ARTS EDUCATION SPECIAL INITIATIVE (AESI)

Support for <u>new</u> or <u>expanded</u> arts education projects that make substantial contributions to quality arts education in New Jersey public, public charter, private, parochial schools grades Pre-K through 12. This grant category is limited to organizations currently receiving General Operating Support (GOS) or General Program Support (GPS) in any category other than Arts Basic to Education (ABE).

AESI is intended to help those arts organizations whose main focus and mission is <u>not</u> arts education to develop their full potential as community resources to educational systems throughout the state, and create a stronger infrastructure for arts education statewide. Initiatives may be localized (within a single county or town), or regional (multi-county). Partnerships with schools/school districts in developing the Initiative are strongly encouraged, as are partnerships with other community organizations. Eligibility centers on in-school programming that augments, but does not replace, arts curriculum and/or existing co-curricular programming (programs that occur during or outside of the school day that connect back to and compliment school curriculum).

Initiatives should provide direct learning about the arts and the process of creating, including the skills, techniques and concepts of an art form(s), and make cross-curricular connections for students and teachers. Projects may focus on student learning and/or professional development for teachers. Collaborative training for teachers and teaching artists is encouraged. Teaching artist preparation is an essential component of an Initiative.

Eligibility Criteria

Arts organizations currently receiving General Operating Support (GOS) or General Program Support (GPS) in any category <u>other</u> than Arts Basic to Education (ABE) and that have an established or developing track record in and ongoing commitment to arts education programming are eligible to apply. GOS or GPS organizations currently funded in the category of Arts Basic to Education <u>may not apply</u> for an Arts Education Special Initiative.

Pre-K through 12 schools <u>may not apply</u>, but may be partners with eligible organizations that are applying for AESI. Schools may seek funding through the NJSCA's [Artists-in-Education Residency program](#).

Review and consideration of AESI requests occurs every three years. Receipt of an AESI grant usually carries the commitment of the Council to fund the organization over a three-year period, although the funding level will be determined annually.

<u>**Notice of Intent to Apply Deadline: Wednesday, December 17, 2014**</u>

__Reminder:__ All applicants for Arts Education Special Initiative must submit a Notice of Intent to Apply. The Council will not accept an application that is not preceded by a Notice of Intent to Apply. [Submit your notice of intent to apply through the SAGE system](#).

What Makes a Complete AESI Application

All applications are composed of the same basic parts. Forms, Charts and Narrative will be submitted through the SAGE eGrant system. Some required and optional supporting documents may be uploaded into SAGE. Some support material and a signed original of the Application Form are to be mailed or delivered.

The basic application is as follows:

Organizational Profile Form: provides the essential information about the applicant organization/sponsoring organization. This form is created in the SAGE system by the information you verify, update and enter in the Applicant Profile.

Application Form: provides the essential information about the particular request being made. Be careful to complete all information accurately in the SAGE system. You will need to print and sign an original Application Form and mail it with your other supporting documents.

Purpose of Funding: the Application Form requires a 50-word summary project statement which will be used in press releases and for other public inquiries. It should contain the basic who, what, where, and when information as well as the outcome expected.

For example: *"This NJSCA grant will help support the Regional Art Center's placement of eight visual artists in three week residencies in four schools in Newark. The artists will work with approximately 400 fifth and sixth graders in building on the visual arts curriculum and provide classroom teachers with training on maximizing the residencies."*

Table of Contents: provides a list of all materials making up the total application package including itemization of all the support materials. This will greatly facilitate the panel's ability to easily identify and locate support materials.

Narrative: is the heart of the application. It is your opportunity to communicate to the panel the context, goals, standards, plans, methods, processes, controls, public impact and benefit of the proposed AESI.

There is a limit of no more than 7 pages (28,000 characters or fewer) that addresses the "Narrative Topics" (see below). It is a good idea to craft the narrative in a Word document and then paste it into the SAGE narrative screen. It is in the applicant's best interest to make the information as clear and easy to follow as possible employing a font size of 12 points. Use the narrative topic headings to organize your narrative and use a return between sections. Refer to your support materials in the narrative.

Program/Major Activities Chart: List all school-based arts education activities for all three years and asterisk FY16 activities that are part of a new or an expanded AESI project.

Finance Charts #1a & 1b and #2a & 2b: These charts should reflect the proposed AESI project expenses and income ONLY.

