



New Jersey State Council on the Arts Arts Education Special Initiative (AESI) Fiscal Year 2019 Grant Program Guidelines

Arts Education Special Initiative grants provide support for innovative arts education projects that make substantial contributions to arts education in NJ public, charter, private, parochial schools grades Pre-K-12, through new or substantially expanded offerings in arts education by a nonprofit arts organization.

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. *AESI grants are intended to be incubator support to help organizations develop **new** arts education programs.* Well-developed, substantial expansion plans for existing programs that show a shift in methodologies, strategies, formats, art forms, program design, or other major changes will also be considered for AESI funding.

This category does not support on-going or multiple programs, previously funded programs, or the general operations of an organization. AESI funded projects must be wholly dedicated to arts learning and the applicant should clearly demonstrate its commitment to the project. Applicants should consult the [Special Guidance for Arts Education Special Initiative](#) document or contact [Danielle Bursk](#) for additional guidance and support.

Deadlines and Schedule for FY19 AESI Grant Application Process

Applicant Submits Notice of Intent (NOI)*	Monday, December 11, 2017 must be e-filed by 11:59 PM
<i>*All potential applicants must submit a Notice of Intent. The Council will not accept an invitation that is not preceded by a Notice of Intent.</i>	
Applicant Responds to NOI issues, if needed	First week of January 2018
Applicant Submits FY19 Application	Monday, February, 5, 2018 must be e-filed by 11:59 PM
Peer Panel Deliberation and Review	April/May 2018
Council Grants Committee Review	June 2018
Council Votes on Award Recommendations	Annual Meeting July 2018

Requests for extensions to the deadlines will be permitted only in extreme circumstances. To request an extension, complete the [Extension Request Form](#).

Eligibility Criteria

To be eligible to receive a grant under this program, an applicant must be:

1. incorporated in the State of New Jersey as a non-profit corporation or be a unit of government, college or university
2. tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4
3. registered with the NJ Charities Registration Bureau
4. in compliance with all pertinent state and federal regulations including but not limited to: Fair Labor Standards, the Civil Rights Act of 1964; Section 504 of the Rehabilitation Act of 1973, as amended; Title IX of the Education Amendments of 1972; the Age Discrimination Act of 1975; the Americans with Disabilities Act of 1990; the Drug-Free Workplace Act of 1988; and Section 1913 of 18 U.S.C. and Section 319 of P.L. 101-121. Apart from all other provisions of law, particularly the requirements of the Americans with Disabilities Act, which bear upon all Council grantees, those grantees whose Council grant is composed all or in part of funds derived from the National Endowment for the Arts will be required to be in compliance with Section 504 of the Rehabilitation Act of 1973 at the time of and as a condition of receipt of the grant under penalty of rescission and any others set forth under law.

Important: To be eligible, the proposed project must be a *new arts education program*, or a *substantial expansion of an existing program*- beyond just increasing the number of students or schools served- that shows a shift in methodologies, strategies, formats, art forms, program design or other major change.

Please note: *GOS and GPS grantees from the Arts Basic to Education Category are not permitted to apply for AESI grants.*

In addition, the applicant must demonstrate that it has a(n):

1. artistic mission and focus for the organization seeking support
2. board of directors responsible for the governance and administration of the organization, its programs and finances
3. been in existence and providing public programs or services for at least two years prior to the application
4. current regional or statewide public impact through the organization's programs or projects

"Regional impact" is defined as serving audiences across a two or more county region of New Jersey. If less than 25% of the audience currently served is from outside the county, the organization is classified as "local impact." An organization located near a county border that serves audiences in an adjacent county or counties is also classified as "local impact" due to the limited number of communities served within those counties.

Panel Categories for Arts Project Support

All applicants must identify one of the panel categories that best applies to the proposed project. Consult the [Glossary](#) for definitions.

Dance	Media
Music	Literature
Opera/Musical Theatre	Folk Arts
Theatre	Multidisciplinary
Visual Arts	Crafts
Performing Arts Presenters	

Application Components

The AESI application is submitted through the SAGE eGrant system. SAGE is the State of New Jersey's on-line grant management system.

Recent Changes to the Application Process:

1. SAGE accepts electronic signatures. Do NOT mail in the signature form.
2. All support materials must be up-loaded or linked in SAGE. Do NOT mail in any materials.

