



Professional Development and Consulting

2014-2015 Grant Guidelines and Application Instructions

Deadline: April 1, 2015, 11:59PM (Email Submission)



The Mission of the California Arts Council, a state agency, is to advance California through the arts and creativity.

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PROFESSIONAL DEVELOPMENT AND CONSULTING

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Background

The Professional Development and Consulting program is rooted in the California Arts Council's (CAC) desire to provide opportunities for the field to grow and thrive through professional development and practical services.

Purpose

The Professional Development and Consulting (PDC) program assists arts organizations in building their capacity for success in two areas:

- Professional Development: Funding will support professional growth and leadership training opportunities for individual staff members, artists, arts administrators or arts educators employed by the applying organization.
Professional development activities could include:
 - Tuition or registration fees for in-state conferences, seminars and workshops
 - In-State travel expenses for conferences, seminars or workshops
 - Fees to work directly with consultants and career coaches
- Consulting Services: Funding will support the hiring of consultants to work with staff to enhance the programmatic, administrative, financial or technical capabilities of the applying organization. Consultant activities could include the assessment of, recommendations for and training related to:
 - Financial or strategic planning
 - Audience development or marketing
 - Information technology
 - Program evaluation
 - Board or staff development
 - Website

Eligible Request Amount

The Council has allocated \$100,000 to the PDC program. An organization can only submit one application per year to this program.

- Professional Development requests may be made for up to \$750.
- Consulting Services requests may be made for up to \$3,000.

Applicant Eligibility

- The applicant organization must be a California-based nonprofit arts organization or local arts agency with a history of arts programming for a minimum of three years prior to the time of application.
- The arts organization must be in California.
- The arts organization must be a nonprofit arts organization, and must demonstrate proof of nonprofit status under section 501(c)(3) of the Internal Revenue Code, or section 23701d of the California Revenue and Taxation Code, or must be a unit of government.
- An applicant without nonprofit status may use a California-based fiscal receiver that has nonprofit status, 501(c)(3), and which will provide the fiscal and administrative services needed to complete the grant. If a grant is awarded, the fiscal receiver becomes the legal contractor. The fiscal receiver must also demonstrate consistent arts programming in California for a minimum of three years prior to the time of application, and have similar organizational goals to the applicant organization.
 - Fiscal receivers must meet the same eligibility requirements listed above for an arts organization applying to this program. Both the arts organization and its fiscal receiver must have similar organizational goals.
- Applicants to this program are not restricted from applying to and receiving funding from other competitive CAC grant programs as long as those funds support distinctly different projects or activities.

Project Requirements

- Activities should demonstrate value and impact on the work of the individual or the health of the organization.
- Must provide documentation for proposed activity such as:
 - Meeting, workshop or conference description including date, time and registration information
 - Scope of work for consulting services
 - Resumes for consulting service providers
- State funds cannot be used for hospitality (food and beverage), purchase of equipment, or out of state travel.

Application Cycle

- Deadline: April 1, 2015, 11:59PM (Email Submission)
- Grant Dates: May 1, 2015 - June 30, 2016

Review Criteria

A review panel will evaluate applications based on the following criteria:

- *Quality of learning activity:* Bios/resumes from participants and consultants or information about professional development activity and institution.

- *Program impact:* Anticipated impact of learning activity or consulting services on individual or arts organization; ability to demonstrate the impact and benefits of the activity.

Application Evaluation

A CAC staff review panel will review all applications and will recommend grants for applicants that strongly meet the review criteria.

California Arts Council Decision-making

The final authority for grant decisions is the appointed Council. Subsequent to receiving and reviewing the staff review panel's recommendations, the Council will take into consideration the panel's recommendations and make final funding decisions at a public meeting.

Grant Amounts

Requests may be made for up to \$750 for professional development activities or \$3000 for consulting services. The California Arts Council will only consider one application per organization to this grant program; that is, an applicant can submit one application for professional development activities or one application for consulting services only.

If approved by the Council for support, grant amounts may differ from the request amount due to the level of funding available to the program, demand for that funding, and/or the rank a proposal receives from the staff review panel.