Finance Chart #3a: The organization's overall <u>arts education</u> budget – <u>all</u> school-based arts education programs <u>including</u> the proposed AESI should be reflected. This chart helps panelists understand an organization's overall commitment to art education.

Optional In-Kind Contributions Chart: documents any in-kind goods or services received/to be received by an applicant to help support the project. Applicants are reminded that in-kind goods and services may not be counted toward the match.

Please Note: The Optional In-Kind Contributions Chart form is not required but may be used by applicants wishing to illustrate support beyond cash income. It may be helpful for panelists particularly if the cost of an essential function is not shown the Expense Charts because it is made possible by an in-kind contribution. In-kind contributions listed on the form should be documented/documentable and based on fair market value for those goods or services. Over-inflated values may negatively affect your application in this area.

Required and Optional Support Materials: support materials vary according to discipline; please see the detailed information which follows.

To Prepare an AESI Application
As you prepare the narrative, charts, forms, required documents and support materials that make up a complete application, please refer to the Evaluation Criteria to be sure that all the various components of your application tell the same story, are reflective of your organization at its best, and reference the established criteria by which your application will be evaluated. Review the Evaluation Criteria and use the following sections on Narrative Topics and Support Material to help you create a strong application.

AESI Evaluation Criteria:

Significant educational benefit to students, educators and schools evidenced by sound understanding of who will be served; clear, measured, and documented educational benefit; and broad accessibility.

High artistic and educational quality and commitment to arts education. Panels will look for evidence of proposed activities that advance the organization's artistic and educational mission; a history of quality and successful arts education programs and services, innovative ideas, and/or productive partnerships demonstrating public benefit; clearly stated artistic and educational goals developed collaboratively with educators and other school partner staff; core activities that provide learning in arts skills and art-making, performing, and interpretive experiences for students and teachers; and, activities that meet the NJ Core Curriculum Content Standards in the Visual and Performing Arts and/or in Language Arts.

Adequate and appropriate project planning, implementation and evaluation developed collaboratively with the educational and artistic community.

Adequate and appropriate management, governance, and human resources for the project. Panels will look for evidence that teaching artists for the project are qualified and well-prepared to plan, implement and, collaborate with teachers and administrators, and effectively serve the specific school population(s) identified; that educational materials are designed with teachers and reflect current research or professional practices that are appropriate for the population being served; and, that appropriate evaluation and assessment strategies planned for the participants and the activity to guide and develop current and future programming are in place.

   ✓ *For Reapplying AESI grantees funded in the last round:* *previous work and learning are reflected in the new or expanded proposed program design.*

Appropriateness of the project budget and evidence of financial support from the applicant organization and community. Panels will look closely at the ability of the applicant to raise and expend, with appropriate financial oversight, the funds necessary for the program.

.**Active advocacy for arts education with strategies for assisting partner schools to institutionalize the benefits of the project** especially through professional development for teachers and development of models and best practices.

NARRATIVE TOPICS
The narrative topics and guiding questions are provided as a guideline for writing your narrative. Keep in mind the criteria and Council Priorities, compose a narrative that will provide a reader who does not know your organization the ability to assess the Initiative against the criteria

   I.   Mission/History/Educational Programming
State the mission of the applicant organization and its educational commitment and goals. Briefly describe how the proposed new or expanded initiative will advance the mission and educational goals of the organization.

Briefly describe the arts education programs and services offered by your organization in the past three years. How have you documented the success and quality of those programs? Highlight any innovative approaches and/or productive partnerships.

   II.   The Initiative
Describe the Initiative and the core activities and components including: the arts skills to be learned and art-making experiences for students; professional development for teachers; and any activities that will involve parents/community members. Indicate how these activities meet the NJ Core Curriculum Standards in the Visual and Performing Arts, and/or Language Arts.

How and with whom did the idea for the project develop? How is it new or a significant expansion of existing or past programs?

Please describe what students will learn from this residency. List 5-10 student learning outcomes you anticipate from this project. Describe the artistic processes that students and teachers will engage in to meet the stated goals. Describe the school/school district(s) and/or community partners participating in the Initiative. What specific need(s) will the Initiative fulfill?

Describe the artistic and educational goals developed collaboratively with teachers and other school partner staff. How will it impact school curriculum and/or teacher training?

Describe the process by which artistic and educational decisions will be made.

