New Jersey State Council on the Arts
Arts Education Special Initiative
Fiscal Year 2022 Grant Program Guidelines

This document is also [available in Spanish](#). (Este documento también está disponible [en español](#).)

ABOUT THE NEW JERSEY STATE COUNCIL ON THE ARTS

The New Jersey State Council on the Arts (Council) is a division of the New Jersey Department of State, created in 1966 by Public Law Chapter 214 and consists of 17 Governor-appointed members, and three ex-officio members representing the New Jersey Secretary of State, the Senate, and the Assembly. The Council's volunteer members are supported by a professional staff who carry out the Council's programs and services from the State Capital in Trenton.

WHAT WE BELIEVE

We believe the arts are central to every element we value most in a modern society including: human understanding; cultural and civic pride; strong communities; excellent schools; lifelong learning; creative expression; and economic opportunity.

OUR MISSION: GIVEN TO US BY THE PEOPLE OF NEW JERSEY

In 1966, the Legislature passed, and the governor signed, a bill creating the Council, and directing us to do all that is necessary and appropriate to: support, encourage, and foster public interest in the arts; enlarge public and private resources devoted to the arts; promote freedom of expression in the arts; and facilitate the inclusion of art in every public building in New Jersey.

HOW WE ARE FUNDED

Public support for the arts in New Jersey comes from a dedicated, renewable revenue source - the Hotel/Motel Occupancy Fee - established in 2003. Additionally, the Council receives an annual, competitive grant from the National Endowment for the Arts.

As the largest funder of the arts in New Jersey, the Council is committed to providing annual and multi-year grants to New Jersey's nonprofit arts organizations, arts projects, and artists. Strategic, responsive, and responsible grantmaking is the Council's highest priority, ensuring programs and services are equitable, accessible, and have the greatest possible statewide impact.

ACCESSIBILITY

The Council is committed to making all of its programs accessible to all people. For accessibility services related to filing this application, please contact Accessibility Coordinator, Mary Eileen Fouratt at 609-984-6815 (NJRelay711) or maryeileen.fouratt@sos.nj.gov.

WHAT IS THE ARTS EDUCATION SPECIAL INITIATIVE PROGRAM

The Arts Education Special Initiative Program (AESI) is a two-year grant program that provides support for innovative arts education projects that make substantial contributions to arts education in NJ schools (public, private, and parochial) and youth agencies such as Juvenile Justice Commission facilities serving children and youth in grades Pre-K-12. This grant is to be matched 1:1 ($1 earned or raised and spent per $1 received from the Council).

Priority will be given to arts learning projects that target disenfranchised student populations that have been disproportionately impacted by pandemic related education disruptions with tailored programs that address equity and access to quality arts learning in remote, hybrid or in-person learning environments, or the social and emotional health of children and youth.

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 Porché Hardy for additional guidance and support.

GRANT PERIOD

Grants available through this application are for the period July 1, 2021 – June 30, 2022.

ELIGIBILITY REQUIREMENTS

New Jersey arts organizations and units of government, colleges or universities receiving grant support directly from the NJ State Arts Council in all categories **except Arts Basic to Education** or indirectly through Local Arts Program support from NJ County Cultural and Heritage Commissions, who meet the eligibility requirements are invited to apply.

New Jersey arts organizations and units of government, colleges or universities who currently **do not** receive funding support from the State Arts Council or County Cultural and Heritage Commissions, who meet the eligibility requirements are invited to apply.

To be eligible to receive an Arts Education Special Initiative Grant, an applicant must:
1. be incorporated in the State of New Jersey as a non-profit corporation or a unit of government, college or university. Units of government and colleges or universities must demonstrate that it is both programmatically and administratively distinct from its parent organization and have an arts-based mission and established arts education programming serving the public.
2. be tax-exempt by determination of the Internal Revenue Service in accordance with Sections 501(c)3 or (c)4; and,
3. be 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.

