

or cooperative agreements) resides with the USIA grants officer.

#### Review Criteria

Technically eligible applications will be competitively reviewed according to the criteria stated below. These criteria are not rank ordered and all carry equal weight in the proposal evaluation:

1. Program planning: Detailed agenda and relevant work plan should demonstrate substantive undertakings and logistical capacity. Agenda and plan should adhere to the program overview and guidelines described above.

2. Support of Diversity: Proposals should demonstrate substantive support of the Bureau's policy on diversity. Achievable and relevant features should be cited in both program administration and program content (program meetings and resource materials).

3. Institutional Capacity: Proposed personnel and institutional resources should be adequate and appropriate to achieve the program or project's goals.

4. Institution's Record/Ability: Proposals should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Agency grants as determined by USIA's Office of Contracts.

5. Project Evaluation: Proposals should include a plan to evaluate the activity's success. Successful applicants will be expected to submit quarterly reports.

6. Cost-effectiveness: The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate.

7. Cost-sharing: Proposals should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

#### Notice

The terms and conditions published in this RFP are binding and may not be modified by any USIA representative. Explanatory information provided by the Agency that contradicts published language will not be binding. Issuance of the RFP does not constitute an award commitment on the part of the Government. The agency reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and the availability of funds. Awards made will be subject to periodic reporting and evaluation requirements.

#### Notification

Final awards cannot be made until funds have been appropriated by Congress, allocated and committed through internal USIA procedures.

Dated: April 25, 1997.

#### Dell Pendergrast,

*Deputy Associate Director for Educational and Cultural Affairs.*

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#### UNITED STATES INFORMATION AGENCY

#### Notice; Grants and Cooperative Agreements; Availability

*Title:* Provision of Overseas Direct English Teaching Programs—Seeking Partnerships.

*Announcement:* Call for concept papers.

**SUMMARY:** The English Language Programs Division in the Office of Academic Programs of the United States Information Agency's (USIA) Bureau of Educational and Cultural Affairs announces an opportunity to create a public/private sector partnership with USIA in order to ensure the long-term viability of one of its direct English teaching programs (DETP) abroad. Because of the important role of these programs in achieving the United States' public diplomacy and foreign policy objectives, USIA is committed to maintaining quality American language instruction within professional programs that also reflects American cultural thoughts and concepts as well as democratic and educational values for important overseas audiences and which facilitates a channel of communications vital to America's relationships with other countries and cultures. Recent budget reductions however, have limited the operational and material support that USIA can offer to the DETPs. USIA is seeking a partner in a cooperative agreement to manage the well-established DETP in Sanaa, Yemen in cooperation with the United States Information Service (USIS) post in Sanaa. Management of the program must maintain and, if possible, strengthen the DETP's self-sufficiency. USIA invites public and private, not-for-profit organizations with a minimum of five years experience in successfully managing a self-sufficient English teaching program to submit concept papers for collaborating with USIA and USIS Sanaa. Limited support for any initiative may be available, depending on the specific current circumstances of the DETP, the interest

and requirements of the post, and the availability of funds. Any USIA support may be limited to international airfare and short-term per diem expenses.

#### Background Information

#### English Language Programs Division

The English Language Programs Division (E/AL) of the United States Information Agency's Bureau of Educational and Cultural Affairs provides professional English language programming to promote a world-wide understanding and awareness of American Language, society, values and policies and to foster an English-competent world community with which Americans can engage freely. The Division's English Language Officers and Program Officers and staff work on many fronts to promote American public diplomacy and policy issues:

Address national education and language policy issues on a government to government basis, sharing American educational policies, management practices and state of the art curricula and assessment designs.

Develop and facilitate national and regional conferences, seminars and workshops focusing on state of the art language instruction, methods, techniques, materials and technologies in order to develop a professional cadre of trainers and English teachers who can use American educational products and expertise.

Develop and disseminate instructional materials for use in language learning courses, self-study programs or distance education programs as well as teacher and trainer professional development programs, utilizing the Congressionally legislated authority to recycle fees from tuition and the sale of USIA produced English teaching materials.

