



SU-CASA

ARTS PROGRAMS FOR SENIORS

2018 GUIDELINES FOR INDIVIDUAL ARTISTS

Application Deadline: **Friday, December 1, 2017**

ABOUT THE PROGRAM

SU-CASA is a community arts engagement program that places artists and organizations in residence at senior centers across the five boroughs of New York City. The program provides selected artists with a stipend in exchange for the creation and delivery of arts programming for seniors. The program has two components: 1) artists will engage participating seniors in an art project or series of cultural programs over the course of the residency, and 2) the residency will include a public program component – exhibits, readings, performances, open houses or other cultural interactions open to the surrounding community.

SU-CASA is a collaboration among the New York City Council, the Department of Cultural Affairs (DCA), the Department for the Aging (DFTA) and the City's five local arts councils – Bronx Council on the Arts, Brooklyn Arts Council, Lower Manhattan Cultural Council, Queens Council on the Arts and Staten Island Arts. The program began as SPARC (Seniors Partnering with Artists Citywide) in 2012 and was developed as part of Age-Friendly NYC, a citywide effort to make the city more livable for seniors. The program is funded in FY18 by New York City Council.

This initiative seeks to connect artists with seniors in senior centers and to positively impact the well-being of older adults through arts-based activities. SU-CASA supports artists and organizations who are sensitive to the needs of older adults and who are interested in engaging their communities. Each senior center is unique and offers access to different types of spaces and resources. Selected artists will work with the senior center where they are placed to further refine project goals and coordinate a schedule for residency activities and use of facilities.

In FY18, both individual artists and arts organizations will be eligible to participate. Individual artists may apply for SU-CASA through their local arts council; any organization that submitted an eligible FY18 Cultural Development Fund proposal may apply for SU-CASA through DCA. The program will support a total of 204 residencies for individuals and organizations at senior centers across the City's 51 Council districts.

Bronx Council on the Arts is proud to be part of this program on behalf of the borough of the Bronx. BCA will accept applications from individual artists seeking residencies at participating senior centers in the Bronx only.

Individual artists-in-residence will receive a stipend in the amount of \$4,500, an additional \$1,000 materials/supplies budget, and access to materials and supplies from Materials for the Arts. Individual artists can apply directly to participate in the program without a fiscal sponsor. Artists may apply for up to two residencies.

All components of the application must be received no later than Friday, December 1, 2017. Applicants will be notified of their application status and, if selected, which senior center they will work with, by the end of December 2017. Residencies will take place between January 1, 2018 and June 30, 2018. A Kick-Off for selected artists, organizations and senior centers will be held in January 2018.

GUIDELINES

APPLICANT ELIGIBILITY

[Arts council] will accept applications only from individual artists. Applicants must meet the following criteria to apply:

- Artists must be 18 years of age or older and a resident of New York City
- Artists cannot apply for or receive funds on behalf of a non-profit organization or a for-profit entity (CDF-eligible organizations may apply directly to DCA for 2018; interested applicants should contact their DCA program officer)
- Artists cannot be currently enrolled full-time in a degree-granting institution
- Artists must demonstrate a residence or workspace in the borough in which they apply

Individual artists may apply to only one local arts council for consideration in only one borough. Applicants who submit proposals to multiple local arts councils will be disqualified.

Previous SPARC and SU-CASA artists are eligible to apply for the 2018 program and may apply to work with a previous senior center partner and/or in one or more new centers. All returning artists must submit a complete application to be considered for placement.

