

OUTREACH REQUEST FOR PROPOSALS | 2025



SUBMISSION DEADLINE: February 13, 2026 (4 PM AKST)

Total Program Funding: \$150,000

Individual Award Limit \$25,000

Project Period: 1-4 years

Eligibility: Any federal, state, tribal, private or foreign institution awarded 2025 Core Program funding or their designated outreach entity

Submission site: <https://proposal-dashboard.nprb.org/>

PROGRAM CONTACTS

Brendan Smith, Outreach Director

(907) 644-6707 | brendan.smith@nprb.org

Matthew Baker, Science Director

(907) 644-6713 | matthew.baker@nprb.org

Lily Frey, Program Support

(907) 644-6701 | lily.frey@nprb.org

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 2025 Core Program RFP awards have the opportunity to leverage additional funds through an Outreach Award that encourages creative and meaningful outreach and engagement 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 \$25,000 to support outreach-specific efforts.

IMPORTANT RFP UPDATES

- Annual Outreach Program funding has increased to \$150,000.
- Individual Outreach proposals are capped at \$25,000.
- Updated Award Administration and Conditions.

TABLE OF CONTENTS

- I. INTRODUCTION
- II. PROGRAM DESCRIPTION
- III. PROPOSAL PREPARATION
- IV. PROCESS & REVIEW
- V. TIMELINE
- VI. AWARD ADMINISTRATION

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.” NPRB develops and produces requests for proposals (RFPs) for each of their main research and outreach programs; each RFP is approved by the Board. NPRB comprises [a twenty-member board](#), representing Federal, State, Alaska Native, environmental, fishing, and marine industry interests. The Board makes funding recommendations to the U.S. Secretary of Commerce for final approval.

Outreach proposals may be submitted up to a maximum of \$25,000 for each application with a one-to-four-year duration period. The award amount applies 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 available for all Outreach Awards is \$150,000.

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 encouraged to leverage resources, seek additional funding support and/or professional outreach expertise. Outreach proposals will be reviewed by NPRB staff, independent outreach peer reviewers, Science Panel, Advisory Panel, and recommended for approval by the Board. Outreach awards are subject to all general conditions outlined in Section 6, Award Administration, and are considered as a separate award from the 2025 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 \$25,000 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 redesigned the education and outreach components to allow 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 2025 Outreach RFP builds upon this legacy and continues to support individual outreach awards up to \$25,000.

III. RESEARCH PROPOSAL PREPARATION <https://proposal-dashboard.nprb.org/>

All proposals are uploaded through the [NPRB dashboard](#) which is optimized for Google Chrome. Proposals may be accessed and edited up until the time of submission. Timeline, Budget, and Signatures templates are available in the respective sections of the submission portal.

OUTREACH TITLE & PERIOD (max. 100 characters). A project start date of July 1, 2026, or later is required to allow sufficient time for reviewing the proposal and administrative requirements. Projects may start as late as January 1, 2027. 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.

CORE-FUNDED PROJECT DROPDOWN. A dropdown list of 2025 Core-funded projects will be available. Select the appropriate Core-funded project for which the outreach proposal should be linked.

SUMMARY/ABSTRACT (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.

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 encouraged. Plans should also align with the research objectives from the Core-funded project. Plans should have clearly defined background, justification, objectives and approach. The inclusion of local and/or traditional knowledge, communities, and/or stakeholders is encouraged. **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 requirements.** Optional Figures and Tables should be uploaded in the Supplemental Documents section.

CONTACTS

- *Authorized Organizational Representative.* This person provides legally binding authorization for the organization. Full contact information is required.
- *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 a two-page CV are required. CVs must be limited to 2 pages.
- *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.
- *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.
- *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.
- *Grants Manager.* Person responsible for the financial administration of the grant (e.g., Office of Sponsored Programs). Full contact information is required.

