



New Jersey & Eastern Pennsylvania

Artist Innovation Fund Request for Proposals

Young Audiences New Jersey & Eastern Pennsylvania (YA) is excited to announce our Artist Innovation Fund. This fund was created for YA's teaching artists to develop new, innovative content that will engage students, teachers, families and fellow teaching artists during the COVID-19 crisis and beyond. With funding from our generous donors and foundations, we are offering grants ranging from \$500- \$2,000.

**This opportunity is open exclusively to artists on Young Audiences New Jersey & Eastern Pennsylvania's roster.**

YA recognizes this crisis as a time to collectively innovate in the field of arts education. We are looking for projects that serve two purposes—to provide engaging digital programming and to reinforce the value of a live, in-person arts experience to our clients and partners. This RFP is for the development of supplemental work to enhance and deepen the content of your current YA programs for use by educators, students, and parents now and in the future. We also foresee the possibility of using these digital offerings to promote your existing YA programs to our school and community partners.

Additionally, we are offering teaching artists the opportunity to share their expertise with other teaching artists by developing content for Artist-to-Artist Professional Learning sessions.

**Timeline**

Proposal Deadline: April 19, 2020 at 5 PM (EST)

Proposal Selection Date: April 24, 2020

YA is eager to fund and support the program development of each successful artist applicant as soon as possible. We recognize these extraordinary times have dramatically impacted the financial stability of our artists. We remain steadfast in our commitment to providing opportunities for teaching artists to inspire young people and expand their learning through the arts.

Whether you decide to develop content for students to deepen and extend learning or content for fellow teaching artists to expand their skills, we are here to guide you through the process. Each successful applicant will have the support of a YA staff member throughout the content development process.

**Priorities**

Looking at the needs assessment surveys from all stakeholders, three priority areas arose:

Artist-to-Artist Professional Learning (A2APL), Work that Enhances, Supplements and/or Connects to the programs our teaching artist currently offer (Program Supplements), and Creative Beginnings Early Childhood Program Supplements.

A2APL could be a professional learning session (or series of sessions) where a teaching artist who has

expertise in a specific area develops and shares with other teaching artists. This could be done using pre-recorded videos, a blog format, or via YA's Zoom platform.

*Program Supplements* can be videos or series of videos or engaging downloadable documents that expand on content covered in the teaching artist's live program. Concepts, vocabulary, geography, and artistic ideas explored in the live program are spotlighted and further explored. This would be created by the teaching artist and shared by YA with school partners through platforms like YouTube, Vimeo, or Google Classroom.

*Creative Beginnings Early Childhood Program Supplements* include experiences to enhance and deepen current Creative Beginnings offerings. They are also an opportunity for artists to consider how a current YA program can support PreK teachers to address the creative development of children, ages 2-6.

### **Priorities for A2APL**

Data from 46 respondents completing YA's COVID-19 Artist Impact Survey showed that 46% of teaching artists desire access to professional learning around the use of digital platforms for educational work, and 48% expressed a desire to learn how to create and share artistic content online. While these are strong priorities for A2APL, learning sessions can also connect to topics that will be useful for teaching artists following schools reopening (e.g. techniques for high quality filming, audio recording of live performance, best practices for teaching and learning, collaboration tools and techniques). Proposals may also connect to applicable non-artistic fields (e.g. financial resources for artists working as independent contractors).

In your proposal please include plans for archiving or sharing the content after the session occurs. This could be a video of the live event that lives on the YA YouTube Channel or YA website, or digitally shareable content that engages with and recaps the content explored.

### **Priorities for Program Supplements**

YA is invested in Program Supplements being both an important resource for student learning during the COVID-19 crisis, as well as useful enhancements to live programming when schools are back in session. To this end, a Program Supplement should *not* be a digital adaptation of an existing YA program. Instead, consider the questions, "What context would I love to give students before my program starts?", "What would I cover in my program if I had more than 45 minutes?", "What curricular connections could be made stronger through a supplemental activity?", and "How can I help a student further explore the art/culture/concept in my program on their own?"

While pre-recorded video content is one format for Program Supplements, YA encourages creativity in format. Feel free to draw upon your own digital expertise and knowledge of online platforms in crafting your proposal.

