EMW-2016-CA-APP-00246

Application Information

Application Number: EMW-2016-CA-APP-00246
Funding Opportunity Name: FY 2016 Countering Violent Extremism Grants
Funding Opportunity Number: DHS-16-OCP-132-00-01
Application Status: Pending Review

Applicant Information

Legal Name: Rochester Institute of Technology
Organization ID: 17980
Type: Private Institutions of Higher Education
Division:
Department:
EIN: (b) (6)
EIN Shared With Organizations:
DUNS: 002223642
DUNS 4:
Congressional District: Congressional District 25, NY

Physical Address

Address Line 1: 1 Lomb Memorial Drive
Address Line 2: [Grantee Organization > Physical Address > Address 2]
City: Rochester
State: New York
Province:
Zip: 14623-5603
Country: UNITED STATES

Mailing Address

Address Line 1: 1 Lomb Memorial Drive
Address Line 2: [Grantee Organization > Mailing Address > Address 2]
City: Rochester
State: New York
Province:
Zip: 14623-5603
Country: UNITED STATES

SF-424 Information

Project Information

Project Title: It's Time to #ExOut through Education
Program/Project Congressional Districts: Congressional District 25, NY
Proposed Start Date: Thu Dec 01 00:00:00 EST 2016
Proposed End Date: Fri Nov 30 00:00:00 EST 2018
Areas Affected by Project (Cities, Counties, States, etc.): Cities: Rochester, Buffalo, Syracuse; Counties: Monroe, Niagara, Erie, Orleans, Genesee, Wyoming, Livingston, Wayne, Ontario, Yates, Seneca, Cayuga, Oswego; New York State

Estimated Funding

Funding Source	Estimated Funding ($)
Federal Funding	$145000
Applicant Funding	$0
State Funding	$0
Local Funding	$0
Other Funding	$0
Program Income Funding	$0
Total Funding	$145000

Is application subject to review by state under the Executive Order 12373 process? Program is not covered by E.O. 12372.
Is applicant delinquent on any federal debt? false

Contacts

Contact Name	Email	Primary Phone Number	Contact Types
Adriana Boveda	(b) (6)	(b) (6)	Secondary Contact
Charles Bush	(b) (6)	(b) (6)	Authorized Official
Katherine Clark	(b) (6)	(b) (6)	Primary Contact
Ryne Raffaelle	(b) (6)	(b) (6)	Signatory Authority

SF-424A

Budget Information for Non-Construction Programs

Grant Program: Countering Violent Extremism Grant Program
CFDA Number: 97.132

Budget Object Class	Amount
Personnel	$30674
Fringe Benefits	$5668
Travel	$5376
Equipment	$0
Supplies	$0
Contractual	$37700
Construction	$0
Other	$22940
Indirect Charges	$47597
Non-Federal Resources	**Amount**
Applicant	$0
State	$0
Other	$22940
Income	**Amount**
Program Income	$0

How are you requesting to use this Program Income? [$budget.programIncomeType]

Direct Charges Explanation:
Indirect Charges explanation: DHHS; rate: 46.5%; POC Council Moore 212-264-2069

Forecasted Cash Needs (Optional)

	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Federal	$18701	$18700	$18700	$18700
Non-Federal	$0	$0	$0	$0

Future Funding Periods (Years) (Optional)

First	Second	Third	Fourth
$75153	$	$	$

Remarks:

SF-424C

Budget Information for Construction Programs

Assurances for Non-Construction Programs

Form not applicable? false
Signatory Authority Name: Charles Bush
Signed Date: Tue Sep 06 00:00:00 EDT 2016
Signatory Authority Title: Vice President for Research and Assoc Provost

Certification Regarding Lobbying

Form not applicable? false
Signatory Authority Name: Charles Bush
Signed Date: Tue Sep 06 00:00:00 EDT 2016
Signatory Authority Title: Vice President for Research and Assoc Provost

Disclosure of Lobbying Activities

Form not applicable? false
Signatory Authority Name: Charles Bush
Signed Date: Tue Sep 06 00:00:00 EDT 2016
Signatory Authority Title: Vice President for Research and Assoc Provost

CERTIFICATION REGARDING LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

* APPLICANT'S ORGANIZATION

Rochester Institute of Technology

* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE

Prefix: * First Name: Ryne   Middle Name:

* Last Name: Raffaelle   Suffix:

* Title: Vice President for Research & Assoc. Provost

* SIGNATURE: Charles Bush   * DATE: 09/01/2016

Application for Federal Assistance SF-424

* 1. Type of Submission:	* 2. Type of Application:	* If Revision, select appropriate letter(s):
☐ Preapplication	☒ New	
☒ Application	☐ Continuation	* Other (Specify):
☐ Changed/Corrected Application	☐ Revision	

* 3. Date Received:	4. Applicant Identifier:
09/01/2016	

5a. Federal Entity Identifier:	5b. Federal Award Identifier:

State Use Only:

6. Date Received by State:	7. State Application Identifier:

8. APPLICANT INFORMATION:

* a. Legal Name: Rochester Institute of Technology

* b. Employer/Taxpayer Identification Number (EIN/TIN):	* c. Organizational DUNS:
(b) (6)	0022236420000

d. Address:

* Street1: 141 Lomb Memorial Drive
Street2:
* City: Rochester
County/Parish:
* State: NY: New York
Province:
* Country: USA: UNITED STATES
* Zip / Postal Code: 14623-5603

e. Organizational Unit:

Department Name:	Division Name:

f. Name and contact information of person to be contacted on matters involving this application:

Prefix: Ms.	* First Name: Katherine
Middle Name:	
* Last Name: Clark	
Suffix:	

Title: Assoc. Director, Grants and Contracts Mgt.

