



Museum Grants for American Latino History and Culture Program

Applicant Information Session



Introduction



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Using This Video

Watch

Watch this video in its entirety

Review

Review the ALHC Notice of Funding Opportunity (NOFO) at www.imls.gov/grants

Refer

Refer to this video as needed



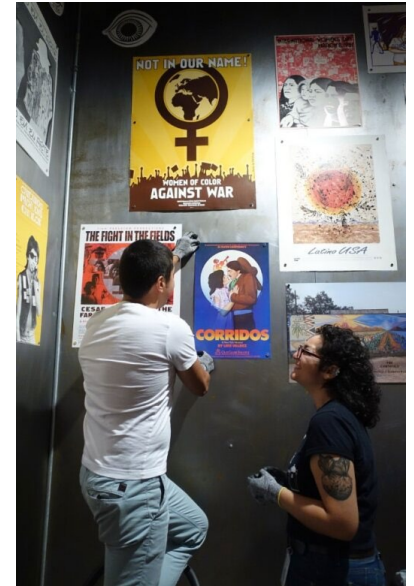
What is ALHC?

Museum Grants for
American Latino History and Culture

ALHC – Museum Grants for American Latino History and Culture

The American Latino History and Culture (ALHC) program was created through an act of Congress in 2020 which authorized:

- The Smithsonian to create the National Museum of the American Latino.
- IMLS to create a grant program to improve operations, care of collections, and develop professional management at American Latino museums.



National Museum of Mexican Art



ALHC is for...

- Museums *whose primary purpose, as reflected in their mission, is American Latino life, art, history, and/or culture*, and must:
 - ✓ Have at least one full time or equivalent professional staff person, either paid or unpaid.
 - ✓ Have a physical location that it owns or operates.
 - ✓ Have been open to the public for at least 120 days in the year prior to November 15th, 2024.
 - ✓ Own or use tangible objects.
- Museums may be stand-alone organizations, or they may be part of a larger institution, such as a college, university, Tribe, or a state or local government.



ALHC is also for

- A public or private nonprofit agency that is responsible for the operation of a museum that meets eligibility criteria, applying on behalf of the museum.
- A museum service organization or association whose primary purpose, as reflected in their mission, is American Latino life, art, history, and/or culture.
- Native American Tribal organizations may apply if they otherwise meet the eligibility requirements.



What Can ALHC Fund?



ALHC Funds Projects

What is a “project”?

A temporary endeavor undertaken to create a unique product, service, or result.

- A project is **temporary** in that it has a defined beginning and end in time, and therefore defined scope and resources.
- And a project is **unique** in that it is not a routine operation, but a specific set of operations designed to accomplish a singular goal.

A logo consisting of a cluster of small white dots arranged in a roughly circular pattern, located in the top left corner of the slide.

ALHC Project Goals

1. Build the capacity of American Latino museums and their ability to serve their communities.
2. Support the growth and development of museum professionals at American Latino museums.



ALHC Building Capacity

Goal 1: Build the capacity of American Latino museums and their ability to serve their communities.

- Objective 1.1: Support the development, enhancement, and expansion of public programs, exhibitions, and/or school programs in American Latino museums.
- Objective 1.2: Support the growth and development of museum professionals at individual American Latino museums.
- Objective 1.3: Support the development of management practices and institutional policies and plans that advance the organizational health of American Latino museums.
- Objective 1.4: Support the management and care of collections in American Latino museums.



ALHC Professional Development

Goal 2: Advance the growth and development of a professional workforce in American Latino institutions.

- Objective 2.1: Support new or existing museum-based internship and fellowship programs for students pursuing studies relating to American Latino life, art, history, and culture.
- Objective 2.2: Support the creation of training and professional development programs, tools, or resources that build the knowledge, skills, and abilities of staff and/or volunteers at American Latino museums.
- Objective 2.3: Support forums that convene experts and stakeholders, including those from adjacent fields as appropriate, to explore current and emerging issues that affect the American Latino museums sector.
- Objective 2.4: Support the development and dissemination of tools and resources that serve the American Latino museums sector.

Choosing a Project Goal

Having a hard time choosing? Try this:

1. Think carefully about what is “in the center” of your project. Who or what will benefit from your work? What will be improved once you’ve finished your project?
2. Decide whom you want to review your application. What kind of skill set and experience do you want them to have?
3. List all the activities you plan to carry out and assign each to a category. Which category includes the largest number of activities? Where will most of the resources be spent?



