



SUBMISSION DEADLINE: August 13, 2021 (4 PM Alaska Daylight Time)

Funding Availability: up to \$130,000

Maximum Funding Availability for Individual Projects: \$20,000

Project Period: 1-4 years

Eligibility: Any federal, state, private or foreign institution awarded 2021 Core Program funding or their designated outreach entity

Submission site: <https://grants.nprb.org/outreach/2021#/login>

PROGRAM CONTACTS

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OUTREACH AWARD OVERVIEW

The North Pacific Research Board (NPRB) financially supports principal investigators in their communication of scientific results and outreach initiatives. This is an important way for NPRB to engage with stakeholders and inform multiple audiences about NPRB-funded science. Successful recipients of the 2021 Core Program RFP awards have the opportunity to leverage additional funds through an Outreach Award that encourages creative and meaningful outreach products and experiences. The Outreach Award is designed to be granted to a single organization approved by the lead principal investigator of the Core-funded project, but it is not restricted to the lead organization of the successful Core research proposal. Each Core-funded project can submit one proposal for up to \$20,000 to support outreach-specific efforts. Recipients of the 2021 Core Program RFP awards who either are not successfully funded through the Outreach Award or do not elect to submit an Outreach Proposal must still complete NPRB's minimum outreach requirement.

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I. Introduction

The North Pacific Research Board (NPRB) was established by the U.S. Congress to recommend marine research to the U.S. Secretary of Commerce. The enabling legislation states: "The Board shall seek to avoid duplicating other research activities, and shall place a priority on cooperative research efforts designed to address pressing fishery management or marine ecosystem information needs. Approved research projects are funded through a competitive grant program, using a portion of the interest

earned from the Environmental Improvement and Restoration Fund. These funds must be used to conduct research activities on, or relating to, fisheries and marine ecosystems in the North Pacific Ocean, Bering Sea, Aleutian Islands, Gulf of Alaska and Arctic. NPRB prioritizes research that improves understanding of marine ecosystems and enhances effective fishery management and sustainable use of marine resources.”

No outreach proposal may exceed the maximum of \$20,000. Funding limits apply to the entire project, not per year. The Outreach Award is designed to be granted to a single organization approved by the Core-funded lead principal investigator, but it is not restricted to the lead organization of the Core research proposal. The total funding cap for all the Outreach Awards is \$130,000. At the Board’s discretion, all funds may not be utilized. Applicants need not apply for the full amount to be considered.

Outreach proposals should be aligned with the research objectives from the linked Core-funded project and target at least one audience or stakeholder group separate from the scientific community. Refer to NPRB’s [Communications and Outreach](#) webpage for general communications, NPRB audiences/stakeholders, and outreach requirements. Click on [Tools and Resources](#) for helpful resources when building outreach plans or developing products. All proposals are strongly encouraged to leverage resources, seek additional funding support and/or professional outreach expertise. Outreach proposals will be reviewed by NPRB staff, Science Panel, Advisory Panel, and decided by the Board. Outreach awards are subject to all general conditions outlined in Section 6, Award Administration, and will be considered as a separate award from the 2021 Core Program funded project.

II. Program Description

Outreach provides a product or service that consistently engages a target audience for meaningful impact while placing emphasis on the mutual and effective exchange of scientific information. NPRB financially supports research teams in their communication of scientific results and outreach initiatives. This is an important way for NPRB to engage with stakeholders and inform multiple audiences about NPRB-funded science.

The \$20,000 Outreach proposal opportunity builds on recent changes in how NPRB funds outreach. Outreach and education requirements were historically budgeted within Core Program research proposals at a minimum of \$2,000. In 2017, NPRB created a new approach to education and outreach requirements that allowed applicants to develop a separate, but linked, outreach proposal. The scientific community, Board, and Panels favored this shift, and as a result, NPRB adopted a separate Outreach RFP in 2018 for successful Core-funded recipients. The 2021 Outreach RFP builds upon this legacy and continues to support individual outreach awards up to \$20,000. Recipients of the 2021 Core Program RFP awards who either are not successfully funded through the Outreach Award or do not elect to submit an Outreach Proposal must still complete NPRB’s minimum outreach requirement. The minimum requirement is for at least one team member to participate in one of the science communication workshops held at the Alaska Marine Science Symposium.

