

U.S. DEPARTMENT OF STATE
U.S. Embassy Rabat
Notice of Funding Opportunity

Funding Opportunity Title: Full-Time EducationUSA Adviser for Morocco

Funding Opportunity Number: OFOP0001452

Deadline for Applications: July 31, 2024

Assistance Listing Number: 19.040

Total Amount Available: \$35,000

A. PROGRAM DESCRIPTION

U.S. Mission Morocco's Public Diplomacy Section is pleased to announce a Notice of Funding Opportunity (NOFO) for the following program: Full-time EducationUSA Adviser – Morocco. Based on funding availability, this project will expand EducationUSA advising services for students in Morocco.

The U.S. Department of State currently operates two EducationUSA advising centers in Casablanca and Rabat. [EducationUSA](#) is a network of over 400 international student advising centers in more than 170 countries. The network promotes U.S. higher education to students around the world by offering accurate, comprehensive, and current information about opportunities to study at accredited postsecondary institutions in the United States. In addition, EducationUSA assists the U.S. higher education community in their overseas enrollment outreach and recruitment strategies and provides information on the complex U.S. higher education system to foreign governments and institutions.

This funding opportunity seeks to support more effective long-term outreach for EducationUSA and increase Moroccan students' interest and enrollment in U.S. higher education institutions. EducationUSA advising services will be carried out on a full-time basis, both virtually and in-person.

Please read this document carefully and follow all instructions.

Goal:

Increase the number of Moroccans studying in the United States by providing students across the country with access to information about U.S. higher education opportunities.

Objectives:

- Building interest in study abroad in the United States among Moroccan high school students.
- Providing accurate and comprehensive information about opportunities to study in the U.S.
- Supporting potential students throughout the application process.

Details:

In cooperation with the Public Affairs Section in Casablanca and the Regional EducationUSA Advising Coordinator (REAC), the selected grantee will be expected to carry out the following activities:

- The EducationUSA advisor will identify and participate in large-scale outreach events

among Moroccan students. Outreach will be conducted in-person and virtually.

- Engage with students in areas typically underrepresented in U.S. study abroad programs such as community colleges, historically black colleges and universities (HBCUs), specialized programs such as double major, distance learning, etc.
- Advising services will include, but not be limited to, group orientation sessions for the public, individual consultations, and assistance with all aspects of the college/university admissions process.
- Organize workshops at Mission Morocco's American Spaces (Dar America and American Space Oujda) on TOEFL, SAT, GRE, GMAT, Common App, etc., and to target students interested in English and American culture.
- Travel as needed and participate in trainings, regional and/or international conferences/seminars as participant and/or speaker.
- Conduct outreach to students throughout all regions of Morocco who may be interested in learning more about studying in the United States and who will benefit from EducationUSA services.
- Promote U.S. higher education as a tool for Moroccan youth to increase employability and career prospects.
- Build partnerships with Moroccan organizations that work on, or are interested in, education initiatives and can benefit from the EducationUSA mission.
- Partner with U.S. government-sponsored exchange programs' network to promote study in the United States.
- Foster opportunities for interaction between students and schools with visiting U.S. universities conducting recruitment in Morocco.
- Maintain regular contact with the Public Affairs Section in Casablanca and the REAC regarding EducationUSA development and strategy in Morocco.
- Stay abreast of information pertaining to U.S. higher education and the profession of educational advising. Remain up to date on technology related to and used for educational advising and digital outreach to students.
- Complete the EducationUSA training process and ensure compliance with the U.S. Department of State's Bureau of Education and Cultural Affairs' website and reporting requirements.

U.S. Mission Morocco anticipates that this will be a full-time advising position, i.e. requiring a level of effort of 40 hours per week. Travel throughout Morocco is required to reach a diverse population of students. Experience with the U.S. higher education system, the college application process, standardized entrance exams and financial aid is required, as is knowledge of the U.S. political system and American culture.

Participants and Audiences:

Target audiences in Morocco:

- High school students preparing for college and interested in attending higher education institutions in the United States, as well as their parents or guardians.
- High school and university-level teachers, faculty, administrators, and guidance counselors.
- Current university students seeking information and assistance applying to graduate programs in the United States.

