

Outline for Express and Target Project Proposals to the NN/LM Middle Atlantic Region

A. Cover Sheet

1. Title of the project
2. Date of submission
3. Name of the library, if applicable
4. Institution
5. Institution Address
6. Institution Tax ID
7. Name and email of the primary contact(s)

B. Summary

Provide a short summary statement of the project.

C. Statement of Work

In narrative form, include all pertinent information. This may include some or all of the following:

1. Introduction and Background
 - Explain the need for the outreach project to the target population.
 - Include important demographic information that supports the need for the project or about the target population.
 - Describe what information resources or services are currently available, what are needed and any relevant barriers to access.
 - Cite any known needs assessments, formal or otherwise, any relevant statistics or literature that support the needs identified.
2. Target Population
 - Identify and describe the target population and geographic area covered.
 - Describe the characteristics and health issues of the population and/or geographic area in which the project will take place. In addition, describe the specific target group (including numbers and types of health care professionals, librarians, and/or consumers) and estimate how many of these you expect the project to reach.

3. State the goal(s) of the project and the specific objectives you expect to achieve with the project.

- Consider process objectives about what will be done (outputs) and outcome-based objectives that specify what will happen or change as a result.
- Indicate the rationale for the plan and relationship to comparable work elsewhere, if known.

4. Methodology

- Discuss the methods to be used to reach the stated objectives. Methods may include needs assessments, training and demonstrations, equipment purchase and installation, web development, promotional activities, etc.
- Discuss in detail how the project will be implemented, that is, what tasks will be performed and who will perform them.
- Provide an implementation schedule for all activities to be undertaken during the project. (See *Section D*.)
- If training and/or demonstrations are included as a methodology, please describe what will be taught or demonstrated, who will do it, where it will be done, what training materials will be used, and a description of the target audience for each event.
- Describe any relationship to work already in progress, possible problem areas, or unusual circumstances that might be encountered.

5. Promotion Plan

Provide a detailed plan for promoting the project to the targeted organization or community.

6. Evaluation Plan

- Describe how the success of the project will be measured and the methods to be used to measure that success.
- Evaluation should be tied to project objectives.
- Describe the measures of success for each objective. Output/process objectives are usually measured quantitatively. Outcome measures may be quantitative or qualitative.
- NN/LM members are strongly encouraged to consult the Outreach Evaluation Resource Center (OERC) publications and resources, or OERC staff for assistance in developing an effective evaluation plan: <http://nnlm.gov/evaluation/>.

7. Continuation Plan

Describe the activities that will continue project services to targeted community after completion of the project or the institution's intent to maintain communication or service to the target population.

8. Qualifications

- Provide a list of project personnel, briefly describing their positions and applicable experience to their project responsibilities. Curriculum vitae or resumes should be supplied as an appendix.
- Describe the institution, its resources and services, as it pertains to the statement of work. Describe the services that will be provided to project participants.
- Include a letter of commitment from the institution's administration.
- Include letters of commitment from the administration of all libraries and agencies involved in, or targeted in the project.

D. Schedule

Provide a timeline for the project including delivery of items specified in the statement of work.

E. Other Funding

Provide a statement or list of any other funding received from National Library of Medicine (NLM) and/or the National Network of Libraries of Medicine, Middle Atlantic Region (NN/LM MAR).

F. Attachments

- Curriculum vitae/resumes of key personnel
- Letter of support from institution applying for funding
- Letters of support from partnering institution(s)/organization(s)
- Completed beneficiaries and goals checklist:
<http://nnlm.gov/mar/funding/beneficiaries2012.docx>
- Other relevant information to support the Statement of Work

G. Cost Proposal Instructions

Submit a budget providing a detailed breakdown of and justification for the costs included in each category. A narrative justification for the budget items is required and must accompany the budget form.

Note: The University of Pittsburgh will provide a subcontract agreement for all approved projects. *All subcontracts are cost reimbursement.* Line item invoices must be submitted for reimbursement of expenditures. Invoices may be sent monthly.

Allowable expenses include:

- Personnel (may include professional or support personnel for the project)
 - **NOTE: Personnel costs are not allowed for Technology Improvement Awards**
- Travel (may include air travel, ground transportation, parking, hotel, per diem for meals)
- Equipment (may include rental or purchase of equipment)
- Supplies (may include paper, pens, software, display items)
- Communications (may include postage, parcel and other delivery services, and telephone/data line charges)
- Reproduction (may include costs for printing/photocopying of project related materials)
- Other costs (may include honoraria, exhibit fees, or any other items that do not fit into one of the other lines. Provide a breakdown of what has been included in this category.)
- Indirect costs (IDC) up to 10% are allowed for this award. It is recommended that due to low funding level, IDC be kept to a minimum.
 - **NOTE: Indirect Costs are NOT ALLOWED for Technology Improvement Awards**

If mobile technology or computer hardware is proposed, please include the following as part of your cost proposal:

- For technology or computer hardware purchases under \$3,000 – submit catalog pricing.
- For technology or computer hardware purchases \$3,000 or more per item – submit three (3) vendor quotes (valid preferably for 60 days, minimum of 30 days). Quotes may include General Service Administration (GSA) price lists. Reference: <http://www.gsa.gov>.
- For personal appeal items such as cameras, MP3 Players, smartphones, and laptop computers the proposal must address the following:
 - **Purpose:** There is a legitimate purpose for the items, and use of the items by the awardee will be managed in accordance with institutional policy.
 - **Appropriate Use:** Items will not be used in a way that would discredit the NN/LM, the National Library of Medicine and the National Institutes of Health or the applicable Institution.
 - **Cost Effective:** Must demonstrate requested items are cost effective and appropriate. For example, will generic brands satisfy the minimum requirements? If not, the proposal/request must describe 1) why it is necessary to purchase branded products, 2) benefits in brand name products. How will items further the mission of the NN/LM and achieve the objectives of the contract?

- Vendor quotes are necessary to determine price reasonable for purchase of \$3,000 or more. The absence of competitive quotes must be documented and justified.

Expenses are not allowed for:

- Food
- Furniture purchases

H. **Application Submission**

- Submit all of the requested materials to: nnlmmar@pitt.edu.
- Place the appropriate award name in the **subject** line.