Writing Grants for the Alabama Arts Education Initiative (AAEI) Grant

Andy Meadows
Arts Education Specialist
Alabama State Department of Education
Agenda

Presentation

- History
- Review Goals
- Grant Document and Process
- Questions and Answers
- Partners, Resources, & Other Grants
Welcome and Introduction

• Little bit about Andy Meadows
  ○ How I got into education.
  ○ How I got to the State Department of Education.
  ○ How I almost quit education.
Brief History of the AAEI Grant

- Twenty years plus (Black Belt Initiative)
- Organizations advocating and providing leadership in Arts Education: ALAA, AIEA, ASCA, ALC
- ALC Plan for Arts Education: Organizations, Individuals and Legislators
- Funding over time
  - 2015 to 2021 $7,719,853.50 granted to schools from the AAEI Grant
  - FY2015 $500,000, FY2016 $800,000, FY2017 to FY2021 $1.3 million, FY2022 increased to $1.5 million, FY23 $1.7 million
AAEI Goals

- Provide and increase equitable access to quality arts education to facilitate artistic literacy.
- Assist schools in developing arts programs or supplementing existing arts programs to create capacity for sustainability and long-term educational impact.
- Advance arts education opportunities to enhance the whole child while developing college and career readiness.
- Use arts programs as a catalyst to create and maintain an engaged school and community.
Arts Literacy

- Arts literacy consists of the knowledge, understanding, and skills required to participate authentically in the arts and results from high-quality arts education that inspires and engages lifelong learning for all Alabama students.
Think about Arts Programming

- Take about three minutes and reflect on these three questions:
  - What are end results are you trying to address with arts programming?
  - What do you think is needed to reach the goals?
  - How will you know it is successful?
FIVE COMPONENTS OF A WELL-DEVELOPED PROPOSAL

- WHAT is the issue you plan to address?
- HOW do you plan to solve it?
- WHO and WHAT will be part of the work?
- HOW much will it cost?
- HOW will you evaluate it?
FIVE COMPONENTS OF A WELL-DEVELOPED PROPOSAL
(The WHAT)

- **WHAT** is the issue you plan to address?
  - What are you trying achieve with the grant?
  - Why does the school or community organization need the funds?
  - How does this related to your school systems strategic plan?
  - What data are you using to determine the need?
  - What are some expected outcomes?
FIVE COMPONENTS OF A WELL-DEVELOPED PROPOSAL (How)

• HOW do you plan to solve it?
  ○ What are the resources you will need?
  ○ What activities will take place?
  ○ What are some of the planned strategies?
Five components of a well-developed proposal (Who and What)

- WHO and WHAT will be part of the work?
  - Teachers, Leadership, Central Office, Businesses, Parents, Community Organizations?
  - New Equipment?
  - Other Resources?
FIVE COMPONENTS OF A WELL-DEVELOPED PROPOSAL (Cost)

- **HOW much will it cost?**
  - Artist(s), Technical Advisor(s) or School Wide Training(s)
  - Equipment
  - Supplies (expendable materials)
  - Professional Development
  - Consider In-Kind, Ticket Sales, Monetary Donations, School System support, and Local School support as part of the budget
FIVE COMPONENTS OF A WELL-DEVELOPED PROPOSAL (Impact)

- **HOW will you evaluate your proposal?**
  - Focus on the original goal(s).
  - What data was used to support the need?
  - How will you measure the data to determine outcomes?
  - Survey school climate, growth of a program, and/or student engagement.
  - Collect and analyze data such as attendance, discipline, and/or pre- and post-assessments.
  - What evidence will you have?
  - What evidence will provide proof of sustainability for the project?
FIVE COMPONENTS OF A WELL-DEVELOPED PROPOSAL

WHAT is your problem and intended outcomes?

HOW do you plan to solve it? What strategies and resources will be used?

WHO will be part of the work? Resources

HOW much will it cost? Personnel, Materials, Equipment and In-Kind.

