

NNLM MCR Call for Proposals

Funding Category	Summary	Maximum Funding per Award
Professional Development	The Library Marketing Professional Development Award supports librarians or library staff of MCR member institutions to attend the Library Marketing & Communications Conference which will be held online November 4-6, 2020. In addition to attending the conference, the award recipients will also receive individual coaching and mentoring for the duration of the award period in the area of library engagement.	\$1,500

Period of Performance: May 15, 2020 – April 15, 2021

Description of the Award

The National Network of Libraries of Medicine MidContinental Region (NNLM MCR), under a cooperative agreement grant with the U.S. National Library of Medicine (NLM), announces the availability of the **Library Marketing Professional Development and Mentorship Award**. The purpose of this funding is to support librarians or library staff of MCR member institutions to attend the Library Marketing & Communications Conference which will be held online November 4-6, 2020. In addition to attending the conference, the award recipients will also receive individual coaching and mentoring for the duration of the award period in the area of library engagement.

- Funds can be used for registration.
- This funding is intended for educational purposes only, and not for use with professional organization officer/committee commitments.
- Priority will be given to first time applicants and professional development opportunities which support diversity and inclusion.
- Each awardee will be responsible for sharing their experiences with the MidContinental Region through a newsletter article, presentation, or a way mutually agreed upon with the NNLM MCR.
- Each awardee will participate in coaching and mentoring for the duration of the award period to further contribute the individual's learning and professional competence in the area of library engagement.

Examples of Professional Development Opportunities:

- Education to foster diversity and inclusion in instruction and/or the workplace.
- Developing specialized skills to better instruct and/or support your community of users.
- Learning new technological skills that can improve your teaching or literature searching effectiveness.
- Developing technical, quantitative, or analytical skills in the use of data.

Priority will be given to first time applicants and professional development opportunities involving diversity and inclusion. Each awardee will be responsible for sharing their experiences with the MidContinental Region through a newsletter article, presentation, or a way mutually agreed upon with the NNLM MCR.

Specifically, the Library Marketing Professional Development Subaward seeks to address the following aims and intended outcomes of the NNLM MCR:

Aim (Outreach and Education Core): Making subawards to regional Network members to help achieve MCR outreach, education, and technology goals.

Up to \$1,500 of funding per award is available for up to five awards within the region.

Application Deadlines

Posted Date: April 1, 2020

Application Due Date: September 30, 2020, midnight MT

Award Start Date: October 1, 2020

Award End Date: April 15, 2021

MCR staff are available for consultation and training on applicable National Library of Medicine resources and potential projects. **Please [contact us](#); we want to help you succeed!**

Application Instructions

Prepare your proposal with the following information:

1. Primary Contact (PC) Name
2. PC Position title
3. PC email
4. PC phone
5. Institution/Library Name
6. Institution/Library Address
7. To receive funding your organization must be an NNLM MCR member. Membership(s) may be confirmed by visiting the [NNLM Member Directory](#). Not a member, [join](#) today, it's free.
8. Has your institution received NNLM funding in the current grant cycle (2016-2021)?
9. How did you learn about this award?
10. Amount requested (not to exceed \$1500)
11. Program/Event/Activity name
12. Program/Event/Activity date(s)
13. Professional development URL, if available
14. **Significance:** Describe how the Library Marketing Professional Development and Mentorship award will enhance your ability and skills as a library professional or paraprofessional.
 - a. Please specifically address how you will utilize the customized mentorship to benefit your conference experience.
15. **Objectives:**
 - a. Describe what specific steps you will take to implement information learned from this professional development activity to improve information access at your institution and/or your constituents.

16. **Evaluation:** Describe how you will evaluate the success of the professional development opportunity.
- a. If applying for individual attendance, you will also need to complete the standard [NNLM Professional Development form](#) within two weeks of the end of the event.
17. **Budget:** How will you spend the award? Provide a cost breakdown with a justification for each budget line.

Budget Item	Projected Costs
Course fees/conference registration/or speaker fees	
Total (not to exceed \$1500)	

[Proposal Submission](#)

Submit an electronic version of the proposal to both pryorc@missouri.edu AND rml4@rml4.utah.edu. The award administrator is Christina Pryor, pryorc@missouri.edu or 573-884-5042.

