

FY17-18 Arts Education: Exposure Grant Application Instructions



The **Exposure** grant supports opportunities for underserved students to experience performances and exhibitions through field trips and in-school assemblies. (Grants of up to \$18,000)

DEADLINE: February 22, 2018 by 5:00pm

The California Arts Council has a new grant application system, calartscouncil.smartsimple.com. All applications must be submitted in the system. The new system will be able to be accessed for registration and grant program application on **December 5, 2017**.

Registration information and detailed instructions can be read here:

http://arts.ca.gov/programs/program_files/shared_files/CAC_SmartSimple-Registration_InformationFINAL.pdf

Please have the following information and documentation prepared prior to beginning your registration at <https://calartscouncil.smartsimple.com>:

- Applicant organization Federal EIN (or that of Fiscal Sponsor, if applicable)
- Applicant organization DUNS (or that of Fiscal Sponsor, if applicable). Obtain a DUNS number at the following URL: <http://fedgov.dnb.com/webform>
- Accurate organizational contact information including business address, mailing address (if different), county name, organizational phone and fax number (if available), and website.
- Number of years organization has engaged in arts programming within California
- Year organization began arts programs and/or services
- Organizational Mission Statement and purpose
- Brief summary of core organizational programs and services

Application Check List:

Required Support Materials:

- DataArts Funder Report
The California Arts Council requires all applicants to complete a Cultural Data Profile through DataArts (formerly the Cultural Data Project) and submit a Funder Report along with their application. The DataArts Funder Report will be used to assess your organization's fiscal health and activities. You will need two years of financial and programmatic data to fill out your profile. To complete this part of your submission go to the DataArts website: <http://www.culturaldata.org/>
- Key Biographies
Provide brief biographies (not resumes). Include title, experience, and role within the proposed grant. Indicate where positions are new, to be supported by grant funds for the following individuals:
 - Key Administrative Personnel
 - Artistic Personnel
 - Any Consultants to be paid or hired with CAC support

- **Letter of Support or Testimonial**
Please provide a signed statement from a key stakeholder, partner, or member. Statement should substantiate the quality of the organization, and affirm the organization's impact on its constituents.
- **Artistic Work Sample Materials**
Include up to 3 samples of artistic work providing evidence to the quality of the artists associated with this project. Images, audio, and video (links) should be related to your proposed project and generated within the past two years.
- **Additional Work Sample Materials**
Please provide up to 2 PDF documents that best portray your organization and its work. These may include press materials, flyers, brochures, programs, newsletters, and other marketing pieces generated within the past two years.
- **Sample Curriculum Materials**
Please provide a sample of curricular materials that would be used to extend student learning outcomes in relation to attendance at the performance or exhibition.

Required Support Materials for Fiscally Sponsored Projects:

- **Fiscal Sponsor IRS Form 990** (Required for applicant organizations applying with a Fiscal Sponsor)
- **Fiscal Sponsor Letter of Agreement** (Required for applicants using Fiscal Sponsor)
Please provide a joint Letter of Agreement signed by both the Applicant Organization and the Fiscal Sponsor. This letter should indicate mutual commitment to the project and mutual understanding of the roles and responsibilities of each party.

Application Questions:

The following are the questions, both narrative and quantitative, that will be asked on the application, as well as required budget information:

Narrative Questions:

1. Provide a detailed timeline and description of the artistic activities that will occur, including both performances/exhibitions, and the related educational activities.
2. How does the proposed project align with your organizational mission? What arts programming and services has your organization previously provided to the community identified in this proposal?
3. Give a description of the individual schools to be served, how they constitute underserved student communities, and an explanation of why this specific arts education project will be impactful for them.
4. What skills and knowledge will the students acquire? How will project activities support the development of these skills and knowledge bases?
5. Identify key standards addressed in this project. These may be either [National Core Arts Standards](#) or [California Visual and Performing Arts Standards](#). Project may also address [Common Core Standards](#). Examples of standards include (VAPA): Dance -1.2: (Artistic Perception) Perform short movement problems emphasizing the element of space (e.g. shapes/lines); Music -3.1: (Historical and Cultural Context) Identify the uses of specific music in daily or special events.

6. How will Teaching Artists and classroom teachers work together actively to engage English language learners, students with disabilities, and other students with barriers to access in all aspects of this program?