HOW will you evaluate the grant for intended outcomes? Instrument/Sustainability
Questions?
A Few Examples of Previous Grantees

- Cotaco Junior High School, Morgan County Schools
- Stanhope Elmore, Elmore County Schools
- Hamilton Elementary, Marion County Schools
- Application School, Blount County Schools
- York West End Middle School, Sumter County Schools
Escambia County High School Evidence of Growing an Arts Program

- Escambia County High School Student Scholarship Awards
  - Student trumpet player received a full tuition from Coastal Alabama Community College
  - Student tuba player received $17,600 from Alabama A&M University.
  - Student horn player received $19,200 from Alabama A&M University.
  - Student tenor saxophonist received $56,000 from Huntingdon College.
  - Student clarinetist that graduated last year during the pandemic and waited until this year to audition received $8,000 from Troy University.
  - The music program received Superior ratings for the first time at competition.
Blount County Education Foundations
Community Organization

- Expanding Horizons: Summer Learning
- Four Schools with Four Different Approaches
Blount County Education Foundations Community Organization

- Results from Previous years

<table>
<thead>
<tr>
<th>Assessment</th>
<th>2013 Summer Program End of Year Results Comparison, Spring 2014</th>
<th>2014 Summer Program End of Year Results Comparison, Spring 2015</th>
<th>2015 Summer Program End of Year Results Comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>STAR Early Literacy</td>
<td>+20.4 percentage points than total population</td>
<td>+15.3 percentage points than total population</td>
<td>+52.2 percentage points than total population</td>
</tr>
<tr>
<td>STAR Reading</td>
<td>+14.9 percentage points than total population</td>
<td>+17.3 percentage points than total population</td>
<td>+19.3 percentage points than total population</td>
</tr>
<tr>
<td>STAR Math</td>
<td>+14.1 percentage points than total population</td>
<td>+12.8 percentage points than total population</td>
<td>+13.9 percentage points than total population</td>
</tr>
</tbody>
</table>
Welcome to the Alabama State Department of Education Arts Education Online Portal

Create New Account

Once created you will be able to see any available Grants

Schools are a single Organization

School System and/or Multiple School Applications are no longer allowed apply

Scan Me Will take you to the Alabama State Department of Education Arts Education Online Portal
Welcome to the Alabama State Department of Education Arts Education Online Portal

Logon Page

Email Address*
ameadows@alsde.edu

Password*

Log On  Create New Account

Welcome to the Alabama State Department of Education Arts Education Online Portal.

New Users: Please click on "Create New Account" to complete the registration process and create your login credentials.

Existing Users: Please enter your credentials and log in. If you forget your password, please use the "Forgot Your Password?" link to the left to reset your password.

Not Sure? Questions? If you think that you or someone at your organization has already registered in the system, do not create a new account. Please contact our Help Desk Administrator, Andy Moffett, to receive your username.

Tutorials
- Video Tutorial 1: Site Access & Account Creation (3 minutes long)
- Video Tutorial 2: Entering a Grant (6 minutes long)
- Video Tutorial 3: View Applicant Dashboard (3 minutes long)
- Written Tutorial

Collaborator feature
- Collaborator Video Tutorial (2 minutes long)
- Collaborator Written Tutorial
AAEI Grant Application for Schools

- New Grant Management
  - Create an Account
  - Eligibility
  - Letter of Interest (LOI)
  - Application
  - Follow-ups
Welcome to the Alabama State Department of Education Arts Education Online Portal

Add A Collaborator
AAEI Grant Application for Schools

● Eligibility
  ○ If a school or community organization received AAEI grant funding of a maximum of $40,000.00 over a four-year period, then the school or community organization is ineligible to apply for an AAEI grant for a two-year period from the last funding cycle the organization received. (Example: Sample School met the $40,000.00 maximum in FY2020 then the school may not apply until FY 2023 grant cycle.)
  ○ Yes or No (Link will be provided to previous funding to determine qualifications)
AAEI Grant Application for Schools (LOI)

- Letter of Interest (LOI)
  
  (This section provides information about the grant and general questions)
  
  - Mission and Goals
  
  - Application Options

Geographical Region
AAEI Grant Application for Schools (LOI)

- LOI Continued Information needed
  - School System
  - Name of Superintendent
  - Name of Chief School Financial Officer
  - Website of School System
  - Grant Coordinator
  - Email of Grant Coordinator
  - Telephone Number of Grant Coordinator
  - School Principal
  - Email of School Principal
  - Student Enrollment at the School
  - Number of Certified Staff Members
  - Number of Administrators
  - List of Grants, Programs, and/or Initiatives
  - Alabama State Board Members District
  - State House and Senate District
  - Number of Standards Based Arts Courses offered
  - Number of Students enrolled in fine arts courses
  - Number of Arts Opportunities before/after school
AAEI Grant Application for Schools (LOI)