How will the project evolve over the next three years?

- ✓ *FOR RE-APPLYING AESI APPLICANTS – describe how previous work and learning are reflected in the proposed program design.*

Reminder: Submit the required work samples of both teaching artists' work and student work completed under past arts education programs and brief bios of the artistic/arts education leadership. Consider submitting as optional support materials other documents which demonstrate the artistic and educational quality of programs.

III.   Public Benefit and Access

Describe the core group to be impacted by the Initiative including grade levels, any special needs, etc. Provide key demographic or other distinguishing features of the learners, educators, systems, institutions, and/or communities to be served. Discuss how and why this core group was identified for the Initiative. Realistically estimate the number of students, educators and community members to be served annually for the next three years. Will the core group change over the three years of the Initiative?

Describe the methods to be used and the steps implemented to make the targeted educational communities aware of the proposed services and to attract them to secure those services.

Discuss the ways that this Initiative broadens, deepens or diversifies arts participation (see Glossary).

Describe how any barriers (economic, geographic, cultural, linguistic, physical, transportation, etc.), that may impede access to and participation in the project, will be addressed.

Reminder: Submit the required letters of support from the schools to be served. Consider optional support materials that further document the benefit and impact the organization's arts education program has had such as research, evaluations, or surveys,

collaborative planning with schools and teachers, as well as marketing and outreach materials.

IV.   Project Planning, Implementation and Evaluation

Briefly describe the management structure for the applicant organization and how it will manage this Initiative. Describe how the project will be managed day-to-day. Include all relevant information about the organization's board or advisory committee responsible for the project, and all staff or volunteers essential to carrying out the project. List key people and their qualifications.

Describe how teaching artists will be selected and trained to plan, implement, and collaborate with teachers and administrators to effectively serve the specific school population identified. List the teaching artists who have made a commitment to be involved in this Initiative. Describe how teaching artists are to be compensated for their work.

Describe plans for the development of educational materials. Explain how they will be designed with teachers to reflect current research or professional practices and how they are appropriate for the population being served.

Describe how the Initiative will be both artistically and educationally evaluated and assessed. Refer to the stated student learning outcomes and describe the appropriate assessment tools and measures.

- ✓ *FOR RE-APPLYING AESI APPLICANTS –describe learning goals and outcomes for students in past projects. How has this informed the proposed project?*

Reminder: *Submit the required resumes of key management personnel for the project, brief bios of the artists to be involved, and sample curriculum materials. Consider submitting as optional support materials documentation of the artist training process and of current/planned evaluations and assessment tools.*

V.   Financial Resources

Estimate the projected expenses of the Initiative in each of the next three years, noting the specific total projected annual expenses for years two and three. Describe the fundraising strategies to be used to secure all funds necessary to accomplish the project as proposed. Be specific about how income projections will be realized. Indicate all commitments already obtained, including those of the applicant organization. Describe how the activities will be sustained after the three-year funding period has ended. If this is an expansion of an existing project, discuss any significant upward or downward income or expense figures. Make sure that information on the finance charts supports the description of financial resources in the narrative.

Please Note: *It is important to use the narrative to fully explain any unique or significant financial information evident in the Finance Charts.*

Reminder: Consider submitting as optional support material any other documents which provide significant information about fundraising strategies.

VI.   Arts Education Advocacy/Raising Public Understanding

How will the applicant organization communicate to public officials, educators, business and community leaders associated with the school(s) involved in the Initiative and others not connected to the Initiative? Describe any specific programs or services offered in the community that may contribute to public understanding of the value of arts education. Describe any partnerships or collaborations with non-arts organizations that may contribute to advancing greater public value for arts education.

What is the role of the applicant's board in advocacy efforts for promoting the value of arts education? Describe specific strategies or plans for increasing public understanding.

Reminder: Consider submitting as optional support materials any documents that strongly illustrate how the organization promotes greater understanding and support for the value of arts education.

VII.   Leadership/Council Priorities/Best Practices and Models

Describe specific areas of the project which significantly advance or contribute to **no more than two** of the Council Priorities. Within the context of the organization's mission, identify and describe ways in which the project or an aspect of it might evidence **one or two** "best practices" as recognized by others in its field. Briefly reference or highlight areas in your narrative that describe any ways that you share these models and best practices and exert leadership in your field. If applicable, describe how this project might serve as a "model," that may be replicable by other organizations.