Should a grant award be made for an amount less than the request amount, the applicant will be required to confirm that the goals of the original request can be met or modified with a lesser grant award.

Matching Funds

Matching funds are not required for this grant.

What the CAC Does Not Fund

- Former grantee organizations not in compliance with CAC grant requirements (as stipulated in grant agreement)
- Non-arts organizations not involved in arts activities (as applicants)
- For-profit organizations (as applicants)
- Projects with fundraising purposes, including grant writing
- Other state or federal agencies
- Programs not accessible to the public
- Projects with religious or sectarian purposes
- Organizations or activities that are part of the curricula base of schools, colleges, or universities
- Indirect costs of schools, colleges, or universities
- Trust or endowment funds
- Purchase of equipment, land, buildings, or construction (capital outlay or expenditures)

- Out-of-state travel activities
- Hospitality or food costs
- Expenses incurred before the start or after the ending date of the grant

Timeline

February 26, 2015	Application available
April 1, 2015, 11:59PM	Application deadline (Email Submission)
Late April, 2015	Funding decisions
May 1, 2015	Funding notification
May 1, 2015 – June 30, 2016	Funded activity period

Grantee Requirements

- To better inform our elected representatives as to the value of the arts and the use of state funds, you will be expected to include--with your approved grant--copies of signed letters sent to the Governor and your State Senate and Assembly representatives thanking them for your PDC grant.
- If applicable, use CAC logo on all printed, electronic materials, and websites (programs, catalogs, postcards, posters, newsletters, leaflets, publications, etc.) that specifically reference this grant.
- If applicable, credit the CAC on all printed and electronic materials: *“This activity is funded in part by the California Arts Council, a state agency.”*
- When discussing the project and activities supported by this grant, verbal credit must be given to the CAC.
- A Final Report summarizing PDC grant-funded activities grant accomplishments will be required at the end of the grant period.

APPLICATION INSTRUCTIONS

Application Form

Data entry is restricted to the fields with greyed-out backgrounds. Press TAB to advance through form fields and press SHIFT+TAB to move backwards. Press the space bar or use your mouse to select check boxes. You will not be able to exceed the specified maximum character count for narrative questions. Please note that budget fields do not automatically calculate totals.

Complete either **Grant Narrative Questions 31-33** for **A. Professional Development** or **Grant Narrative Questions 33-37** for **B. Consulting Services**. Provide responses for only one area of support.

Be sure to save your work frequently until you are ready to submit the final version of your Application Form.

Attachments

Please prepare and submit the following attachments in addition to the Application Form on standard letter (8 ½" x 11") pages using 12-point font. The name of the applicant organization should be identified in resumes, bios, or letters of support.

If requesting *Professional Development* support:

- Participant's resume or bio.
- Letter of support from the Applicant Organization's Executive Director or Board President that clearly demonstrates that the organization supports the participant's attendance at the learning activity.
- Relevant information or materials related to the learning activity. Supplemental materials may include (but are not limited to) conference or workshop information, schedules, etc.

If requesting *Consulting Services* support:

- Consultant's resume or detailed consulting organization overview.
- List of consultant's past and/or current clients.

A California Cultural Data Project funder report is not required for this grant.

Do not submit additional attachments.

How to Submit Your Application

Applications to this program will be accepted by electronic submission.

Step 1

Prepare your email with the Application Form and attachments in the following order:

- Completed Application Form
- Attachments for request category as outlined above

Step 2

Provide one of the following in your email Subject line:

- "PDC Application – Professional Development"
- "PDC Application – Consulting"

Step 3

Send your email submission with required attachments to PDC@arts.ca.gov no later than **April 1, 2015, 11:59PM**.

Incomplete and improperly submitted applications will not be considered.

Staff Assistance

CAC staff is available on a limited basis to offer guidance and clarification in preparing your proposal. We recommend that you contact staff well in advance of the deadline to ensure you can be accommodated. **Contact Scott Heckes, Deputy Director at scott.heckes@arts.ca.gov or (916) 322-6376.**