OUTREACH DESCRIPTORS

- **Audience.** Select all applicable target audiences from the checklist.
- **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.
- **Assessment metrics.** Assessment metrics are required to best measure the overall success of each outreach deliverable. Set challenging, meaningful, and measurable metrics for your outreach deliverables. Use the mnemonic SMART (Specific, Measurable, Achievable, Relevant, and Time-bound) when developing goals. 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.
- **Potential Outreach Outcome.** Describe the expectations of the outreach plan and potential outcome for the audience(s).
- **Link to Core Project.** Describe how the outreach will link back to the Core-funded project.

BUDGET (required template download). Submit only ONE budget for the Lead Organization.

- All budgets should be prepared in US currency to the nearest dollar.
- Cost sharing is not required but leveraging other support is encouraged.
- Budget Summary (download required template). Complete and upload the provided Excel template. Budget summaries for included contracts may be uploaded as additional information in Supplementary Documents.
- Organizations with NICRA. A copy of the current federally negotiated indirect cost-rate agreement (NICRA) is required for all organizations requesting indirect cost recovery greater than 15% of total direct costs.
- Organizations without NICRA. Organizations without a current federally negotiated NICRA may request a 15% indirect cost recovery. A memo to this effect specifically identifying the institution should be uploaded in lieu of a NICRA.
- Profit is not an allowable cost.
- Organizations requesting funds must have a Unique Entity Identifier (UEI) and be actively registered with the System of Award Management ([SAM.gov](https://sam.gov)).
- Single Audit (formerly A-133). If your organization is required to complete a Single Audit (formerly A-133), please provide a link to the most recent copy. If your organization is exempt from the requirements of a Single Audit, please upload a word document to indicate the reason from the list below:
 - US domestic entity that did not expend \$750,000 or more in US Federal funds during the latest completed fiscal year
 - US domestic for-profit organization
 - Non-US based entity that did not expend \$750,000 or more in US Federal funds during the latest completed fiscal year
 - US federal government agency

SUPPLEMENTAL DOCUMENTS (Letters of Support, Design Plans, Quotes, MOUs, fringe memos and W9 information). All letters of support are due at the time of submission. Quotes should be provided for

contracted services or large equipment purchases as needed. If your budget uses a fringe rate higher than 35%, a fringe memo outlining the types of expenses included in the rate is required. This is not required if the fringe rate details are included in the NICRA documentation (see Budgets). Please provide a completed W-9. A W-8 EXP is acceptable for foreign organizations. Documents that do not meet the categories listed above, including additional CVs, will be removed from the proposal package. Design plans may also be submitted in this section as well.

REFERENCES. List all sources of information cited in a consistent format appropriate for a major journal such as *ICES Journal of Marine Science*.

UPLOAD SUMMARY. This page will list all uploaded documents.

SIGNATURES. The signature by the Authorized Organizational Representative on this page certifies that the proposal, in its entirety, has been submitted according to the submitting organization's standard proposal approval process. The lead organization is responsible for the entry and upload of all information in any collaborative proposal.

REVIEW & SUBMIT. Use the PDF download tool to review prior to your final submission. Proposals may not be modified after submission.

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 or responsiveness standards will be disqualified prior to peer review. Notification of disqualification will be provided by Staff.

REVIEW. All outreach proposals will be reviewed by NPRB staff, Outreach Peer Reviewers, and NPRB's Science and Advisory Panels. Each proposal is assigned a Tier ranking based on several criteria. 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

PEER REVIEW. A peer review step was added to the RFP review process in the 2024 RFP. These peer reviewers are selected for their expert knowledge in outreach and engagement and expertise working in Alaskan coastal communities. The reviewers evaluate the outreach proposals based on the selected criteria above. Summaries of each review are presented to the panels and Board at the time of staff review (see below).

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 is assigned

a Tier Ranking of 1, 2, or 3. A Tier 1 ranking is a well-written proposal with high probability of success and relevance to the current RFP and NPRB mission. A Tier 2 ranking is a solid proposal with a good chance of success but could benefit from some refinement. A Tier 3 ranking are proposals that are not candidates for funding.

SCIENCE PANEL REVIEW. The Science Panel will review all outreach proposals, provide summary evaluations, and Tier Rankings (see above). One Science Panel member is assigned to each proposal to provide an individual review and recommendation rating.