### **Priorities for Creative Beginnings Early Childhood Program Supplements**

YA's Early Childhood Professional learning model Creative Beginnings provides arts-based professional learning to Early Childhood Teachers. Every Creative Beginnings program includes hands-on professional learning, model lessons delivered by a teaching artist, reflection and discussion of best practices, and development of new lessons. The program is designed for sustained impact on integrating the arts in teachers' practice.

### **Arts United**

YA's work is guided by Arts United, our diversity, equity, inclusion, and access policy that holds DEIA as

core values. We encourage applicants to incorporate these values into their programming. Making good on our promise to reach every child in our region, we prioritize programs that impact a diverse student body. Examples of programming that promote DEIA:

- Bilingual Content (ex: Closed Captioning on a video)
- Programs that engage the principals of Universal Design for Learning
- Programs that reduce bias and promote empathy and understanding

### **Four Essential Elements**

Each YA Signature Core Services Program (Assembly, Workshop & Professional Learning) is grounded in the following four elements: Experience, Understand, Create, and Connect. Many artists have completed a Template that aligns their program with the elements. If you need this document in order to draft your proposal, please contact the appropriate YA staff person listed in the Contact Information below. General information about The Four Essential Elements can be found in the sidebar of the Artist Innovation RFP webpage.

### **Format & Length**

When creating content, please consider what format(s) will you use to share the creative experience.

- Downloadable PDF
- MP3 audio file
- Video via YouTube, Vimeo, Google Classroom, EdPuzzle
  - Recommended Program Supplement length: 5-10 minutes
  - Recommended A2A PLC length: 60 minutes
- Zoom, Google (For Artist-to-Artist Professional Learning Community ONLY)
- Alternative forms or distribution models welcome
- **Note:** YA's model respects educators and PTO representatives as intermediaries to students and families. Your work should be created for this distribution model. YA does not use social media to build engagement with students directly.

### **Content**

*The content of your proposal should:*

1. Deepen and expand participant learning for those who will experience or have experienced your YA Program, while also functioning as a stand-alone experience for those who have not yet experienced your work.
2. Start with the art.
3. Include intentional connection with the participant.
4. Provide art prompts to help participants engage more deeply with the creative process.
5. Share how materials can be accessible to non-English speaking and reading participants.
6. Close with an engaging summary of the learning.
7. Detail if there is an opportunity/format for participants to share what they create in response to the A2A PLC or Program Supplement.
8. Share what support is needed from YA, including any technical assistance.
9. Consider opportunities for collaboration across artforms.

### **Exclusivity**

YA will retain the exclusive rights to the use of any projects created through the Artist Innovation Fund and will be the sole distributor of the content, unless special permission is requested and granted to the

artist for outside use. Artists who may have online content already created that they wish to self-distribute may submit it for inclusion on our Resource List website page through the [Digital Experience Form](#).

### **Budget**

Project budgets should be between \$500-\$2000 depending on project scale. Bear in mind that all projects should be accomplishable on a timeline that will allow them to be shared with school partners before the end of this school year.

### **Contact Information**

If you have questions or require assistance completing the proposal, please contact the following YA staff:

#### For Artist-to-Artist Professional Learning

TAHIRA, TAHIRA@yanjep.org

Joseph Ahmed, jahmed@yanjep.org

#### For Program Supplements

Liz Winter-Kuwornu, lwinter@yanjep.org

Michelle Marigliano, mmarigliano@yanjep.org (including Creative Beginnings Early Childhood)

Lindsay Roberts, lroberts@yanjep.org

### **Proposal Questions (Please complete in Formstack on Artist Innovation RFP webpage)**

- 1) Name/Ensemble name and contact info
- 2) Which area are you applying for:
  - a) Artist-to-Artist Professional Learning
  - b) Program Supplement
  - c) Creative Beginnings Program Supplement
- 3) If Program Supplement, what is the artform of your program AND what age ranges/grade levels is your content created for?
- 4) Describe the program you are proposing (3,500-character limit). Please remember to include the following:
  - a. Outline of what content will be presented and how participants will engage with it
  - b. Digital format/platform
  - c. Live-streamed or accessible at any time
  - d. If live-streamed, how will content be available after the session?
- 5) Will you need technical assistance from YA when developing your program? If so, please describe.
- 6) Budget- Project budget can range from \$500-\$2000.  
Please include:
  - a. Cost for teaching artist's time
  - b. Cost for materials
  - c. Other costs if applicable