Rubin Center for the Visual Arts Internship and Fellowship Program

What Size Are ALHC Projects?



ALHC Projects are \$5,000 - \$500,000 in federal grant funds with **no cost share required.**



Application Components

Overview



Application Components

The ALHC Notice of Funding Opportunity (NOFO) includes a complete list of all the application components.

Most of these components are created and saved as a PDF for uploading as part of your application package in [Grants.gov](https://www.grants.gov).



Required Documents

These components are required of all ALHC applications.

- Application for Federal Assistance (SF-424S)
- IMLS Museum Program Information Form (including Abstract)
- Organizational Profile (one page)
- Narrative (7 pages max.)
- Schedule of Completion (one page per year)
- Performance Measurement Plan (two pages)
- IMLS Budget Form
- Budget Justification
- List of Key Project Staff and Consultants
- Resumes (two pages each)

Conditionally Required Documents

These components are required of some ALHC applications.

- Proof of Private, Nonprofit Status
- Final Federally Negotiated Indirect Cost Rate Agreement
- Digital Products Plan



Mexic-Arte Internship and Fellowship Program



Supporting Documents

These components are optional in ALHC applications. Include only those that supplement the Narrative and support the project description provided in the application.

- Letters of commitment from partners, consultants, or any third-parties you will work with on your project
- Bibliography or references relevant to your proposed project design or evaluation strategy
- Letters of support from experts and stakeholders
- Relevant images
- Exhibit design plans
- Reports from planning activities
- Contractor or vendor quotes
- Equipment specifications
- Products or evaluations from similar projects
- Collections, technology, or other departmental plans applicable to the proposed project
- Web links to relevant online materials
- Needs assessments

Application Components

In the following sections of this presentation, we will focus on two application components:

- Narrative
- Budget

The Notice of Funding Opportunity offers complete instructions on how to prepare and complete all application components.



Mexic-Arte



Application Components

Narrative



Narrative: Project Justification

Tell us:

- Which program goal and associated objective of Museum Grants for American Latino History and Culture will your project address?
- What need, problem, or challenge will your project address, and how was it identified?
- Who is the target group for your project and how have they been involved in the planning?
- Who are the ultimate beneficiaries for this project?

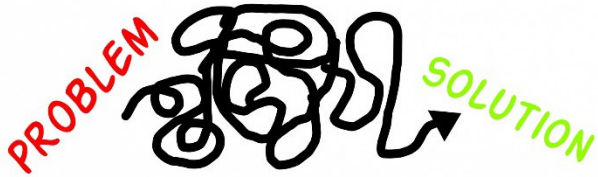


Narrative: Project Justification

Reviewers will look for:

- How well does the proposal align with the selected Museum Grants for American Latino History and Culture program goal and objective(s)?
- How well has the applicant used relevant data and best practices to describe the need, problem, or challenge to be addressed?
- Has the applicant appropriately defined the target group(s) and beneficiaries, as applicable, for this work?
- Have the target group and other project stakeholders been involved appropriately in planning the project?
- If applicable, are the collections and/or records that are the focus of the project and their current condition described and quantified in enough detail?

Defining a Need, Problem, or Challenge



- Remember that the federal government wants its investment to result in something getting better.
- Articulate what will get better as a result of your project as precisely as possible.
- Identify why it is important that this change happens.
- Hone your problem definition carefully.
- Present data that supports your problem definition.



Narrative: Project Work Plan

Tell us:

- What specific activities will you carry out and in what sequence?
- What are the risks to the project and how will you mitigate them?
- Who will plan, implement, and manage your project?
- What time, financial, personnel, and other resources will you need to carry out the activities?
- How will you track your progress toward achieving your intended results?



Narrative: Project Work Plan

Reviewers will look for:

- Are the proposed activities informed by relevant theory and practice?
- Are the goals, assumptions, and risks clearly stated?
- Do the identified staff, partners, consultants, and service providers possess the experience and skills necessary to complete the work successfully?
- Are the time, financial, personnel, and other resources identified appropriate for the scope and scale of the project?
- Is the proposed Performance Measurement Plan likely to generate the required measures of Effectiveness, Efficiency, Quality, and Timeliness?
- If present, does the Digital Products Plan reflect appropriate practices and standards for creating and managing the types of digital products proposed?