Organizational Affiliation:

Rochester Institute of Technology

* Telephone Number: (b) (6)	Fax Number:

* Email: (b) (6)

Application for Federal Assistance SF-424

* 9. Type of Applicant 1: Select Applicant Type:

O: Private Institution of Higher Education

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

* Other (specify):

* 10. Name of Federal Agency:

Department of Homeland Security - FEMA

11. Catalog of Federal Domestic Assistance Number:

97.132

CFDA Title:

Financial Assistance for Countering Violent Extremism

* 12. Funding Opportunity Number:

DHS-16-OCP-132-00-01

* Title:

FY 2016 Countering Violent Extremism Grants

13. Competition Identification Number:

Title:

14. Areas Affected by Project (Cities, Counties, States, etc.):

[Add Attachment] [Delete Attachment] [View Attachment]

* 15. Descriptive Title of Applicant's Project:

It's Time to #ExOut through Education

Attach supporting documents as specified in agency instructions.

[**Add Attachments**] [Delete Attachments] [View Attachments]

Application for Federal Assistance SF-424

16. Congressional Districts Of:

* a. Applicant: NY-025

* b. Program/Project: NY-025

Attach an additional list of Program/Project Congressional Districts if needed.

[ ] [Add Attachment] [Delete Attachment] [View Attachment]

17. Proposed Project:

* a. Start Date: 12/01/2016

* b. End Date: 11/30/2018

18. Estimated Funding ($):

* a. Federal	145,000.00
* b. Applicant	0.00
* c. State	0.00
* d. Local	0.00
* e. Other	0.00
* f. Program Income	0.00
* g. TOTAL	145,000.00

* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?

[ ] a. This application was made available to the State under the Executive Order 12372 Process for review on [ ].

[ ] b. Program is subject to E.O. 12372 but has not been selected by the State for review.

[X] c. Program is not covered by E.O. 12372.

* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)

[ ] Yes   [X] No

If "Yes", provide explanation and attach

[ ] [Add Attachment] [Delete Attachment] [View Attachment]

21. *By signing this application, I certify (1) to the statements contained in the list of certifications** and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances** and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)

[X] ** I AGREE

** The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

Authorized Representative:

Prefix:

* First Name: Ryne

Middle Name:

* Last Name: Raffaelle

Suffix:

* Title: Vice President for Research & Assoc. Provost

* Telephone Number: (b) (6)   Fax Number:

* Email: (b) (6)

* Signature of Authorized Representative: Charles Bush

* Date Signed: 09/01/2016

It's Time: #ExOut Extremism
Rochester Institute of Technology
Focus Area #4: Challenging the Narrative

Executive Summary

It's Time ExOut is proposing a continuance and further development of its three pronged approach of proven success to counter violent extremism narrative within our target market: #ExOut Social Media & Online campaign, ExOut through Education program, and ExOut through Expression art exhibit. Our initiative targets 16-24 year olds of the silent majority that realize violent extremism is a problem and want to take action, but have not been motivated to act.

Our program would require a total of $149,955 in grant money. The cost breakdown for our proposal is as follows: ExOut through Education continuance and Expansion with the inclusion of a mobile app $29,850 per year. This breaks down further to $18,850 for app development and $11,000 for the hosting of our workshops which will cover venue and working meals.

To manage, expand, and create content for our ExOut Social Media and Online campaign we will hire a part-time research associate at a cost of $7,800 per year. The supervision of the development of the proposed activities falls under the PI, Adriana M. Boveda, Ph.D., including supervision of the research associate at a cost of $7426 for the first year and $7,648 for the second year. To this RIT adds a cost of Fringe Benefits of $2,825 for the first year and $2,843 for the second year.

As travel may be required to DC for project updates, presentations, and information gathering we have budgeted $2,688 in domestic travel for 2 people per year.

Aside from RITs indirect cost assessment of $23,742 for the first year and $23,854 for the second year, they also assess a $470 computer charges per year.

ExOut through Education will start its expansion from the Rochester NY area to encompass Western New York the first year and expand to the entire state of NY by the second year. Our ExOut Social Media and Online Campaign will have national and international reach, while the ExOut through Expression remains locally based for the first year and expands to at least one more state on the second year.