In addition, the applicant must demonstrate that it has a(n):
1. Arts education mission and focus for the project and a demonstrated track record of arts education programming as indicated by:
    a. Dedicated staff and volunteers for arts education programs or projects
    b. Verifiable long-term (more than 2 years) partnerships with schools or youth agencies
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. one half-time administrative staff person on payroll, at minimum;
5. current regional or statewide public impact through the organization's programs or projects. Regional impact is defined as serving audiences across a three or more county region of New Jersey. If less than 30% of the audience currently served is from outside of the county, the organization is classified as having "local impact." If the organization's current programs or projects do not meet these criteria, the proposed AESI project must have regional or statewide impact.

Those organizations that have "local impact" or cannot meet all the Council's eligibility requirements are encouraged to apply for Council support through their respective County Arts Agency, which receives a Local Arts Program grant for this purpose. If you would like more information regarding this opportunity, please contact Mary Eileen Fouratt at MaryEileen.Fouratt@sos.nj.gov or 609-984-6815.

If the applicant is affiliated with a college, university or municipal government, it must demonstrate that it is both programmatically and administratively distinct from its parent organization. To qualify for eligibility, the following must also be in place:
1. a community-based independent board or advisory committee that has substantial responsibility for oversight and management;
2. an arts-based mission that is separate and distinct from its parent organization;
3. dedicated staff and volunteers for its arts education programs;
4. a budget separate from the parent organization; and
5. demonstrated community support.
    a. If affiliated with a college or university, the applicant must provide programs or services to the general public and must document that its activities serve 75% or more non-student or faculty audiences across a three or more New Jersey county region.

Panel Categories
All applicants must identify one of the panel categories that best applies to the proposed project. Consult the Glossary for definitions.

Crafts	Literature	Music	Theatre
Dance	Media	Opera/Musical Theatre	Visual Arts

Folk Arts   Multidisciplinary   Performing Arts Presenters

HOW TO APPLY FOR AN AESI GRANT
A Notice of Intent to Apply (NOI) is the first required step in the application process. The Council will not accept an application that was not preceded by a NOI.

To file a NOI, an applicant must be registered in the SAGE system. The purpose of the NOI is to provide Council staff with the opportunity to assess potential applicants by previewing proposals and ensuring eligibility requirements are met. The NOI form is not binding.

SAGE System: The System for Administering Grants Electronically (SAGE) is the State of New Jersey's grant management system. This system requires authorization for access. If you do not have a username and password, please click the New User link to request access to the site. Please contact Patricia Hamilton-Ross at patricia.hamilton-ross@sos.nj.gov or 609-633-1273 for technical assistance in SAGE.

After notification of the award, grantees will be required to comply with the State Arts Council's post-award process and the State of New Jersey's payment process. This includes registering in NJ Start, the State's payment processing system. Learn more about NJ START here: https://www.njstart.gov/bso/.

DEADLINES AND SCHEDULE FOR THE FY22 AESI GRANT APPLICATION PROCESS
- The Notice of Intent must be efiled in SAGE by **Wednesday, February 3, 2021 at 4:00 p.m.** All potential applicants must submit a Notice of Intent. Requests for extensions to the deadline will not be permitted.
- The FY22 AESI application opens in SAGE on **Thursday, February 11, 2021** to organizations that submitted a successful NOI. Organizations will receive a SAGE email notification announcing the availability of the application.
- The FY22 AESI application must be efiled in SAGE by **Thursday, March 25, 2021 at 4:00 p.m**. Requests for extensions to the deadline will not be permitted.
- Peer Panel Deliberation and Review **April/May 2021**
- Council Grants Committee Review **June 2021**
- Council Votes on Award Recommendations Annual Meeting **July 2021**

APPLICATION ASSISTANCE AVAILABLE
The following assistance is available to help you compose and submit your application.
- Zoom office hours. These virtual office hours are offered for drop-in help with your questions about the process and the application. Learn more here.
- The New Jersey State Council on the Arts is committed to making all of its programs accessible to all people. For accessibility services related filing this application, please contact Accessibility Coordinator, Mary Eileen Fouratt at 609-984-6815 (NJ Relay 711) or via email at MaryEileen.Fouratt@sos.nj.gov.

AESI APPLICATION COMPONENTS
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 300 characters. It is used in press releases and for other public inquiries. It should contain the basic "who, what, where, and when" information.

