

# STARTALK



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## 2022 Program Information Session



# Ground Rules

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- Hold questions until the end of this presentation.
- We will try to address all general questions related to the newly released solicitation, but cannot answer specific questions regarding your individual proposal.
- To preserve bandwidth and avoid technical difficulties, feel free to shut off your camera during this presentation.



**KEEP  
CALM  
&  
FOLLOW  
THE RULES**

A graphic of a "Keep Calm & Follow the Rules" sign. It has a white background with a black crown at the top, followed by the text "KEEP CALM & FOLLOW THE RULES" in bold, black, sans-serif capital letters. The sign is enclosed in a thick orange border with a yellow glow effect.

# Ground Rules

- The only questions to be answered will relate to the current STARTALK solicitation.
- Other questions? Please email [STARTALKgrants@nsa.gov](mailto:STARTALKgrants@nsa.gov) AND [startalk@uwe.nsa.gov](mailto:startalk@uwe.nsa.gov)



  
**KEEP  
CALM  
&  
FOLLOW  
THE RULES**





# Introduction

- Call for Proposals **open**: November 9, 2021
- Call for Proposals **close**: January 7, 2022 (midnight EST)
- Application Tool: <https://easy-amps.startalk.info>
- Email: **help@startalk.info**
- Two copies (single sided, not bound) of the proposal must **also** be USPS mailed to NSA's STARTALK Grants Program Office **postmarked on or by January 7, 2022, 2359 EST**:

STARTALK Grants Program Office  
National Security Agency  
9800 Savage Road  
SUITE 6810  
Fort George G. Meade, MD 20755-6810

- **Do not mail any removable media!**
- **No late or incomplete proposals will be considered.**
- Have questions?

[STARTALKgrants@nsa.gov](mailto:STARTALKgrants@nsa.gov) AND  
[startalk@uwe.nsa.gov](mailto:startalk@uwe.nsa.gov)



# What is STARTALK?

- Federal grant program funded by the National Security Agency
  - ✓ Provides funding and support to institutions to conduct K-16 language student education and teacher development programs
- Established in 2006 in response to the President's National Security Language Initiative (NSLI)
  - ✓ Increase the number of US citizens learning crucial-need foreign languages with goal of increasing the number of advanced-level speakers of foreign languages and increase the number of foreign language teachers and the resources for them
- Languages **currently** supported are: Arabic, Chinese, Korean, Persian, and Russian





# STARTALK Goals

- Increase the number of students enrolled in the study of critical languages
- Increase the number of highly effective critical-language teachers in the U.S.
- Increase the number of highly effective materials and curricula available to teachers and students of critical-need languages

New

Enhance workforce development in the federal government to meet national security needs through the study of critical languages



# STARTALK Principles



Implementing a Standards-Based & Thematically Organized Curriculum

Conducting Performance-Based Assessments

Integrating Culture, Content, and Language

Using the Target Language and Providing Comprehensible Input

Facilitating a Learner-Centered Classroom

Adapting and Using Age-Appropriate Authentic Materials

Principles for Effective Teaching & Learning





# 2022 STARTALK Grant Solicitation

- **Four (4) Programs** – new, innovative, out-of-the-box ideas
- **2023 Summer Camps** – more leeway on dates, **if required – will need to be approved first!**
- Pre- and Post- camp outreach activities are required
- **Languages** - Arabic, Chinese, Korean, Persian and Russian
- No team leader assigned – required to have **pedagogical experience on staff**
- Increased emphasis on: student safety, diversity, inclusion, branding, and free or low cost to students
- **Two-year grant - no extensions awarded**
- Administered by the NSA STARTALK Grant's Program Office
- New Application Tool

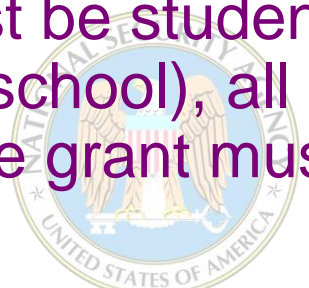




# Eligibility



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- This call is open to universities, colleges, community colleges, public or private schools/districts, and/or not-for-profit entities
  - Participants of all activities must be students who reside in the U.S. and attend a U.S. school (or home school), all instruction must occur within the U.S., and everyone listed on the grant must be a U.S. citizen or permanent resident admitted to the U.S.
  - Chinese Programs must provide a non-affiliation statement with the Confucius Institute
  - Previous STARTALK Grant Awardees:
    - ✓ Must be current on all reporting requirements
    - ✓ No delinquency in submission of invoices for previous grant awards
    - ✓ Must be in compliance with all other conditions of previous awards
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# Additional Resources

