What Everyone Ought to Know About the 2021 Promise Neighborhoods Competition

U.S. Department of Education
Tuesday, February 2, 2020
Agenda

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Background: Statute

- The Promise Neighborhoods program is authorized under the Elementary and Secondary Education Act of 1965, as amended (ESEA).

- **Program Authority:** 20 U.S.C. 7273–7274

- All applicants are *strongly encouraged* to read the program statute prior to submitting a proposal for the FY 2021 Promise Neighborhoods competition.
Background: Purpose

• The purpose of the Promise Neighborhoods program is to significantly improve the academic and developmental outcomes of children living in the most distressed communities of the United States, including ensuring school readiness, high school graduation, and access to a community-based continuum of high-quality services.

• The program serves neighborhoods with high concentrations of low-income individuals; multiple signs of distress, which may include high rates of poverty, childhood obesity, academic failure, and juvenile delinquency, adjudication, or incarceration; and schools implementing comprehensive support and improvement activities or targeted support and improvement activities.

• All strategies in the continuum of solutions must be accessible to children with disabilities and English learners.
Background Overview: History & Previous Grantees

<table>
<thead>
<tr>
<th>Fiscal Year</th>
<th>Type of Award</th>
<th>Number of New Awards</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2018</td>
<td>Implementation</td>
<td>6</td>
</tr>
<tr>
<td>FY 2017</td>
<td>Implementation</td>
<td>4</td>
</tr>
<tr>
<td>FY 2016</td>
<td>Implementation</td>
<td>6</td>
</tr>
<tr>
<td>FY 2012</td>
<td>Planning</td>
<td>10</td>
</tr>
<tr>
<td>FY 2012</td>
<td>Implementation</td>
<td>7</td>
</tr>
<tr>
<td>FY 2011</td>
<td>Planning</td>
<td>15</td>
</tr>
<tr>
<td>FY 2011</td>
<td>Implementation</td>
<td>5</td>
</tr>
<tr>
<td>FY 2010</td>
<td>Planning</td>
<td>21</td>
</tr>
</tbody>
</table>

# Background Overview: Key Dates

<table>
<thead>
<tr>
<th>Action/Activity</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application Available</td>
<td>Tuesday, January 19, 2021</td>
</tr>
<tr>
<td><strong>Webinar I</strong>&lt;br&gt;Promise Neighborhoods Program 101: What is the Promise Neighborhoods Program?</td>
<td>Friday, January 29, 2021 1:00pm (EST) – 2:30pm (EST)</td>
</tr>
<tr>
<td><strong>Webinar II</strong>&lt;br&gt;Nuts &amp; Bolts of the FY 2021 Promise Neighborhoods Competition</td>
<td>Monday, February 1, 2021 1:00pm (EST) – 2:30pm (EST)</td>
</tr>
<tr>
<td><strong>Webinar III</strong>&lt;br&gt;What Everyone Ought to Know about the FY 2021 Promise Neighborhoods Competition</td>
<td>Tuesday, February 2, 2021 1:00pm (EST) – 2:30pm (EST)</td>
</tr>
<tr>
<td><strong>Webinar IV</strong>&lt;br&gt;Money, Money, Money &amp; More</td>
<td>Wednesday, February 3, 2021 1:00pm (EST) – 2:30pm (EST)</td>
</tr>
<tr>
<td><strong>Intent to Apply</strong> (strongly encouraged)</td>
<td>Wednesday, February 3, 2021 1:00pm (EST) – 2:30pm (EST)</td>
</tr>
<tr>
<td><strong>Webinar V</strong>&lt;br&gt;Strategies, Resources, &amp; Tips on How to Incorporate Evidence and Evaluation into Your Proposed Project</td>
<td>Thursday, February 4, 2021 1:00pm (EST) – 2:30pm (EST)</td>
</tr>
<tr>
<td><strong>Closing Date</strong></td>
<td>Friday, March 5, 2021</td>
</tr>
</tbody>
</table>
Background Overview: Process

