# 2022-23 CRITERIA AND GUIDELINES

## PURPOSE

The purpose of the Catalyst Grants is to stimulate innovation in several critical areas vital to the future of the David Orr Belcher College of Fine and Performing Arts (BCFPA). Grants should also be aligned with strategic initiatives developed to support the 2023-2025 BCFPA Strategic Plan. Critical areas include:

- **Diversity, Equity, Inclusion, and Belonging (DEIB)** | Initiatives that enhance DEIB across our college and WCU:
  - **Diversity:** Attaining broad representation of people from differing backgrounds.
  - **Equity:** Ensuring everyone has fair and equal access, opportunity, and advancement.
  - **Inclusion:** Celebrating the uniqueness of our differences.
  - **Belonging:** Creating an environment where everyone feels accepted.
- **Resilience, Well Being, and Career Preparation** | Initiatives that enhance our student's ability to overcome rejection and adversity, manage stress, and thrive in their professional and personal lives.
- **Enrollment Management** | Initiatives that enhance active recruiting and retention efforts and address DEIB by seeking solutions that eliminate barriers to accessing training and education in the fine and performing arts.
- **Curricular Innovation and Development** | Initiatives that ensure our students' growth through the development of dynamic and relevant student-focused learning experiences. Initiatives must address DEIB through inclusive curriculum practices that include relevant themes and contributions by marginalized and minority groups.
- **Creative Placemaking and Community Engagement** | Initiatives that allow us to reach out and advance our community in myriad ways including regional economic impact. Initiatives must address DEIB by ensuring projects eliminate barriers to access/participation in the fine and performing art and promote inclusiveness among participants.
- **Audience Education and Development** | Initiatives that inspire, inform, attract, and welcome our community to campus to share our passion for the arts. Initiatives must

address DEIB by ensuring projects eliminate barriers to access/participation in the fine and performing art and promote inclusiveness among participants.

With a focus on these areas as well as other key initiatives tied to the 2023-2025 BCFPA Strategic Plan, Catalyst Grants are in alignment with WCU's Strategic Plan: **Honoring Our Promise** (updated in 2021) and serve to advance the mission of the Belcher College:

> *To inspire, educate, and train our next generation of artists, scholars, and teachers in the intellectual foundations and creative processes of the fine and performing arts while fostering excellence and artistic curiosity across western North Carolina and beyond.*

## OVERVIEW

The Belcher College Catalyst Grants address **how we make the arts vital** to our current and future students, our university community, and the region. They focus on new, innovative, and impactful initiatives that change the way we engage our world through the arts.

Projects of any budget, up to a maximum of $10,000, will be considered. For the purpose of this grant:
- Small projects are those in the $100 to $1,000 range
- Medium projects are in the $1000 to $5,000 range
- Large projects are funded at a maximum of $10,000

Proposals could support a short-term project (i.e., a few days or weeks in duration), a semester-long project, or a year-long/multiple year-long initiative. Multi-year projects will be considered based on potential impact, feasibility, and availability of funding.

Funding supports the direct costs of the project proposal. Examples include but are not limited to material and supply costs, marketing and printing costs, consultant costs, related travel and hosting costs (accommodations and food for guests).

Please note that projects must adhere to all University policies (funding, public art, COVID-19, etc.) and local/state ordinances.

**These grants will not be awarded to fund any traditional activities of the College.** Examples for projects that will not be funded include (but are not limited to): a performance, or concert, or exhibit as part of our regular offerings; travel that is traditionally facilitated; any activity that does not directly address the concerns listed above or advance initiatives of the 2023-2025 BCFPA Strategic Plan. Additionally, no WCU faculty, staff, or students will be compensated financially for these projects.

## ELIGIBILITY

All Faculty, Staff, and Students in the David Off Belcher College of Fine and Performing Arts are eligible to apply for a Catalyst Grant.

**CRITERIA**

Proposals will be assessed on four criteria:

- **Innovation:** To what extent does the proposed initiative represent a new endeavor for the college, or synergize with WCU's and BCFPA's existing endeavors in new ways? To what extent does the initiative develop new areas of strength and distinction for the college?
- **Impact:** How well does the proposed initiative identify a target audience (be it student [current, former, and/or future], campus, community, region, or a combination of these) and address how it will deliver meaningful, positive change to that audience's relationship with the arts?
- **Sustainability:** How well do the proposed initiative's outcomes propagate beyond 2023? Is there a pathway to procuring continuing resources for the initiative in future years?
- **DEIB:** How well does the proposed initiative eliminate barriers to the arts (including financial, cultural, and educational), and to what extent does the proposed initiative present and/or promote belonging, inclusiveness and diversity through the creative works or educational innovations developed through any award funding?

These criteria will be weighted equally in the review process (see Appendix A: Rubric). Weight will be given also to the proposal's scope, interdisciplinarity, alignment with the BCFPA mission statement and 2023-2025 BCFPA Strategic Plan, and synergy between critical areas as indicated in the rubric.

**THE GRANT PROPOSAL**

Proposals must include the following components:

- **Abstract:** A summary of the proposal's key elements.
- **Narrative:** A description of the project, which must address all four of the above criteria.
- **Projected Outcomes:** An explanation of the expected outcome(s) for both the College and the target audience of the initiative, with consideration of how best to evaluate attainment of the outcome(s).
- **Timeline:** A detailed anticipated progression of the project, from funding, through development and implementation, to post-funding window outcomes reporting.
- **Budget:** A detailed budget, including potential external funding (both during the 2022/23 funding window and subsequent external sustainability funding). Include faculty release time requirements and infrastructure requirements (space/equipment use, etc.).