- Not familiar how to implement program's principles? STARTALK's website contains additional resources to help frame your proposal narrative and curriculum (<https://startalk.umd.edu/public/>)



## Implementing a Standards-Based and Thematically Organized Curriculum

- Principle in Action (Learner Experiences & Teacher Responsibilities)
- Infographic
- Additional Resources

Teachers use units that incorporate the *World-Readiness Standards for Learning Languages*, providing a meaningful and purposeful context that is cognitively engaging and relevant to learners. Units follow the backward-design process by stating what learners will be able to do for each mode of communication, aligning performance assessment tasks and learning experiences. Lessons support the goals of the unit by sequencing clearly stated lesson can-do statements that indicate what learners will know and be able to do in order to prepare them for the performance assessment tasks.

## Conducting Performance-Based Assessment

- Principle in Action (Learner Experiences & Teacher Responsibilities)
- Infographic
- Additional Resources

Teachers share unit and lesson goals with learners and monitor how well learners are doing in meeting those goals. Learners engage in relevant real-world performance tasks to demonstrate how well they are meeting the performance targets and goals of the unit for each mode of communication. Teachers use evidence from performance assessment tasks and formative checks for learning during lessons to provide timely descriptive feedback to learners and adjust instruction as needed.

### BACKWARD DESIGN

#### 1 Identify Desired Results

What will learners be able to do with what they know by the end of the unit?

#### 2 Determine Acceptable Evidence

How will learners demonstrate what they can do with what they know?

#### 3 Design Learning Experiences

What learning experiences will allow students to acquire the skills needed to meet the unit goals?



### THEMATIC UNIT DESIGN

Does the theme provide a clear focus for what learners will be able to do?

Does the theme allow for the integration of the World-Readiness Standards?

Will the theme allow learners to communicate in purposeful ways?

Will the theme allow for the integration of culture, content, and language?

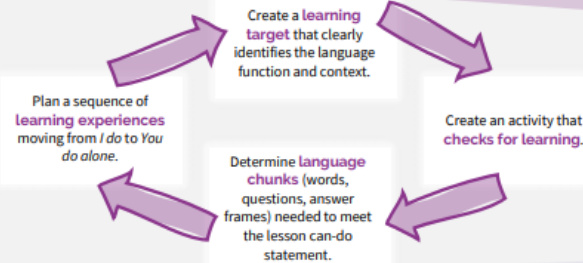
Is the theme appropriate for the age and proficiency level of the learners?

Will the theme be of interest to learners?



“To begin with the end in mind means to start with a clear understanding of your destination. It means to know where you are going so that you better understand where you are now so that the steps you take are always in the right direction. — Stephen Covey

### THE LESSON CYCLE



### Assessments for Learning

Part of a regular lesson to check for comprehension and learning

Tasks focus on one specific learning target

Provide feedback during the learning experience

Learners have opportunities to act on the feedback

Teachers use feedback to adjust learning experiences

### Assessments of Learning

Culmination of multiple lesson/learning experiences

Tasks combine multiple learning targets

Provide feedback after learning experiences

Learners use feedback to identify strengths and gaps

Teachers use feedback for benchmark comparisons

When designing performance assessments, ask yourself if the task

- is targeted to the appropriate performance range?
- matches the intended mode(s)?
- has a clear purpose and context?
- is relevant, interesting, and age-appropriate?
- has clear expectations for success?
- is written in inviting language?

### CHECKS FOR LEARNING

**Interpersonal**  
Chat Stations  
Give One, Get One  
Find Someone Who  
Information Gap  
Find your Match  
Numbered Heads  
Silent Debate

**Presentational**  
Prayer Square  
Recall Brainstorm  
Magnific Summary  
Whip Around  
Draw-Write-Talk

**Interpretive**  
Picture Sequencing  
Hold-ups  
See-Think-Wonder  
Three Card  
Matching  
Prediction Cards  
Listen and Label



Access an online database of language learning activities that can be used as checks for learning

### Helpful Tips

- Use check lists to monitor individual student performance.
- Keep ongoing records; don't try to assess every student every day.
- Use a variety of checks for learning appropriate for the mode of communication.