Technical Merit

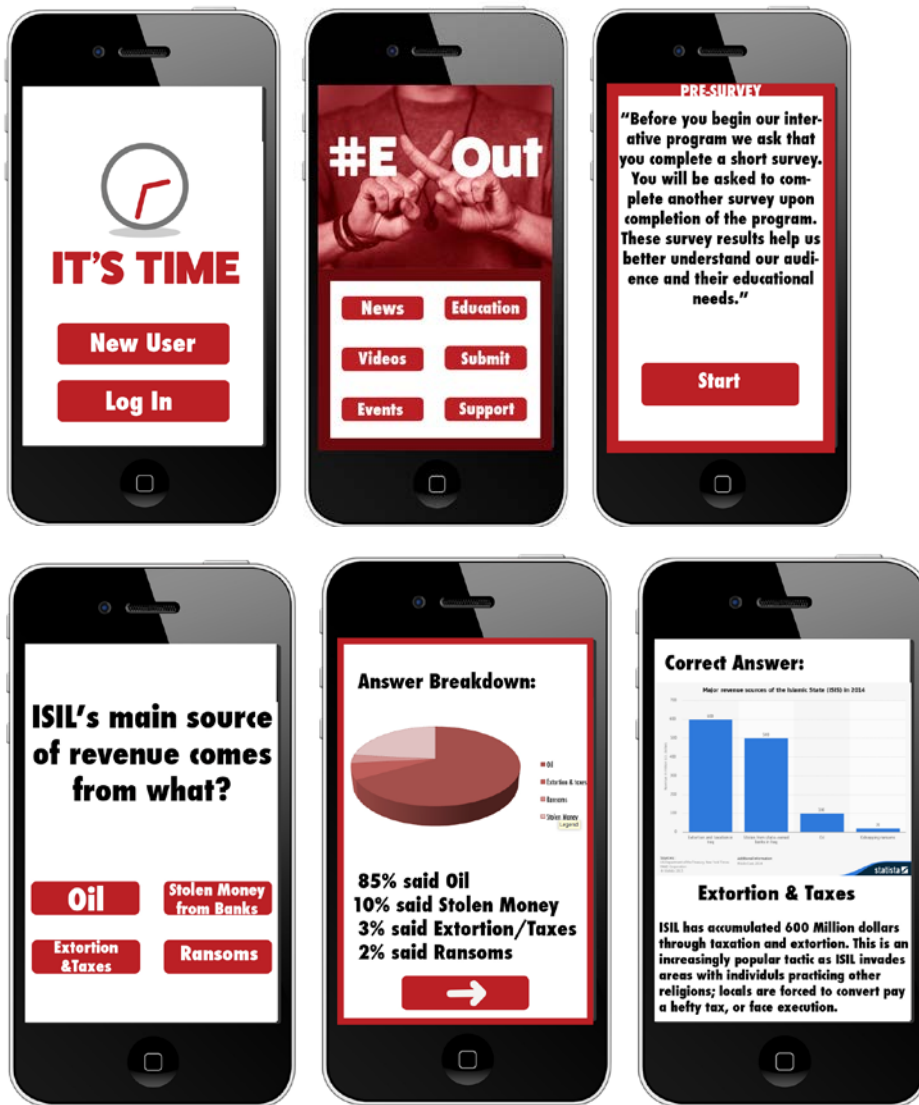**ExOut Through Education:**

   The goal of our educational campaign is to create and develop new educational materials to further the interactive program and allow it to be easily implemented in schools through educators and administrators. We will also develop workshops educators can attend to learn more about violent extremism and how to help students combat it – as well as to learn our educational program so they can deploy it. Development of the educational program will continue by creating content available for younger school age children and at risk populations. ExOut through Education will follow a three part approach: Mobile App, Supplemental materials, and Workshops/seminars both for students and educators. Our educational program has yielded favorable results in educating students as to the difference between Islam and Violent Extremism, informing them of the refugee crisis, and motivating them to take action online to ExOut negative stereotypes. This will create a culture of tolerance and inclusion as well as a positive and compassionate counter-narrative to the fear and divisiveness being spread by violent extremists.

Mobile App. The main goal of the app is twofold: to support our ExOut through Education program and motivate students to stay engaged and involved in the initiative. Develop and launch a mobile app as the main support platform for the educational program. The app allows educators to connect with students throughout the program making it interactive and collaborative. The mobile app will house information and polls for students to answer and ask questions during the educational program as well as after it. The app will also be used as the buzzer during the Jeopardy game phase as well as include mini jeopardy games for the individual users. Taking advantage of gamification the app will also include weekly ExOut challenges for students to complete and stay engaged in the initiative. Sample challenges will be posting in social media, doing a kind act, helping others, etc. centered around the mission of It's Time. A future update would allow users to set up competition teams and compete with each other earning badges and ExOut Merchandise as prizes.

   In addition the app will allow us to collect measurement data for the success and effectiveness of our program. Upon installation or start of program students will complete a survey. After completion of the educational program students will complete a post measurement survey. Both surveys include demographical and attitudinal variables of interest. We will also

deploy different surveys as needed to measure engagement, motivation, and intention to act. As the Students will complete a pre & post survey before and after the program, having this done on the app allows It's Time team members to collect this data for analytical purposes without having to be present in every classroom. Being able to collect data without being physical present allows us to be able to further assess our progress remotely. In support of our successful #ExOut selfie campaign, the app will include camera access and ExOut filters so users can show solidarity by "Exing Out". Lastly since the application will also house news, original, and third-party content it will allow the students to share directly to their social media platform of choice.

Sample Screenshots of Mobile App

Supplemental materials will be used to support the mobile app and provide educators with additional details and content they need to hold a successful ExOut Through Education program. Supplemental materials will adhere to sate common core standards so they may be implemented successfully alongside classroom curriculum. These will be: a USB drive with preloaded presentation & featured videos, educational sessions for instructors and Jeopardy game; Instructional booklet on how to conduct the program; Student brochures. In addition we will have extra content for a small fee: Bonus videos, merchandising, and It's Time jeopardy prizes. All proceeds go back into It's Time ExOut programs.

Interactive Educational Program. We will continue to a high schools to speak about violent extremism and educate students on ways they can become involved in prevention efforts. Our program is an interactive a fun way for students to learn the differences between Islam and violent extremism values, hear first-hand accounts of those directly affected by violent extremism, and learn simple ways they can challenge violent extremism and be agents of change. Informed by the Islamic Center of Rochester's scholars and the Muslim Student Association of RIT we developed a program that discusses and differentiates the tenets and values of Islam from those espoused by violent extremism groups. Our program includes video interviews where our speakers outline these and share their experience of how they have been directly or indirectly affected by violent extremism. It is our goal to keep building on this program and adding new stories and materials to keep it updated and attractive for our target market. Our program ends with a fun Jeopardy style game show where the students can win prizes, and a call to action to engage in our ExOut initiative.

To expand our reach, we will create workshops/seminars offered to educators and individuals in the community who would like to hold ExOut Through Education programs. These workshops will instruct educators as to how to host the program, expand their knowledge of violent extremism, recruitment practices, how they and the students can combat the online narrative with offline actions, the refugee crisis and other ways to get involved. This workshops will also include keynote speakers that are leaders in the field such as government officials, academics, and community leaders. Seminars will serve to create an interconnected network of individuals with a common goal, engage and motivate more audiences, and develop an ExOut community. The workshops will be held annually and would bring in faculty and student leaders for two days. It's Time will cover the cost of the workshops and will ask invitees to cover their travel.

