



**Request for Education Innovation Station Planning Grant  
Applications**

**Updated March 12, 2018**

**Applications Due: Wednesday, April 11, 2018 at 12:00 PM**

**ET**

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**I.RFA at a Glance**

The Corporation for Public Broadcasting (CPB) intends to provide grants of \$10,000 per station to up to 50 public television or radio stations to spur innovation in stations' local education efforts and to enhance stations' capacity to carry out that work. Through this grant, stations will develop a plan to develop new education services or improve existing service models to better meet the needs of their communities. The plans may target any subject area or age group, from early learners through adult learners.

Recipients of the grants will be required to participate in professional learning activities, such as needs assessment training and other similar activities, combined with an in-person training session, provided by CPB and partners. Stations should also conduct research into the education needs of their local markets, combined with research into how to best sustain their education efforts locally. This grant opportunity is not limited to stations previously involved in educational activities, and we encourage stations that have not previously engaged in educational efforts to apply. Stations that are currently participating in American Graduate and/or Ready To Learn may apply; however, work proposed through education innovation planning grant applications must be distinct from work that is already funded by CPB. To be eligible to apply for consideration, applicants must currently be CPB Community Service Grant recipients in good standing.

In crafting their plans, stations should connect their educational projects to other innovative work taking place locally, such as work being undertaken by community partner organizations, and innovative work taking place through the stations' digital and social media efforts.

Station grantees will be required to develop project plans to fully implement their proposals. Project plans will help stations prepare to submit full proposals to CPB in response to grant submission program, anticipated to launch in early 2019. CPB funds for implementation grants are not guaranteed. Stations will be expected to solicit funds from additional sources for such proposals.

## **II. Background**

The grant program was designed to complement CPB's recent Public Media Thought Leader Forum. The Forum provided a slate of thought-provoking speakers who inspired and motivated public media stations to think about their education work in new and different ways. Speakers challenged stations to identify community and specific audience needs when developing their learning-related content, as well as service and engagement strategies to meet those needs, which is the outcome CPB is targeting for these grants. This is consistent with conversations taking place within the public media system about the shared opportunities and challenges present in both the education and media environments. With these grants, stations will be able to position themselves to build on public media's educational foundation by envisioning new models of service and expanding their capacity to serve the learning needs of distinct audiences in their communities. (Attendance at the Forum is not a requirement for applying for this grant – Forum presentations, videos and other materials are available [here](#)).

## **III. CPB Background**

CPB is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America. CPB is the largest single source of funding for public television and radio programming, distributing funds via grants, investing in more than 400 local radio and 175 television stations. CPB grants fund activities that include: station operations, equipment, development and production of radio and television programming and overall public media support.

#### **IV. Planning Grant Objectives & Deliverables**

During the term of the planning grant, selected stations must complete the following:

- attend a one-and-a-half day in-person training meeting in the Washington, D.C. metro area in late July 2018. Each station should expect to send two staff members, including senior leadership. Training will include development of a logic model that shows the theory of change underlying the station's proposals – inputs through proposed outcomes. Stations will be provided with a template prior to the training, so that they may bring their model to the training session for refinement.
- conduct a needs assessment to identify potential partners and their roles, as well as the needs of the target audience. Stations selected to participate in this grant opportunity will be guided through the needs assessment process at the in-person training meeting.
- participate in virtual training sessions (3 webinars) offered by CPB or its partners to learn more about tools that could be helpful in crafting the final plan;
- create a project plan, using the template CPB will provide to stations, that incorporates the final logic model and needs assessment and demonstrates how stations will work with their partners.

In addition to completing these activities, stations must submit the following deliverables to CPB during the planning grant.

1. Interim Narrative Report – one interim narrative report describing the project's status and demonstrating completion of required project activities.
2. Financial Reports – an interim and a final detailed financial report of project expenses.
3. Final Project Plan

#### **IV. Application Requirements**

Applicants must submit their technical and cost proposals through CPB's electronic grants management system portal. To gain access to the electronic grants management system, please send an email request to Megan Fitzpatrick, [mfitzpatrick@cpb.org](mailto:mfitzpatrick@cpb.org), no later than **Friday, April 6, 2018 at 12:00 PM ET**. CPB will provide access to eligible applicants within two business days. Applications are due no later than **Wednesday, April 11, 2018 at 12:00 PM ET**. CPB will not consider applications submitted after this time. **Please note: even if your station already has an account with CPB's electronic grants portal, you must still contact Megan to request access to this specific RFA.**

All questions must be submitted in writing to Fiona Macintyre, Director of Education, [fmacintyre@cpb.org](mailto:fmacintyre@cpb.org). CPB will post all responses without attribution. The deadline for submitting questions is **Friday, April 6, 2018 at 12:00 PM ET**.