III. Research Proposal Preparation <https://grants.nprb.org/outreach/2021#/login>

All proposals are uploaded through the online submission system, which is optimized for Google Chrome. Other browsers such as Internet Explorer, Edge, Firefox, and Safari may not provide full functionality. The site is not designed to function on mobile devices such as iPads, Android tablets, smartphones, etc.

The submission process will begin with the creation of an account that will be linked to this specific RFP cycle. Proposals may be accessed and edited up until the time of submission. Templates are required for the Budget, and Signatures sections. Proposals containing incorrect or invalid file uploads (e.g., blank.pdf) will not be considered. Applicants may download a PDF version of their proposal using the “PDF” button in the upper right corner of any page.

The research proposal package includes the following sections:

1. **Title & Period**
2. **Summary** (maximum 300 words)
3. **Contacts** (Applicant, Investigators, Grants Managers)
4. **Outreach Design & Approach** (maximum 1,000 words)
5. **Descriptors** (each 100 words)
6. **Budget** (Overview, Budget Detail [template], NICRA)
7. **Supplemental Documents** (Letters of Support, MOUs, Permits, Quotes)
8. **Review Criteria**
9. **References** (unlimited)
10. **Upload Summary**
11. **Signatures** (template)
12. **Review & Submit**

The online system will close promptly at 4 pm on Friday, August 13th, 2021 (Alaska Daylight Time).

1. **Outreach Title & Period.** Include a long title of up to **120 characters**, and a short caption of up to **60 characters**. A start date of January 1, 2022, or later is strongly recommended to allow sufficient time for administrative requirements. Projects are not permitted to start before November 1, 2021 and may start as late as March 1, 2022. Project duration should allow for final report preparation, delivery, and dissemination of outreach products. If this is a resubmission of a previous proposal, describe any changes or improvements.
2. **Core-Funded Project Dropdown.** A dropdown list of 2021 funded projects will be available. Select the appropriate Core-funded project for which the outreach proposal should be linked.
3. **Summary (300 words).** Explain the goal and value of the proposed project. Include how your outreach is relevant to the Core project and the mission of NPRB. Use language understandable by the general public.

4. **Contacts**

a. **Investigators**

- i. **Authorized Organizational Representative.** This person provides legally binding authorization for the organization. Full contact information is required.
- ii. **Lead Principal Investigator.** There is only one Lead Principal Investigator per proposal. The Lead PI will have oversight of outreach/science content, project management and completion. Full contact information and two-page CV is required. CVs must be limited to a maximum of 2 pages.
- iii. **Co-Investigator** (if applicable). Co-Investigators receive funds as part of their involvement with the project. Full contact information is required. CVs are optional and may be uploaded in Supplementary Documents.
- iv. **Unfunded Collaborator** (if applicable). Any participant that does not receive funds falls under this category. Full contact information is required. CVs are optional and may be uploaded in Supplementary Documents.
- v. **Contractor** (if applicable). Person(s) committed to work on a specific task but not responsible for the completion of the project as a whole. Full contact information is required. CVs are optional and may be uploaded in Supplementary Documents.

- b. **Grants Manager.** Person responsible for the financial administration of the grant (e.g., Office of Sponsored Programs). Full contact information is required.

5. **Outreach Design & Approach (1,000 words).** Outreach plans that foster creativity and are meaningful and appropriate for at least one target audience or stakeholder group apart from the scientific community are strongly encouraged. Plans should also align with the research objectives from the Core-funded project. Plans should have clearly defined background, justification, objectives and approach. **Fact sheets and/or a webpage describing the project are not acceptable forms of standalone outreach plans. University student research, publications in peer-reviewed journals, or presentations at scientific conferences do not fulfill the outreach conditions.** Optional Figures and Tables should be uploaded in the Supplemental Documents section.