Quantitative/Short Answer Questions:

1. # of artists directly involved
2. # of youth benefiting
3. # of total individuals benefiting

Enter the total number of individuals who will directly be involved with the anticipated activity/activities. This includes the artists directly involved and children/youth benefiting, as well as actual audience numbers and other non-artist project participants.

4. # of individuals to be compensated through this grant
5. # of sites to be served
6. Artistic disciplines to be taught in this residency (E.g. Theatre, Dance, etc.)
7. Grade levels to be served

Budget Tables:

You will be required to submit a line-item project budget, including anticipated matching funding.

You will also be required to fill out a Source of Match table, indicating matching sources and the status of the matches (e.g. Pending, Confirmed, etc.). Up to 50% of the match may be in kind.

Ranking Guide:

A peer panel reviews all applications and work samples in a multi-step process that involves assigning numerical ranks to each application. The 6-point ranking system below is utilized and panelists' ranks are averaged to obtain the final score.

For each of the following rankings, the description refers to the contents of the application submitted, including work samples and attachments.

6	Exemplary	Meets all of the review criteria to the highest degree possible
5	Strong	Meets all of the review criteria in a significant manner
4	Good	Meets all of the review criteria to some extent; however, areas of the application need improvement, development or clarification
3	Marginal	Does not meet the majority of the review criteria in a significant manner
2	Weak	Significant inadequacies in addressing review criteria; proposals that do not meet the program requirements
1	Ineligible	Incomplete applications, applications that do not meet eligibility criteria or that include significant ineligible expenses in application budget. Former grantee organizations not in compliance with CAC grant requirements.

Below, the qualities of exemplary applications (Ranked 6) in the Arts Education: Exposure are outlined, and the key areas of the application in which those criteria will be assessed are identified.

Review Criteria #1: *Project Design and Implementation:* Project design indicates realistic timeline, appropriate budget, clear artistic and community-based objectives and achievable outcomes. Design articulates methods to evaluate and measure success, collect and analyze data, and document activities. Design demonstrates depth of participant involvement and clear plans for community outreach and marketing.

Qualities of Exemplary Applications:

- Project activities, budget and timeline are clearly articulated and support the realization of specific project outcomes.
- Resources, including time and funds, are effectively allocated.
- The relationship between the performance /exhibition context and companion classroom materials and activities is thoughtful, detailed, and relevant.

Areas of Assessment:

- Narrative questions
 - Project budget
 - Sample curriculum materials
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Review Criteria #2: *Artistic Merit:* Artists involved in the project demonstrate skills, expertise, and experiences that are central to the outcomes of the project design. California artists are engaged at every stage of project design and execution.

Qualities of Exemplary Applications:

- Students experience performances or exhibitions by artists that demonstrate rigorous commitment to and command of craft.
- Artistic experiences are relevant to the students and responsive to the cultures represented in the school communities.
- Artists are meaningfully involved in the creation and dissemination of classroom support materials and experiences.

Areas of Assessment:

- Artist biographies
 - Work samples
 - Project narrative
 - Sample curriculum materials
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Review Criteria #3: *Community Impact:* Project demonstrates reach and/or depth of engagement in an identified community. Project responds to a need or set of priorities identified with the community to be served. Project execution and evaluation involve significant community participation in accordance with the identified project outcomes.

Qualities of Exemplary Applications:

- The needs and contexts of the particular student population(s) being served guide the development of outcomes and activities. Curriculum is responsive to the cultures represented by the student communities.
- Application outlines a thoughtful and plausible plan for ensuring equitable access to all students, including addressing potential transportation barriers.
- Applicant demonstrates history of commitment to school outreach and curriculum development.
- Program design uses evaluation data to improve the program continuously.

Areas of Assessment:

- Project narrative
 - Sample curriculum materials
 - Letter(s) of support
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Review Criteria #4: *Management and Leadership:* Ability of applicant organization to implement proposed project is clearly demonstrated by qualifications of project's team, viability of project budget, and overall fiscal and managerial health of applicant and partnering organizations.

Qualities of Exemplary Applications:

- Organizational leadership has significant experience in arts education.
- Organizational mission aligns with arts education program goals.
- Staff and board membership are diverse and representative of the program constituents.
- Organization demonstrates strong fiscal health overall.
- Project budget is thoroughly and realistically developed, and is fully aligned with activities stated in narrative.
- Application, including project narrative and budget, are complete and free from error.

Areas of Assessment:

- Key biographies
- Organizational profile
- DataArts funder report
- Project budget
- Completeness and accuracy of application overall