PROJECT ELIGIBILITY

Applications will be accepted for projects in any artistic discipline. Projects must meet the following requirements:

- Project must be cultural in nature.
- Project must include an interactive engagement component for the senior participants at the center where the residency is held (i.e., activities such as workshops, classes, art making projects created by seniors or in collaboration with seniors, etc.)
- Project must include a public program component for the public to experience and engage with the arts at the senior center (exhibits, open houses, performances, readings or other cultural interactions that allow participating seniors to share their work with the surrounding community). The public program activities must be promoted and available at no charge to the general public. Artists are strongly encouraged to engage other members of the senior center community as part of the public program component.
- Project activities must take place between January 1, 2018 and June 30, 2018.
- Project activities are expected to include at 40 contact hours of activity with the seniors during the residency period.
- Project activities, including the public component, must take place at the senior center (unless otherwise agreed to with the senior center director).

SELECTION PROCESS AND EVALUATION CRITERIA

Artists will be selected through a competitive review process. The Bronx Council on the Arts will review all artist applications for the borough of the Bronx for completeness and eligibility. A panel comprised of representatives from the New York City Council, the Bronx Council on the Arts, the Department of Cultural Affairs, and the Department for the Aging will review applications from individuals and organizations and recommend one placement in each pre-selected center. See the list of pre-selected centers in [Borough] attached.

The panels will evaluate proposals based on the following criteria:

- Artistic excellence of the proposed senior engagement project
- Potential impact on senior participants
- Project feasibility, taking into consideration budget, timeline, available resources, and stated goals
- Clarity and detail in the project proposal

- Quality of the applicant’s prior work
- Potential impact on senior center and surrounding community

Prior experience as a teaching artist, artist-in-residence, and/or working with older adults is a plus.

Certain senior centers have identified languages spoken if they have a senior population with a significant number of bilingual, ESL or non-English speakers. This is provided for informational purposes only. Artists with foreign language proficiency are strongly encouraged to apply, but artists are not required to speak any language other than English.

RESIDENCY AWARD REQUIREMENTS

The residency award is a contract for services; selected artists will be subject to the following requirements:

- Sign and return a residency agreement
- Include funding credit and logos on all marketing and event materials, print and electronic
- Submit event notification at least 2 – 4 weeks before your public program event(s) (a representative of the Bronx Council on the Arts, DFTA or DCA may conduct a site visit to your project)
- Track artist contact hours with participating seniors and other evaluative data, as requested
- Submit final report on a timely basis after completion of all project activities

Artists who do not comply with the requirements will jeopardize their funding and future grant consideration.

APPLICATION ASSISTANCE

Get an overview of SU-CASA and learn about the components of a well-prepared application.

Q&A Information Session:

November 13, 2017

Longwood Art Gallery @Hostos

450 Grand Concourse, Bronx NY 10452

Questions:

Please contact

Bryan E. Glover bryan@bronxarts.org

www.bronxarts.org

PLEASE REVIEW THESE INSTRUCTIONS CAREFULLY; YOU MAY WISH TO KEEP THEM BY YOUR SIDE WHILE COMPLETING THE APPLICATION.

Contact information

- Enter your first and last legal name (not your stage name or the name of your program or collective). You may add a stage name or AKA if applicable.
- Enter your mailing address, phone number, and email address. This is the information we will use to contact you regarding this proposal.