6. **Outreach Descriptors.**

- a. **Audience.** Select all applicable target audiences from the checklist.
- b. **Deliverables (100 words each).** Include each outreach product as a separate line item complete with the number of intended products and their anticipated production and distribution. For example, if a children’s board game is the intended product, there may be five different board games developed of which 500 of each would be produced and distributed.
- c. **Assessment metrics.** Assessment metrics are required to best measuring the overall success of each outreach deliverable. Set challenging, meaningful, and measurable metrics for your outreach deliverables. Examples include setting a target number of blogposts, measuring the number of unique visitors to a website, determining an expected number of presentation participants, developing a survey, or tracking the number of youths participating in a classroom experiment. Use the mnemonic SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) when developing goals.

- d. **Potential Outreach Outcome.** Describe the expectations of the outreach plan and potential outcome for the audience(s).
 - e. **Link to Core Project.** Describe how the outreach will link back to the Core-funded project.
7. **Budget. Please read all instructions provided in a PDF download on this page prior to preparing this section.** All budgets should be prepared in U.S. dollars. Cost sharing is not required, but leveraging of other support is encouraged.
- a. **Overview.** Identify the sole Institution requesting funds and the total budget amount. Any in-kind or other support should also be entered here. **Confirm that the amounts entered correspond exactly with the Budget Detail.**
 - b. **Budget Detail (required template).** Complete and upload the provided Excel template for the institution requesting funds. See detailed instructions on this webpage for specific guidance on preparation.
 - c. **NICRA.** A copy of the current federally negotiated indirect cost-rate agreement (NICRA) is required for all organizations requesting indirect cost recovery greater than 10% of total direct costs. Organizations without a current federally negotiated NICRA may request a 10% indirect cost recovery. A memo to this effect specifically identifying the institution should be uploaded in lieu of a NICRA. The total dollar amount of the indirect costs proposed must not exceed the indirect cost rate negotiated and approved by a cognizant federal agency prior to the proposed effective date of the award, or 100% of the total proposed direct cost amount in the application, whichever is less. For-profit organizations should note that NPRB grants federal funding via a subaward mechanism and not via subcontracts. **Profit is not an allowable cost.** For-profit organizations are strongly encouraged to consult the Program Manager well in advance of submission to ensure that any rate agreement meets NPRB's compliance requirements.
8. **Supplemental Documents (Letters of Support, MOUs, Permits, Quotes, Designs, Schematics, Optional CVs).** This section may be used to upload supporting documents in PDF format. **All letters of support are due at the time of proposal submission.** Manuscripts are not considered acceptable supporting documents. Documents that do not fall into the categories listed above will be removed from the proposal package.
9. **References.** List all sources of information cited in a consistent format appropriate for a major journal such as *ICES Journal of Marine Science*.
10. **Upload Summary.** This page will list all uploaded documents.
11. **Signatures.** The system will generate a signature page for the organization requesting funds. The signature on this page certifies that the proposal, in its entirety, has been submitted according to the submitting organization's standard proposal approval process. **The proposal Applicant (i.e., authorized organizational representative) should sign this page. An overall signature page listing all participant institutions will be generated for collaborative proposals, to be signed by the Applicant of the lead organization.** The lead organization is responsible for the entry and upload of all information in any collaborative proposal.
12. **Review & Submit.** The system will not complete the submission process until all error messages have been resolved. Use of the PDF download tool for review prior to submission is highly recommended. **Proposals may not be modified after submission.**

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IV. Process & Review

Proposal Confidentiality. Full proposals are confidential until U.S. Secretary of Commerce approval. Title & Period, PIs, Funds Requested, and Summary pages of unfunded proposals may be made public. The Design and Approach, CVs, and Letters of Support for funded projects may be available to the public on the NPRB website. Budget information will remain confidential.

Responsiveness. Proposals that do not meet RFP requirements will be disqualified.

Review. All outreach proposals will be reviewed by NPRB staff and Panels based on several criteria. Not all criteria need to be fulfilled for consideration of the outreach subaward. These criteria include, but are not limited to or ordered in priority:

- innovation
- extensiveness
- applicability to target audiences
- return on investment
- long-term impacts
- effectiveness
- linkage to Core-funded project
- evaluation metrics

Staff review. NPRB's Communications and Outreach Director will review each proposal, providing individual summary evaluations to the Science and Advisory Panels and Board. Each proposal that is recommended for funding will be flagged for consideration.

