Pilot Program Information Session
April 13, 2021
Ground Rules

- Hold questions until the end of this presentation.
- We will try to address all general questions, 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.
Call for Proposals **open**: March 18, 2021  
Call for Proposals **close**: May 7, 2021 (midnight EST)  
Submissions accepted via email: STARTALKgrants@nsa.gov  
Two copies of the proposal must **also** be mailed to NSA’s STARTALK Grants Program Office:  
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
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

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

1. Implementing a Standards-Based & Thematically Organized Curriculum
2. Conducting Performance-Based Assessments
3. Integrating Culture, Content, and Language
4. Using the Target Language and Providing Comprehensible Input
5. Facilitating a Learner-Centered Classroom
6. Adapting and Using Age-Appropriate Authentic Materials

Principles for Effective Teaching & Learning
STARTALK "Traditional" Summer Programs

- Mainly Summer Camps - 1 June until 30 August
- Student, Teacher, and Combination camps
- Open to all grades levels (K-16)
- One year grant ($90,000 grant limit, increased for combination programs)
- Administered by the National Foreign Language Center at the University of Maryland (contracted by NSA)
Four (4) Pilot Programs – new, innovative, out-of-the-box ideas

2022 Summer Camps – more leeway on dates, if required

Pre- and Post-camp outreach activities are required

Targets middle school to college students (6-14)

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

Selected institutions will receive a welcome package detailing expectations and deliverables
Eligibility

- 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 (Section 1.4)
- 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
Proposal Narrative Outline

- **Section I:** Introduction
- **Section II:** Target Participation/Recruitment/Enrollment
  - Targeted participants
  - Marketing/Recruitment
  - Enrollment/Retention
- **Section III:** STARTALK Program Overview and Timeline
  - Proposed Program Overview
  - Proposed Pre/Post-Camp Outreach
  - Program Timeline
- **Section IV:** Learning/Assessment/Curriculum Delivery
  - Learning
  - Assessment
  - Curriculum Delivery
- **Section V:** Program Personnel and Faculty Qualifications
- **Section VI:** Proposal Summary

**Note:**
- Only applicable to formats 1-3
- Must apply all 6 STARTALK principles into program.
- Appendix B provides general guidelines and additional information for framing proposal narrative.
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/).
Grant Award Information

- **Estimated Period of Performance Dates:**
  - August 2021 – August 2023
  - Summer camp experience (Formats 1-3) must be held Summer 2022

- **Anticipated grants to be awarded:**
  - $175,000 - $350,000
  - $375,000 - $575,000 for institutions that combine a camp format and a workforce development media
  - Exceptions on a case-by-case basis:
    - Unique program circumstances that require a larger grant dollar amount

- **Due Dates:**
  - Initial proposal must be emailed by 2359 EST on 7 May 2021
  - Two copies of the proposal and all supporting documentation must be mailed to the NSA STARTALK Program Office shortly after email submission
## Summary Pilot Programs

<table>
<thead>
<tr>
<th>Proposed Pilot Projects</th>
<th>Format</th>
<th>Description (Languages: Arabic, Chinese, Korean, Persian and Russian)</th>
<th>Max Grant Amount (if camp fees are waived for participants)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Format 1:</strong></td>
<td>Face-to-face</td>
<td>Grades 6-11 (starting grades at beginning of academic year); beginner, fundamental, intermediate and advanced levels; minimum 60 hours summer camp plus 42 hours academic year</td>
<td>$175,000</td>
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<tr>
<td>STARTALK Year-round Engagement Program</td>
<td>Virtual Hybrid</td>
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<tr>
<td><strong>Format 2:</strong></td>
<td>Face-to-face Virtual Hybrid</td>
<td>Grades 11-12 (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</td>
<td>$200,000</td>
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<tr>
<td>STARTALK Year-round Student Engagement Program</td>
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<tr>
<td><strong>Format 3:</strong></td>
<td>Face-to-face Virtual Hybrid</td>
<td>Grades 11-14 (starting grade/college year at beginning of academic year); previous experience in and/or intermediate levels; minimum two weeks residential immersion plus 60 hours virtual or hybrid outreach activities during academic year</td>
<td>$350,000</td>
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<tr>
<td>STARTALK Year-round Immersion Program</td>
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<td><strong>Format 4:</strong></td>
<td>Videos printed materials virtual games</td>
<td>Create innovative and creative materials to highlight foreign language federal government workforce development, targeted at high school juniors, seniors and college students (grades 11-16)</td>
<td>$200,000</td>
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<td>STARTALK Workforce Development Media</td>
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Format 4 Guidelines

- **Format 4** proposal narrative must be cohesive and present a clear plan for achieving the workforce development goal.
  - Nebulous on purpose to allow for innovative and creative ideas
- Workforce development media limited to supported languages:
  - Arabic, Chinese, Korean, Persian, and Russian
- Pedagogical expertise highly recommended to validate content and age group applicability of the proposed product
- Your proposal narrative should provide as much information as possible to present your idea, and the plan to achieve it. It is expected that at the end of the 2 year grant, a fully functional product must be provided as a deliverable that can be used and implemented by other programs
- May submit a proposal combining format 4 with formats 1-3: ($375,000 - $575,000)
- All final products will be property of the Government and will be made available at no cost to students and institutions.

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### Proposal Narrative Outline

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  - Proposed Program Overview
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  - Program Timeline
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  - Learning
  - Assessment
  - Curriculum Delivery
- **Section V:** Program Personnel/Staff/Faculty Qualifications
- **Section VI:** Program Summary
Proposals must budget for 1 person to attend a STARTALK conference in the DMV area. All grant recipients will be invited to STARTALK’s annual events:
✓ Spring conference – April
✓ Fall Conference - October

- Late Summer 2021
  - Grant recipients notified

- August 2021
  - Grants Awarded

- Fall 2021 - Winter 2022
  - Planning, marketing, recruiting

- Spring 2022
  - Execute pre-camp outreach activities

- Summer 2022
  - Execute student camp

- Fall 2022 – Spring 2023
  - Execute post-camp outreach activities

- Summer 2023
  - Final Grant Paperwork Due

- 2021 Pilot Program Timeline
Requirements and Responsibilities

• Creative and innovative
• Complete all tasks as required in the Call
• 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
• Be timely in the submission of deliverables
  ✓ Expected deliverables and associated details will be stated in the welcome packet once grant has been awarded.
  ✓ At a minimum, 3 reports will be expected:
    o Report 1: Addressing program planning and your pre-camp outreach activities
    o Report 2: Camp report (30 days after your camp)
    o Report 3: The final technical report, how you accomplished post-camp outreach, and lessons learned.
Budget Requirements

• Please pay close attention to the budget section. Itemize all necessary information.
• Include copies of estimated costs/expenses.
• 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.
Disqualifiers

• 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 student 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 2022. 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.
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. These roles are required and must be identified in the proposal as stated in Appendix B.8.

- 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.
Can I host a camp for students at any level?

☑ Please pay close attention to the program format descriptions. At this time, we are only focusing on grades 6-14 for this grant solicitation; however, other proposals may be reviewed and approved on a case-by-case basis.

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.
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.

- Since NSA is offering an out-of-cycle grant solicitation will NSA still have a call for “traditional” summer camps later this year?
  
  ✓ Yes! NSA plans to have a call for “traditional” summer camps later this summer.
Contact Information

- Contact the NSA STARTALK Grants Program Office at:
  - EMAIL Preferred: STARTALKGrants@nsa.gov

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