registrations are strongly advised to know the e-mail address
associated with their current SAM.gov user account. Using the same e-mail address allows
SAM.gov to automatically migrate your roles. If a different e-mail address is provided, your roles
will need to be reassigned. This could cause delays in renewing or updating your SAM.gov
registration. As of February 2, 2019, you will be required to review and agree to the Financial
Assistance Representations and Certifications when registering or renewing in SAM.gov. These
are a common set of certifications and representations required by federal statutes or
regulations in accordance with Title 2 of the Code of Federal Regulations. You can review your
organization's SAM registration here. **We strongly recommend that you verify the status
of your SAM registration at least two weeks before the application deadline.**

Applicant organizations with a valid D-U-N-S® number and an active SAM registration must
then register with Grants.gov. Visit Grants.gov for complete registration information. **The
initial Grants.gov registration process can take up to two weeks**.

If your organization has already registered with Grants.gov, you must verify that your
registration is still active and that your Authorized Organization Representative (AOR) is
current and has been approved. **We strongly recommend that you do this at least two
weeks before the application deadline.** Note: Grants.gov passwords expire every 60 days.
Accounts that have been inactive for one year or more result in removal of all account roles.

If you have problems registering or verifying your registration with Grants.gov, call the
Grants.gov help desk at 1-800-518-4726 or email support@grants.gov.

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Links to the Grants.gov application package and instructions for preparing and submitting the package can be found on the program resource page.

How to submit samples and prototypes

Work samples (and, for Production applications, prototypes) must be submitted as hyperlinks. **Please ensure that your URL is working, and that it will continue to work through the duration of the review process (that is, through December 2019).**

Deadlines for submitting optional draft proposals and applications

Draft proposals, which are optional, must be submitted at least five weeks before the deadline so that staff will have adequate time to respond. A response cannot be guaranteed if drafts arrive after this date. If you choose to submit a draft proposal, send it as an attachment to publicpgms@neh.gov.

Applications must be received and validated by Grants.gov by 11:59 PM Eastern Time on June 12, 2019, for projects beginning in March 2020. Grants.gov will date- and time-stamp your application after it is fully uploaded. Applications submitted after that date will not be accepted.

IV. What Happens After the Submission of an Application

Confirming the acceptance of your application

Confirm that you have successfully submitted your application. **It is your responsibility as an applicant to confirm that Grants.gov and subsequently NEH have received and validated/accepted your application.**

Review and selection process

Knowledgeable persons outside NEH will read each application and advise the agency about its merits. NEH staff comments on matters of fact or on significant issues that otherwise would be missing from these reviews, then makes recommendations to the National Council on the Humanities. The National Council meets at various times during the year to advise the NEH chairman. The chairman takes into account the advice provided by the review process and, by law, makes all funding decisions. More details about NEH's review process are available here.

Prior to making an award, NEH will conduct a risk assessment of successful applicants, consistent with 2 CFR §200.205. This assessment guards against the risk that federal financial assistance might be wasted, used fraudulently, or abused. Based on its risk assessment, NEH may include in the award documents specific conditions designed to mitigate the effects of the risk.

Information for all applicants and for successful applicants

Applicants will be notified of decisions by e-mail in January 2020. Institutional grant administrators and project directors of successful applications will receive award documents

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from the NEH Office of Grant Management by e-mail in February 2020. Award documents will identify the relevant terms, conditions, and reporting requirements that pertain to successful applications. The Grant Management section of the NEH website outlines all the responsibilities of award recipients, including anti-lobbying restrictions, in great detail. Applicants may obtain the evaluations of their applications by sending a letter to NEH, Division of Public Programs, 400 Seventh Street, S.W., Washington, D.C. 20506, or an e-mail message to publicpgms@neh.gov.

Reporting requirements

Award recipients are required to submit progress reports annually during the period of performance. A final financial report and final performance report are also required. See Performance Reporting Requirements and Financial Reporting Requirements on the NEH website.

Help NEH eliminate fraud and improve management by providing information about allegations or suspicions of waste, fraud, abuse, mismanagement, research misconduct (fabrication, falsification, plagiarism), or unnecessary government expenditures, during the period of performance, to the NEH Office of the Inspector General. You can find details on how to report such allegations and suspicions here.