The APTS Grant Center will hold a webinar regarding the request for grant applications on **Thursday, March 15 at 1 pm ET**. The webinar is open to all stations. You must register for the webinar prior to participating, no later than **Wednesday, March 14 at 12 pm ET**.

To register for the webinar: <https://apts.org/grantcenter/gc-webinars/planning-education-innovation-new-cpb-grant-opportunity>

- A. The Technical Proposal must be submitted using the Narrative Template. The Technical Proposal may have a maximum page length of 10 pages, using standard 1" margins, single-spacing, and Calibri font. The Narrative Template is available under "RFP Other Documents" within this Request for Applications in CPB's electronic grants management

system.

Include the following in the order specified:

**1. Cover Page**

Station name and contact information for General Manager and Project Manager, CSG Grantee ID number, total planned budget, and a one-paragraph summary of proposed Project.

**2. Station Vision and Plan**

Stations should describe their vision and aspirations for the significant areas of opportunity in serving the educational needs of their local communities, including target audience, anticipated goals, expected partnerships and their role in this project.

**3. Current Educational Services (Baseline)**

Describe educational content and services currently provided by the station to the community and prioritize primary education audience(s) served. Describe how education fits into your station's strategic plan.

**4. Project Community and Target Audience**

Applicants must describe the station's service area. Identify communities the station is considering serving, explain why these communities were selected, and describe the communities' needs that the station plans to address.

**5. Station Capacity and Commitment**

Applicants must describe the station's current commitment to education and community engagement. Describe how recent education and community engagement efforts are supported both strategically and operationally across your organization (station leadership/management and other departments.) If your station is not currently undertaking education and community engagement efforts, describe how you would like to become involved/launch local education work.

Applicants must also demonstrate the station's capacity to carry out this project. This may be done by listing station staff who are currently or have previously conducted education work, or station staff who will conduct education work moving forward, providing biographies of key personnel who will be assigned to the project, and how station leadership (executives, board members, etc.) will support this project. Stations should also describe their experience with evaluation.

## **6. Collaborative Engagement and Partnerships**

Applicants must address station's capacity and willingness to work collaboratively with community partners, especially on projects related to education, or other relevant projects in the community. Applicants must describe recent partnerships of any kind that have adopted a collective impact (or similar) approach, with multiple stakeholders contributing to the end goal. Include a description of how the partnerships formed, strengthened, and maintained over the course of the project. Identify the lessons learned from the experience.

## **7. Demonstration of Support**

Applicants must include a letter of commitment from station leadership (e.g. CEO or General Manager) to demonstrate senior-level support for the project.

- B. Applicants' costs proposals for the grant period (July 1, 2018-November 30, 2018) must be submitted using the Budget Template, which includes a detailed line-itemed Budget and Budget Narrative, in MS Excel format. Budgets must be in the amount of \$10,000. The Budget Template is available under "RFP Other Documents" within this RFA in CPB's electronic grants management system.

For this grant, budgets should not include indirect costs. Budgets categories should include:

- Staffing descriptions (pay, fringe, and time allocations);
- Travel costs (destination, # of days, transportation, lodging, etc.);
- Supplies; and
- Contractual (e.g. consultants, partner stipends).

## **V. Selection Criteria**

CPB will evaluate planning grant applications based on the criteria below with the associated weight.

- A. Demonstrated commitment to creating an innovative educational program, including station's vision and approach for expanding education work. This will include potential for creating partnerships and demonstrated community need. (40%).
- B. Station's commitment to this project, and its capacity to participate in internal cross-departmental collaborative efforts on work that supports innovation and learning. (35%).

C. Reasonableness of proposed budget costs (25%).

**VI. Application Timeline**

Action Items	Dates
RFA announced	Wednesday, March 7, 2018
Deadline to request access to CPB's electronic grants management system	12pm ET, Friday, April 6, 2018
Deadline to submit questions regarding this RFA	12pm ET, Friday, April 6, 2018
Applications due to CPB	12 pm ET, Wednesday, April 11, 2018
Selections announced	End April -early May, 2018

## **VII. CPB Terms**

Proposals submitted in response to this RFA by an applicant (“Offeror”) shall be valid for at least 90 days following the closing date of applications.