B. FEDERAL AWARD INFORMATION

Length of performance period: 12 months

Number of awards anticipated: One

Award amount: Equal or less than \$35,000.

Total available funding: \$35,000.00

Type of Funding: FY24 Smith Mundt Public Diplomacy Funds

Anticipated program start date: September 2024

Funding Instrument Type: Cooperative Agreement. Public Affairs Section in Morocco will assign a Grant Officer and Grant Officer Representative to monitor grant activities.

This notice is subject to the availability of funding.

C. ELIGIBILITY INFORMATION

Individuals residing in Morocco who meet the qualifications listed below are eligible to apply:

- A bachelor's degree in a relevant field.
- Experience with the U.S. higher education system, the college application process, standardized entrance exams and financial aid.
- General knowledge of U.S. foreign policy and U.S. interests in Morocco is required.
- General knowledge of project management, including defining project objectives, outcomes, and assessment methods.

- The ideal individual will have knowledge of Morocco’s secondary and tertiary academic institutions, standards of instruction and curriculum relating to the United States, and general standards and practices for education systems and NGOs.
- Required skills and abilities:
 - Fluency in English, Arabic and French (may be tested)
 - Must have excellent customer relations, interpersonal, and cross-cultural communication skills.
 - Strong written and oral communication skills, including public speaking, interviewing for evaluation purposes, writing reports, and contributing materials for internal and external dissemination.
 - Must be able to tailor communications to fit formal and informal situations and different ethnic, religious, and linguistic cultures.
 - Strong familiarity with the internet and standard information retrieval practices and procedures.
 - Must have strong knowledge of computer software programs, specifically Microsoft Word, Excel, databases, and reporting tools.
 - Familiarity with social media platforms, graphic design programs, mobile platforms for virtual outreach, and basic photo and video tools.
 - Ability and willingness to travel to all regions of Morocco.

Diversity, Equity, Inclusion, and Accessibility (DEIA) We are committed to fostering Diversity, Equity, Inclusion, and Accessibility (DEIA) within our program. We encourage applications from individuals that embrace and demonstrate a commitment to diversity in all its forms, including but not limited to race, ethnicity, gender, sexual orientation, disability, socioeconomic background, and geographic location. We believe that diverse perspectives and experiences strengthen our communities and lead to more innovative solutions to shared challenges. Therefore, we actively seek to support projects and initiatives that promote equity and foster inclusion.

D. APPLICATION AND SUBMISSION INFORMATION

Please follow all instructions below carefully. Proposals that do not meet the requirements of this announcement or fail to comply with the stated requirements will be ineligible.

Please ensure:

- The proposal clearly addresses the goals and objectives of this funding opportunity
- All documents are in English
- All budgets are in U.S. dollars
- All pages are numbered
- All documents are formatted to 8 ½ x 11 paper, and
- All Microsoft Word documents are single-spaced, 12 point Calibri font, with a minimum of 1-inch margins.

The following documents are **required**:

1. Mandatory application forms

- **SF-424-I (*Application for Federal Assistance --individuals*)**

- **SF-424A (Budget Information for Non-Construction programs)**
- **SF-424B (Assurances for Non-Construction programs)**

2. Summary Page: Cover sheet stating the applicant name, proposal date, program title, program period proposed start and end date, and brief purpose of the program.

3. Proposal: The proposal should contain sufficient information that anyone not familiar with it would understand exactly what the applicant wants to do. You may use your own proposal format, but it must include all the items below:

1. Project Narrative (Attached)
2. Budget Narrative (Attached)
3. A CV/Resumé in English (1 page)
4. University academic transcripts and diplomas.
5. Two professional reference letters from individuals who are not family members.

4.Submission Email, Dates and Times:

Applications must be submitted by email to Rabatgrants@state.gov no later than Wednesday July 31st, 2024 at 23:59.

E. APPLICATION REVIEW INFORMATION

Review and Selection Process

1. Criteria

Each application will be evaluated and rated on the basis of the evaluation criteria outlined below.

Quality and Feasibility of the Program: The program idea is well developed, with detail about how program activities will be carried out. The proposal includes a reasonable implementation timeline.

