

National Security Agency
STARTALK 2023 (CFDA# 12.900)

Proposal Preparation Instructions

ATTACHMENT A

Proposals must contain a program narrative, written cost proposal, budget information, and a signed cover sheet, as well as any required forms. Proposals must describe the objectives and approaches outlined in the solicitation Section II – Proposed Program. All submissions will be evaluated by technical reviewers in accordance with evaluation criteria.

Please do not upload any zip, html, or PDF portfolios, as there is a chance they cannot be opened on government systems.

A. SUBMISSION REQUIREMENTS

All required and provided forms must be used. Academic institutions that submit a package not using the designated forms or formats, or are missing documents will be deemed incomplete and immediately disqualified and not considered for award. To be eligible for consideration, applicants must complete a proposal in our application tool at the website <https://easy-amps.startalk.info> AND mail two hard copies of all documentation:

1. Signed Proposal Cover Page
2. Proposal Narrative (see Section B, Program Proposal Narrative Guidance)
3. Budget Worksheet
4. Budget Narrative
5. Budget Support Documentation
6. A-133 Audit Report (only 1-2 pages – not your institution's entire audit report)
7. Certificate of Liability Insurance
8. Solicitation (only required for the hard copy submissions)
9. PPI (only required for the hard copy submissions)

B. PROGRAM PROPOSAL NARRATIVE GUIDANCE

The STARTALK Program Management Office (PMO) seeks creative and unique ideas that have impact on a regional or nation-wide scale. Proposals must not rely on the successful funding of other projects (e.g. a STARTALK student program). The narrative for any submitted proposal should be both detailed and concise.

1. **Formatting** – The proposal narrative must be clear, organized, and conform to the following formatting requirements:
 - a. The proposal narrative is limited to 12 pages, not including the cover page, table of contents, or reference pages. Use font size 11 or larger.
 - b. Digital signatures where applicable are acceptable
2. **Content and Structure** – Program narratives must follow the below structure and address each element. Failure to adhere to this structure or include all the elements may result in disqualification. These elements correlate with the proposal review rubric used for all submissions.

- a. **Summary** – Include a brief overview of your proposed program, to include the institution, program name, grade range of participants, and highlights of the program. The summary must be 250 words or less. If funded, this summary will be used for promotional purposes in events such as the Spring/Fall meetings.
- b. **Introduction**
 - Describe the proposing institution's qualifications and desires to work in the K-16 environment.
 - Describe how the program will help participants to meet STARTALK goals.
- c. **Targeted Learners** (NOTE: diversity planning should be called out separately or made clear through each section)
 - Describe the participants you anticipate will enroll in the program. This must include information such as socio-economic status, gender, ethnicity, grade level(s), and prior STARTALK program participation.
 - Justify the target number of participants. Include estimated demographic data.
 - Include a description of program diversity goals.
- d. **Marketing/Recruiting**
 - Describe how you will publicize and market your program to recruit the targeted participants.
 - Describe how the program will attract/recruit diverse participants. STARTALK aims to serve a diverse population in terms of ethnicity, race, gender, special needs, socio-economic status and/or geographic location.
 - Describe how you will tailor your marketing/recruiting to attract this population. Demographics of the area are not sufficient; there must be additional level of effort here.
- e. **Selection/Enrollment/Retention**
 - Describe the selection process of participants. Please be specific.
 - Describe the retention plan to ensure you meet and maintain participant numbers.
 - Describe how the retention plan relates to your target audience and how you plan to ensure your diverse populations maintain interest.
 - Your target audience, recruitment strategy, and retention strategy must all be interrelated and reflect a clear vision.
- f. **Curriculum**
 - Program Overview – Outline the program and describe how it will address language learning. The six principles of an effective STARTALK program must be present and actively applied.
 - Proposed Pre- and Post-Camp Activities - Describe how the pre- and post-camp activities will develop and/or continue engagement beyond the summer camp experience. Describe how the activities reinforce the goals of the STARTALK program.
 - Include a clear and detailed timeline of proposed events (Pre- and Post-camp activities and the summer camp) including a brief

description of the event and the format of the event. Include the number of instructional hours that will occur during each event.

g. **Learning**

- Explain how the curriculum will facilitate a learner-centered classroom.
- Include curricula and instructional materials appropriately designed and presented for age-appropriate education.
- Describe how the proposed curriculum/activities relate to the target audience and address STARTALK program goals.

h. **Assessment** – The classroom teacher uses formative assessments of student performance during the lesson to adjust instruction as needed. This same philosophy must be used in a camp environment.