- **Grant Reader**
  - Two Names must be included (may be applicant)
  - If selected, a reader may review up to ten (10) grants
  - Vital to the work
  - Their responsibility to find a replacement
AAEI Grant Application for Schools (Application)

- Application
  - School or Community Organization
  - Project Title
  - Project Summary/Abstract
  - Planning and Activities
  - Planning and Assessment
  - Personnel
  - Professional Development
  - Budget
AAEI Grant Application for Schools (Application)

School or Community Organization

Project Title

Project Summary/Abstract

Planning and Activities

Planning and Assessment

Personnel

Professional Development

Budget
AAEI Grant Application for Schools (Application) Planning and Activities

- Provide school, community, and/or before/afterschool data you have collected and explain how you plan to use this data to improve outcomes for every child, every chance, every day.

- Explain the specific activities planned to achieve the improved outcome(s) desired based on the school, community, and or before/afterschool data collected.
AAEI Grant Application for Schools (Application) Planning and Activities

- Describe existing resources and how the added resources from this grant will support the outcome(s) desired.
- Describe what success looks like at the conclusion of the grant cycle?
AAEI Grant Application for Schools (Application) **Planning and Assessments**

- How will success/value be assessed for the outcome(s) desired? (e.g., school level data points, pre and post surveys, rubrics of engagement, etc.)

- Explain the data that will be collected for outcome(s) desired and how that data will be used as an indicator of success/value.

- Including all stakeholders impacted by the AAEI grant, describe how the data will be analyzed to ensure improved outcome(s) for every child, every chance, every day.
AAEI Grant Application for Schools
(Application) Qualified Personnel

- Certified Art Specialist(s)
- Practicing Teaching Artist(s)
- Artists with Advanced Degrees
- Certified Educator(s) without an Arts Education Certification
AAEI Grant Application for Schools (Application) Professional Development

- Outline the professional development plan to train and build capacity of personnel involved in the implementation of the proposed project.
AAEI Grant Application for Schools
(Application) **Budget**

**Budget Worksheet**  **Expenses**  **Income**
### PROPOSED PROJECT BUDGET

<table>
<thead>
<tr>
<th>SERVICES</th>
<th>EXPENDITURES</th>
<th>TOTAL</th>
<th>(Calculates total)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>$2,650.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Expenditure</td>
<td>Amount</td>
<td>Funding Type</td>
</tr>
<tr>
<td>2 Visiting Artist (80% funded)</td>
<td>$800.00</td>
<td>AAEI Grant</td>
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</tr>
<tr>
<td>Networking and Infrastructure</td>
<td>$750.00</td>
<td>School System</td>
<td></td>
</tr>
<tr>
<td>Widget Mall Donated space for Art Show</td>
<td>$500.00</td>
<td>In-Kind</td>
<td></td>
</tr>
<tr>
<td>Parent Volunteers</td>
<td>$800.00</td>
<td>In-Kind</td>
<td></td>
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<tr>
<td></td>
<td>EQUIPMENT</td>
<td>TOTAL</td>
<td>$10,885.00</td>
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<td></td>
<td>Expenditure</td>
<td>Amount</td>
<td>Type of Other Funds</td>
</tr>
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<td>8 MacBook Pro (14-inch)</td>
<td>$11,700.00</td>
<td>AAEI Grant</td>
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<tr>
<td>Epson Sure Color P5700 Wide-Format Printer</td>
<td>$3,135.00</td>
<td>AAEI Grant</td>
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<tr>
<td>Art Display Walker System</td>
<td>$2,000.00</td>
<td>Local School</td>
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<td></td>
<td>EXPENDABLE MATERIALS</td>
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<td></td>
<td>Expenditure</td>
<td>Amount</td>
<td>Fund Type</td>
</tr>
<tr>
<td>Adobe License for 10 computers</td>
<td>$500.00</td>
<td>AAEI Grant</td>
<td></td>
</tr>
<tr>
<td>50 100' rolls Epson Photo Print Paper</td>
<td>$1,200.00</td>
<td>AAEI Grant</td>
<td></td>
</tr>
<tr>
<td>100 sheets Tracing Paper 40X32</td>
<td>$532.00</td>
<td>Other</td>
<td></td>
</tr>
<tr>
<td>100 sheets Matboard 40X32</td>
<td>$532.00</td>
<td>Monetary Donation</td>
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<tr>
<td></td>
<td>PROFESSIONAL DEVELOPMENT</td>
<td>TOTAL</td>
<td>$4,240.00</td>
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<td></td>
<td>Expenditure</td>
<td>Amount</td>
<td>Type of Other Funds</td>
</tr>
<tr>
<td>Photoshop Training (On-Line)</td>
<td>$1,785.00</td>
<td>AAEI Grant</td>
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<tr>
<td>Alabama Art Education Association Conference</td>
<td>$200.00</td>
<td>AAEI Grant</td>
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<tr>
<td>Alabama Art Education Association Conference</td>
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<td>School System</td>
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<td>Photoshop Conference</td>
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<td>Photoshop Conferences</td>
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<tr>
<td>2 Visiting Artist</td>
<td>$200.00</td>
<td>AAEI Grant</td>
<td></td>
</tr>
</tbody>
</table>

