



2009-2010 Art Initiatives/New Audiences RFP Guidelines

Arts for Ohio funding is designating a portion of this year's funds (\$50,000) to be used to develop initiatives that are targeted at student attendance for either existing, scheduled events or new events. The projected goals are audience development, increased attendance and better integration of the arts into the social and cultural fabric of the University. Proposals requesting funds in the range between \$1,000 and \$50,000 will be considered. All funding is dependant on the continuation of the allocation for the Arts for Ohio Initiative.

RFP Criteria

This request for proposals (RFP) supports the above concepts and should meet the following criteria:

1. **Student Focused:** Although other constituents may be part of the proposal, Ohio University students should be the primary targeted audience.
2. **Student engagement:** Priority is given to projects that will actively engage students beyond their participation as audience.
3. **Open Access:** The event must be open and free to all Ohio University students with a current ID. Proposals may include "admission charges" for audience members who are not OU Students. (Proposals can use this potential projected income for budget and project planning)
4. **New Audience:** The proposal must address how the event is designed, marketed or situated to attract new audiences. Funding must be clearly directed at this criteria.
5. **Impact:** The event should be a high profile, high impact event that is either marketed or designed to attract significant notice.
6. **Collaboration or Cross-disciplinary:** Preference will be given to initiatives that are collaborative or cross-disciplinary (parameters encompass collaborations across disciplines within and outside the College of Fine Arts).
7. **Diversity:** Priority will be given to initiatives that address diversity through content or participation.
8. **Activism:** Priority will be given to initiatives that address the theme of Activism.

The RFP format should include the following information:

Cover Page

- Name of the initiative, project or event
- Name of principal faculty or staff
- Names and organization of all participants
- Amount of funding requested
- Signature of Director or Chair or Senior Staff of your unit

One-two page typed narrative

- Overview of the proposal including date, time and location of event/s Statement about how the RFP criteria will be met.
- Itemized budget—the linkage between the budget requested and the RFP criteria should be clearly addressed
 - **Note: Faculty and staff salaries or honoraria will not be funded. Any equipment purchased is property of the College of Fine Arts.
- Projected outcomes
- Planned assessment measures (these must include attendance projections for each event included in the proposal, audience/participant response cards and/or other formal evaluation tools)

Appendices

- Letters of support from collaborative units if relevant
- Any supporting documentation as appropriate

Submission

- Proposals must be submitted electronically to your School Director or Chair or Senior Staff of your unit for review
- School Directors or Chair or Senior Staff of your unit will forward meritorious proposals on to the Arts for Ohio advisory committee. artsforohio@ohio.edu
- Joint proposals will be considered.

Deadlines

- The Arts for Ohio Advisory committee will begin reviewing proposals for funding beginning on **May 15, 2009**. Proposals will be reviewed as they are received after May 15 on the 30th of each month until funds are no longer available.
- The completion date for any proposed event should be prior to May 15, 2010. Projects to be executed after this date should request permission prior to proposal submission.

Funding Decisions

- The Arts for Ohio advisory committee will make recommendations to the Dean of the College of Fine Arts who will make the final funding decision.
- All funding levels will be considered.
- All funds must be expended in the 2008-2009 academic year.
- Matching funds (including pledges of funds from participating units and/or projected admission revenue) will strengthen the proposal.

Follow-up

- A one page typed summary that describes the outcomes outlined in the RFP narrative and provides tabulated assessment measures including actual attendance numbers for each event within the proposal will be submitted electronically to the Arts for Ohio advisory committee prior to May 20, 2010.