- Applications Available
  - Read the NFP, NIA, and Application
  - Identify and Meet with ALL Partners (ongoing)
  - Attend Webinar I: PN Program 101

- Attend Webinar II: Nuts & Bolts
- Attend Webinar III: What Everyone Ought to Know
- Attend Webinar IV: Money, Money, Money & More
- Attend Webinar V: Evidence & Evaluation

- Collaborate and Coordinate with ALL Partners (ongoing)
- Submit Intent to Apply (strongly encouraged)
- Collaborate and Coordinate with ALL Partners (ongoing)
- Create Proposal with ALL Partners
- Submit Application

45 DAYS

You Are Here
2021 Promise Neighborhoods Priorities
2021 PN Priorities

Absolute Priorities (AP)

- **AP1** Non-Rural and Non-Tribal Communities
- **AP2** Rural Applicants
- **AP3** Tribal Communities

Competitive Preference Priorities (CPP)

- **CPP1** Community-Level Opioid Abuse Prevention Efforts
- **CPP2** Spurring Investment in Qualified Opportunity Zones
- **CPP3** Applications from New Potential Grantees
- **CPP4** Evidence-Based Activities to Support Academic Achievement

Invitational Priority

- **IP** Community-Based Crime Reduction Efforts
Absolute Priority 1

- Non-Rural and Non-Tribal Communities
  - To meet this priority, an applicant must propose to implement a PN strategy that serves one or more nonrural or non-Tribal communities.
Absolute Priority 2

• Rural Applicants
  ▫ To meet this priority an applicant must demonstrate one or more of the following:
    (a) The applicant proposes to serve a local educational agency (LEA) that is eligible under the Small Rural School Achievement (SRSA) program or the Rural and Low-Income School (RLIS) program authorized under Title V, Part B of the ESEA.
    (b) The applicant proposes to serve a community that is served by one or more LEAs with a locale code of 32, 33, 41, 42, or 43.
Absolute Priority 2

- **Rural Applicants**
  - An applicant must demonstrate one or more of the following (con’t):
    - (c) The applicant proposes a project in which a majority of the schools served have a locale code of 32, 33, 41, 42, or 43.
    - (d) The applicant is an institution of higher education (IHE) with a rural campus setting, or the applicant proposes to serve a campus with a rural setting. Rural settings include any of the following: Town-Fringe, Town-Distant, Town-Remote, Rural Fringe, Rural Distant, Rural-Remote, as defined by the National Center for Education Statistics (NCES) College Navigator search tool.
Absolute Priority 2

- Rural Applicants
  - Resources
    - https://oese.ed.gov/offices/offices-of-formula-grants/rural-insular-native-achievement-programs/rural-education-achievement-program/
    - https://nces.ed.gov/ccd/districtsearch/
    - https://nces.ed.gov/ccd/schoolsearch/
    - https://nces.ed.gov/collegenavigator/
Absolute Priority 3

- Tribal Communities
  - To meet this priority, an applicant must propose to implement a PN strategy that serves one or more Indian Tribes
Competitive Preference Priorities

• There are four Competitive Preference Priorities for this competition.
• Applicants are able to apply to all four CPPs.
• Applicants must identify in the project narrative section of its application the CPP(s) it wishes the Department to consider.
• The Department will not award points under any CPP for an application that fails to clearly identify the CPP(s) it wishes the Department to consider for purposes of earning the competitive preference priority points.
Competitive Preference Priority Points

• Up to 10 additional points
Competitive Preference Priority 1

- Community-Level Opioid Abuse Prevention Efforts
  - 0 to 3 points
  - To meet this priority, an applicant must:
    1. Demonstrate how it will partner with an organization that conducts high-quality, community-level activities to prevent opioid abuse, such as an organization supported by an Office of National Drug Control Policy, Drug-Free Communities Support Program grant, in PN communities;
    2. Describe the partner organization’s record of success in approaching opioid abuse prevention at the community level; and
    3. Provide, in its application, a memorandum of understanding between it and the partner organization responsible for managing the effort. The memorandum of understanding must indicate a commitment on the part of the applicant to coordinate implementation and align resources to the greatest extent practicable.
Competitive Preference Priority 2