ADVISORY PANEL REVIEW. The Advisory Panel will review all proposals for special stakeholder, public, or community interest, and other societal relevance. The Advisory Panel will review all outreach proposals, provide summary evaluations, and Tier Rankings (see above).

BOARD RECOMMENDATION. The Board will consider staff reviews, peer 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.

PROPOSAL FEEDBACK. Staff reviews, Science and Advisory Panel summaries and Board recommendations will be provided to the applicant. Tier 1 and 2 **proposals that are not recommended for funding by the Board in their designated RFP cycle may resubmit a proposal in the following cycle.**

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 APPROVAL. 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 2025 Outreach RFP is a separate call for proposals from the rolling Core Program RFP. Only projects that received Core Program funding in the 2025 calendar year will have the opportunity to submit 2025 Outreach proposals. **The Outreach proposal due date will be February 13, 2026, at 4pm AKST.**

VI. AWARD ADMINISTRATION

The Outreach 2025 RFP is a solicitation of offers and should not be construed as an expectation of award. The 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.

In responding to this RFP, the applicant acknowledges agreement with all the conditions below. If your organization is awarded funding, you will be required to agree to these terms in the signed subaward agreement.

OUTREACH REQUEST FOR PROPOSALS | 2025

1. Most federal, state, private, and foreign organizations are eligible. Please contact the Program Manager in advance of submission if there are eligibility questions.
2. In response to Russian Federation's (Russia) ongoing aggression in Ukraine following its further invasion of the country, award funds may not be used to support Russian Nationals for any purpose, including financial support to students or interns.
3. Subaward Agreements not fully executed within four months of receipt will be considered declined by the Recipient organization and NPRB may reallocate funds at their discretion.
4. Recipient organizations must have a UEI 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.
5. Awards are provided as reimbursable funds with quarterly invoicing.
6. Any award made will be subject to and the Recipient will comply with the U.S. Constitution, federal, state and local laws and regulations in the performance of the Scope of Work and in the performance of the terms and conditions of this Agreement, including but not limited to [2 C.F.R. Part 200](#), Department of Commerce Financial Assistance Standard Terms and Conditions, NOAA Administrative Standard Award Conditions and all special conditions to the [Prime Award](#).
7. "Fly America Act" (49 USC § 40118) regulations apply to all travel.
8. By responding to this RFP, all institutions awarded funding agree to accept the terms of:
 - a. NPRB's [Compliance Policy](#). The policy is 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.
 - b. 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 in a court of competent jurisdiction. This Agreement shall be interpreted, construed, and enforced in accordance with applicable Federal and State law.
 - c. 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.
9. 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. 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. Researchers applying to do research 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. Funded participants are responsible for the conduct of research,

submission of required reports, and preparation of the results for publication. Significant deviation from the proposed activities and deliverables requires prior NPRB approval.

10. If a Recipient will be aboard or piloting a Federally-owned or leased vessel/boat/ship, the Recipient must obtain prior approval through NPRB from the Federal Program Officer and provide proof of sufficient insurance, or if a governmental entity, provide a copy of the statutory authority covering its liabilities connected with use of a Federal Government vessel/boat/ship. The Recipient agrees to release, indemnify and hold harmless the United States Department of Commerce, National Oceanic and Atmospheric Administration, its officers, agents, and employees from any and all liability or costs resulting from the negligent use or operation of a Federally-owned or leased vessel/boat/ship, by employees, agents, officers, students, invitees, and guests of the Recipient. Only these listed University parties will be allowed on these vessels/boats/ships.
11. Participants will be required to submit semi-annual progress reports. Failure to submit timely reports or to meet project objectives may result in withheld payments. New funding may be suspended until all issues with open awards are resolved to NPRB's satisfaction.
12. A final report package will be required within 60 days of the end of the project that consists of a written report, and a copy of the data associated with the project and associated metadata. Failure to complete this reporting to the satisfaction of the Program Manager may result in withheld payments of final project costs and preclude acceptance of new proposals.