[Application Review Information](#)

Select NNLM MCR staff will review proposals. If the reviewers have questions about your proposal, it may be returned for clarification and revision. Applications will be evaluated on a first come, first served basis; those receiving a numeric score of at least 75 will be funded until funding is exhausted. Priority will be given to first time applicants and professional development opportunities involving diversity and inclusion. Applicants will receive a copy of reviewer comments along with a final decision regarding funding.

Scored Review Criteria: Scale: 1-100

REVIEW CRITERIA	Scoring Points
Value of Educational Activity <ul style="list-style-type: none"> • The significance of the professional development program • The implementation of information learned 	Possible points: 25
Evaluation Plan	Possible points: 25
Budget	Possible points: 25
Involves diversity and inclusion	Possible points: 25
TOTAL SCORE:	Possible Total Points 100
REVIEWER COMMENTS:	

Overall Impact

Reviewers will provide an overall impact assessment of the likelihood for the project to exert a sustained influence on the population targeted. Final recommendations include:

- Excellent Application. Will have major impact on NNLM goals.
- Has strong potential.
- Limited impact, or there are concerns about the proposed plan or quality.
- The professional development opportunity will not advance the goals of NNLM.
- Application does not fit in the NNLM mission.

Additional Requirements

Reporting Requirements

The following reporting requirements are mandatory of award recipients:

1. Each awardee will participate in quarterly check-ins with the NNLM MCR Project Contact.
2. Contribute to the Library Marketing Professional Development award recipients' Slack channel or other communication platform.
3. Participate in cohort on-site group meeting to be scheduled at the 2020 Library Marketing & Communications Conference.
4. Each awardee will be responsible for sharing their experiences at the conference with the MidContinental Region through a newsletter article, presentation, or a way mutually agreed upon with the NNLM MCR.
5. Each awardee will also complete the [NNLM Professional Development form](#) within two weeks of the end of the event.
6. Each awardee will submit a final project report to the NNLM MCR Project Contact at the conclusion of the award.

Other Requirements

NIH Acknowledgement:

Any resources developed with project funds must include an acknowledgment of NIH grant support and a disclaimer stating the following:

“Developed resources reported in this [publications, press releases, internet sites] are supported by the National Library of Medicine (NLM), National Institutes of Health (NIH) under cooperative agreement number UG4LM012344. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.”

Publication and Copyrighting:

Per Section 8.2.1. - Right in Data (Publication and Copyrighting) of the NIH Grants Policy Statement

(https://grants.nih.gov/grants/policy/nihgps/html5/section_8/8.2_availability_of_research_results_publications_intellectual_property_rights_and_sharing_research_resources.htm#Rights), the NIH must be given a royalty-free, nonexclusive, and irrevocable license for the Federal government to reproduce, publish, or otherwise use any materials developed as a result of funding and to authorize others to do so for Federal purposes, i.e. the ongoing development of the National Network of Libraries of Medicine. Data developed by a subawardees/consortium participants and consultants are also subject to this policy.

Data Sharing and Development of Training Materials:

In order to facilitate the dissemination of knowledge and information associated with the NNLM MCR Cooperative Agreement Award, all awardees are required to share any data or training material resulting from funding. This information must be submitted to the following collection sites as applicable:

- National Network of Libraries of Medicine (NNLM) website (<https://nnlm.gov/>);
- Other site specifically designated by the NLM as part of the National Network of Libraries of Medicine.

In addition, recipients of funding are expected to use or adapt existing training materials before developing new materials. Consult with NNLM MCR (<https://nnlm.gov/mcr>) and the NNLM Training Office (NTO) (<https://nnlm.gov/nto/>) prior to developing materials.

508 Compliance:

Web-based resources developed for the project should strive to ensure accessibility to the greatest possible number of people by adhering to standards described in Section 508 of the Rehabilitation Act. <https://www.hhs.gov/web/section-508/index.html>.

NIH Public Access Policy

Recipients of NNLM funding are required to deposit any peer-reviewed manuscript upon acceptance for publication in PubMed Central in accordance with the NIH Public Access Policy (<https://publicaccess.nih.gov/>).