• Spurring Investment in Qualified Opportunity Zones
  ▫ 0 to 3 points
  ▫ Applicants **must** demonstrate that the area in which the applicant proposes to provide services overlaps with a Qualified Opportunity Zone (QOZ), as designated by the Secretary of the Treasury under section 1400Z–1 of the Internal Revenue Code.
  ▫ Applicants **must**:
    1. Provide the census tract number of the QOZ(s) in which it proposes to provide services (1 point); **and**
    2. Describe how the applicant will provide services in the QOZ(s) (Up to 2 points).
Competitive Preference Priority 3

• Applications from New Potential Grantees
  ▫ 0 or 1 point
  ▫ Applicants must demonstrate that it has never received a grant, including through membership in a group application submitted in accordance with 34 CFR 75.127–75.129, under the program from which it seeks funds.
Competitive Preference Priority 4

• Evidence-Based Activities to Support Academic Achievement
  ▫ 0 to 3 points
  ▫ Projects that propose to use evidence-based (as defined in 34 CFR 77.1(c)) activities, strategies, or interventions that support teaching practices that will lead to increasing student achievement graduation rates, and career readiness.
Invitational Priority

- Community-Based Crime Reduction Efforts
  - To meet this priority, an applicant must:
    1. Demonstrate how it will partner with an organization that conducts high-quality activities focused on the re-entry of formerly incarcerated individuals or on community-based crime reduction activities, such as an organization supported by a U.S. Department of Justice (DOJ) Innovations in Community-Based Crime Reduction Program grant, a grant authorized under the Second Chance Act, as reauthorized under the Formerly Incarcerated Reenter Society Transformed Safely Transitioning Every Person (FIRST STEP) Act, or DOJ Office of Justice Programs competitive grants related to juvenile justice and delinquency prevention;
    2. Describe the partner organization’s record of success with supporting the re-entry of formerly incarcerated individuals or community-based crime reduction and how their efforts will be coordinated with the PN activities of this grant; and
    3. Provide, in its application, a memorandum of understanding between it and a partner organization managing the effort. The memorandum of understanding must indicate a commitment on the part of the applicant to coordinate implementation and align resources to the greatest extent practicable.
2021 Promise Neighborhoods
Selection Criteria
Selection Criteria

Up to 100 Points

- Need for project (up to 20 points)
- Adequacy of resources (up to 15 points)
- Quality of project services (up to 20 points)
- Quality of project design (up to 20 points)
- Quality of the management plan (Up to 15 points)
Need for project
(up to 20 points)

• In determining the need for the proposed project, the Secretary considers the following factors:
  1. The magnitude or severity of the problems to be addressed by the proposed project as described by indicators of need and other relevant indicators identified in part by the needs assessment and segmentation analysis (up to 5 points);
  2. The extent to which specific gaps or weaknesses in services, infrastructure, or opportunities have been identified and will be addressed by the proposed project, including—
     1. The nature and magnitude of those gaps or weaknesses (up to 5 points); and
     2. A pipeline of solutions addressing the identified gaps and weaknesses, including solutions targeted to early childhood, K–12, family and community supports, and college and career (up to 10 points).
## Optional Needs and Solution Table