Increase the audiences' awareness and understanding of American society, institutions and values through the learning of American English and use of American commercially produced educational materials.

Establish a basis for American academia working in English language teaching to develop long term institutional linkages, engage in an exchange of scholars, students and research and programs.

Conduct exchange programs for English language professionals to enhance country plan objectives and provide support for field requests for English language programs.

#### Direct English Teaching Programs (DETP)

USIA's Direct English Teaching programs overseas are important contributors to the Agency's public diplomacy. The main objective of the DETP is to provide important audiences with quality English language instruction within a professional program that also reflects American cultural thoughts and concepts, as well as democratic and educational values.

The programs and activities the DETPs engage in reflect the goals and priorities of the U.S. Missions overseas.

The activities the DETPs generally engage in include:

*American language courses:* intensive and semi-intensive general language courses as well as specially designed courses for specific clients (from the legal sector, the business sector, various Ministerial and other offices in the governmental sector, etc.).

*Cultural programs:* lectures, discussions, literary groups, plays, movies (commercial or documentary), music/concerts, and events related to American holidays, civic education, and issues concerning education, democracy, the environment, health, ethics, commerce and trade, etc.

*Outreach programs:* seminars and workshops for national and local professional education associations, assistance with the national and local TESOL or IATEFL affiliate, work with the local Ministry of Education on curriculum development, teacher training, materials development and selection, and assessment.

*Assessment and testing programs:* engage in administering American educational tests and exams (commercial and non-commercial) such as the TOEFL, the TOEIC, the MTAC, the ECMFG, the USMLE, the USIA-produced TELP, etc.

Many DETPs are housed on USIS premises, or USIS-leased premises, but some are located at off-site facilities. Wherever the site, there should be well-lit classrooms, an office for the Director of Courses (DOC), working space for faculty and staff, and a waiting room area for the students. Often there is a library reading room to which students have access.

While the programs are open to the public, due to space, equipment, materials and funding limitations, there may not be space for all students who wish to attend the DETPs. Because the programs exist to promote the public diplomacy efforts and goals of the U.S. Missions abroad, the desired primary enrollment at a DETP includes:

- Host country government officials
- University professors and secondary school teachers
- USIA/USIS grantees for various scholarships and grants to the U.S.
- Grantees and contacts for programs sponsored by other USG agencies
- Prominent community leaders/opinion makers

The post USIS director, the Public Affairs Officer (PAO), bears the primary responsibility for ensuring that the DETP provides an effective representation on behalf of USIS and that it serves as a model American language education establishment which, concomitantly, serves as a conveyor of U.S. culture, thought and values. The DETP's administration is responsible for the management of the

program under the auspices of the PAO and according to the terms of a cooperative agreement signed with USIS Sanaa. The faculty and staff of the DETP are not employees of USIA or USIS, but work for the program through an agreement with the Administrative Institution. The roles and responsibilities of all personnel associated with the DETP and the regulations for administering the program are contained in the English Language Program Administration Manual.

The DETPs should be fiscally self-sufficient based on fees received for tuition, the sale of USIA produced materials, and fees for other services related to English language programming (e.g., testing). The DETPs are not dependent on USIA/USIS for sustained financial support. Depending on the relationship between the DETP and the local USIS post, and the availability of funds, USIS may contribute towards some programming for the DETP.

The authority for USIA/USIS to engage in the DETPs is provided through legislation. Under the authorizing legislation PL 97-241 and under Section 801 of the United States Information and Educational Exchange Act of 1948 (22 U.S.C. 1471), and the Mutual Educational and Cultural Exchange Act of 1961, USIA is able to receive fees for tuition and services for English teaching programs conducted by or on behalf of the Agency.

The authority for USIA/USIS to enter into a cooperative agreement is found in the Mutual Educational and Cultural Exchange Act of 1961, as amended, Sections 102(a)(1)(A), 102(b)(4) and 104(e)(1); Executive Order 11034, Section 8(a)(3), (5), (8), (9), (10), (11), (12) and (15); the Federal Grant and Cooperative Agreement Act of 1977; Reorganization Plan No. 2 of 1977, Executive Order 10248 and the United States Information and Educational Exchange Act of 1948, as amended, Section 810.