`

Support Materials

Required and optional support materials that demonstrate or give evidence of what is presented in the narrative play a significant part in the evaluation process. While they do not substitute for vital points that need to be made in the narrative, they are important tools that provide the peer panel with a complete picture and a firm basis for evaluation. Applicants are required to submit some specific support materials and have the option of submitting up to another 8 pieces of support material that are from the past 18 months, and are current, relevant materials.

Applicants should take care in the selection of support materials. Please know that panelists will be directed to review your website and/or other internet sources to better understand your organization. If samples of artistic work are not available online, then applicants must provide documentation of artistic quality. CDs or DVDs you choose to submit should present samples of the organization's and associated artists' best work; panelists will assume what you show are the best possible samples.

Also, the requirement for qualifications of key personnel and artists is very important in providing the panel with an understanding of the credentials of those in leadership roles.

Think in terms of what a person who is completely unfamiliar with a project or organization would need in order to get a good sense of artistry, project management and public benefit, and consider other types of materials that can help in this regard such as reviews, programs/playbills, letters of support from audiences or program beneficiaries, brochures, and awards that demonstrate peer recognition. Consider referring to your support materials in your narrative.

If not uploaded into SAGE, applicants must mail **four identical and collated sets** of required and/or optional printed support material, but **only one audio-visual set**. All printed support material should fit within an 8 ½ x 11 format. Binders or large bulky materials will not be accepted; two-pocket folders are encouraged with required items on one side and optional on the other.

Please note: The Council must retain the support material for a period of time after which it will be discarded, so please send copies only and not originals.

Website, Audio-Visual Support Materials and Other Discipline-Based Special Information
Please provide information regarding your website, Facebook, Twitter, YouTube, and other internet or social media references. Panelists will be directed to review any or all of these online sources as part of your application. If samples of artistic work are not available online, then applicants must provide the documentation of artistic quality as required below.

AESI Required Support Materials

Brief Bios of Key Personnel/Artists Credentials
Provide biographical summaries with the qualifications of persons playing key artistic, administrative, and/or educational roles. It is important to include summary artistic <u>and</u> educational credentials for each artist to be engaged in the program.

Work Samples of both teaching artists' work and student work completed under past or current arts education programs.

Letters of support from the schools and/or agencies to be served.

Sample curriculum/evaluation materials including lesson plans, student learning assessment forms and the like.

AESI Optional Support Materials
In addition to the above required support materials, applicants may submit <u>up to 8 additional pieces of support material</u> such as additional planning documents, marketing materials, brochures, programs, and reviews, etc. Each item is counted as one piece of support material. Artistic discipline-specific instructions on the appropriate format for submitting support materials follows below.

Please take great care to submit only the best work as samples, on the best quality CDs or DVDs available. Even if specific support materials are not required, all applicants should

make every effort to provide samples of work and programs produced or presented. If uncertain about what is appropriate to submit in the way of the support materials, please consult with Council staff. Please submit only one CD or DVD with all of your samples clearly identified and easily accessible.

All Performing Arts Applicants
Applicants should include programs/playbills and information related to any performance submitted on CD or DVD. Examples that focus on work produced or presented are preferred in documenting artistic quality. Please do not send promotional audio visual materials except to illustrate marketing materials. Please indicate if any performance material is on your website.

Music and Opera Applicants
Submit one CD of sample works performed within the past 18 months that are representative of the applicant's repertoire. Label the CD with the applicant's name and complete and submit the Media Identification Sheet.

Record or identify the selections in the order you wish them to be played. The panel will listen to several selections but likely no more than 10 minutes total. It is important for the applicant to submit a CD which exhibits a variety of tempo and style in musical performance. Select examples that showcase the work of the applicant organization and not solely that of guest artists. A list of repertoire is also recommended as optional support material. Applicants in Opera may submit a DVD of a recent performance or upload images to demonstrate production values and should follow the format instructions described below under "Dance" or "Visual Arts."

Theatre and Musical Theatre Applicants
Applicants are not required to submit a work sample in deference to the rules governing Actors' Equity Association. However, if a DVD is available and its submission is not a violation, the applicant is encouraged to submit it. Because most theatres will not be able to do this, theatre applicants are strongly urged to provide as much information on artistic vision and decision-making, training and experience of theatre artists and craftspeople, awards and distinctions, and any other information that can substantiate artistic quality in the narrative and optional support materials. Images may be uploaded to demonstrate production values and should follow the format instructions described below under "Visual Arts."