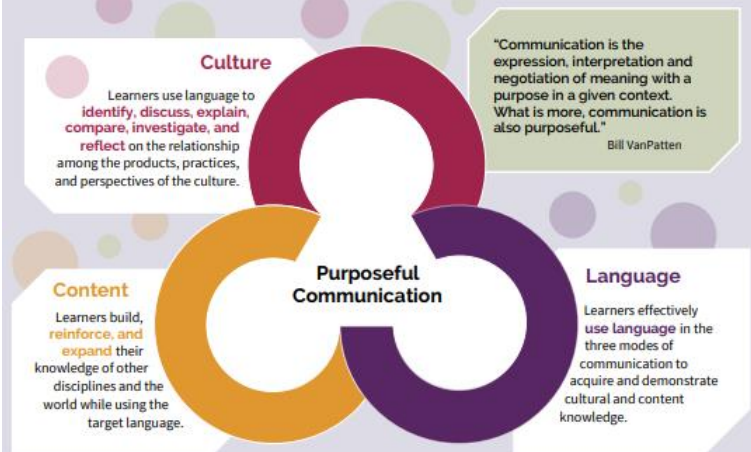
### THE IPA MODEL

Integrated Performance Assessment

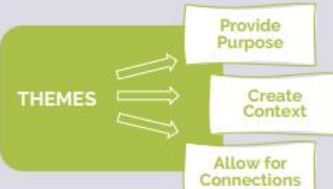
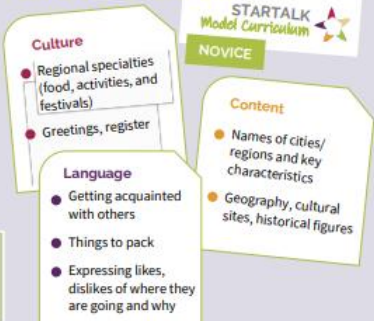
Learners synthesize pertinent information and create a spoken and/or written PRESENTATIONAL product.

Learners get information from and demonstrate their understanding of an INTERPRETIVE text.

Learners take information gained and engage in an INTERPERSONAL task with a partner.



### LET'S GO SOMEWHERE



### INTERCULTURALITY

At the heart of intercultural competence is the preparation of individuals to interact appropriately and effectively with those from other cultural backgrounds.



# Grant Award Information



- **Estimated Period of Performance Dates:**
  - ✓ June 2022-June 2024
  - ✓ Summer camp experience must be held in Summer 2023
- **Anticipated grants to be awarded:**
  - ✓ \$125,000 - \$350,000
  - ✓ Exceptions on a case-by-case basis:
    - Unique program circumstances that require a larger grant dollar amount
- **Due Dates:**
  - ✓ Initial proposal must be entered into the application tool by 2359 EST on January 7, 2022
  - ✓ Two copies of the proposal (single sided, not bound) and all supporting documentation must be mailed to the NSA STARTALK Program Office postmarked on or by January 7, 2022




# Summary Pilot Programs

Proposed Pilot Projects	Format	Description (Languages: Arabic, Chinese, Korean, Persian and Russian)	Max Grant Amount (if camp fees are waived for participants)
<b>Format 1:</b>  STARTALK Student Traditional Summer Camp	Face-to-face Virtual Hybrid	<b>Grades K-12</b> (starting grades at beginning of academic year); beginner, fundamental, intermediate and advanced levels; minimum 40 hours summer camp plus 40 hours of pre- and post-camp outreach	\$125,000
<b>Format 2:</b>  STARTALK Year-round Student Summer Camp	Face-to-face Virtual Hybrid	<b>Grades 7-14</b> (starting grades at beginning of academic year); intermediate or advanced levels; minimum 60 hours summer camp plus 60 hours virtual or hybrid outreach activities during academic year	\$200,000
<b>Format 3:</b>  STARTALK In-person Year- round Immersion Program	<b>Face-to-face</b> Virtual Hybrid	<b>Grades 9-14</b> (starting grade/college year at beginning of academic year); previous experience in and/or intermediate levels; minimum two weeks <b>residential immersion summer camp</b> plus 60 hours virtual or hybrid pre- and post-camp outreach activities during academic year	\$350,000
<b>Format 4:</b>  STARTALK Year-round Teacher Summer Camps	Face-to-face Virtual Hybrid	<b>Foreign Language Teachers of Grades K-16</b> - minimum 60 hours summer camp plus 60 hours virtual or hybrid outreach activities during academic year	\$200,000

# Proposed Timeline




If funded, the following is an estimated timeline:

- Summer 2022: Proposal status notification (PoP summer 2022- summer 2024)
  - Fall/Winter 2022: Planning, marketing, recruiting
  - Winter/Spring 2023: Pre-camp outreach activities
  - Summer 2023: Summer camp experience
  - Fall/Winter 2023/Spring 2024: Post camp outreach activities
  - Summer 2024: Finalize grant paperwork
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# Requirements and Responsibilities