<table>
<thead>
<tr>
<th>Need</th>
<th>Data Source(s)</th>
<th>Specific Gaps and Weaknesses in Services</th>
<th>Proposed Solution(s) to Address Specific Gaps and Weaknesses in Services</th>
<th>Solution Description</th>
<th>Pipeline Area(s)</th>
<th>Provider(s) and/or Partner(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example Accessible transit service.</td>
<td>Example 2020 Survey of Adult residents</td>
<td>Example The existing on demand transit provider requires online reservations that must be completed at least 24 hours before a trip is taken place. This provider also denies service to residents that miss 3 appointments, does not operate after 7:00 pm, and does not serve some areas residents live in or need to travel to. Yellow school bus service is limited to regular school day.</td>
<td>Example Partner with the existing transit provider to improve access.</td>
<td>Example Enhancement of the reservation system that allows reservation by landline phone. Reduce the notice period required for a trip to 12 hours. Eliminate the penalty for missed appointments. Expand service to 11:00pm and to other areas needed for residents and health care providers.</td>
<td>(Birth, Early Childhood, K-3, 3-5, Middle School, High School, Post-Secondary, Workforce, Family and Community, Health and Wellness, Safety, Stable Communities, and 21st Century Learning Tools)</td>
<td>Example ABC County Department of Transportation, XYZ Town Office of the Mayor, GHI City Office of Transportation, ABC County Ministers’ Alliance, PQR Town Office of the Mayor, 123 Bus Service, ABC County Schools, State Department of Transportation</td>
</tr>
</tbody>
</table>
Quality of project services (up to 30 points)

- The Secretary considers the quality of the services to be provided by the proposed project. In determining the quality of the project services, the Secretary considers:
  1. The quality and sufficiency of strategies for ensuring equal access and treatment for eligible project participants who are members of groups that have traditionally been underrepresented based on race, color, national origin, gender, age, or disability (34 CFR 75.210) (up to 10 points); and
  2. The likelihood that the services to be provided by the proposed project will lead to improvement in the achievement of students as measured against rigorous academic standards (34 CFR 75.210) (up to 20 points).
Quality of project design (up to 20 points)

- In determining the quality of project design for the proposed project, the Secretary considers the following factors:
  1. The extent to which the applicant describes a plan to create a complete pipeline of services, without time and resource gaps, that is designed to prepare all children in the neighborhood to attain a high-quality education and successfully transition to college and a career (up to 5 points);
  2. The extent to which the project will significantly increase the proportion of students in the neighborhood that are served by the complete continuum of high-quality services (up to 5 points); **and**
  3. The extent to which the proposed family navigation system is high-quality and provides students and their families sufficient services and supports based on available services and individual needs (up to 10 points).
Quality of the management plan (up to 15 points)

- The Secretary considers the quality of the management plan for the proposed project. In determining the quality of the management plan for the proposed project, the Secretary considers the following factors:
  1. The adequacy of the management plan to achieve the objectives of the proposed project on time and within budget, including clearly defined responsibilities, timelines, and milestones for accomplishing project tasks (34 CFR 75.210) (up to 5 points); and
  2. The experience, lessons learned, and proposal to build capacity of the applicant’s management team and project director in collecting, analyzing, and using data for decision-making, learning, continuous improvement, and accountability, including whether the applicant has a plan to build, adapt, or expand a longitudinal data system that integrates student-level data from multiple sources in order to measure progress while abiding by privacy laws and requirements (2011 Promise Neighborhoods NFP) (up to 10 points).
Adequacy of resources (up to 15 points)

- The Secretary considers the adequacy of resources for the proposed project. In determining the adequacy of resources for the proposed project, the Secretary considers:
  1. The extent to which the costs are reasonable in relation to the number of persons to be served and to the anticipated results and benefits (34 CFR 75.210) (up to 5 points);
  2. The extent to which the applicant demonstrates that it has the resources to operate the project beyond the length of the grant, including a multi-year financial and operating model and accompanying plan; the demonstrated commitment of any partners; evidence of broad support from stakeholders (e.g., State educational agencies, teachers’ unions) critical to the project’s long-term success; or more than one of these types of evidence (34 CFR 75.210) (up to 5 points); and
  3. The extent to which the applicant identifies existing neighborhood assets and programs supported by Federal, State, local, and private funds that will be used to implement a continuum of solutions (2011 Promise Neighborhoods NFP) (up to 5 points).
2021 Promise Neighborhoods Application Overview Process
Application Process Overview