Organizational Profile Form: This form provides the essential information about the organization.

Application Form: This form provides the essential information about the request for funding.

Purpose of Funding: This statement is limited to approximately 50 words or 354 characters. It will be used in press releases and for other public inquiries. It should contain the basic "who, what, where, and when" information.

For example: "This NJSCA grant will help support the Great Dancers Program with the Rural School District and the Sample Dancers Inc. This new program will provide access to dance education to 500 students over 3 years, and professional development in Dance education for K-5 teachers in every classroom in the district."

Narrative: This statement is limited to 5 pages or approximately 20,300 characters. It should clearly and concisely communicate your organization and its proposed arts education program to the panel and provide context for the other materials in the application. The narrative should directly address the Evaluation Criteria through the "Narrative Topics."

Board Chart: This chart identifies who is on the organization's current board and/or advisory board. Check for accuracy if the chart is already completed in SAGE.

Staff Chart: This chart identifies the organization's current staff. Specify the staff assigned to the project for which the organization is seeking support.

Finance Charts: Provide two Project Income (1a&1b) and two Project Expense Charts (2a&2b). Do NOT fill out the FY18 columns unless the project has a prior history. Complete finance chart C, reflecting the organization's overall arts education budget – all school-based arts education programs, including the proposed AESI program, should be reflected. This chart helps panelists understand an organization's overall commitment to art education, and how the proposed AESI project expands upon the organization's current program(s).

Use the notes feature to describe or explain your finance charts. The panel expects accompanying budget notes to provide clear information about the project's complete fiscal picture.

In-Kind Contributions Chart (Optional): This chart documents any in-kind goods or services received/to be received for the project. Remember, in-kind goods and services may not be counted toward the match. Detailing in-kind contribution is helpful for panelists to understand those costs not detailed in the Project Expense Charts. Contributions must be documented based on fair market value.

Project Accessibility (ADA) Checklist: This checklist applies only to the proposed arts project. Applicants must use the self-assessment survey and planning tool available from the [New Jersey Theatre Alliance](#) to review the

accessibility of facilities to be used for project and programmatic access. Failure to comply may result in the rescission of the grant.

Required and Optional Support Materials: Support material requirements vary according to discipline. Detailed information is found in the Support Material section.

Evaluation Criteria

Review and reference the Evaluation Criteria in preparation of the narrative. Panels look for evidence of solid program planning and implementation in accordance to the following criteria. Successful narratives are clear, convincing, and are supported by budgets and links to support materials.

1. **High artistic and educational quality** throughout the project in pursuit of project goals that provide/create benefit and value to schools and students.
2. Significant educational benefit and **broad accessibility** based on a sound understanding of who is/will be served by the project that is clear, measured, and documented.
3. Adequate and **appropriate project planning, implementation and evaluation**, developed and undertaken collaboratively with the educational and artistic community to be served.
4. An appropriate **program budget** that includes sufficient resources and appropriate compensation to the artists.
5. Commitment to **arts education** and to providing opportunities for meaningful **arts learning**.
6. Commitment to raising **public awareness**, appreciation, support and advocacy for the arts, artists and arts education.

Please note: Priority will be given to applicants not previously funded through the AESI grant program.

***Reminder:** It is a good idea to craft the narrative in a Word document and paste it into the SAGE narrative screen. Applicants must use a 12 point type font or larger. Topic headings help panelists follow the narrative, which should also specifically reference any uploaded or linked support materials.*

Narrative Topics

The Narrative Topics are the framework for writing the narrative. Compose a narrative that will provide a panelist, who does not know your organization, the ability to understand the project in relation to the Council's criteria.

Mission/Project Goals/Background

Put the project in context.

- Briefly state the mission of the organization
- Describe how the proposed project serves that mission.
- State the goals of the project including the intended outcomes and who will be served.

Participation and Engagement

Describe how the idea for this project was developed.

- Explain how the organization determined the need(s) that the proposed project will address.
- Describe the schools to be served in terms of the number of students to be served and key geographic and demographic features.
- Distinguish between those students and teachers who will be served deeply (through professional development, long-term residencies, master classes, etc.) and those who may be served through broad means, i.e. guest artists, assembly programs, publications, etc., if applicable.
- Explain how the school(s) “to be served” are involved in the planning for this project.
- Describe the methods taken to engage the intended school(s) and discuss those steps in terms of broadening, deepening and diversifying arts participation.