> *Sample Statement: "This grant will help support the ABC Theatre Company with the Justice Involved Youth Theatre Program. This new program will provide access to theatre education to 500 students over 2 years, and professional development in theatre education for at-risk-youth educators in every detention center in the state."*

Narrative: This statement is limited to 8 pages or approximately 32,800 characters. The length of the grant narrative has no bearing on the outcome of the grant decision. It should clearly and concisely communicate your organization's story 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 serves on the organization's current board. If you are a returning grantee, please 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 FY21 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 for the narrative. Successful narratives are clear and convincing and are supported by budgets and links to support materials. Panelists look for evidence of solid program planning and implementation in accordance with the following criteria:

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.
7. Commitment to **diversity and access and employs equitable and inclusive practices** as demonstrated by values, policies and procedures and providing opportunities for individuals from disenfranchised communities to hold leadership and decision-making positions.

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

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 it in relation to the Council's criteria. If you have unusual or unique circumstances that are not specifically queried, present them in the appropriate section. Use the required and optional support materials to reinforce specific narrative topics.
It is a good idea to craft the narrative in a Word document and copy and paste it into the SAGE narrative screen. Topic headings help panelists follow the narrative, which should also specifically reference any uploaded or linked support materials. Please also refrain from the excessive use of acronyms.

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 or population to be served in terms of the number of participants to be served and key geographic and demographic features.
- Distinguish between those children/youth and educators 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) or youth agency "to be served" are involved in the planning for this project.
- Describe the methods taken to engage the intended school(s) or youth agency 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 or youth agency 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 or youth agency 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 two 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?

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.

For local impact organizations who AESI project will have regional or statewide impact
Describe what structures (human capital, partnerships, etc.) the organization has in place to ensure the sustainability of the AESI project.

Diversity, Equity, Access, and Inclusion (DEAI)
The Council is dedicated to making the arts accessible and engaging for people of all ages, abilities and backgrounds. DEAI policies and practices in the nonprofit arts sector vary from organization to organization based on influences from audiences, members, staff or specialty. It is important to articulate how your organization works to identify and address issues related to DEAI in your work.
- What barriers to participation (economic, geographic, cultural, race, linguistic, perceptual, etc.) have been identified, and what strategies are in place to overcome them?
- Does the organization have a policy that addresses issues of DEAI? If yes, upload the policy as one of the organization's optional support materials. If yes, how did the organization develop the policy? How does the organization assess its implementation?

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

- What are the roles of staff, board, volunteers, and/or consultants as related to the project.
- Describe the responsibilities of the individual staff, artists, and key collaborators included in this project who identify as a member of a disenfranchised community.
- 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 or youth agency staff (teachers, principals, supervisors, etc.) involved. What are the roles and responsibilities of the stakeholders? How have you (or will you) ensure(d) 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 two-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?

- If you receive support from the Council, describe how you make the public aware of that fact.

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.

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. Provide a link to your organization's website.

Artistic quality demonstrated through support materials is important. The links and/or uploaded files submitted should present samples of the organization'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.

All support materials are uploaded or linked in SAGE. Mailed-in materials will not be accepted. Should you have questions regarding this format, please contact Porché Hardy at porche.hardy@sos.nj.gov.

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**

<u>Performing Arts Applicants (regardless of discipline)</u>
Promotional videos are not permitted. 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.

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; and,
   - showcase the work of the organization's ensemble and not solely that of guest artists.

It is recommended that an applicant submit brief descriptions of the selections as an optional support material document to provide context for the panelists.

<u>Music and Opera Applicants</u>
List links or upload work performed within the past 18 months that are representative of the applicant's repertoire.

A list of repertoires is recommended as <u>optional support material</u>. Applicants in Opera may also upload images to demonstrate production values.

<u>Theatre and Musical Theatre Applicants</u>
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 repertoires 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.

Folk Arts Applicants
Special guidance is provided. Please contact Kim Nguyen at kim.nguyen@sos.nj.gov or 609-292-4495 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 DEADLINE
The application deadline is **Thursday, March 25, 2021 at 4:00 p.m.** You will receive an e-mail confirmation from SAGE when your application is successfully submitted.