- Application process using grants.gov
  - Register early
  - Find the application
  - Application instructions
  - 24-hour support from grants.gov: 1-800-518-4726 or support@grants.gov
  - ED Abstract Form
  - Submitting on grants.gov
  - Double-check the checklist to ensure completion of required forms
  - Submit the application on grantees.gov by March 5, 2021
Completing and Submitting an Application

- PN Abstract Narrative
- Project Narrative (recommended page limit: 50 pages)
- Budget Narrative
- Appendices
- Required Other Forms:
  - Standard Forms
  - Assurances and Certifications
Electronic Application Submission Checklist

• Part 1: Preliminary Documents
  ▫ Application for Federal Assistance (Form SF 424) – Note: must complete this form first
  ▫ ED Supplemental Information for SF 424

• Part 2: Budget Information
  ▫ ED Budget Information Non-Construction Programs (ED Form 524)

• Part 3: ED Abstract Form
  ▫ Project Abstract

• Part 4: Project Narrative Attachment Form
  ▫ Application Narrative
Electronic Application Submission Checklist

• Part 5: Budget Narrative Attachment Form
  ▫ Budget Narrative

• Part 6: Other Attachments Form
  ▫ Individual Resumes for Project Directors & Key Personnel
  ▫ Copy of Indirect Cost Rate Agreement
  ▫ Letters of Support
  ▫ References/Bibliography

• Part 7: Assurances and Certifications
  ▫ Disclosure of Lobbying Activities (Standard Form LLL)
  ▫ Grants.Gov Lobbying Form – “Certification Regarding Lobbying” (ED 80-013 Form)
  ▫ General Education Provisions Act (GEPA) Requirements – Section 427 (ED GEPA427 form)
  ▫ MOU/MOA and, if applicable, Consortium Agreement Documentation; all group applicants
  ▫ POSSIBLE ADDITIONAL FORMS
Grants.gov
Registering as an Organization

- Before applying for a funding opportunity, you need to register as an applicant associated with an organization.
  - Registering with Grants.gov allows you to create an account and connect it with the organization you either work for or otherwise contribute to their grant applications.
Grants.gov

Registering as an Organization

• An organization is an entity that submits grant applications on behalf of the group, such as a state government, nonprofit organization, or a private business.

• Registering as an organization applicant submits a request to your organization's EBiz POC for Grants.gov roles.
  ▫ One of these roles is the Authorized Organization Representative (AOR) role, which, if authorized to you, allows you to submit applications on behalf of your organization.
# Grants.gov  
Registering as an Organization

| registering as an organization applicant has five main steps. |  |
|---|---|---|
| **Obtain a DUNS Number** | Call 1-866-705-5711 or access the Dun & Bradstreet website [http://fedgov.dnb.com/webform.](http://fedgov.dnb.com/webform) | 1-2 business days |
| **Register with SAM** | Access [https://www.sam.gov.](https://www.sam.gov) You will also need the authorizing official of your organization and an Employer Identification Number (EIN).  
SAM.gov Tip Sheet [http://www2.ed.gov/fund/grant/apply/sam-faqs.html](http://www2.ed.gov/fund/grant/apply/sam-faqs.html) | 7-10 business days (2 more weeks to acquire an EIN) |
| **Create a Grants.gov Username and Password** | Complete your Grants.gov profile and [create your username and password.](http://www2.ed.gov/fund/grant/apply/sam-faqs.html)  
You will need to use your organization’s DUNS Number. Passwords expire every 60 days. Accounts inactive for 1 year or more result in removal of all account roles. | Same day |
| **EBiz POC Authorizes Grants.gov Roles** | Complete the registration process, then your organization’s EBiz POC must log in to Grants.gov to confirm your roles request. | Same day (depends on your EBiz POC) |
| **Track Role Request Status** | Log in to Grants.gov and look in the Applicant Center welcome box for your authorized roles. If no roles are listed, the request is still pending. | Same day |
Start by going to www.grants.gov.
Type “promise neighborhoods” into the search engine. Click “GO”.
Click the Promise Neighborhoods Opportunity Number “ED-GRANTS-011921-001”
Click "Apply".
Grants.gov
Registering as an Organization

• Please make sure to begin registration early, as the process takes between three business days and three weeks.