It's Time will develop additional teaching tools such as the creation of booklet/packets that explain to educators what they need to know as well as how to implement program and a preloaded USB drive with videos for presentations. We would expand our geographic area and reach out to educators across the country to implement the ExOut through Education program high schools and invite them to our workshop.

ExOut through Expression

We will continue to host an annual art exhibition that features pieces inspired by personal stories and accounts refugees, victims, and individual's affected by violent extremist groups. The pieces help tell the story and serve as a way to visualize and conceptualize what victims have experienced bringing attention to the need for action through compassion and understanding. The artwork will also be a way to begin opening up a dialogue to show our audience creative ways to counter and challenge the negative narrative. A secondary goal of the art exhibit is to raise funds to continue our programs and for charities invested in countering the narrative and aiding its victims. After year 2 we want to expand the art exhibit to an art walk that will feature booths with the same inspired artwork, food trucks, and interactive exhibits. This will raise awareness and motivate to action the local communities.

#ExOut Digital Media Campaign

Online. The goal of our digital initiative website is to be a hub of information of all our activities, programs, events, and content. The website will be the first point of contact for many, so it will direct people to our social media links, allow them to contact us, house our educational content, and also house our events and original content. In addition it will include all the press coverage and awards that our campaign garners.

We decided to have video as our main generated content because of its well-known ability to engage and capture an audience. Interviewing refugees, Muslims, and victims of violent extremism we will collect more stories and create new educational and awareness videos. We want to expand our interviewee base by reaching outside the Rochester area & start interviewing children whose stories may be more impactful.

Educational videos will be posted each week where we discuss different topics concerning violent extremism in an effort to create share-worthy content that people resonate with and to keep visitors coming back to the website. We also will create mini-documentaries featuring interviewees in our local area and their stories. In addition, we will also interview

experts in the field (academia, government, religious, and community) to not only share their perspective but to aid in educating people about the simple steps to challenge the narrative online.

Social Media. We will continue to use the hashtag #ExOut as a way to identify our unique campaign. It will be used alongside the name of our organization, ex: "It's Time to #ExOut extremism." Social media was and will continue to be the heart of our It's Time initiative. #ExOut will be present in Facebook, Twitter, Instagram, Tumblr, and Snapchat – as well as any new social media platform that our audience engages with. This is where our target audience spends most of its time, gets news and political content, and engage and share content with others. Our goal is to continue raising awareness, motivating to action, and engaging our audience in respectful discourse on challenging violent extremism.

While some of our social media content will mirror that of the website, we will develop social media original content only. This will be attention getting and share worthy content that our fans will spread beyond the It's Time profile. The content will be short videos non on our website, fact memes, and attention getting infographics. These will be created as a reflection of our research on violent extremism and spread across social media to create easily-digestible content which spreads awareness. The short videos have proven to be a good way to engage both supporters, silent majority members, and those seeking more information. We will continue using them as a forum to dispel myths and promote tolerance, understanding, inclusion and compassion.

Our #ExOut Photo Campaign was a success and one that generated a sizable amount of engagement with our initiative. We will continue to encourage people to send in their ExOut photos (performing the ExOut hand gesture) and create a reward system for ExOut photos sent in (Earn points for every ExOut photo, redeem ExOut merchandise with points, get a badge, ran through app). The ExOut hand gesture is the use of an individual's two index fingers crossed in the shape of an X and signifies solidarity with the movement.

Lastly, we will develop photo filters to further motivate our audience to participate in our campaign and share and engage others in their circles, so that we can continue to spread awareness and action. These filter would be available for any picture through our mobile app and as a geo-filter in Snapchat.

<center>**Needs Analysis**</center>

Messaging Landscape

The emergence of the Islamic State in Syria and the Levant (ISIL) has caused a dangerous threat not only to global security but also to national, regional and local stability. ISIL has proven successful in luring young people to its ranks with polished propaganda, sophisticated online messaging and an increasingly complex network of terrorist group alliances.[1] But successful has been ISIL's Identifies and demonizes an enemy who is to blame for the decline, and depicts those who resist that enemy as heroic.[2] ISIL has good control over social media with over 50,000 accounts just on Twitter alone; they have mastered the art of crafting a message for a specific target audience and making sure it reaches them. Social media increases the ease in which ISIL can reach individuals of all type of racial, ethnic and religious backgrounds. ISIL uses social media to build connections here in the United States and recruit foreign fighters; in 2015 fifty-six individuals were arrested on terrorist related charges across 21 states. Social media permits ISIL to translate and spread their message in many different languages to a younger generation of foreign fighters in an attempt to continue to push their agenda and ensure its sustainability. There has been a 70% increase in foreign fighters between the years 2014 and 2015.[3]

The most active group of users on the web is 16-24 year olds who rack up on average 3.5 hours a day online; this large amount of time spent online makes them a uniquely vulnerable population for extremists. ISIL propaganda pieces disseminated on the Internet further the divide and foster misinformation surrounding Islam and Muslims. This in turn pushes many Americans away from willingness to learn about Islam, help the refugee crisis, and serves as a driver for discrimination against Muslims and Muslim culture; the fear ISIL instills in the general public grows and the divide continues.

It is in the digital landscape that there is the most need to counter and challenge the negative narrative of ISIL and instead of spreading fear spread compassion, understanding, and a willingness to be an amplifier of the message. Therefore, our main effort center in the digital

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[1] https://priceschool.usc.edu/files/2015/05/Foreign-Fighters-Terrorist-Recruitment-and-CVE-in-Minneapolis-St-Paul.pdf

[2] The Structure of Violent Extremist Ideologies

[3] https://www.un.org/sg/en/content/sg/statement/2015-05-29/secretary-generals-remarks-security-council-meeting-threats

arena to include website, social media, and a mobile app – supported by an offline program of education and expression through creativity

Message Strategy, Tools, Themes, and Goals

It is our message strategy to inspire the silent majority to be agents of change through education and engagement in creative grass roots initiatives both online and offline.