Science Panel Review. The Science Panel will review all outreach proposals. The Science panel provides summary evaluations for each proposal. Each proposal that is recommended by the Science Panel for funding will be flagged for consideration.

Advisory Panel Review. The Advisory Panel will review all proposals for special stakeholder, public interest, or community and other societal relevance. Each proposal that is recommended by the Advisory Panel for funding will be flagged for funding consideration.

Board Review. The Board will consider staff reviews, Science Panel, and Advisory Panel input for all proposals. The Board will review proposals based on the criteria outlined above and for overall creativity, meaningfulness, and appropriateness; however, other factors may be considered.

Staff reviews, Science and Advisory Panel summaries and Board recommendations will be provided to the applicant. ****UPDATE: Proposals that are not funded by the Board may resubmit one time with a 12-month period.****

Consultation with Interested Parties. The Board and staff may consult with NOAA and other federal and state agencies, the North Pacific Fishery Management Council, and other entities, as appropriate, who may be affected by or have knowledge of a specific proposal or its subject matter.

Secretary of Commerce Review. All recommendations of the Board are subject to final approval by the Secretary of Commerce, who must ensure that the project recommendations are consistent with the terms of the NPRB grant award, federal law, and the enabling legislation.

V. Timeline

The 2021 Outreach RFP is a separate call for proposals from the rolling Core Program RFP and held immediately following the announcement of funded Core Projects. Only projects that received Core Program funding in the 2021 calendar year will have the opportunity to submit 2021 outreach proposals. The outreach proposal due date will be approximately 90 days after Core-funded project announcements have been made. Core funded projects awarded in fall 2021 will have the same time period to submit outreach proposals, but review and funding decisions will not occur until 2022.

VI. Award Administration

The 2021 Outreach RFP is a solicitation of offers and should not be construed as an expectation of award. NPRB is not obligated to award any specific project, number of projects or available funds. No oral statement by any person can supersede or modify the terms of this RFP. In accordance with federal statutes and regulations, no person shall be excluded from participation in, denied the benefits of, or be subjected to discrimination under this program on grounds of race, color, age, sex, national origin, religion, marital status, pregnancy, parenthood, or disability.

1. Only projects that received Core Program funding during the 2021 calendar year are eligible to respond to this request for proposals. Each Core-funded project may submit one proposal in response to this request for proposals.
2. All federal, state, private, and foreign organizations are eligible to respond to this request for proposals. There are no limits on the number of proposals per organization. There is no restriction on who can serve as the PI of a proposal. There are no limits on the number of proposals on which an individual may serve as the PI.
3. Recipient organizations must have a DUNS number (<http://fedgov.dnb.com/webform>) and an active registration in www.sam.gov, before any award can be issued. Recipient organizations required to have a single or program-specific audit will be required to submit a copy of their most recent single or program-specific audit for review before any award is made.
4. **Awards are structured as reimbursable funds with quarterly invoicing.**
5. A single organization requesting funds will receive a subaward for their identified budget. However, the lead PI of the project is responsible for directing the work and ensuring that reports and deliverables are timely. Only one report is required for each collaborative project.
6. Awards may be eligible for a one-time no cost extension of up to 12 months at the discretion of NPRB staff, if requested with justification more than 30 days prior to the end of the award period.
7. International travel requires federal approval prior to ticket purchase, which may take up to three months to process. It is the funded Investigator's responsibility to initiate the foreign travel request process with NPRB staff once the proposal has received funding. "Fly America Act" (49 USC § 40118) regulations apply to all travel.
8. Recipient organizations will be required to comply with all federal, state, and local laws and regulations, including, but not limited to: Department of Commerce Financial Assistance Standard Terms and Conditions (01/05), and NOAA Administrative Standard Award Conditions (10/2010 and 12/2014). Recipients will also comply with all applicable federal, state, and local laws and regulations including, but not limited to: Title 49 of the United States Code 40118 (commonly referred to as the "Fly America Act"), OMB Circular A-110, OMB Circular A-133, and the applicable federal cost principles found in OMB Circular A-21, OMB Circular A-87, OMB Circular A-122, or FAR