• If you do not complete your registration by the submission deadline, then you are unlikely to be allowed to submit an application.
Grants.gov Support Desk

Email or call 24/7
(except federal holidays)

Include your supporting details.
Support@Grants.gov
Local Toll Free: 1-800-518-4726
International: 1-606-545-5035

Program Office staff cannot provide technical assistance.
### Submission of Application

<table>
<thead>
<tr>
<th>Successful Submission</th>
<th>Unsuccessful Submission</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Applicants should receive a time and date stamped confirmation and an assigned tracking number from Grants.gov.</td>
<td>• Applicants should receive a confirmation email with a time and date stamp and an assigned tracking number from Grants.gov.</td>
</tr>
<tr>
<td>• Applicants should receive a validation email from Grants.gov within two business days. This means the application is ready for Department pickup.</td>
<td>• If the application is received after March 5, 2021 or validation is not successful, applicant should receive an error email.</td>
</tr>
<tr>
<td>• Applicants should receive an email with their ED assigned PR Award #.</td>
<td>• Email may list the error, or applicant can use their tracking number to find the submission error.</td>
</tr>
<tr>
<td>• Check spam and junk folder for this email since it will not come from ED.</td>
<td></td>
</tr>
</tbody>
</table>
2021 Promise Neighborhoods
Peer Review Process
Peer Review Process

The Call for Peer Reviewers seeks individuals with expertise in early learning, education and school reform, family and community engagement, need and organizational analysis, evaluation, and equity.

Reviewers will read, prepare a written evaluation, and score the applications assigned to their panel, using the selection criteria. Moderators will facilitate reviewer panel discussions.

The Department will prepare a rank order of applications for each absolute priority based on the evaluation of their quality by the peer reviewers according to the selection criteria.
Recommended Page Limit and Style

• The application narrative is where the applicant addresses the selection criteria that reviewers use to evaluate your application.
  ▫ We recommend that you:
    1. Limit the application narrative to no more than 50 pages
       • The recommended page limit does not apply to the cover sheet; the budget section, including the narrative budget justification; the assurances and certifications; or the one-page abstract, the resumes, the bibliography, or the letters of support. However, the recommended page limit does apply to all of the application narrative.
    2. Use the following standards:
       • A “page” is 8.5” x 11”, on one side only, with 1” margins at the top, bottom, and both sides.
       • Double space (no more than three lines per vertical inch) all text in the application narrative, including titles, headings, footnotes, quotations, references, and captions, as well as all text in charts.
       • Tables, figures, and graphs.
       • Use a font that is either 12 point or larger or no smaller than 10 pitch (characters per inch).
       • Use one of the following fonts: Times New Roman, Courier, Courier New, or Arial.
Reminders

• In reviewing applications in any discretionary grant competition, the Secretary may consider, under 34 CFR 75.217(d)(3), the past performance of the applicant in carrying out a previous award, such as the applicant’s use of funds, achievement of project objectives, and compliance with grant conditions.

• The Secretary may also consider whether the applicant failed to submit a timely performance report or submitted a report of unacceptable quality.
Reminders

- The Secretary requires various assurances, including those applicable to Federal civil rights laws that prohibit discrimination in programs or activities receiving Federal financial assistance from the Department (34 CFR 100.4, 104.5, 106.4, 108.8, and 110.23)
Promise Neighborhoods Partners
• Promise Neighborhoods Websites:
  ▫ https://promiseneighborhoods.ed.gov

• NFP & NIA
  ▫ https://www.govinfo.gov/content/pkg/FR-2021-01-19/pdf/2021-00907.pdf

• Application Package

• Developmental Pathway for Achieving Results
  ▫ https://www.policylink.org/resources/pni-developmental-pathway

• Measuring Performance: A Guidance Document for Promise Neighborhoods on Collecting Data and Reporting Results