The silent majority – defined as those who oppose violent extremism but are currently not active in raising public awareness and broaden prevention efforts – is a sizable target audience that if engaged can be an agent of change if provided with the right tools and the right education. The segment aged 16-24 are also the heaviest users of the social web, engaged in upwards of 3+ hours a day.[4] Eighty three percent of this segment feel a moral obligation to break stereotypes and educate others, while 91.5% believe they can make a difference through social media. Overall, 87% are interested in breaking or helping break negative stereotypes. When surveyed our target market cited 67% of their knowledge of violent extremism comes from social media. It is from these results we are able to determine the most valuable avenue to share our message are social media platforms.[5]

To deliver our message strategy we will use three tools with a unifying theme of It's Time #ExOut and #Challenge Extremism. Our #ExOut theme focuses on three key messages: 1) to show you are standing against violent extremism; 2) to signify individuals have the power to "Ex Out" of extremism propaganda on the web by exiting their browsers; and 3) to show support for victims of violent extremism. It's Time three tools are:

- #ExOut Campaign & Creation of Original content
- #ExOut Through Education
- # ExOut Through Expression

#ExOut Campaign & Creation of Original content. Create original content (infographics, informative videos, and video interviews with Muslims and those affected by Violent Extremism). We also share third party content such as news articles from CNN and Vice News. We also launched and received engagement with our social media initiative #ExOut. We believe it is imperative to provide internet users with an alternative to what ISIL is publishing online and

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[4] It's Time primary research
[5] It's Time primary research

counter ISIL's use of video to intimidate and make.[6] These videos of beheadings and terroristic content are spread throughout the internet often drawing on Islam as the reason for ISIL's agenda with little to in place to combat them. Our videos will provide that counter narrative.

The ExOut initiative, which entails creating the hand gesture of an X with the index fingers, taking a picture, and posting in our site generated a growth of 170% over the two months it was actively held. Our original content reached and engaged 89% of our target (aged 16-24) and reached back to include 13-16 year olds giving ExOut a unique opportunity to engage younger members of the silent majority and reach them with our educational programs.

Our goals for this campaign are: continue fostering a counter narrative to what ISIL is publishing online: create new video interviews to further educate general public; continue to grow our online community where individuals can ask questions and receive knowledgeable answers, stay up to date on all ISIL related news, learn more about the victims of violent extremism, and ways they can help combat violent extremism and get involved. Ultimately the main goal is to grow our #ExOut initiative, making it a recognizable brand and name.

ExOut through Education. We believe that education, both online and offline is the biggest tool we have to combat violent extremism. We have constructed an educational program that helps individuals learn and understand more about the difference between Islam and extremism, the refugee crisis, ISIL's goals and recruitment practices and the ways in which they can help combat extremism. The program we've developed is ExOut through Education which seeks to motivate and educate students through an interactive education program design to inform them on the differences between ISIL and Islam, as well the need for breaking down stereotypes. During our initial run, 25% of the students did not know this difference before being exposed to ExOut through Education. At the closing of the program 99% could recognize the difference and were motivated to challenge and counter the negative narrative online with a positive one. The goals for ExOut through Education are:

- Further develop our educational program "ExOut Through Education" and launch it nationally
- Create mobile application that will serve to assist with the interactive program. Mobile apps have proven to be an effective and efficient way to support education[7] and over 85%

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[6] https://www.brookings.edu/blog/techtank/2015/11/19/fight-against-isis-reveals-power-of-social-media/
[7] www.elearningindustry.com/5-uses-mobile-technology-in-the-classroom; www.nea.org/tools/56274 htm

of our target maket owns a smartphone[8] The application will also function to collect survey data and send it to us so it can be analyzed for program effectiveness.

- Develop supplemental materials and content used to support the program and the application. Supplemental materials will provide educators with additional details and content they need to hold a successful ExOut Through Education program.
- Host workshops/seminars for educators as to how to host the program, expand their knowledge of violent extremism, recruitment practices, the refugee crisis and ways to get involved.

ExOut through Expression: Through creativity we encourage our audience to express themselves visually and artistically building a network of individuals who are inspired by this issue. We held an art exhibition featuring pieces surrounding the theme of Islam, peace, refugees, and the positivity of the It's Time campaign. We put out a call for artist and contacted individual artist to request pieces for auction that were related to our theme. We got a sizable response of both local and internationally known artists. It's Time also received interest from local galleries willing to host our future art exhibits. The pieces are sold through a silent auction where funds go to charities that counter violent extremism and aid its victims. Our goal for this program is twofold: 1) Host a 2nd annual art exhibition and auction with proceeds benefitting a charity of It's Time's choosing and 2) Grow it beyond its local status.

Media Plan & Message Tailored to Target Audience

Our program will utilize Internet (online and website), Social Media, Mobile App, and Events It's Time was created to combat violent extremism through creativity and education. We are dedicated to creating a counter narrative and increasing awareness for this growing issue. We believe it is time to cast aside fear, as well as negative stereotypes, and unite individuals to make a change. We utilize a series of online social media platforms as well as educational tools to share and spread our message combating extremist propaganda. Violent extremist groups have become very active on social media using the platforms as a recruitment tool. The Quilliam Foundation released a report last October that detailed ISIL's social media practices stating they released on average 38 new items a day ranging from videos clips to full length documentaries, audio recordings, literature such as essays and pamphlets, and photos. All of this material was

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[8] http://www.nielsen.com/us/en/insights/news/2014/mobile-millennials-over-85-percent-of-generation-y-owns-smartphones.html

translated and released in a variety of languages.[9]   In order to combat the propaganda pieces ISIL is creating, there needs to be a resistance or dialogue in place refuting violent extremist claims.