- Describe the process you will use to demonstrate that each participant has met the goals of the program.
- Describe how you will ensure that all participants (regardless of background and experience) will acquire new learning as a result of their participation in this program.
- Describe how participants will receive feedback after completing activities.
- Describe how participants will reflect on their learning experience.
- Describe how teacher participants will grow professionally because of their participation in the STARTALK program.

i. **Differentiation:**

- Describe methods of differentiation for each activity.
- Describe additional activities for participants that need additional challenges.
- Describe how the feedback participants receive is actionable.

j. **Reflections** (previous grant-holders only):

- List the challenges and recommendations provided in your most recent site visit report.
- If you did not have a site visit, please indicate any feedback received or any ways in which your camp staff adjusted from a previous camp.

k. **Program Format** – Include a description of the program format. Be sure to include details on how the proposed format will accomplish STARTALK program goals.

i. **Program Timeline:** (including detailed schedule)

ii. **Branding:** All activities funded under this grant must be branded as STARTALK activities, to include using STARTALK in the name of the program. Institutions who receive funding are encouraged to use STARTALK branded items at their camp (and these items should be included in the budget). The proposal must acknowledge the requirement for STARTALK branding.

iii. **Safety Plan:** Describe how all participants (students and teachers) can learn in a safe, secure environment for the duration of the program. Describe how staff are trained and whether they will have a background check.

- iv. **Format Justification:** Describe why you chose the format for this program and how you will overcome challenges. Describe how you could shift to a virtual format or take recommended precautions, in case of an emergency.
- I. **Program Personnel** – Provide information on the personnel who will be charged with implementing your program. Each program must have a designated Program Director and Lead Instructor, defining the duties and responsibilities between two different individuals. If the program is for K-12 students, a K-12 pedagogical expert must be on staff to assist with curriculum development/review/delivery. Institutions must consider the target audience when selecting all staff. Proposals that include multiple administrators (who have little to no contact with participants) will not be considered, since the purpose is to engage with target participants.
- i. **Program Director:** Provide Program Director's name, qualifications, major responsibilities, and corresponding qualifications, experience, and/or training to lead a language education program. Responsibilities should include:
- Overseeing all program activities
 - Hiring and managing program staff
 - Managing program recruitment
 - Ensuring safety of participants
 - Managing the program budget
 - Coordinating learning plan development
 - Remaining on-site for duration of program
 - Identifying major responsibilities of the program director (staffing, budgeting, program evaluation, etc.).
- ii. **Lead Instructor:** Provide Lead Instructor's name, qualifications, major responsibilities and corresponding qualifications, experience, and/or training to teach the coursework. Responsibilities should include:
- Developing the curriculum
 - Planning and implementing professional development for program staff
 - Leading the learning plan development
 - Providing feedback to instructors
- iii. **K-12 Pedagogical Expert:** Provide K-12 expert's name, qualifications, and major responsibilities. The K-12 pedagogical expert must have K-12 classroom experience. K-12 experts should be involved in both curriculum planning and implementation.
- iv. **Camp Staff:** Describe major responsibilities of the personnel in your program, and explain qualifications, experience, and/or training that qualifies them for their positions. Be certain that the connection between responsibilities and qualifications is clear.
- v. **Professional Development:** Describe professional development activities for the instructional staff – pre-program, during camp, and/or post-camp.
- vi. **Guest Speakers:** Include a brief list of guest speakers and how he/she/they relate to and advance the STARTALK program goals.

C. BUDGET WORKSHEET AND ALL SUPPORTING INFORMATION

The purpose of a budget is to present and justify all expenses to achieve your program objectives. All costs must be reasonable and allowable. The budget and justification must cover personnel, consultants, equipment, supplies, travel, and any other program expenses. All information provided in the budget must be found within the written cost proposal. STARTALK budgets will be subject to rigorous scrutiny and could be subject to audit. Therefore, it's important to be thorough in the development of your budget. All sections must be complete with the categories that suit your program's characteristics. An explanation of each item is required in a written cost proposal. Institutions are encouraged to itemize as much as possible and include descriptions and quotes as needed. Proposing institutions should be as cost efficient as possible, while also ensuring a safe, engaging, and fun experience for participants. If a proposal is selected for award, additional detailed quotes and budget justifications will be requested.

1. The following costs are **NOT ALLOWED** and cannot be included in proposals:

- Monetary gifts, gift cards, gift certificates and/or payments to attend camp for student participants.
- Gifted laptops (or devices of similar value) intended for students to keep after the program has ended.
- Proposal writing expenses.
- Deposits or fees intended to reserve or "save a spot" in the program and guarantee students' attendance and/or program completion.
- Stipends for student participants (regardless of the funding source).
- Graduate student tuition reimbursement. Graduate students may be paid an hourly rate, but STARTALK activities/camps are not research projects nor are they teaching assignments.