Individual Capacity and Record on Previous Programs: The applicant has expertise in their stated field and has the internal controls in place to manage federal funds. This includes a financial management system and a bank account.

Program Planning/Ability to Achieve Objectives: Goals and objectives are clearly stated, and program approach is likely to provide maximum impact in achieving the proposed results.

Budget: The budget justification is detailed. Costs are reasonable in relation to the proposed activities and anticipated results. The budget is realistic, accounting for all necessary expenses to achieve proposed activities.

Monitoring and evaluation plan: Applicant demonstrates ability to measure program success against key indicators and provides milestones to indicate progress toward goals outlined in the proposal. The program includes output and outcome indicators, and shows how and when those will be measured.

Sustainability: Program activities will continue to have positive impact after the end of the program.

Support of DEIA Principals: Proposals should clearly demonstrate how the program will support and advance diversity and inclusion and engage underserved communities in program administration, design, and implementation.

1. Review and Selection Process

A review committee will evaluate all eligible applications.

F. FEDERAL AWARD ADMINISTRATION INFORMATION

1. Federal Award Notices

The cooperative agreement will be written, signed, awarded, and administered by the Grants Officer. The assistance award agreement is the authorizing document, and it will be provided to the recipient for review and signature by email. The recipient may only start incurring program expenses beginning on the start date shown on the grant award document signed by the Grants Officer.

If an individual is selected to receive funding to implement this program, the Department of State has no obligation to provide any additional future funding. Renewal of an award to extend the period of performance is at the discretion of the Department of State.

Issuance of this NOFO does not constitute an award commitment on the part of the U.S. government, nor does it commit the U.S. government to pay for costs incurred in the preparation and submission of proposals. Further, the U.S. government reserves the right to reject any or all proposals received.

Payment Method: Payment will be disbursed through Electronic Funds Transfer after submission of an SF270, request for payment form.

2. Administrative and National Policy Requirements

Terms and Conditions: Before submitting an application, eligible individuals should review all the terms and conditions and required certifications which will apply to this award, to ensure that they will be able to comply. These include: 2 CFR 200, 2 CFR 600, and the Department of State Standard Terms and Conditions which are available at: <https://www.state.gov/about-us-office-of-the-procurement-executive/>. Note the U.S. Flag branding and marking requirements in the Standard Terms and Conditions.

3. Reporting

Reporting Requirements: Recipients will be required to submit financial reports and program reports. The award document will specify how often these reports must be submitted.

G. OTHER INFORMATION

Guidelines for Budget Justification

Personnel and Fringe Benefits: Describe the wages, salaries, and benefits of temporary or permanent staff who will be working directly for the applicant on the program, and the percentage of their time that will be spent on the program.

Travel: Estimate the costs of travel and per diem for this program, for program staff, consultants or speakers, and participants/beneficiaries. If the program involves international travel, include a brief statement of justification for that travel.

Equipment: Describe any machinery, furniture, or other personal property that is required for the program, which has a useful life of more than one year (or a life longer than the duration of the program), and costs at least \$5,000 per unit.

Supplies: List and describe all the items and materials, including any computer devices, that are needed for the program. If an item costs more than \$5,000 per unit, then put it in the budget under Equipment.

Contractual: Describe goods and services that the applicant plans to acquire through a contract with a vendor. Also describe any sub-awards to non-profit partners that will help carry out the program activities.

Other Direct Costs: Describe other costs directly associated with the program, which do not fit in the other categories. For example, shipping costs for materials and equipment or applicable taxes. All "Other" or "Miscellaneous" expenses must be itemized and explained.

Indirect Costs: These are costs that cannot be linked directly to the program activities, such as overhead costs needed to help keep the organization operating. If your organization has a Negotiated Indirect Cost Rate (NICRA) and includes NICRA charges in the budget, attach a copy of your latest NICRA. Organizations that have never had a NICRA may request indirect costs of 10% of modified total direct costs as defined in 2 CFR 200.68.

"Cost Sharing" refers to contributions from the organization or other entities other than the U.S. Embassy. It also includes in-kind contributions such as volunteers' time and donated venues.

Alcoholic Beverages: Please note that award funds cannot be used for alcoholic beverages.