The Arts Education Project

Describe the project in detail.

- Specify how the activities are planned, when, and where?
- Describe how artistic decisions are made and by whom, particularly those relating to the selection of artists.
- Detail how educational activities are designed, and how artistic and educational quality and success will be measured and evaluated. Describe the connection to the students served by the artistic work of the project.
- List the schools and artists who will be involved and the status of their participation.

Arts Education/Arts Learning

Describe how the project contributes to arts learning in the schools to be served.

- Describe the specific arts education/arts learning activities of this project that help students and teachers to better understand the art form(s) presented, the cultural context for the work, and/or the artistic process.
- Describe what specific needs the program will fulfill, how it will fulfill the needs specified, and how it will evolve over the three years of funding.
- Distinguish between in-school, curriculum-based arts education programs; supplemental non-school based arts learning activities that are sequential and hands-on such as after-school programs and off-site classes; and enrichment learning activities such as gallery talks, docent tours, and pre- and post-performance talks.
- Who will be involved in the student assessment planned? How often and in what format will assessment take place?
- How will the organization identify, measure and document the artistic and educational benefit of this project?

Special Note: For performing arts projects, it is important for the panel to understand the number of seats filled by field trips versus those occupied as a result of student/school participation in longer-term programs. It is important to clearly describe the basis for the audience attendance figures the organization has achieved and/or projects.

For planned program expansion proposals and previously funded AESI grantees

Describe how existing program(s) and learning are reflected in the proposed program expansion design.

- Be specific in how and why the proposed expansion is the next logical step.
- Explain how the methodologies, strategies, formats, art forms, program design or other major changes came to be and will be undertaken.

- *Specifically mention any previously funded AESI programs and the years funding was received for those projects.*

Access

Describe any efforts to eliminate barriers to participation and to increase access for underserved students, including but not limited to persons with disabilities.

- What other barriers to participation (economic, geographic, cultural, linguistic, perceptual, etc.) have been identified, and what strategies are in place to overcome them?
- How does the proposed program work toward making the arts an integral part of school culture?

Project Management

Briefly describe the overall governance and management structure of the organization.

- Describe roles and responsibilities of staff, board, volunteers, and/or consultants as related to the project.
- Describe how the project will be managed, who will be responsible for the planning and execution of the project, and the percentage of staff time dedicated to carrying out the project.
- Describe the school staff (teachers, principals, supervisors, etc.) involved. What are the roles and responsibilities of the school stakeholders? How have you (or will you) ensure school commitment to and support of the program?
- Include all relevant information about the organization's board and any advisory committee responsible for oversight of the project.

Financial Resources

Amplify the information provided in the Finance Charts and detail the current financial picture of the organization. Provide support information that gives the panel an honest assessment of the organization's current financial picture.

- Describe the plans and methods used to earn and raise all funds necessary to accomplish the project.
- Be clear about the percentage of staff member's time that is devoted to the project when pro-rating salaries.
- Describe how the activities will be sustained after the three-year funding period has ended.

Public Understanding/Advocacy

Describe how this project will promote greater public understanding, awareness and appreciation of the arts and the role the arts play in education and in the community.

- Detail the ways the project will connect to parents, public officials, school board members, corporate and community leaders about the public value of its work and of the arts in general.
- Describe any partnerships or collaborations with non-arts organizations that contribute to advancing greater public understanding of the value for the arts.

What is the role of the board in advocacy efforts for the organization as well as in promoting the value of the arts in general?

- Describe specific strategies or plans for increasing public understanding and appreciation of the arts.
- Explain any planned opportunities for this project to increase your organizations' arts advocacy efforts.
- Describe how you make the public aware of the organization's support from the Council.

Support Materials

Required and optional support materials play a significant part in the evaluation process by reinforcing what is presented in the narrative. The support materials are important tools that provide the panel with a complete picture and basis for evaluation. Use the *Media Support Page* of the application to provide a link to the organization's website and the proposed project's webpage, if applicable.

Applicants are required to submit specific support materials and have the option of submitting up to five additional pieces of support material that are from the past 18 months.