Defining an Activity



- An activity is something that someone does.
- It has a beginning and an end.
- You know when you've finished it because it doesn't need to be done any more (or it is no longer on your To Do List).
- It is not a “goal,” “result,” or “outcome.” It is a thing you do as part of striving to achieve those.
- Aim for a reasonable level of detail in identifying your activities—not too much, not too little, just right.



Defining Risks

About Risk

- There is no checklist of risks, but every project has them.
- The best proposals will show that the applicant is aware of them and has a plan for dealing with them.
- Answer the question, “What if?”

Examples of Risk

- A project may be structured around university interns, who will be selected and trained according to well thought-out processes. What will happen if one or more interns drops out? What’s the plan for replacing them mid-project?
- A project involving rehousing collections into new museum-quality collections storage furniture might run into delays in preparing the space or in the delivery of the cabinets. What happens to the collection items then? How will the institution ensure that they remain safe and secure?
- A project depends on your community partners to achieve success, but one partner drops out mid-project. What do you do now?



Narrative: Project Results

Tell us:

- What are your project's intended results and how will they address the need, problem, or challenge you have identified? Be sure to address this question from the dual perspectives of advancing knowledge and understanding and ensuring that the federal investment made through this grant generates benefits to society.
- How will the knowledge, skills, behaviors, and/or attitudes of the target group change as a result of your project?
- What products will result from your project?
- How will you sustain the benefit(s) of your project beyond the conclusion of the period of performance?
- If applicable, how will the care, condition, management, access to, or use of the museum collections and/or records that are the focus of your project improve?



Narrative: Project Results

Reviewers will look for:

- Are the project's intended results clearly articulated, realistic, meaningful, and linked to the need, problem, or challenge addressed by the project?
- Is the plan to effect meaningful change in knowledge, skills, behaviors, and/or attitudes solidly grounded and appropriately structured?
- Is it clear that the federal investment made through this grant will generate identifiable benefits to society?
- Will the products created by the project be made available and accessible to the target group?
- Is the plan to sustain the benefits of the project beyond the conclusion of the period of performance reasonable and practical?
- If applicable, will the care, condition, management, access to, or use of the museum collections and/or records improve as a result of the project?

Defining Intended Results, Success Measures



- Answer the question, “What will be better as the result of this work?”
- Think through how you’ll recognize success and how you’ll measure it for each of your high-level activities.
- Tie everything back to your need, problem, or challenge.
- Include tangential benefits or positive outcomes, but make sure they are in addition to, not instead of, your original intended results.



Narrative Recap

- Your Narrative has **three** sections:
 - Project Justification
 - Project Work Plan
 - Project Results
- 7-page maximum
- Refer to the review criteria in the Notice of Funding Opportunity



Application Components

Budget



Allowable Cost Examples

- personnel salaries, wages, and fringe benefits
- travel expenses for key project staff and consultants
- materials, supplies, software, and equipment related directly to project activities
- equipment to improve collections storage and exhibit environments
- third-party costs
- publication design and printing
- program evaluation
- staff and volunteer training
- paid internships/fellowships
- indirect or overhead costs



Unallowable Cost Examples

- general fundraising costs
- contributions to endowments
- general operating support
- acquisition of collections
- general advertising or public relations costs
- construction or renovation of facilities
- social activities, receptions, or entertainment
- research projects



Budget Justification

The Budget Justification is an opportunity to provide in a more detailed narrative format, an explanation or justification for the project costs itemized in the IMLS Budget Form.

For example:

- In **Salaries and Wages**, you should identify each person whose salary or wages will be paid with IMLS funds or by cost share. If cost share is being provided by unpaid volunteers, explain how you arrived at the dollar amount used to represent the value of their services.
- In **Supplies, Materials and Equipment**, you should list each type of supply, material, and equipment you propose to purchase or provide as cost share for the project. Provide vendor quotes or price lists as Supporting Documents with your application.



Characteristics of Successful Applications

- *Institutional Impact:* The project builds the capacity of a museum and/or supports the growth and development of museum professionals at American Latino museums
- *In depth Knowledge:* Applications reflect a thorough understanding of current practice and knowledge about the subject matter.
- *Project-based Design:* Work plans consist of a set of logical, interrelated activities tied directly to addressing the key need or challenge identified in your application.
- *Demonstrable Results:* Projects generate measurable results that tie directly to the need or challenge it was designed to address.



