



Young
Audiences
Arts for
Learning

JCPenney

JCPenney Arts for Learning Initiative Grant Guidelines for 2015

OVERVIEW AND BACKGROUND

Eligibility: All YA Affiliates

Deadline for Completed Application: Electronic Submission by Monday, November 17, 2014; 6:30 p.m. EST

Notification of Award Determination: December 5, 2014

Estimated Number of Awards: up to 8 awards

Estimated Grant Award Range: \$15,000-\$20,000

Program Activity: January 2015-December 2015

INTRODUCTION

The Young Audiences Arts for Learning Network has long been committed to supporting the growth and development of individual affiliates through a variety of services and grant programs. The JCPenney **Arts for Learning** (JCPA4L) Initiative provides an opportunity to encourage and support professional staff capacity in understanding the role **Arts for Learning** can play in the development of arts integration practices in all settings.

Since 2006, Young Audiences has focused on the development, evaluation and expansion of the **Arts for Learning** (A4L) program, a research-based arts integrated curriculum model and has been proven to raise student achievement in reading, writing and math, while supporting the development of key 21st century learning and life skills.

The JCPA4L Initiative will enhance, implement and assess a more comprehensive program design that is rooted in a co-teaching model that involves classroom teachers, teaching artists and/or arts specialists in partnership with affiliate staff, school administrators and parents.

JCPENNEY ARTS FOR LEARNING INITIATIVE GOALS

- Provide high quality professional learning opportunities for YA Affiliate program staff, teaching artists and classroom teachers nationwide
- Promote a co-teaching model that will foster collaboration among classroom teachers, teaching artists, YA program staff, certified arts instructors and school administrators
- Establish a national professional learning community for YA Affiliates to share best practices
- Optimize use of the new A4L website (www.youngaudiences.com/artsforlearning) to support professional learning, implementation, assessment, and peer to peer learning opportunities for teachers, teaching artists and students.
 - *For full access to the online platform in order to prepare your proposal, please email marcus@ya.org for username, password and instructions.*
- Encourage new strategies and methodologies for extending arts integration strategies rooted in the A4L curricular framework across core content areas and into the whole school culture

ABOUT ARTS FOR LEARNING

A4L is an innovative, research-based literacy program that blends the creativity and discipline of the arts with learning science to raise student achievement in literacy, mathematics and the arts, while nurturing the development of essential learning and life skills. The A4L model combines rigorous professional development, curriculum implementation and assessment strategies that are aligned by a common pedagogical framework and instructional design. The result is a proven program that engages students, raises their interest and achievement in literacy and the arts, and helps them build essential learning and life skills for school-to-work and life-long learning.

JCPenney Arts for Learning Initiative
Grant Guidelines for 2015

National research studies consistently show that students experiencing A4L made reliable (statistically significant) gains in literacy learning, with the strongest gains associated with the implementation of two or more A4L Units of instruction and an intensive quality arts experience. This pattern of improvement has continued to be evident in studies across different grade levels including extended learning time and after school applications.

ESSENTIAL PROGRAM COMPONENTS

YA will expand and support the implementation of Arts for Learning by providing participating affiliates with innovative, research-based tools and strategies that nurture high quality arts integrated instruction. Participating affiliates will establish school-based implementation teams comprised of classroom teachers, YA staff representatives, and YA teaching artists. As a result, the Initiative will include both professional learning opportunities and implementation of the A4L curriculum in school and out of school time settings. Program requirements will include:

- Participation in January 2015 and July 2015 Professional Learning Seminar represented by an affiliate teaching artist, affiliate program staff representative and collaborating school educator. The same team will attend both seminars in addition to a second school representative during the July 2015 Institute.
 - *Participating affiliates will not incur any costs associated with airfare, meals and lodging for each participating team member. Ground transportation will be the responsibility of the participating affiliate. Each program will be three days in length.*
 - *The January Seminar will take place in Atlanta, Georgia at the Woodruff Arts Center from Wednesday, January 14 to Friday, January 16. Participants will arrive Tuesday afternoon, January 13th; the Seminar will conclude by 1:00 on Friday, January 16th.*
- Student Implementation will occur in Spring 2015 with at least one grade in one school and expand to three grade levels in Fall 2015. Number of classes per grade and number of schools will determine final financial award amounts.
- Implementation of a local A4L Professional Learning Seminar conducted by the four team cohort attending the January and July 2015 National Seminars prior to the Fall 2015 implementation phase.

Professional Learning: YA has designed a multi-tiered approach to professional development that will promote long-term program sustainability. Through these seminars, participants will gain an understanding of the pedagogy, learning science, and arts integration methods that serve as the foundation for A4L while also learning the strategies for implementing the program using the new online curriculum platform. A national professional development team, consisting of experienced program staff, teachers and teaching artists, will provide leadership by presenting case studies, sharing best practices, and providing ongoing mentorship for those who are new to the program.

A4L Implementation: The JCPA4L implementation model will rely on a co-teaching instructional method involving classroom teachers, teaching artists, and/or certified arts instructors. Teaching artists will serve as collaborators and coaches throughout the two semesters, working closely with school faculty and administrators in the planning, assessment and implementation of arts integrated curricula.

In early iterations of A4L, the primary role of the teaching artist was to implement supplemental Residency experiences designed to enhance and build upon the skills and practices that were introduced in the classroom. Research has shown that an embedded residency model, wherein teaching artist-led sessions occur periodically throughout the duration of the Unit, fosters greater collaboration among the teachers and teaching artists. By adopting a co-teaching model as part of the A4L instructional method, we foster a deeper understanding of arts integration among teachers and create sustainable school-based partnerships that will transform the whole school culture.