We use a variety of social platforms to spread our counter narrative online. The platforms we utilize are: Facebook, Twitter, Instagram, Snapchat, YouTube, and Tumblr. We believe the best way to combat violent extremism is through education. ISIL gains a great deal of support through fear and capitalizing on individual's lack of knowledge surrounding Islam. With education we can contest the propaganda being set forth and give individuals the knowledge needed to challenge extremist ideals.

Measures of Success

Our project has already garnered much success it the six months since its creation. It's Time, initially created as part of a competition held by the U.S Department of State and Edventure Partners, was the only American team selected as a finalist, and went on to win first prize beating out 55 other schools. Our project has received national press and we have been featured in over 40 publications including notable sources like Fedscoop, NPR, Politico and USA Today plus has received requests for partnerships from other non-profit organizations.

Due to the novice approach of using social media to combat extremism campaigns have tried and failed in the past to successfully do so; the 2013 "Think Again Turn Away" campaign run by the Department of State proved ineffective unintentionally giving ISIL supporters a place to voice their arguments.[10] () We believe our program and content is effective in challenging extremism; in a short three-month period our main platform, Facebook, received over 35,000 video views, 19,500 engagements, 692 shares, and 123 comments. We did have a few instances of resistance or opposition to our message, which allowed us to in some cases be able to change several people's outlook. Our social media numbers continue to grow every day.

To measure the success of the project we will be using pre and post surveys, social media and digital analytics of engagement (comment, clicks, shares) by our target audience, video views, pre and post surveys of attitudinal and motivational variables. We will be setting benchmarks for our programs and online initiatives measuring progress every three months.

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[9] https://www.wired.com/2016/03/isis-winning-social-media-war-heres-beat/
[10] http://time.com/3387065/isis-twitter-war-state-department/

Expertise

The It's Time team participated in the P2P Challenge Violent Extremism international competition hosted by the Department of State and won first place beating 55 national and international teams. Our members are graduates and professionals in Advertising and Public Relations, New Media/Digital Marketing, and Imaging and Illustration. The team developed their own creative, original content, strategy, and website for the It's Time initiative. The PI is an Assistant Professor of Marketing who is also marketing professional with over 9+ years in Advertising and Direct Marketing. She holds a Bachelor's degree in Marketing, a Master's degree in Advertising, and a Ph.D. in Marketing. As a team we have the know-how and access to students and resources here in RIT that can supply the expertise we may lack.

As an example of our experts we interviewed Yasir Qadhi, Dean of al-Magrib Institute. We secured him as an interviewee through community engagement with the Rochester Islamic Center. We search within our local community to find refugees, and to the student communities to find Muslim students willing to share their experience here. We found that partnering with local Islamic and Muslim centers as a great resource for finding expert speakers. We would also look to professors at universities within the Social Sciences as experts. Lastly, we would reach out to government officials at all levels.

We are also participating at the College and University Peacebuilding Approaches to Violent Extremism and Youth Recruitment conference 2016 in Cleveland were we will be one of the keynote/plenary speakers on our project (the agenda can be found here: https://www.csuohio.edu/cehs/sites/csuohio.edu.cehs/files/VE%20Conference%20Agenda%202016.pdf). This conference allows us the opportunity to meet and network with experts in the field from government, academia, and the community at large. In addition, we are awaiting to hear on acceptance on a panel proposal at SXSW that would include It's Time members as well as Tony Sgro from EdVenturePartners, Monika Bickert from Facebook, and Matt Rice from National Counter Terrorism Center, now with a new title at DHS CVE Task Force.

Budget and Budget Justification

Budget Category	Federal Request	Non-Federal Amounts	Total
A. Personnel	$30,674	$0	$30,674
B. Fringe Benefits	$5,668	$0	$5,668
C. Travel	$5,376	$0	$5,376
D. Equipment	$0	$0	$0
E. Supplies	$0	$0	$0
F. Construction	$0	$0	$0
G. Consultants/Contracts	$37,700	$0	$37,700
H. Other	$22,940	$0	$22,940
Total Direct Costs	$102,358	$0	$102,358
I. Indirect Costs	$47,597	$0	$47,597
TOTAL PROJECT COSTS	**$149,955**	**$0**	**$149,955**

*RIT's final budget of $149,955 differs than the pre-proposal budget submitted in Grants.gov of $145,000. This budget revision is due to increases in some price quotes.

Salary amounts are based on actual salaries and include 3% anticipated annual merit increases for faculty and staff. RIT utilizes a 9.5-month contract for the Academic Year. The RIT Fiscal Year (FY) starts on July 1 and ends June 30 of the subsequent year.

Personnel:

Adriana Boveda-Lambie, PI: salary support is requested for 0.5 months summer salary for each of the two years. PI Boveda-Lambie will be directly responsible for the supervision of the research associate as well as the development of the app and of the expansion of the ExOut through Education initiative. She will manage the research tasks as outlined in the proposal with primary responsibility for including measurements of success and guiding all three initiatives to completion and success.

Part-time research associate: will assist with the development of the materials for ExOut education, keep a calendar of task and deadline completion, aid in the management of the social media efforts by finding third party content, and assist as necessary to support the It's Time team, for 10 hours each week (52 total weeks), at the rate of $15/hr for each of the two years.

Benefits:

Benefit rates for faculty and staff during the academic or calendar year are calculated at the federal provisional rate of 28.7% (FY 2017 and forward). Benefits for faculty summer effort are

calculated at the federal provisional rate of 7.9% (FY 2017 and forward). Benefits are not assessed on student stipends or wages. Actual rates will be used once known.