Proposals shall be prepared simply and economically, providing a straightforward, concise description of the Offeror's applications to meet the requirements of this RFA. Neither multiple nor alternate applications will be accepted. An Offeror should give specific attention to the clear identification of those portions of its application that it considers confidential, proprietary commercial information or trade secrets.

The selected Offeror shall be responsible for all products and services required by this RFA. Subcontractors must be identified and a complete description of their role relative to the applications must be included in the Offeror’s applications.

By submitting an offer in response to this RFA, an Offeror, if selected for award, shall be deemed to have accepted the terms of this RFA. Any exceptions to this RFA must be clearly identified in the application. An application that takes exception to these terms may be rejected.

As part of the RFA review process, CPB may share materials, data, other information and analyses (collectively, “Information”) with Offerors. As a condition of receiving such Information, Offerors responding to this RFA shall be deemed to agree to protect, preserve and maintain all such Information on a strictly confidential basis, and to promptly return to CPB upon its request all tangible copies of such Information in your possession.

CPB is not responsible for loss or damage to material submitted with or in support of this RFA. Any submission to CPB shall become the property of CPB (not including any intellectual property rights contained in such submission), and CPB is not required to return any submitted materials to any Offeror. CPB is not responsible for any violation of copyright, trademark, patent, trade secret, or other rights that may result from disclosure made by response to this RFA. Solicitation by CPB of applications does not constitute an agreement by CPB to extend funding to any party for the project under consideration. CPB may, in its sole discretion, elect not to pursue this project in any manner.

By submitting an application, each Offeror grants to CPB the right to duplicate, use, disclose, and distribute all of the materials submitted for purposes of evaluation, review, and research. In addition, each Offeror guarantees that the Offeror has full and complete rights

to all of the information and materials included in the application. Each Offeror also guarantees that all such materials are not defamatory and do not infringe upon or violate the privacy rights, copyrights, or other proprietary rights of any third party.

### **Conditions of Agreement**

If an application in response to this RFA is selected for funding, Offerors will be required to sign a binding agreement. Until both parties have signed an agreement, no express or implied commitment has been made to provide financial support. Offerors are not authorized to commence work until the agreement is fully executed. If Offerors opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

As a condition of agreement, Offerors must guarantee that, among other things, any work they undertake on behalf of CPB is not defamatory and will not violate or infringe upon the privacy rights, copyrights, or other proprietary rights of any third party. Offerors must also agree to indemnify CPB against any loss resulting from breach of any of the guarantees contained in the agreement.

Those receiving funds from CPB must be able to comply with a number of requirements that will be included in the operative agreement. These requirements include but are not limited to:

- (1) A demonstration of adequate financial support to complete the work for which they have been contracted and to deliver reports and/or other intellectual property created pursuant to the Agreement;
- (2) Maintenance, for 3 years following receipt of relevant funds, of all financial records to the project, which records shall be accessible to CPB, and to the U.S. Comptroller General or other representatives for examination and audit purposes. (Offerors will additionally ensure that any subcontractors or consultants under the agreement shall also maintain such records for the period specified and under the same terms);
- (3) Maintenance, for 3 years after approval of a final financial report, of a complete file of all subcontracts and other agreements, licenses, clearances, and other documents

related to the work undertaken, copies of which shall be made available to CPB on request;

- (4) Submission to CPB of a copy of any U.S. Comptroller General final audit report in connection with the project;
- (5) Compliance with equal employment opportunity and nondiscrimination laws and policies;
- (6) Offerors will be required to provide documentation as to actual costs;
- (7) All research and materials created, developed, compiled or produced pursuant to or as a result of this project (including but not limited to all reports) will be considered ordered and commissioned by CPB as works made for hire under the copyright laws, and made in the course of services rendered. If, for any reason, the proposed research and materials to be provided are not considered works made for hire under the copyright laws, then the Offeror will be required to assign all right, title and interest in and to such research and materials to CPB. Offerors further agree that neither they, nor any of their subcontractors, will have any copyrights or other intellectual property rights whatsoever in any research and/or materials created, developed, compiled or produced by them or by any subcontractor, or by any third party participating in the preparation of research or materials for this project.
- (8) The agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.

Other material terms and provisions will be set forth in the documents provided to the Offeror that successfully completes the selection process.

CPB will have complete rights to the reports created as deliverables for this project.

CPB will not be responsible for any costs incurred by an Offeror in preparing and submitting an application, or in performing any other activities relative to this solicitation.