Dance Applicants
Submit a DVD of work performed within the past 18 months (excluding "The Nutcracker"). Promotional videos are strongly discouraged. All DVDs should be labeled with the name of the applicant and a Media Identification Sheet should be provided for the DVD submitted.

Record or identify the selections in the order in which you wish them to be viewed. For DVDs identify the first selection to be played. The panel may then view other selections but likely no more than 10 minutes total.

<u>Visual Arts and Crafts Applicants (and all Museums regardless of discipline)</u>
Upload 10 to 20 images, including up to four images of the space and/or installation of an exhibit(s) and the rest of exhibited and proposed-to-be-exhibited works by artists who have committed to participation or are under consideration. Floor plans of exhibition spaces are helpful. Images should be at least 70 dpi and it is helpful to include basic information on the image as part of the display. The Image Identification Sheet should be used to list and describe the images.

For exhibitions of contemporary artists' work, samples should be of recent works, unless the exhibition is a retrospective or has an historical perspective.

Do not submit more than one exhibition catalog. Be sure to include sufficient information on the qualifications of artistic staff and guest curators.

<u>Media Arts Applicants</u>
Submit a DVD of work(s) produced or presented within the past 18 months. 16 mm, 8 mm films and split reels should be transferred to a single DVD for submission as work in these formats cannot be reviewed.

<u>Literature Applicants</u>
Submit sufficient support material to document artistic quality, particularly of guest writers, workshop leaders, etc. who are, engaged for programs. Programs that include workshops should provide a brief description of the workshop content in the narrative. Please limit the number of publications submitted.

<u>Folk Arts Applicants</u>
Special guidance is provided.

<u>Multidisciplinary Applicants</u>
Those whose main mode of activity is producing works in more than one discipline with no one discipline predominating (see Glossary). While no specific materials are required, Multidisciplinary applicants are strongly encouraged to submit a DVD or CD as may be determined appropriate based on the different disciplines involved in the program.

<u>Performing Arts Presenters Applicants</u>
It will be important that presenters emphasize in support materials those items that will best facilitate a panel's evaluation of artistic quality. If a presenter provides other types of programs or services, such as producing events or artists' services, these should also be covered in the narrative.

Application Submission
The main part of your application will be submitted through the SAGE system.
These parts include:
       Organizational Profile Form
       Application Form

Table of Contents
Charts/Forms
Narrative

Some other items that may be submitted in SAGE include:

Written documents such as artists' statements, staff or artist bios
Visual images, some support materials

If not uploaded in SAGE, items will be mailed or delivered. These items include:

Signed original Application Form
Audio-visual materials not uploaded such as CDs, DVDs
Optional published support materials, such as books, exhibit catalogs

Application Deadline is Wednesday, February 4, 2015. Application deadline must be met by submission in SAGE by 11:59 pm on the deadline date.

The required original signed documents and support materials must be **postmarked on or delivered to the Council office by Friday, February 6, 2015.**

Please use street address for carriers such as Federal Express, UPS, etc.:
New Jersey State Council on the Arts
FY16 Grant Application
225 West State Street, 4th Floor
Trenton, NJ 08608

Please use mailing address for delivery by the US Postal Service
New Jersey State Council on the Arts
FY16 Grant Application
P.O. Box 306
Trenton NJ 08625-0306

Requests for extensions to the deadlines will be permitted only in extreme circumstances. To request an extension, complete the Extension Form at least one week prior to the deadline. Late applications that do not have an approved extension will be disqualified.

For immediate verification of receipt, you may wish to send your package by U.S. Postal Service Return Receipt or other method that will provide you with immediate delivery confirmation.

General Guidance
- There is a great deal of information to be considered. Please read the guidelines carefully in their entirety.
- When composing your narrative and assembling your application, always keep in mind the Evaluation Criteria, Council Funding Considerations, Council Priorities/Best Practices and Models and how the grants process works.
- Complete all the required charts accurately.

- Triple check all numerical entries.
- Review the information on support materials, what makes a complete application, and any special guidance to be sure of requirements.
- Use the checklist to assure a complete submission.

Please click here for a list of Frequently Asked Questions.