V. Additional Information

Contact information for the program and Grants.gov

If you have questions about the program, contact:

Division of Public Programs
National Endowment for the Humanities
400 Seventh Street, S.W.
Washington, DC 20506
202-606-8269
publicpgms@neh.gov

If you have questions about registering or renewing your registration with SAM.gov, contact the Federal Service Desk Monday – Friday 8 a.m. to 8 p.m. Eastern Time at:

The Federal Service Desk: FSD.gov
U.S. calls: 866-606-8220
International calls: +1 334-206-7828

If you need technical assistance in submitting your application to Grants.gov, contact Grants.gov 24 hours a day, seven days a week (excluding federal holidays).

Grants.gov: http://www.grants.gov
Grants.gov help desk: support@grants.gov
Grants.gov training resources and videos:

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https://www.grants.gov/web/grants/applicants/applicant-training.html
Grants.gov support line: 1-800-518-GRANTS (4726)

Privacy policy

Information in this notice of funding opportunity is solicited under the authority of the National Foundation on the Arts and Humanities Act of 1965, as amended, 20 U.S.C. 956 *et seq.* The principal purpose for which the information will be used is to process the application. The information may also be used for statistical research, analysis of trends, and Congressional oversight. Failure to provide the information may result in the delay or rejection of the application.

Application completion time

The Office of Management and Budget requires federal agencies to supply information on the time needed to complete forms and also to invite comments on the paperwork burden. NEH estimates that the average time to complete this application is fifteen hours per response. This estimate includes time for reviewing instructions, researching, gathering, and maintaining the information needed, and completing and reviewing the application.

Please send any comments regarding the estimated completion time or any other aspect of this application, including suggestions for reducing the completion time, to the Chief Funding Opportunity Officer, at grantmanagement@neh.gov; the Office of Publications, National Endowment for the Humanities, Washington, D.C. 20506; and the Office of Management and Budget, Paperwork Reduction Project (3136-0134), Washington, D.C. 20503. According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number.

Application Checklist

☐ **Register your institution or verify your institution's registration with the System for Award Management (SAM).** Begin a new registration at least six weeks before the deadline.

☐ **Register your institution or verify your institution's registration with Grants.gov.** Begin a new registration at least two weeks before deadline.

☐ **Access the application package through Grants.gov Workspace.** The program resource page on NEH's website has a direct link to the package. You can also search Grants.gov for this program. The program resource page includes a direct link to the instructions for completing the package.

☐ **Complete the following forms contained in the Grants.gov application package.**

1. SF-424 Application for Federal Assistance - Short Organizational

2. Supplementary Cover Sheet for NEH Grant Programs

3. Project/Performance Site Location(s) Form

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4. Attachments Form—Using this form, attach the parts of your application as described in the notice of funding opportunity:

Attachment	Application component	Naming convention	Requirements
1	Application narrative (up to 15 pages)	narrative.pdf	Required for all categories
2	Bibliography (up to 2 pages)	bibliography.pdf	Required for all categories
3	Résumés and letters of commitment	resumes.pdf	Required for all categories
4	Description of your work sample	sample.pdf	Required for all categories
5	Budget	budget.pdf	Required for all categories
6	Images	images.pdf	Optional for all categories
7	Federally negotiated indirect-cost rate agreement	agreement.pdf	Conditionally required for all categories
8	Design document (up to 30 pages)	design.pdf	Required for Prototyping and Production
9	Prototype	prototype.pdf	Required for Production

Upload your application to Grants.gov. NEH **strongly** suggests that you submit your application no later than noon Eastern Time on the day of the deadline. Doing so will leave you time to contact the Grants.gov help desk for support, should you encounter a technical problem of some kind. The Grants.gov help desk is now available seven days a week, twenty-four hours a day (except on [federal holidays](#)), at 1-800-518-4726. You can also send an e-mail message to [support@grants.gov](#).

Timeline

Before the June 12, 2019 deadline: Contact Division of Public Programs program officers (at 202-606-8269 or [publicpgms@neh.gov](#)) with questions and for advice (optional)

May 1, 2019: Applicants that have not registered in the System for Award Management (SAM) and Grants.gov should begin the process by this date

May 8, 2019: Submit draft application by this date (optional)

May 29, 2019: Applicants that have registered in SAM and Grants.gov should verify their registrations by this date

June 12, 2019: Applications must be submitted through and validated by Grants.gov by 11:59 PM Eastern Time on this date

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August-September 2019: Peer review panels take place

December 2019: Meeting of the National Council on the Humanities, followed by funding decisions

January 2020: Applicants are notified of the funding decisions

February 2020: Institutional grants administrators and project directors of successful applications receive award documents from the NEH Office of Grant Management by e-mail

March 1, 2020: Successful applicants begin work on their projects