2. Use the following guidelines when completing your budget items and written cost proposal:

a. **Employees**

- Lists all employees working with your program who will be on payroll during the dates of the program.
- The program director, lead instructor, and K-12 pedagogy expert must be mentioned by name.
- You may refer to other employees by name or by listing "to be determined."
- Show how you calculated the salary or rate for each employee.
- In order to support the reasonableness of the personnel costs proposed, in accordance with 2 CFR 200.404, the Government will require the grantee to submit documentation validating all personnel salaries that are listed in the proposed budget.

b. **Benefits**

- Employee payroll benefits.
- All benefit and benefit rates must be listed. Show and explain how you calculated each benefit.

c. **Indirect Costs**

- Indirect costs are actual costs incurred to conduct the normal business of an organization that is not readily identified with, or directly charged to, a specific project or activity. These costs are incurred for common or joint objectives and therefore cannot be readily identified with a specific project or activity of an organization.
 - Typical examples of indirect costs are the costs of operating and maintaining facilities, local telephone service, and account services.
 - Supporting documentation shall be provided in the form of a Department of Health and Human Services (DHHS) Rate agreement or any other previously negotiated for fringe benefits.
 - If your organization does not have a federally negotiated rate, please use no more than a rate of 10%.
 - Insurance refers to additional coverage purchased specifically for the duration of the program.
- d. **Contracted Staff**
- Include any personnel who will work for your program and will not be on your institution's payroll during the dates of the program.
 - Show the calculation and provide an explanation for each of the personnel listed. No benefits may be charged to the grant for contracted employees or consultants.
- e. **Travel**
- Include estimated travel expenses for two spring STARTALK meetings. Attendance is mandatory for the program director and lead instructor, so budget for two individuals to attend two spring meetings in the Baltimore/Washington area. (Please note: the program director and lead instructor must also attend two fall STARTALK meetings, but because they will be virtual, no travel expenses will be incurred.)
 - List any other travel costs not related to the STARTALK spring meetings.
 - Field trips are allowed during the instructional day. Travel allowance for local commuting is permitted (i.e., providing a bus at a central location for students).
 - Travel reimbursement for travel to a program site are only permitted for teacher programs as part of a stipend.
 - Per diem costs may not exceed GSA rates for each location – rates can be found at <https://www.gsa.gov/travel/plan-book/per-diem-rates> and select 2023 fiscal year for the District of Columbia (DC).
- f. **Facilities**
- List costs related to the rental of space for your STARTALK program, such as a classroom or building rental.
 - Describe the calculation of costs and provide an explanation for each item.
- g. **Supplies**
- i. Classroom Supplies – Detail the cost of any supplies or teaching materials that may be used in the classroom by the instructor. Please provide detailed information on the price and quantity of each item. Examples of classroom supplies include:
- Textbooks
 - Workbooks

- Software / Educational Technology and Licenses
- Games
- Classroom Posters
- ii. Office and Administrative – Include all supplies regularly used to support the program. Please provide detailed information on the price and quantity of each item.
- iii. Miscellaneous
 - Include any other supplies that will be purchased by the program that do not fit into the other supply categories.
 - The expenses in this category need to be detailed. Please avoid general terminology such as “other.”
 - When budgeting for the following, please note that the STARTALK Logo can be provided to you by the PMO.
 - Participant T-Shirt
 - Completion Certificate
 - Promotional Item

D. DEADLINES

Institutionally approved, signed, completed proposals that include all items listed above must be submitted on or before 6 March 2023, 11:59 p.m. EST. In addition, the two hard copies (unbound, single-sided) of ALL required documents must be sent to the PMO, **postmarked by the 6 March deadline**. Please send the two hard copies of the entire proposal to:

STARTALK Program Management Office
 Attn: A212, Suite 6805, FANX 2
 9800 Savage Road
 Fort George G. Meade, MD 20755-6805

If sending via commercial courier (FedEx, UPS, DHL, etc.), the package must be addressed to:

NSA
 1472 Dorsey Road, Door 1, 2 or 3
 Hanover, MD 21076-6744
 Attn: STARTALK Program Management Office, A212, Suite 6805
 Phone: (410) 854-1337

YOU CANNOT HAND DELIVER YOUR PACKAGE TO EITHER OF THE ABOVE ADDRESSES

* **INCOMPLETE SUBMISSION** – Proposals submitted in the wrong format, using wrong forms, or missing required items will be deemed incomplete and will not be considered for an award.