All support materials will be uploaded or linked in SAGE. Mailed-in print materials will not be accepted. Should you have questions regarding this format, please contact [Council staff](#).

Artistic quality demonstrated through support materials is important. The links and/or uploaded files submitted should present samples of the organization's, project's and associated artists' best work; panelists will assume what you show are the best possible samples.

Support Material Formats: The maximum file size you can upload is 13 MB. There is no size restriction for linked work samples. Do not submit links to password protected sites or pages.

Required Support Materials

Upload on the Document Support Materials page

1. Brief Bios of Key Personnel/Teaching Artists/Artists Credentials

The qualifications of persons playing key artistic, administrative, or educational roles (paid staff, board members or volunteers) must be provided. Provide artistic and education credentials for artists who are providing instruction or educational services. Identify the individual serving as ADA Coordinator and provide a biographical summary if not included in key personnel.

- Provide biographical summaries with credentials related to individuals' functions. Do not include resumes.
- Provide credential summaries (brief biographical sketch) of artists engaged or a sample summary when there are a large number of artists engaged.

2. Letters of support from the school districts, schools and/or youth agencies to be served indicating not just support but a demonstrated commitment to the project.

3. Sample curriculum/lesson plans/evaluation materials

4. Board-approved Nondiscrimination Policy

5. Board-approved Grievance Procedure for patrons

6. Audio/Visual Support Materials and Other Discipline-Based Special Information

Performing Arts Applicants (regardless of discipline)

Applicants should provide images that indicate the venue(s) in which work is produced or presented. In addition, applicants should provide materials that detail the organization's past and current public activities. Promotional videos are not permitted.

List the selections in the order you wish them to be accessed. The panel will view/listen to several selections but likely no more than 10 minutes total. It is important for the applicant to submit samples which:

- Provide documentation of artistic quality.
- Exhibit a variety of tempos and styles in performance.

- Showcase the work of the organization’s ensemble and not solely that of guest artists.

Music and Opera Applicants

List links or upload work performed within the past 18 months that are representative of the applicant’s repertoire.

A list of repertoire is recommended as optional support material. Applicants in Opera may also upload images to demonstrate production values.

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 work sample is available and its submission is not a violation, the applicant is encouraged to submit it.

A list of repertoire from the past 18 month is recommended as optional support material. Applicants should upload images to demonstrate production values.

Dance Applicants

List links of work performed within the past 18 months, excluding “The Nutcracker,” that are representative of the applicant’s repertoire.

Visual Arts and Crafts Applicants (and all Museums regardless of discipline)

Applicants may upload up to 20 images, including up to four images of the space and/or installation of an exhibit(s). The remaining images should detail 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. For exhibitions of contemporary artists’ work, samples should be of recent works, unless the exhibition is a retrospective or has an historical perspective.

Media Arts Applicants

List links of work(s) produced or presented within the past 18 months.

Literature Applicants

Submit sufficient support material to document artistic quality, particularly of any guest writers, workshop leaders, etc. who are engaged for programs. Please contact [Council staff](#) to discuss the submission of publications.

Folk Arts Applicants

Special guidance will be provided. Please contact Danielle Bursk at Danielle.bursk@sos.nj.gov for additional support.

Multidisciplinary Applicants

While no specific materials are required, Multidisciplinary applicants must provide links or upload work based on the different disciplines involved in the program. Consult the Performing Arts and/or Visual Arts and Crafts Applicants sections for submission selections and instructions.

Performing Arts Presenters

While no specific materials are required, Performing Arts Presenters applicants must provide links or upload work based on the different disciplines involved in the program. If other types of programs or services, such as

producing events or artists' services, are provided, applicants should provide documentation. Consult the Performing Arts and/or Visual Arts and Crafts Applicants sections for submission selections and instructions.

Optional Support Materials

In addition to the required support materials, applicants may provide **up to five additional items of support material**. Each item is counted as one piece of support material. For example, a multi-page program is considered one piece; each planning document or article is considered one piece, as is each photo, brochure, letter of support, etc. Up to ten (10) social media posts listed on one document counts as one piece.

Application Submission and Deadline

All parts of the application is submitted through SAGE. The application deadline is **Monday, February 5, 2018**.

***Please note:** You will receive an e-mail confirmation from SAGE when your application is successfully submitted.*