Application Tips and Next Steps

Awarded Grants Search

The Awarded Grants Search gives you an opportunity to explore our archive of grants.



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Search by Keywords...

SUBMIT

CLEAR ALL FILTERS

Fiscal Year

Select All

FY 2024 FY 2023 FY 2022

FY 2021 FY 2020 FY 2019

FY 2018 FY 2017 FY 2016

Show more

Funding Office

Grants to States Libraries

Office of Library Services

Office of Museum Services

Other Initiatives

State

- Any -

City

American Latino Museum Internship and Fellowship Initiative

Table

DOWNLOAD THE DATA

Note: (a) denotes an amendment made outside of the original award

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Log Number	Institution	Fiscal Year	Program	Federal Funds	Funding Office	City	State
ALIF-256549-OMS	Arte Americas: The Mexican Arts Center	2024	American Latino Museum Internship and Fellowship Initiative	\$555,195	Office of Museum Services	Fresno	CA
ALIF-256478-OMS	Museo de Arte de Puerto Rico, Inc.	2024	American Latino Museum Internship and Fellowship Initiative	\$343,521	Office of Museum Services	San Juan	PR
ALIF-256515-OMS	Arizona State University	2024	American Latino Museum Internship and Fellowship Initiative	\$690,049	Office of Museum Services	Tempe	AZ

Sample Applications

Sample applications of recently funded grants are available on the IMLS website.

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[Outcome Based Evaluations](#) >

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American Latino Museum Internship and Fellowship Initiative

- [University of Texas Rio Grande Valley \(PDF, 1.8MB\)](#)

Inspire! Grants for Small Museums

Lifelong Learning

- [Iroquois Indian Museum \(PDF, 940KB\)](#)
- [Muncie Children's Museum \(PDF, 339KB\)](#)
- [Museum of Craft and Design \(PDF, 455KB\)](#)

Institutional Capacity

- [SEE Science Center \(PDF, 335KB\)](#)

Collections Stewardship and Access

- [The Black Mountain College Museum & Arts Center \(PDF, 189KB\)](#)
- [Historic Saranac Lake \(PDF, 270KB\)](#)
- [Midwest Miniatures Museum \(PDF, 396KB\)](#)
- [Sandwich Historical Society \(PDF, 608KB\)](#)
- [University of Alabama - Alabama Museum of Natural History \(PDF, 1.37KB\)](#)



Application Tips

We can make grants only to **eligible** applicants that submit **complete** applications, including attachments, **on or before the deadline**. So...

- Start early.
- Become familiar with Grants.gov Workspace.
See <https://www.grants.gov/web/grants/applicants/workspace-overview.html>
- Do your background research.
- Be sure your application is complete.
- Make sure all application components are in the proper format and follow the correct naming conventions.
- Submit to Grants.gov **early** so you can correct any errors.

Application Tips

Check your registrations and know your usernames and passwords.



System for Award Management (www.sam.gov)

- Unique Entity Identifier (UEI)
- Registration must be renewed every year!

Grants.gov (www.grants.gov)

- Passwords expire every 60 days!
- Accounts are deactivated after 365 days of inactivity.



START EARLY, DON'T DELAY



Application Tips

Peer reviewers – museum professionals from all types of museums – will be selected by IMLS to read each application and provide constructive and critical comments on the strengths and weaknesses of the proposed projects.

To help make sure your Narrative is as clear and complete as possible:

- Follow the Narrative outline in the ALHC Notice of Funding Opportunity.
- Consider the review criteria associated with section of the Narrative.
- Use headings, subheadings, or numbered sections in your Narrative to make it easy for reviewers to read.
- Avoid generalities, acronyms, and jargon.
- Ask a colleague to review everything with fresh eyes before you submit it.



Important Dates and Times

Applications are due by **11:59 PM EST** on **November 15, 2024**.

- Awards will be announced in **June 2025**.
- Projects must start **July 1, 2025**.

Next Steps



Museum Grants for American Latino History and Culture

The Museum Grants for American Latino History and Culture program is designed to build the capacity of American Latino history and culture museums to serve their communities, and broadly advance the growth and development of a professional workforce in American Latino institutions.

<https://www.ims.gov/grants/available/museum-grants-american-latino-history-and-culture>

Connect with IMLS Program Staff in the Office of Museum Services to ask questions about the:

- ALHC grant program
- Application Components
- Review Process and NOFO

Credit

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