### Expenses

AAEI Grant Application for Schools (Application)
AAEI Grant Application for Schools (Application)

Expenses

- Services
- Equipment
- Expendable Materials
- Professional Development
AAEI Grant Application for Schools (Application) Budget

- AAEI Grant
- In-Kind
- Monetary Donations
- School System Allocated Funds
- Local School Allocated Funds
- Other
## AAEI Grant Application for Schools (Application) Budget

### INCOME

<table>
<thead>
<tr>
<th>INCOME SOURCES</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>(List all forms of additional income (e.g., AAEI amount requested, donations, fees for admission, fundraising, etc.)</td>
<td></td>
</tr>
<tr>
<td>AAEI Grant Amount Requested</td>
<td>$20,000.00</td>
</tr>
<tr>
<td>Total grant funds requested.</td>
<td></td>
</tr>
<tr>
<td>Total of In-Kind</td>
<td>$1,100.00</td>
</tr>
<tr>
<td>Total non-monetary funding (time, service, etc.)</td>
<td></td>
</tr>
<tr>
<td>Total Monetary Donations</td>
<td>$532.00</td>
</tr>
<tr>
<td>Total monetary donations.</td>
<td></td>
</tr>
<tr>
<td>Total School System Funds</td>
<td>$2,325.00</td>
</tr>
<tr>
<td>Total local school system funds allocated.</td>
<td></td>
</tr>
<tr>
<td>Total School Funds</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>Total local school funds allocated.</td>
<td></td>
</tr>
<tr>
<td>Total Other Funds</td>
<td>$532.00</td>
</tr>
<tr>
<td>Any other allocated funds.</td>
<td></td>
</tr>
</tbody>
</table>

(Calculates total)

Total Income: $26,489.00
• School Principal
• Grant Coordinator (Applicant)
• Chief School Finance Officer
• LEA Superintendent
• Grant Reader 1
• Grant Reader 2
AAEI Grant Application for Schools (Application) Budget

- AAEI Grant Non-Allowable Expenditures
  - Bricks and Mortar
  - Food
Previous AAEI Grant Recipients & Restrictions

- A grant recipient that received funding in the previous year may apply for half of the total of the original grant award over the next two years
  - Example: Year 1 $20,000, Year 2 $10,000, Year 3 $10,000 then cycle off for two years
- $40,000 over four years, must cycle off for two years
- Three consecutive years of funding, must cycle off for two years
What else should you consider?
What else should you consider?

Completeness:
Have you addressed all parts of the AAEI Grant?

Responsiveness:
Are you responding to the specifications?
Are you responding to the general interest and purpose?
Are you responding to a REAL need or problem?
What else should you consider?

**Consistency**

All parts should be consistent and related to each other.

Budget must be clear, reasonable, and **MATCH** your proposal.

**Capability**

Can you accomplish what you plan on doing?

Can you carry out your plan?

Can you show evidence of plans to assure sustainability and funding for the future?
What else should you consider?

- Be Realistic
  - Do not promise more than you can achieve based on time and resources provided!
AAEI Grant Funding Cycle

- **31 Oct. 2023**: Application Deadline
- **December**: Rank and Start Paperwork
- **Mar.-Apr.**: Arts Summit and Grant Orientation
- **Apr. 2024**: Funds must be expended by April 30, 2024

- **November**: Readers Evaluating Grants
- **January**: Announcement of Grants
- **April**: First Installment, 2nd Installment in July
Complete the application, and review each section of the grant.

Be clear, concise, and realistic. Do not simply repeat the goals, but provide a clear explanation of how the goals will be met.

Choose GRANT READERS that are able and willing to do the work involved; this is important to the process and to your grant proposal.

Leverage community partnerships.
AAEI Grant Considerations

Sustainability
Is the project sustainable even without future AAEI grant funding?
Does the project have support needed to grow the arts programming proposed?

