



SU-CASA
ARTS PROGRAMS FOR SENIORS

**2020 GUIDELINES
FOR INDIVIDUAL ARTISTS**

Application Deadline: SUNDAY NOVEMBER 17, 2019

ABOUT THE PROGRAM

SU-CASA is a community arts engagement program that creates artist residencies 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 NYC Department of Cultural Affairs (DCA), the NYC 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 FY20 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.

During FY20, 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 FY20 Cultural Development Fund proposal may apply for SU-CASA through DCA. The program will support a total of 255 residencies for individuals and organizations at senior centers across the City's 51 Council districts.

Staten Island Arts is proud to be part of this program on behalf of Richmond County. The arts council will accept applications from individual artists seeking residencies at participating senior centers on Staten Island 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 SUNDAY NOVEMBER 17, 2019 at 11:59pm. Applicants will be notified of their application status and, if selected, which senior center they will work with, by early January 2020. Residencies will take place between January 15, 2020 and June 30, 2020.

GUIDELINES

APPLICANT ELIGIBILITY

Staten Island Arts 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 2020; 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
- Clarity and completeness of the proposal, including specific activities.
- Evidence of past success shown in work samples.

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 2020 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 15, 2020 and June 30, 2020.
- Project activities are expected to provide a minimum of 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. Staten Island Arts will review all artist applications for Richmond County for completeness and eligibility. A panel comprised of representatives from the New York City Council, the Department of Cultural Affairs, the Department for the Aging, and peers from the borough will review applications from individuals and organizations and recommend one placement in each pre-selected center. See the attached list of pre-selected centers on Staten Island.

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 Staten Island 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:

SUNDAY OCTOBER 27 at 3 pm

Location: ArtSpace @ Staten Island Arts:
23 Navy Pier Court in Stapleton

RSVP at

Questions:

Please call Jeremy Heuler, Arts Education Manager, at (718) 447-3329 x 1007
Or email jheuler@statenislandarts.org

For more information, check: <https://statenislandarts.org/arts-in-education-grants/>

PROPOSAL INSTRUCTIONS

FY20 SU-CASA APPLICATIONS ARE DUE BY 11:59 PM ON SUNDAY NOVEMBER 17. All proposals must be submitted through Staten Island Arts' online grant platform at <https://www.grantinterface.com/Home/Logon?urlkey=statenislandarts>. NO PAPER APPLICATIONS WILL BE ACCEPTED.

Program Proposal: Please use the questions below as a guideline for the questions posed within the online application.

1. 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. (500 Characters)
2. Project Description: Describe the proposed engagement programming at the senior center. (2500 characters)
 - a. 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.
 - b. 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.
 - c. Describe your goals for the senior participants.
3. 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. (500 characters)
4. Other SPARC or SU-CASA Experience in Working with Seniors: If you conducted a previous residency in one of your selected centers above through SU-CASA, SPARC (Seniors Partnering with Artists Citywide), or in another capacity, please briefly describe that residency. (1000 characters)
5. 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. (1500 characters)
6. Indicate the start and end dates proposed, the number of sessions, and the number of contact hours (minimum 40). Contact hours do not include preparation. 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. Indicate the number of seniors you expect to serve. (1000 characters)
7. Please describe the community impact of your proposed residency. Describe how participants, senior center patrons family members, and other community members will benefit indirectly from the program. (1000 characters)

8. Who are the artistic personnel? Please list all artistic personnel working on this project, including yourself. Also include resumes or short bios for the primary artists on the project. (2000 characters)
9. List any site accommodations or special equipment needed for your proposed residency. (250 characters)
10. 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. (1500 characters)
11. Describe any outreach and promotion that you will conduct at the senior center to encourage participation in your workshops and attendance at your final presentation. (2000 characters)
12. Competitive proposals will consider how students of different abilities will be able to access the project (i.e. students who are blind or have visual impairments, students who are hard of hearing or deaf, etc). Are there additional ways you will be making your project accessible? For example: providing assistive listening devices, ASL interpreters, braille, touch/sensory accommodations, etc. Staten Island Arts is committed to making the arts accessible to all. Activities funded through the Re-grants program should take into consideration students of varying abilities. (300 characters)

Work Samples

1. Please provide links to web-based supplemental materials in support of your application. You may use the links below to direct the panel to a particular page on your website or other web-based platform, as applicable. Make sure to submit all passwords to access your support material!
2. 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.
3. 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.
4. 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.
5. 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.

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

All proposals must be submitted through Staten Island Arts' online grant platform at <https://www.grantinterface.com/Home/Logon?urlkey=statenislandarts>