Travel: Support is requested for the PI and Research Associate to travel to Washington DC to give reports and updates on the progress of the initiatives under the grant as well as to meet with state legislators and possible speaker for our ExOut through education. In addition to ensure the ExOut app meets all standards and includes the latest government issued information relating to violent extremism. For four day trips, costs are calculated as $208 round-trip airfare; $168/night hotel; $66/day meals; and $200 ground transport; for two people each year. All estimates based on representative costs found on internet travel sites such as Orbitz and/or Travelocity, hotel websites, cab company websites, university websites, conference sites and/or historical averages.

Trip Summary

Destination	Number of Travelers	Number of Days	Budget year	Cost
Washington DC	2	4	1	$1344/ person
Washington DC	2	4	2	$1344/person

Contracts:

$18,850 is requested each year for a contractor to develop the ExOut mobile app. This cost cover the prototype and development of the educational and interactive app both for iOS and Android mobile devices, as well as revisions and updates as necessary so the app runs smoothly. As this will be a free app it will also run without advertisement. We will hire a team of developers to code the app initially in iOS followed by its Android version. APIs for social media sharing from the app will be enabled.

Other Direct Costs:

$5,000 each year is requested for venue rental. The center of the ExOut through education program is to educate and arm the students with the information they need to understand violent extremism narrative and tactics as well as break negative stereotypes and motivate them to action. This will be achieved by visiting local high schools with our initiative. We recognize that there is a larger need than what we can provide, so we will coordinate a workshop for teachers and school administrators to train them in our interactive program so they

can deploy in their classrooms together with our materials and the mobile app. These training will be held at local venues which we will rent.

$6,000 is requested each year for working meals for workshop participants. $10 for working breakfasts and $20 for working lunches for 100 workshop participants, for two days for each of two years.

$470 is requested each year for Information Technology Services/Computer usage fees, which are assessed by the University at a rate of $144.60 per FTE (month). This does not apply to faculty summer effort or to students.

F&A/Indirect Costs: RIT has a federally negotiated F&A rate of 46.5% applied to all modified total direct costs. Modified total direct costs are total direct costs less capital equipment (value of >$1,500 and a useful life of >1 year), participant support costs, tuition remission and the amount in excess of the first $25,000 of each subaward. RIT's cognizant federal agency is the Department of Health and Human Services, representative Council Moore (212-264-2069). A copy of the most recent agreement can be found at: http://www.rit.edu/research/srs/proposalprep/other_costs_to_include.html

COLLEGES AND UNIVERSITIES RATE AGREEMENT

EIN: 1160743140A1

ORGANIZATION:
Rochester Institute of Technology
7 Lomb Memorial Drive
Rochester, NY 14623-5603

DATE:10/20/2015

FILING REF.: The preceding
agreement was dated
01/12/2015

The rates approved in this agreement are for use on grants, contracts and other
agreements with the Federal Government, subject to the conditions in Section III.

SECTION I: INDIRECT COST RATES

RATE TYPES: FIXED   FINAL   PROV. (PROVISIONAL)   PRED. (PREDETERMINED)

EFFECTIVE PERIOD

TYPE	FROM	TO	RATE(%)	LOCATION	APPLICABLE TO
FINAL	07/01/2013	06/30/2014	0.00	NTID	
PRED.	07/01/2014	06/30/2017	46.50	On-Campus	Organized Research
PRED.	07/01/2014	06/30/2017	26.00	Off-Campus	Organized Research
PRED.	07/01/2014	06/30/2017	49.90	On-Campus	Instruction
PRED.	07/01/2014	06/30/2017	26.00	Off-Campus	Instruction
PRED.	07/01/2014	06/30/2017	41.40	On-Campus	Other Sponsored Activities
PRED.	07/01/2014	06/30/2017	26.00	Off-Campus	Other Sponsored Activities
PROV.	07/01/2017	06/30/2019	46.50	On-Campus	Organized Research
PROV.	07/01/2017	06/30/2019	26.00	Off-Campus	Organized Research
PROV.	07/01/2017	06/30/2019	49.90	On-Campus	Instruction
PROV.	07/01/2017	06/30/2019	26.00	Off-Campus	Instruction
PROV.	07/01/2017	06/30/2019	41.40	On-Campus	Other Sponsored Activities
PROV.	07/01/2017	06/30/2019	26.00	Off-Campus	Other Sponsored Activities

*BASE

Modified total direct costs, consisting of all direct salaries and wages, applicable fringe benefits, materials and supplies, services, travel and up to the first $25,000 of each subaward (regardless of the period of performance of the subawards under the award). Modified total direct costs shall exclude equipment, capital expenditures, charges for patient care, rental costs, tuition remission, scholarships and fellowships, participant support costs and the portion of each subaward in excess of $25,000. Other items may only be excluded when necessary to avoid a serious inequity in the distribution of indirect costs, and with the approval of the cognizant agency for indirect costs.

ORGANIZATION: Rochester Institute of Technology

AGREEMENT DATE: 10/20/2015

SECTION I: FRINGE BENEFIT RATES**

TYPE	FROM	TO	RATE(%) LOCATION	APPLICABLE TO
FIXED	7/1/2015	6/30/2016	29.10 RIT	Full-Time
FIXED	7/1/2015	6/30/2016	17.40 RIT	Part-Time Regular
FIXED	7/1/2015	6/30/2016	7.90 RIT	Part-Time Other
FIXED	7/1/2015	6/30/2016	36.90 NTID	Full-Time
FIXED	7/1/2015	6/30/2016	17.40 NTID	Part-Time Regular
FIXED	7/1/2015	6/30/2016	7.70 NTID	Part-Time Other
PROV.	7/1/2016	6/30/2018	28.70 RIT	Full-Time
PROV.	7/1/2016	6/30/2018	16.60 RIT	Part-Time Regular
PROV.	7/1/2016	6/30/2018	7.90 RIT	Part-Time Other
PROV.	7/1/2016	6/30/2018	37.70 NTID	Full-Time
PROV.	7/1/2016	6/30/2018	16.80 NTID	Part-Time Regular
PROV.	7/1/2016	6/30/2018	7.90 NTID	Part-Time Other

** DESCRIPTION OF FRINGE BENEFITS RATE BASE:

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Salaries and wages.

