NNLM MCR Call for Applications

<table>
<thead>
<tr>
<th>Funding Category</th>
<th>Summary</th>
<th>Maximum Funding per Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional Development</td>
<td>The purpose of this award is to support librarians or library staff of MCR member institutions to attend the Library Marketing &amp; Communications Conference in November 2019 in St. Louis, Missouri. The 2019 Library Marketing Professional Development Award recipients will also receive individual coaching and mentoring for the duration of the award period in the area of library engagement.</td>
<td>$1,500</td>
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**Period of Performance: May 1, 2019 – March 31, 2020**

**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 Award**. The purpose of this funding is to support librarians or library staff of MCR member institutions to attend the Library Marketing & Communications Conference in November 2019 in St. Louis, Missouri. The 2019 Library Marketing Professional Development Award recipients will also receive individual coaching and mentoring for the duration of the award period in the area of library engagement. Funds are not to be used to attend a conference primarily for professional service, such as committee obligations. Priority will be given to first time applicants and professional development opportunities involving diversity and inclusion. 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. 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.

To receive funding your organization/school 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.

This award meets the Aims of the 2016-2021 cooperative agreement, specifically:

> **Aim 3 (Outreach and Education Core) Implement a process for announcing, reviewing, and making sub-awards to regional Network members to help achieve 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 22, 2019  
Application Due Date: May 31, 2019, midnight MT  
Notification of Award: June 17, 2019  
Award Start Date: July 1, 2019

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!
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](https://nnlm.maryland.edu/member-directory/). Not a member, [join](https://nnlm.maryland.edu/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. Library Marketing & Communications Conference in November 2019 in St. Louis, Missouri
12. [https://www.librarymarketingconference.org/](https://www.librarymarketingconference.org/)
13. **Significance:** Describe how the Library Marketing Professional Development Award and Mentorship will enhance your ability and skills as an information or communications professional.
14. **Objectives:** 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. Also, describe how you plan to utilize the ongoing mentorship provided as a part of this award to enhance your outcomes from the professional development opportunity.
15. **Evaluation:** Describe how you will evaluate the success of the professional development and mentorship opportunity.
   a. If applying for individual attendance, you will also need to complete the standard [NNLM Professional Development form](https://nnlm.maryland.edu/professional-development/) within two weeks of the end of the event.
16. **Budget:** How will you spend the award? Provide a cost breakdown with a justification for each budget line.

<table>
<thead>
<tr>
<th>Budget Item</th>
<th>Projected Costs</th>
</tr>
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<tbody>
<tr>
<td>Course fees/conference registration/or speaker fees</td>
<td></td>
</tr>
<tr>
<td>Travel (Airfare, mileage, etc.)</td>
<td></td>
</tr>
<tr>
<td>Hotel (rate X # of nights)</td>
<td></td>
</tr>
<tr>
<td><strong>Per diem</strong></td>
<td></td>
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<tr>
<td>Other (ground transportation, parking, etc.)</td>
<td></td>
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<tr>
<td><strong>Total (not to exceed $1500)</strong></td>
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</tbody>
</table>

Awardees will submit receipts for reimbursement after attendance.

**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 85 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

<table>
<thead>
<tr>
<th>REVIEW CRITERIA</th>
<th>SCORING POINTS</th>
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<tbody>
<tr>
<td>Value of Educational Activity</td>
<td>Possible points 25</td>
</tr>
<tr>
<td>• The significance of the professional development and mentorship program</td>
<td></td>
</tr>
<tr>
<td>• The planned approach for how to utilize the pre- and post-conference mentorship</td>
<td></td>
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<tr>
<td>• The implementation of information learned</td>
<td></td>
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<tr>
<td>Evaluation Plan</td>
<td>Possible points 25</td>
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<tr>
<td>Budget</td>
<td>Possible points 25</td>
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<tr>
<td>Involves diversity and inclusion</td>
<td>Possible points 25</td>
</tr>
<tr>
<td>TOTAL SCORE:</td>
<td>Possible total points 100</td>
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<tr>
<td>REVIEWER COMMENTS:</td>
<td></td>
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</table>

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
- 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.
- Each awardee will also complete the standard NNLM Professional Development form within two weeks of the end of the event.

**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 (http://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 Networks 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) (http://nnlm.gov/ntc/) 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 (http://publicaccess.nih.gov/).