

To: Distribution List

From: Faculty Research Development Office (FRDO)  
Office of the Vice President for Research

Subject: Limited Competitions: National Endowment for the Arts: **Challenge America and Art Works**

Date: December 7, 2018

**PLEASE NOTE** that the NEA allows UNM to submit only **ONE proposal to either the Art Works OR the Challenge America category**. This internal competition is for ALL proposals regardless of field or deadline. In order for you to compete in the UNM selection process you must participate in the pre-proposal limited competition described below, and **MUST SUBMIT YOUR PRE-PROPOSAL MATERIALS TO OUR OFFICE BY NOON ON JANUARY 17, 2019. *This is the ONLY competition that will be held for the NEA Art Works and the NEA Challenge America programs.***

This limited competition is in response to the National Endowment for the Arts call for proposals in the following program categories: **Challenge America and Art Works** (If an organization applies to the Challenge America category, it may \*not\* submit another application to the Art Works category.)

The **Challenge America** category offers support primarily to small and mid-sized organizations for projects that extend the reach of the arts to underserved populations -- those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Grants are available for professional arts programming and for projects that emphasize the potential of the arts in community development.

Further details can be found on the NEA website: <https://www.arts.gov/grants-organizations/challenge-america/grant-program-description>

**Art Works** is the National Endowment for the Arts' principal grants program. Through project-based funding, they support public engagement with, and access to, various forms of excellent art across the nation, the creation of art that meets the highest standards of excellence, learning in the arts at all stages of life, and the integration of the arts into the fabric of community life. Projects may be large or small, existing or new, and may take place in any part of the nation's 50 states, the District of Columbia, and U.S. territories. They encourage projects that:

- Honor the 2020 centennial of women's voting rights in the United States (aka the Women's Suffrage Centennial).
- Engage with Historically Black Colleges and Universities (HBCUs); Hispanic or Latino organizations; or the Native American, Alaskan Native, and Native Hawaiian arts.
- Celebrate America's creativity and cultural heritage.
- Invite a dialogue that fosters a mutual respect for the diverse beliefs and values of all persons and groups.
- Enrich our humanity by broadening our understanding of ourselves as individuals and as a society.

Further details can be found on the NEA website: <https://www.arts.gov/grants-organizations/art-works/grant-program-description>

**All grants require cost share - a nonfederal match of at least 1 to 1.** For example, if an organization receives a \$10,000 grant, the total eligible project costs must be \$20,000 and the organization must provide \$10,000 toward the project from nonfederal sources. **Challenge America** grants are for a fixed amount of \$10,000. **Art Works** grants will range from \$10,000 to \$100,000. Grants awarded under these guidelines are generally allowed a performance period of up to two years. The National Endowment for the Arts' support can start no earlier than the "Earliest Start Date" from the NEA website, <https://www.arts.gov/grants/apply-grant/grants-organizations>.

For more information on the **Challenge America** grants, see the NEA's website at <https://www.arts.gov/grants-organizations/challenge-america/grant-program-description>. **Challenge America** applications have a two-phase submission process, with the first component due to the agency by April 11, 2019.

For more information on the **Art Works** grants, see the NEA's website at: <https://www.arts.gov/grants-organizations/art-works/grant-program-description>. **Art Works** applications have a two-phase submission process, with the first component due to the agency by February 14, 2019 or July 11, 2019.

**This is a limited competition; each institution is limited to one (1) proposal. We can submit a Challenge America grant \*OR\* an Art Works grant (not one of each). Please submit your preproposal (3 pages in length), plus budget, CV, and cost sharing commitment plan, all documents in a SINGLE PDF file, 11 point font, by NOON on January 17, 2019 to [limited@unm.edu](mailto:limited@unm.edu) with the subject line indicating: NEA - your name. Please indicate program category ("Challenge" or "Art Works") and which discipline your preproposal falls under.** Arrangements for meeting cost sharing requirements must be made in advance of submission of the pre-proposal. Additionally, the level of external/in-kind cost share contributions will be used as criteria for evaluation during review by the Limited Competitions Committee. No late submissions will be considered. The pre-proposal should address the major points that will be included in the proposal narrative, as follows:

**Challenge America submissions must include:**

1. Describe which of the three NEA project types (Guest artists, Public art, Collaborative marketing campaign) you have selected and the major project activities as well as the key individuals.
2. Describe the intended project outcomes and the potential to make quality arts or cultural resources more widely available.
3. Identify the specific underserved audience(s) your project is intended to reach and explain how the project extends the reach of the arts to those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability and engage the public beyond the university.
4. Briefly describe your plans for promoting and/or publicizing the project and any efforts made to reach the identified underserved population.
5. Describe any plans you have for program evaluation, for working collaboratively with researchers, strategic consultants, program evaluators, and/or any other plans for performance measurement related to the project. Explain how your methods are relevant to the project.

**Art Works submissions must include:**

1. Describe the major project activities and the artistic significance of the project.
2. Describe how this project will celebrate America's creativity and cultural heritage, invite mutual respect for differing beliefs and values, or enrich humanity.
3. Where appropriate, describe how the project serves the community and the potential to reach underserved populations (those whose opportunities to experience the arts are limited) and the potential impact on artists and the artistic field.
4. Include plans for documentation and dissemination of the project results.

The narrative should be accompanied by a **draft budget overview** (including cost share arrangements) and an **abbreviated PI CV**.

Should you have any questions please feel free to contact us at [limited@unm.edu](mailto:limited@unm.edu).

*If you are affiliated with HSC, please contact Corey Ford ([CFord@salud.unm.edu](mailto:CFord@salud.unm.edu)) or Cassandra Misenar ([CMisenar@salud.unm.edu](mailto:CMisenar@salud.unm.edu)) for more information.*