#### **USIS Sanaa Direct English Teaching Program**

The program under current consideration is in Sanaa, Yemen. The DETP has been in existence for about 22 years. The DETP currently has 950 students, of which 565 are returning students. The program employs a faculty/staff of 36 (In order to maintain the continuity and consistency of services, the new administrative institution may allow as many personnel as are qualified and as practicable to remain on the job.) Class sizes range from 10 to 17, with 16 being

the average. The core program has six levels (basic to advanced) and uses the *Spectrum* series as the main text. Advanced classes beyond the core program have at various times included Advanced Writing, Advanced Grammar, Advanced Conversation, English for Business, TOEFL Preparation, and Teacher Training for Yemeni Teachers of English. The DETP is a self-sufficient program. A complete profile of the program is available to applicants wishing to submit a concept paper.

#### **Scope of Partnership**

USIS Sanaa is looking for an institutional partner to manage the DETP. Management of the program includes personnel recruitment (DOC, faculty, staff) and the administration of all aspects and activities of the program, including English language classes, cultural programs, outreach programs, and language testing/assessment activities. Management of the program must assure:

- A professionally qualified and experienced Director of Courses;

- A trained teaching staff with a minimum of advanced proficiency in English, and with knowledge of current methodologies, techniques and technology in teaching English as a foreign language (TEFL);

- Well organized curricula that include course achievement goals and assessment criteria; Primary use of core texts which are high-quality, American-published materials, and which include a strong American cultural component which acquaints the students with the United States;

- Continued program financial self-sufficiency and sound financial planning;

- Close cooperation with USIS Sanaa in English for Special Purposes outreach, targeted client development, and any cultural content and programming.

Specific guidelines and evaluation criteria for the management of the DETP are in the English Language Program Administration Manual which is available upon request to applicants wishing to submit a concept paper.

#### **Management's Role and Responsibilities**

The role and responsibilities of the managing institution as outlined in the standard cooperative agreement include:

- Establishing, with the approval of the Director of USIS (PAO), the level, hours and duration of courses to be taught.

- Recruiting and selecting well-qualified teaching and administrative personnel; entering into a written work agreement with each person; training these individuals; inspecting, reviewing, and coordinating the work of these individuals, and deciding on the termination, renewal or non-renewal of the work agreement. All proposed staff and all proposed terminations, renewals/non-renewals must be approved by the PAO.

Establishing student prerequisites, conducting placement testing and TEFL tests, enrolling and scheduling students.

Establishing jointly with the PAO the maximum and minimum number of students per class.

Establishing jointly with the PAO a fee structure for students, a salary schedule for teachers and other staff, and fiscal structures for any other revenue sources.

Collecting fees from all sources; on a quarterly or semi-annual basis remunerate 10% of the gross receipts to USIS Sanaa.

Making disbursements to staff as well as local or other vendors for all operating expenses incurred to conduct the DETP.

Maintaining student progress reports and issuing appropriate certification to students who meet institutional standards at various levels of proficiency.

Maintaining detailed financial and statistical records in accordance with the requirements outlined in the cooperative agreement and in the English Language Program Administration Manual.

Accepting responsibility and accountability for the equipment, furniture, nonexpendable supplies, textbooks, and other physical property assigned to the DETP. Preparing an annual inventory of such property on hand as of August 31 of each year. The managing organization may be held liable for replacing any such property which cannot be accounted for during the annual inventory process.

Providing all such reports as may be requested by the PAO or stated in the English Language Programs Administration Manual.

Preparing a Financial Plan which includes all funds required to operate the DETP for one academic year, with the projected income to meet those expenses.

The management and the management's personnel shall not be considered employees of the Federal Government and shall not be eligible, by virtue of performance under the cooperative agreement, for payment by the Government or entitlements and benefits accorded federal employees unless specifically included in the cooperative agreement or the English Language Program Administration Manual.

The DETP will be established, organized and operated as described in the English Language Program Administration Manual. This manual will be used to address a number of details necessary for a successful DETP. This handbook is made a part of the cooperative agreement and its order of precedence is secondary only to the specific written terms of the cooperative agreement itself.