48 CFR Part 31. Grant awards may also be subject to the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (Uniform Guidance), which is codified at 2.C.F.R Part 200. In effect as of December 26, 2014, this final guidance is a streamlining of the federal government's guidance on administrative requirements, cost principles, and audit requirements for federal awards. It supersedes requirements contained in OMB Circulars, A-21, A-87, A-102, A-110, and A-133.

9. Responding proposals are firm offers and shall remain open for the NPRB to accept any time before August 1, 2021, in accordance with a standard NPRB agreement for the performance of the work proposed. A proposal is accepted only when NPRB sends the applicant written approval and has a fully executed agreement. A proposal accepted for funding does not obligate NPRB to provide additional future funding.
10. The applicant is responsible for obtaining all federal, state, and local governmental permits and approvals for projects or activities to be funded under this announcement (e.g., Section 404 or Section 10 permits issued by the U.S. Army Corps of Engineers, experimental fishing or other permits under federal fishery management plans, scientific permits under the Endangered Species Act and/or the Marine Mammal Protection Act, Coast Guard vessel safety). All experiments must be conducted in compliance with the law, and only pursuant to mandatory permitting duly granted by the appropriate federal and state agencies. Requirements for special permits, such as those required for taking marine mammals, should be clearly described and indicate whether the permit is in possession or not. Failure to comply may result in the cessation or termination of the project and may lead to other action that could preclude the issuance of future awards to the applicant. As a condition of funding, all award recipients must make available, upon request, access to any books, documents, papers, and records that are directly pertinent to a specific program for the purpose of making audits, examinations, excerpts, and transcriptions.
11. Projects involving human subjects are expected to demonstrate compliance with regional protocols for researcher/community interactions or the specific human subjects screening done by most academic institutions and agencies. The purpose is to ensure that privacy is protected, data are collected in a suitable manner, data are maintained in a secure environment, and results of any study are made available to participants if they indicate their interest.
12. Funded participants are wholly responsible for the conduct of outreach, submission of required reports, and preparation of the results for publication. Significant deviation from the proposed activities and deliverables requires prior NPRB approval. Participants will be required to submit semi-annual progress reports. Failure to submit timely reports or to meet project objectives due to problems in program management, may result in withheld payments.
13. Funded participants will be required to provide a final report package within 60 days of the end of the project that consists of a written report in the current format and a copy of the outreach product(s). Failure to complete, or to adequately address missing components, may result in withheld payments of final project costs.
14. All institutions awarded funding must agree to NPRB's standard "Applicable Law, Jurisdiction and Venue" clause unless prohibited by law. The clause reads: *This Agreement shall be governed by the laws of the State of Alaska except to the extent preempted by United States federal law. Jurisdiction for the resolution of any dispute between the parties shall be the state or federal trial courts of Alaska. Venue for the trial of any case shall be Anchorage, Alaska.*
15. All institutions awarded funding must agree to NPRB's standard "Hold Harmless and Indemnification" clause unless prohibited by law. The clause reads: Each party to this Agreement

agrees to defend, indemnify and hold harmless the other party from and against any and all claims, liabilities, losses, expenses, fees (including attorneys' fees), and damages arising from or pertaining to the performance of this Agreement, but only in proportion to and to the extent such claims, liabilities, losses, expenses, fees (including attorneys' fees), and damages are caused by or result from the negligent or intentional acts or omission of the indemnifying party, its officers, agents or employees.

16. NPRB's Compliance Policy <http://www.nprb.org/nprb/about-us/#policies> will be part of all awards. The policy was finalized in March 2009 based on federal law that governs award agreements and on comments received in response to an interim compliance policy from the National Oceanic and Atmospheric Administration's (NOAA) Federal Law Assistance Division, the National Science Foundation, and grants managers from five major research institutions.