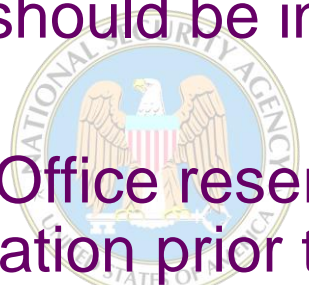
- Creative and innovative
  - Complete all tasks as required in the solicitation
  - Program Director and Lead Instructor should be engaged throughout the camp
  - Virtual Camps should have structure and concrete expectations
  - Be responsive to the NSA STARTALK Program Office and program contract support when needed
  - Deliverables:
    - The awardee is required to deliver a final report no later than 60 days after completion of the grant.
    - Minimum of three lesson plans – A minimum of three lesson plans must be submitted along with the final report to the program office or contractor support.
    - Awardees will also be required to submit SF-425, Federal Financial Report [www.grants.gov](http://www.grants.gov) along with the final invoice (SF-270) 60 days after completion of grant..
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# Budget Requirements



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- Please pay close attention to the budget section. Itemize all necessary information.
  - Use of pre-existing curriculum should be indicated and not charged to the grant.
  - The NSA STARTALK Program Office reserves the right to ask for justification or a budget modification prior to grant status notification.
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# Disqualifiers


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- Non-US citizenship or permanent residence of camp staff prior to grant award
- Lack of pedagogical expert on staff
- Lack of pre-camp and post-camp outreach activities
- Incomplete and/or late packages




# Frequently Asked Questions



- **If I submit a proposal for this solicitation, when will I host my camp?**
    - ✓ Your summer camp must be executed during the summer of 2023. We've adjusted the period of performance from one year to two years to allow sufficient time for the new requirements of pre- and post-camp outreach activities, and to allow institutions time to sufficiently plan.
  - **Can an institution submit more than one proposal?**
    - ✓ Yes! Keep in mind the evaluation/selection process is very competitive and there is no guarantee that any proposal will be funded. Ensure that if your institution submits more than one proposal, that each proposal is structured as a stand-alone program with fully independent budgets. Unless if an institution wishes to host multiple iterations of the same curriculum to the same audience type across multiple dates, this can be on the same proposal.
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# Frequently Asked Questions



- **Can the same person serve in multiple roles? As the Program Director and as the Lead Instructor?**
    - ✓ Yes! The PD may be the PI or the IL but the PD may not be all three required personnel.
  - **Can we identify a co-director and/or a co-lead instructor? And if so, where do we note this in the proposal submission?**
    - ✓ Yes! You may add a section under personnel on the budget worksheet; however, the primary program director will be the main POC for the NSA STARTALK Grant Program Office.
  - **Why is there an additional requirement of outreach activities?**
    - ✓ Research shows that the more engagement students have throughout the academic year, the more impactful the camp.
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# Frequently Asked Questions



- **My language is not listed. Can I host a camp for a language not listed in this solicitation?**
  - ✓ No. At this time, this solicitation is for only the five languages: Arabic, Chinese, Korean, Persian and Russian.
- **Why does it appear that there are so many changes to the solicitation?**
  - ✓ STARTALK is aligning with other NSA grant solicitations.
- **Are the Proposal Preparation Instructions important?**
  - ✓ Yes. They Proposal Preparation instructions are as important as the solicitation itself..



# Frequently Asked Questions



- **How is the STARTALK Program Office ensuring COVID-19 safety procedures are being followed?**
  - ✓ The STARTALK program office defers to the local and state guidance for each STARTALK camp – in-person camps are expected to follow appropriate local, state and CDC guidance. Camps also have the option to host a virtual or hybrid camp to further ensure safety of participants and camp staff for non-residential camps.



# Contact Information

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- Contact the NSA STARTALK Grants Program Office at:
  - ✓ EMAIL Preferred: [STARTALKGrants@nsa.gov](mailto:STARTALKGrants@nsa.gov) AND [startalk@uwe.nsa.gov](mailto:startalk@uwe.nsa.gov)



- USPS Mailing Address:  
STARTALK Grants Program Office  
National Security Agency  
9800 Savage Road  
SUITE 6810  
Fort George G. Meade, MD 20755-6810

**APPLICATION TOOL: [help@startalk.info](mailto:help@startalk.info)**







Any Questions





A word cloud featuring the phrase "Thank You" in various languages and scripts, including English, Spanish, French, German, Italian, Japanese, Korean, Chinese, and others. The words are arranged in a circular pattern, with "Thank You" prominently displayed in the center. The colors of the words vary, including shades of blue, green, yellow, orange, and red.