**Benefits:** Potential benefits to the applicant for entering into a cooperative agreement with USIS include, but are not limited to:

Through a sharing of resources, the opportunity to work overseas, or expand current international work;

Sharing of USIS contacts in the language education profession or related fields;

Opportunity to establish linkages and expansion beyond the immediate scope of the partnership;

Opportunity for exchanges of faculty, students, research, and staff;

On-site recruitment of international scholars and students and the ability to conduct pre-departure orientation;

Expanded international recognition and an expanded network of contacts and resources;

Potential revenue from DETP income to support the benefits mentioned above.

**Announcement Title and Number:** All communications with USIA concerning this announcement should refer to the above title and reference number E/AL-97-03.

**Supporting Documents:** Applicants should request the following supporting documents from the English Language Programs Division (E/AL):

The English Language Program

Administrative Manual

The Sanaa DETP program profile

A sample copy of a Cooperative Agreement to Manage a DETP

**Submissions:** Organizations wishing to pursue collaborating as described above should prepare a concept paper, not to exceed 10 pages. This paper should include the following information:

- A. Name and address of organization(s).
- B. Principal contact information (name, phone/fax numbers, e-mail address).
- C. Outline of organization's history, mission, and scope.
- D. Brief description of organization's experience in successfully managing a self-sufficient English teaching program, preferably an off-site program.
- E. Resources (human, financial, in-kind etc.) which applicant organization proposes to contribute to the achievement of the goals of the DETP, including the qualifications of the likely Director of Courses.
- F. Brief description of applicant organization's experience in Yemen and/or the region; if no experience in the region, organization's overseas experience.
- G. Scope of proposed activity, including applicant organization's management style and communication style for directing a distance program under the guidelines in the English Language Program Administration Manual.
- H. Brief discussion of the goals and the benefits the applicant organization envisions upon entering into such an agreement with USIS Sanaa.

The original and six copies of the concept paper, along with the same information on a 3.5" diskette in ASCII

text format, should be sent to: U.S. Information Agency, Ref.: E/AL-97-03, Office of Grants Management, E/XE, Room 326, 301 4th Street, SW., Washington, DC 20547.

USIA will use the electronic submissions to transmit concept papers to USIS Sanaa for its review and comment.

**Deadline for Submission:** All concept papers must be received at the U.S. Information Agency by 5 p.m. Washington, D.C. time on June 6, 1997. Faxed documents will not be accepted. Documents postmarked June 6, but received at a later date will also not be accepted.

**Review Process:** USIA will review concept papers using as criteria the degree to which the applicant organization demonstrates:

Experience successfully managing an English teaching program;

Styles of management and communication relating to management of an overseas program;

Overseas experience of the organization and proposed personnel;

Ability to provide the necessary resources (human and financial) to assure the quality and self-sufficiency of the program.

The goals and benefits the applicant envisions for itself and the DETP upon entering into such an agreement with USIS Sanaa.

All accepted concept papers will be reviewed by a panel which may include the program office, geographic area office, and USIS Sanaa. Statements may also be reviewed by the Office of the General Counsel or by other Agency elements. The panel will determine those interested parties that should be recommended for further consideration by USIS Sanaa. E/AL will communicate all information regarding the concept papers and the panel's recommendations to USIS Sanaa. Final decisions regarding the concept papers will be communicated to the applicants by E/AL. USIA in cooperation with USIS Sanaa will negotiate a formal cooperative agreement with the chosen Administrative Institution.

**FOR FURTHER INFORMATION, CONTACT:** The English Language Programs Division, E/AL, Rm. 304, U.S. Information Agency, 301 4th Street, SW., Washington, DC 20547, telephone 202-619-5869; fax 202-401-1250; e-mail DANDERS@USIA.GOV Contact officer is Damon Anderson.

**To download this announcement via internet:** This announcement may be downloaded from USIA's web site at <http://www.usia.gov/education/rfps>. Please read all information before downloading.

Dated: April 29, 1997.

**Dell Pendergrast,**

*Deputy Associate Director for Educational  
and Cultural Affairs.*

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