SECTION II: SPECIAL REMARKS

TREATMENT OF FRINGE BENEFITS:

The fringe benefits are charged using the rate(s) listed in the Fringe
Benefits Section of this Agreement. The fringe benefits included in the
rate(s) are listed below.

TREATMENT OF PAID ABSENCES

Vacation, holiday, sick leave pay and other paid absences are included in
salaries and wages and are claimed on grants, contracts and other agreements
as part of the normal cost for salaries and wages. Separate claims are not
made for the cost of these paid absences.

(1) The rates in this Agreement have been negotiated to reflect the
administrative cap provisions of the revisions to OMB Circular A-21 published
by the Office of Management and Budget on May 8, 1996. No rate affecting the
institution's fiscal periods beginning on or after October 1, 1991 contains
total administrative cost components in excess of that 26 percent cap.

(2) See below for indirect cost amounts and schedule of costs per credit hour
to be used to charge the N.T.I.D. program for cross-registered students.

(3) For all activities performed in facilities not owned by the organization
and to which rent is directly allocated to the project(s), the off-site rate
will aply. Grants or contracts will not be subject to more than one indirect
cost rate. If more than 50% of a projects is performd off-site, the off-site
rate will apply to the entire project.

(4) The fringe benefit costs listed below are reimbursed to the grantee
through the direct fringe benefit rates: Social Security, Retirement, Health
Insurance, Dental Plan, Long Term Disability,
Worker's Compensation, Life Insurance, Short Term Disability and Unemployment
Compensation. Beginning 7/01/02 the RIT Full-Time fringe benefit rate
includes a tuition waiver for employees, and the NTID Full-Time fringe
benefit rate includes a tuition waiver for employees and dependents.

(5) Equipment means an article of nonexpendable, tangible personal property having a useful life of more than one year, and an acquisition cost of $1,500 or more per unit.

National Technical Institute for the Deaf (N.T.I.D.)
Indirect Cost For: Indirect Cost Amount:
FYE 6/30/14 $11,599,360 (a) (b)

(a) Indirect Cost excluded building and equipment use charges since grantee has elected to charge a reasonable rental value directly to N.T.I.D.

(b) Grantee excluded most "Plant Maintenance and Operation" costs from the indirect costs and charged N.T.I.D. on a direct basis.

Schedule of Cost Per Credit Hours:

College of Engineering	$ 974.91
College of Business	$ 798.52
College of Imaging Arts and Sciences	$ 758.61
College of Computing & Information Sci.	$ 663.69
College of Science	$ 400.63
College of Center for Imaging Science	$3,127.65
College of Applied Science & Technology	$ 961.87
College of Liberal Arts	$ 384.34
College of Golisano Institute for Sustainability	$3,173.66
College of Health Sciences & Technology	$ 253.38
College of Interdisciplinary	$ 123.50
Total Colleges(Blended Rate)	$ 608.17

SECTION III: GENERAL

A.   LIMITATIONS:

The rates in this Agreement are subject to any statutory or administrative limitations and apply to a given grant, contract or other agreement only to the extent that funds are available. Acceptance of the rates is subject to the following conditions: (1) Only costs incurred by the organization were included in its facilities and administrative cost pools as finally accepted: such costs are legal obligations of the organization and are allowable under the governing cost principles; (2) The same costs that have been treated as facilities and administrative costs are not claimed as direct costs; (3) Similar types of costs have been accorded consistent accounting treatment; and (4) The information provided by the organization which was used to establish the rates is not later found to be materially incomplete or inaccurate by the Federal Government. In such situations the rate(s) would be subject to renegotiation at the discretion of the Federal Government.

B.   ACCOUNTING CHANGES:

This Agreement is based on the accounting system purported by the organization to be in effect during the Agreement period. Changes to the method of accounting for costs which affect the amount of reimbursement resulting from the use of this Agreement require prior approval of the authorized representative of the cognizant agency. Such changes include, but are not limited to, changes in the charging of a particular type of cost from facilities and administrative to direct. Failure to obtain approval may result in cost disallowances.

C.   FIXED RATES:

If a fixed rate is in this Agreement, it is based on an estimate of the costs for the period covered by the rate. When the actual costs for this period are determined, an adjustment will be made to a rate of a future year(s) to compensate for the difference between the costs used to establish the fixed rate and actual costs.

D.   USE BY OTHER FEDERAL AGENCIES:

The rates in this Agreement were approved in accordance with the authority in Title 2 of the Code of Federal Regulations, Part 200 (2 CFR 200), and should be applied to grants, contracts and other agreements covered by 2 CFR 200, subject to any limitations in A above. The organization may provide copies of the Agreement to other Federal Agencies to give them early notification of the Agreement.

E.   OTHER:

If any Federal contract, grant or other agreement is reimbursing facilities and administrative costs by a means other than the approved rate(s) in this Agreement, the organization should (1) credit such costs to the affected programs, and (2) apply the approved rate(s) to the appropriate base to identify the proper amount of facilities and administrative costs allocable to these programs.

BY THE INSTITUTION:

Rochester Institute of Technology

(INS **(b) (6)**

(SIGNATURE)

James H. Watters

(NAME)

Sr. VP Finance & Administration

(TITLE)

11/3/15

(DATE)

ON BEHALF OF THE FEDERAL GOVERNMENT:

DEPARTMENT OF HEALTH AND HUMAN SERVICES

(AGENCY)

(b) (6)   **(b) (6)**

(SIGNATURE)

Darryl W. Mayes

(NAME)

Deputy Director, Cost Allocation Services

(TITLE)

10/20/2015

(DATE) 0120

HHS REPRESENTATIVE: **(b) (6)**

Telephone: **(b) (6)**

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