Local Professional Learning Seminars: As a result of the January and July 2015 Professional Learning Seminars, participants will be equipped with the methodology and knowledge needed to implement A4L professional development

JCPenney Arts for Learning Initiative Grant Guidelines for 2015

in their communities. This component is essential to an overall sustainability initiative institutionalizing the work of A4L in the participating YA affiliates and school partners. It is anticipated that this local JCPA4L Professional Learning Seminar will take place after the July 2015 Seminar involving all educators and teaching artists implementing the A4L curriculum in Fall 2015.

Documentation, Assessment and Research: The JCPA4L Initiative includes a thorough and comprehensive documentation, assessment and research model that will examine all aspects of the Initiative's professional learning and curriculum implementation activities. With the development of the online curriculum portal, assessment tasks have been imbedded into the A4L instructional materials. Each participating affiliate will be expected to collect specific written artifacts as well as collect video and utilize an interview protocol examining student work. These efforts should not be viewed as onerous and have been designed to be both formative and summative, contributing to ongoing learning for all partners involved.

ELIGIBILITY

- Affiliates in good standing and are currently meeting (or developing) YA Network branding policy and practice.
- All affiliates currently utilizing A4L are eligible to apply, in addition to those affiliates who have utilized A4L but not currently or those affiliates who are new to the program.

SELECTION CRITERIA

- How will the affiliate ensure sustainability of the program once the granting cycle has concluded?
- Is there evidence of the affiliate's capacity to carry out proposed activities?
- Is the budget reasonable and aligned with proposed activities?
- Is there evidence of commitment by key stakeholders (board, affiliate, school and community partners) to the A4L curriculum and the JCPA4L Initiative?

TECHNICAL ASSISTANCE WEBINARS

To support grantees in applying for funds, YA Network staff will present a technical assistance Webinar in advance of the JCPA4L application deadline. The webinars will be held on **November 4 at 1:00 EST and November 6 at 11:00 pm EST**. Webinar participants will review the grant guidelines and application, how to use the JCPA4L link to on-line application and address questions. Please sign up for the Webinar of your choice by e-mailing barbara@ya.org.

GRANT REVIEW AND REWARD

JCPA4L grants will be reviewed by in late November 2014. The first installment of JCPA4L grants will be made in Dec 2014, with subsequent installment(s) aligned with a reporting schedule determined by affiliate and National YA staff.

REQUIREMENTS FOR AFFILIATE JCPA4L GRANTEEES

- Grant and budget activities should be carried out substantially as proposed in the application. Material changes in the budget, proposed activities, benchmarks or outcomes should be communicated to the National office as far in advance as possible.
- Grantees are expected to submit interim reports about grant activities, benchmarks, outcomes, and actual income and expenditures related to the grant as outlined YAI in its determination letter.
- Grantees would be expected to share their experiences and outcomes with the YA Network through technical assistance sessions during the term of the grant and in the year following the grant.

GRANT APPLICATION AND INSTRUCTIONS

Please briefly address each section of the grant application narrative as it aligns with the priorities of JCPenney Arts for Learning Initiative. Where appropriate, we encourage you to use bullet points and to closely follow the guidelines

JCPenney **Arts for Learning** Initiative
Grant Guidelines for 2015

below. A supplemental budget page will provide detail about your anticipated revenue and expenses, aligned to your **Major Grant Activities**. Your budget should be emailed directly to Jane Bak jane@ya.org

Proposal Narrative:

1. Inquiry Question: What will be learned or discovered as a result of this work?

Please develop a one or two sentence engaging and thought provoking question about what will you will learn or discover as a result of this project.

2. Brief Project Description

Please describe the project you will be implementing. This can be a brief summary paragraph that will be used later in reporting to JCPenney.

3. Major Project Goals and Outcomes

Please address how you will meet the primary goal of the JCPenney **Arts for Learning** Initiative which is: to help build the capacity of affiliates to effectively utilize the **Arts for Learning** curriculum in professional development and classroom settings (in and out of school time).

4. Communities Served – Need and Impact

Please describe the unique challenges and/or opportunities that exist in the geographic area your affiliate serves and describe how this context impacts the access of all area youth to quality arts learning. Please estimate the number of people the project will reach and describe any underserved groups or areas that will benefit from this project.

5. Major Grant Activities

Please outline the major activities you plan to undertake and how you anticipate each area of activity will strengthen your organization. Please include your plan to measure success in building your capacity to implement the **A4L** Curriculum. Please include identified school(s) and number of participants you intend to include as a result of this initiative.

6. Documentation and Evaluation Plan

Briefly describe your capacity and experience to effectively document and assess the project as described.

7. Plan for Sustainability and Expansion

Describe the unique challenges and opportunities your affiliates faces with particular attention to the need for new or improved capacities in A4L among staff, artists, school and community partners. Should funding not continue for this project in a second year, how this Initiative will insure its continued presence in your affiliate and the schools you serve.

8. Plans to Attract Additional Funding

Though not required, please list any sources (i.e. school fees, in-kind support, unearned revenue, etc.) you have identified that will provide additional resources for this Initiative. Special consideration will be given to applications that demonstrate stakeholderhip and sustainability.

9. Key Personnel

Please provide a list of program staff, teaching artists, classroom teachers and other personnel that you have identified for this project. Please include one or two sentences about the experience of each individual as applicable. Included in this list will be your three participating representatives at the first JCPA4L Professional Learning Institute.

10. Demographic Information

Please provide if applicable.