Proposals will be submitted via Qualtrics form and there will be opportunities to submit optional materials (media, budget documentation, supporting research, etc.) with the application.

**DEADLINES AND REVIEW PROCESS**

The Catalyst Grant funding window is for the 2023 Academic year (July 1, 2022 through June 30, 2023) unless approved as a multi-year project.

Faculty and staff grant proposals must be received via the online application by Friday, March 4, 2022 at 5:00PM. Reviews will be scheduled for mid-March 2022. Late or incomplete proposals will not be considered.

Information and applications for student grants will be disseminated to students across the College at the beginning of the Fall 2022 semester. Student grants will have a rolling submission date and will require a faculty/staff sponsor. Additionally, students must be majoring in one of the Belcher College's programs to qualify.

All proposals will be reviewed by two groups:
1. A blind review by a committee consisting of Friends of the Arts Emeriti Members. This group will assess and rank proposals based on the rubric.
2. Subsequently, the BCFPA College Leadership Team will evaluate the proposals for impact, feasibility, and funding, and will additionally determine milestones and deliverables for continued needs of the initiatives.

These committees may ask for additional information or a discussion with the project team before final decisions are made.

The number of projects funded depend on the number and quality of proposals submitted.

Grant recipients will be notified as soon as the review process is completed and awards will be publicly announced at the State of the Belcher College Address on Tuesday, April 26, 2022. Grant recipients will be asked to present their project to the college at the Annual start-up meeting in Fall 2022.

| APPENDIX A: RUBRIC | Element Score: | Exemplary – 3 pts / element | Satisfactory – 2 pts / element | Unsatisfactory – 1 pt / element |
|---|---|---|---|---|
| **INNOVATION** | | 1) A cutting-edge arts initiative: few to no models currently extant either within region or at peer institutions. | 1) The initiative builds on successful models implemented at other institutions, OR develops a unique initiative with a reasonable likelihood of enhancing the college's mission. | 1) The proposal replicates current offerings of the college, in type if not in particular content. |
| | | 2) The initiative synergizes with WCU's and BCFPA's existing strengths in new ways, OR offers a strong likelihood of creating a new, sui generis area of strength for the college. | 2) The proposal presents an initiative not currently offered or pursued by the college. | 2) The proposal describes an initiative that would be better funded through existing unit, college, university, or external resources. |
| **IMPACT** | | 1) The target audience is clearly identified, with coherent tailoring of initiative to audience. | 1) The target audience is identified, with few or occasional deviations from focus on that audience in initiative development. | 1) There is a lack of clarity regarding the initiative's target audience. |
| | | 2) The proposal offers demonstrable likelihood of strong positive outcomes on the target audience. | 2) The proposal anticipates a reasonable likelihood of positive outcome on the target audience. | 2) There is a low likelihood of the initiative's outcomes having a positive impact on the target audience. |
| **SUSTAINABILITY** | | 1) A clear plan is in place for continuation of initiative beyond 2020, OR a clear explanation of initiative's continued influence on audience and college, once concluded. | 1) A plan for continuation of initiative is present and plausible, but may require assistance to bring to fruition. | 1) The initiative is limited to a single offering or event that has a low likelihood of continued influence on its audience or the college. |
| | | 2) Clear and plausible identification is made of future funding sources. | 2) Identification of future funding sources is present, but may require further consultation to bring to plausibility. | 2) The proposal lacks a plausible plan for continuation of the initiative. |
| **DIVERSITY, EQUITY, INCLUSION, AND BELONGING** | | 1) A thorough consideration of avoiding barriers to accessibility in all parameters of initiative is offered, including planning of initiative's future beyond initial funding. | 1) Accessibility is given consideration in many of the initiative's parameters. | 1) Accessibility is given limited consideration in the proposal. |
| | | 2) Clear consideration of diversity as a potential strength of the initiative is given in all parameters. | 2) May require further consultation to explore solutions to unconsidered barriers or limitations of viewpoint. | 2) Diversity is given limited or no consideration in the parameters of the initiative. |
| **RUBRIC SCORE:** | | | | |

**Rubric Multipliers:**

A **Scope** (score x 1.0 - 1.1 ): How wide (classroom to WNC region) is the effect of the proposed initiative?  |  **MULTIPLIER A = 1. _____**

B **Interdisciplinarity** (score x 1.0 - 1.05 ): How many college units will the initiative engage?  |  **MULTIPLIER B = 1. _____**

C **Alignment** (score x 1.0 - 1.1 ): How does this proposal align with the 2023-2025 BCFPA Strategic Plan? |  **MULTIPLIER C = 1. _____**

D **Synergy** (score x 1.0 - 1.05 ): How many vital areas (see "Purpose," p. 1) does the initiative address?  |  **MULTIPLIER D = 1. _____**

**TOTAL MULTIPLIER [Mult. A: _____] x [Mult. B: _____] x [Mult. C: _____] x [Mult. D: _____] = 1. _____**

**TOTAL SCORE:** [ ]

Total Score = [Rubric Score: _____] x [Total Multiplier: 1. _____]