Program Proposal

1. Describe your relevant previous experience. Previous work with older adults is not a strict requirement for individual artists participating in this program; however, all applicants should describe previous experience that supports this proposal. Include details about other work with older adults, training or professional development in creative aging, work in community arts programs, or experience in arts-in-education. (1000 words)
2. Provide a short bio, highlighting experience relevant to this proposal. This bio may be used in publicity materials if your proposal is selected for support. (300 words)
3. Describe your proficiency in languages other than English, and please note if it is possible for this program to be conducted in another language. The Facilities Information attached provides information about languages spoken at the pre-selected Senior Centers. (250 words)
4. Provide a project title and short summary for your proposed program. Complete this section after you have completed the full project description on the following page. This synopsis may be used in public materials if your proposal is selected to support. (350 words)
5. Describe the proposed engagement programming at the senior center. (2000 words)
 - Detail how you will engage seniors in the participatory arts-based activities you plan to offer. This might include publicity materials, demonstrations, visits to the center, or other activities to generate interest in the center prior to the start of the program.
 - Describe the artistic project that will be offered, including information about the progression of the course (for sequential programs) or individual sessions (for drop-in or non-sequential programs). Describe the materials used, the teaching techniques employed, and the expectations for participation.
 - Describe your goals for the senior participants.
6. Describe the public program component of the proposed program; this might be a final presentation, performance, exhibition, reading or open studio. Include plans for developing the culminating event with the participating seniors and publicizing it to the senior center and surrounding community. The public program activities must be promoted and available at no charge to the general public. (1000 words)
7. Senior Center Selection
 - a) Select up to five centers for which this proposal will be considered, in priority order. Identify only centers included in the list of pre-selected locations listed and only centers where the proposed programming is feasible. Applicants are not guaranteed placement at their preferred senior centers.
 - b) Please indicate if you would like to be considered for multiple residencies. Artists may be selected for a maximum of two (2) residencies.
 - c) Indicate a previous SPARC (Seniors Partnering with Artists Citywide) or SU-CASA residency or any other individual artist residency conducted in your preferred center in the past. You will be asked to describe this

previous relationship later on in the proposal. If you indicated a previous residency in one of your selected centers on the first page, please provide additional information about that residency here, including the duration, frequency and content of the program and details about the participants. Previous work in one of the selected centers is not a requirement.

8. Indicate the start and end dates proposed
9. Indicate the number of sessions, and
10. Indicate the number of contact hours (minimum 40). Contact hours do not include preparation.
11. Please also indicate days and times of the week when the program might take place; scheduling of the program will be finalized with the center director if your proposal is selected.
12. Indicate the number of seniors you expect to serve.
13. Indicate the artistic discipline and genre of your proposal.
14. Work Sample options

Please provide links to web-based supplemental materials in support of your application. You may include links to direct the panel to a particular page on your website or other web-based platform, as applicable. Panelists will have a limited amount of time to review supplemental materials in support of each proposal; direct them only to material that directly supports your proposed activities. Please choose option A, B, or C

- A) Website: If your personal website includes information about your work that is relevant to this proposal, include the URL here. If your personal website is not applicable to this proposal, enter N/A.
 - B) Video: Provide a link to a video sample, if applicable, in support of this proposal. Platforms available include YouTube, Vimeo, or a public Google page. Video samples should be no more than five minutes in length. If you do not wish to submit a video sample, enter N/A.
 - C) Images: Provide a link to a public gallery of images in support of this proposal. Platforms available include Picasa, Flickr, and Shutterfly. If you do not wish to submit images, enter N/A.
15. Resume: Individual Artists should provide a link to an online resume with information relevant to this proposal. Platforms include Google documents or LinkedIn profiles. Or, you may upload a resume. If you do not wish to submit a resume, enter N/A.

16. Social Media

If your proposal is selected for support, we would like to connect with you on social media. Please include your Facebook and Tumblr URLs and Instagram and Twitter handles. This information is not required, and please do not share links to personal accounts if you do not also use them for professional purposes. Social media content will not be considered in the review process.

To Submit Your Application

Bronx Council on the Arts will collect SU-CASA 2018 applications using Submittable.com. All applicants can upload their applications at: <http://bronxcouncilonthearts.submittable.com/submit/68016/su-casa-2017>

Applicants will be directed to create a log in on Submittable.com using the above link if they do not already have a log in. Once the applicant has logged in, they will be asked to fill in their name, phone number, email and home borough. Then they will upload the PDF SU-CASA 2018 application and submit. Applicants can upload only one PDF file. No other uploads will be accepted. Applicants will not be able to submit after 11:59 PM on Friday, December 1, 2017. BCA suggests not waiting until the night of the deadline to submit in case there are technical difficulties. BCA staff is available to assist with application questions at bryan@bronxarts.org.