



To: Distribution List

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

Subject: National Endowment for the Arts: **Challenge America, Art Works, and Creativity Connects**

Date: December 18, 2015

PLEASE NOTE that the NEA allows UNM to submit only **ONE proposal to either the Art Works OR the Challenge America category**. In addition, UNM is allowed to submit **ONE Creativity Connects project**. This internal competition is for ALL proposals regardless of field or deadline. (For eg., you may be thinking of applying for a Dance grant with an NEA deadline of July 14th; 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 MATERIALS TO OUR OFFICE BY NOON ON JANUARY 19, 2016.** *This is the ONLY competition that will be held for the NEA Art Works, the NEA Challenge America programs, and the NEA Creativity Connects.*

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

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. This category encourages and supports the following objective: Engagement: Engaging the public with diverse and excellent art.

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

The **Art Works** category emphasizes: the *works* of art themselves, the ways art *works* on audiences, and the fact that art is *work* for the artists and arts professionals who make up the field. To deepen and extend the arts' value, including their ability to foster new connections and to exemplify creativity and innovation, the NEA welcomes projects that:

- Are likely to prove transformative with the potential for meaningful change, whether in the development or enhancement of new or existing art forms, new approaches to the creation or presentation of art, or new ways of engaging the public with art;
- Are distinctive, offering fresh insights and new value for their fields and/or the public through unconventional solutions; and
- Have the potential to be shared and/or emulated, or are likely to lead to other advances in the field.

The NEA wants to achieve the following four objectives through the **Art Works** category:

- Creation: The creation of art that meets the highest standards of excellence,
- Engagement: Public engagement with diverse and excellent art,
- Learning: Lifelong learning in the arts, and
- Livability: The strengthening of communities through the arts.

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

The **Creativity Connects** is an initiative that will show how the arts are central to the country's creativity ecosystem, investigate how support systems for the arts have changed, explore how the arts connect with other industries, and invest in innovative projects to spark new ideas for the arts field. A key component to the Creativity Connects initiative is a pilot grant opportunity in the Art Works category to support partnerships between arts organizations and organizations from non-arts sectors that include, but are not limited to, business, education, environment, faith, finance, food, health, law, science, and technology. A partnership is a *requirement* of this program.

Art Works: Creativity Connects grants will seek to benefit the arts and non-arts sectors by:

- Demonstrating the value of working with the arts.
- Supporting the infrastructure for the arts to work in new ways with new sectors.
- Building bridges that create new relationships and constituencies.
- Creating innovative partnership projects to advance common goals.

Further details can be found on the NEA website: <https://www.arts.gov/grants-organizations/art-works/creativity-connects-projects#eligibility>

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 and require a \$10,000 match. **Art Works** grants will range from \$10,000 to \$100,000. **Creativity Connects** projects range from \$20,000 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-organizations/art-works/application-calendar>.

For more information on the **Challenge America** grants, see the NEA's website at <https://www.arts.gov/grants-organizations/challenge-america/frequently-asked-questions>. **Challenge America** applications have a two-phase submission process, with the first component due to the agency by April 14, 2016.

For more information on the **Art Works** grants, see the NEA's website at: <https://www.arts.gov/grants-organizations/art-works/applicant-eligibility>. **Art Works** applications have a two-phase submission process, with the first component due to the agency by February 18, 2016 or July 14, 2016.

For more information on the **Art Works: Creativity Connects Projects**, see the NEA's website at: <https://www.arts.gov/grants-organizations/art-works/creativity-connects-projects#eligibility>. **Creativity Connects Projects** applications have a two-phase submission process, with the first component due to the agency by March 3, 2016.

This is a limited competition; each institution is limited to two (2) proposals. We can submit a Challenge America grant *OR* an Art Works grant (not one of each). We are allowed a second proposal submission but it must be a Creativity Connects Project. Please submit your preproposal (4000 characters, including spaces), plus budget, CV, and cost sharing commitment plan, all documents in a SINGLE PDF file, 11 point font, by NOON on Tuesday, January 19, 2016 to limited@unm.edu with the subject line indicating: NEA - your name. Please indicate program category ("Challenge", "Art Works" or "Creativity") 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 the major project activities.
2. intended project outcomes
3. a description of the potential to make quality arts or cultural resources more widely available.
4. how the project will benefit underserved populations (those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability) and engage the public beyond the university.

Art Works submissions must include:

1. describe the major project activities, how they will prove to be transformative, the their potential for meaningful change.
2. describe how this project will bring fresh insights and new values to the field and/or the public through unconventional solutions.
3. describe how this project has the potential to be shared and/or emulated, or is likely to lead to other advances in the field.
4. Potential impact on artists, the artistic field, and the organization's community.

Creativity Connects submissions must include:

1. describe the major project activities.
2. how you will use creativity to connect the arts and non-arts sectors.
3. description of the proposed partnership, including the benefits for all partners.
4. provide evidence of learning that can be used widely, be sustained, and/or have national significance.

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.

If you are affiliated with HSC, please contact Corey Ford at 272-6950 for more information.