as identified herein that is supported by a grant under this program;

(12) "Project Director" means the individual who is responsible for technical direction of the project, as designated by the grantee in the award proposal and approved by the Administrator, CSREES, USDA;

(13) "Project Period" means the total time approved by the Administrator for conducting the proposed project as outlined in the approved Federal assistance proposal or the approved portions thereof.

Proposal Preparation

- (a) Proposal Cover Page
- (1) Title of Proposal

The title of the proposal must be brief (80-charactermaximum) yet represent the major thrust of the project.

(2) Other Information

Include the following information on the proposal cover page:

(a) Name, address, telephone, fax number, and e-mail address of applicant and project director.

- (b) Signatures and date. The cover page must contain the original signatures of the Project Director and the Authorized Organizational Representative who possesses the necessary authority to commit the applicant's time and other relevant resources.
- (c) Project Summary. Each proposal must contain a 200-word abstract containing a brief description of the project. The abstract should describe the situation, targeted audience, purpose of project, program goal, methodology, and expected outcomes of the project.
- (d) Application Category. Each proposal must state the category under which funds are requested.

Application Categories

Applicants may submit proposals in any of the following program areas as specified in the authorization: (a) Program Delivery, (b) Innovative Program Development/Production, and (c) Capacity Building.

(a) Program Delivery

Applicants may submit a proposal in the Program Delivery Category requesting funding to operate an agricultural communications network, employing satellite and other telecommunications technology, to deliver Cooperative Extension programming, academic instruction, agricultural research and marketing information through partnership(s) between eligible institutions and the Department of Agriculture. The project

goal(s) and objective(s) must be clearly stated in the proposal.

Proposal Narrative

The narrative portion of the proposal is limited to 20 pages in length. No other material will be considered. The narrative should contain the following sections:

(1) Project Need

Each proposal must contain a clear and concise statement identifying the background and situation leading to the project need, goal(s), and supporting objectives.

(2) Audience Description

Describe targeted audience(s) for whom the project will be designed including pertinent history identified in need, demographics, and expected impact on audience.

(3) Partnerships and Collaboration

Describe partnerships and collaborations fostered through this project including expected impact and benefit to those involved such as learner, institution, agency, state, and nation.

(4) Staffing Pattern and Procedure

Describe the staff needed for project administration, instructional design/curriculum development, production, evaluation, and marketing/promotion. Narrative should demonstrate that the staffing and implementation procedure will result in an integrated approach involving content specialists, instructional designers, and quality production resources, and that the individual staff members proposed are qualified to perform these roles. Provide an outline (management plan) demonstrating integration.

(5) Project Sustainability

Projects should not depend on continued funding from this program. Each proposal should include convincing evidence of the project's ability to continue and grow after receiving the funding.

(6) Budget

A budget and a detailed narrative in support of the budget is required. Show all funding sources and itemize costs by the following line items: salary costs, fringe benefits costs, equipment, materials and supplies, travel, publication/printing/duplication costs, computer costs, and all other costs. While some funds are available for the acquisition and installation of telecommunications transmission facilities, applicants are cautioned that

no more than 10 percent of the funds available may be awarded for that purpose.

Funds may be requested under any of the line items listed above provided that the item or service for which support is requested is identified as necessary for successful conduct of the project, is allowable under the authorizing legislation and the applicable Federal cost principles, and is not prohibited under any applicable Federal statute. Salaries of project personnel who will be working on the project may be requested, but must be in proportion to the effort they will devote to the project.

In addition to the initial required information under Project Description (Project Need; Audience Description: Partnerships and Collaboration; Staffing Pattern and Procedure; Sustainability and Budget), the proposal must define a structure for the technical design and development of the delivery system, including:

(7) Alternative Distance Learning Technologies

Development and employment of alternative distance learning technologies including, but not limited to, internet, multimedia, audio/visual, and other telecommunications technologies.

(8) Learner and Program Support

Each proposal should include evidence of learner support including, but not limited to, facilitation of access, accommodation for diversity in special needs and learning styles, and recognition of need for alternative modes of program design and delivery. There should be a plan for learner and program support.

(9) Innovation

Innovative application of distance delivery including, but not limited to, approaches in reaching audience; methods of connectivity and/or interaction; use of existing resources; and innovations in the teaching-learning transaction.

(10) Infrastructure

Framework representing both the technological and human infrastructure including, but not limited to, technical troubleshooting, scheduling and operation.

(11) Marketing

Marketing plan including, but not limited to, rationale for promotional effort; logistical considerations; convincing tie to needs assessment.