Budget
Does the budget provide enough information for a reviewer to understand the project?
Does the budget balance?
Is the budget realistic?
Does the budget show
• In-kind support?
• Community support?
The Devil is in the Details!

● BEFORE YOU HIT SUBMIT
  ○ Have someone unfamiliar with your project read the proposal.
    ■ Does the proposal make sense?
    ■ Can they understand what the problem is and what you want to accomplish?
    ■ Are there parts missing from the proposal?

● PROOFREAD!!!
  ○ Find a strong proofreader and ask them to read for content and grammar.
The Devil is in the Details!

- A proposal is read one time with three possible outcomes:
- **THIS IS GOOD!!!**
- **THIS HAS POTENTIAL, MAY BE WORTH ANOTHER LOOK?**
- **THEY DO NOT KNOW WHAT THEY ARE TALKING ABOUT!!!**
  - How can this actually happen?
  - Budget makes no sense.
  - Blah, blah, blah, blah...
Question and Answer Time
artlook®Alabama

Bridging the gap: Providing opportunities for better access, equity and quality arts education for Every Child, Every Chance, Every Day
artlook®Alabama is the only collaboration and data sharing platform that allows communities to work collaboratively and strategically to deliver high-quality educational experiences to every child, in every grade, in every school.

Unify Statewide Education Data

In each partner community, artlook® brings together data from district operations, community agencies, and individual schools into a single platform to track growth across schools and time.
artlook®Alabama is your one-stop-shop for information on arts education in our state. With thousands of data points, artlook® provides the information you need to make strategic decisions about expanding the arts in Alabama Public Schools.

Developed in close coordination with Alabama’s arts educators, this platform can show you everything from which art teachers and arts partners are in which schools to what arts programming, coursework, and minutes of instruction is happening where.

Start exploring artlook today, and help us expand arts education access, quality, and equity for every child, in every grade, in every school.
artlook®Alabama
artlook®Alabama

Find Schools & Partners in Alabama

Schools 2021-22

Search artlook by school, organization, program, or instructor

Elberta Elementary School (Elberta)
Po Box 430, Elberta, AL 36530
Instructors Teaching: None
Partner Disciplines: None

Elberta High School (Elberta)
13355 Main St, Elberta, AL 36530
Instructors Teaching: None
Partner Disciplines: None

Elberta Middle School (Elberta)
13355 A Main Street, Elberta, AL 36530 / kovhila@bcba.org
Instructors Teaching: None
Partner Disciplines: None

Elkmont Elementary School (Elkmont)
25630 Evans St, Elkmont, AL 35620
Instructors Teaching: None
Partner Disciplines: None
Other Grant Opportunities

- **Alabama State Council on the Arts Grant Guidelines**
  - Project Grants (June 1st and September 1st deadlines)
    - Curriculum-based grants (projects up to $10k)
    - Enhancement grants (projects up to $3k)
  - Live Arts Learning (rolling deadline)
    - Artist-in-residency ($4200)
  - Arts experiences (artist coming to school OR students going to performance/exhibition... $500-$1500 depending on size of experience)
Partnering Organization: Alabama Arts Alliance

- Alabama Arts Alliance
  - Advocacy
    - “Arts Summit”
  - Education
    - SAIL
    - Schoology
  - Initiatives (ALC)
Partnering Organization:
Alabama Institute for Education in the Arts

- Alabama Institute for Education in the Arts
  - Summer Institute
  - Super Saturdays
  - Arts Integration
  - Whole Faculty Training
Welcome to the Artistic Literacy Consortium!

The mission of the Artistic Literacy Consortium is to provide fully funded, high quality, arts education that enlightens, inspires, and develops in every Alabama student the creative and innovative thinking necessary to ensure college and career readiness.

The Artistic Literacy Consortium is the first statewide initiative for arts education. The ALC is a partnership between the Alabama Arts Alliance, the Alabama Institute for Education in the Arts, the Alabama State Council on the Arts, and the Alabama State Department of Education. In September 2013, a task force was formed to create a plan to increase measurable impact toward developing artistic literacy for all Alabama students. A plan for arts education was unanimously endorsed by the Alabama State Board of Education. The result was the founding of the Artistic Literacy Consortium.
Contact Information

● Andy Meadows, Alabama State Department of Education
  ameadows@alsde.edu, (334) 694-4768

● Donna Russell, Executive Director, Alabama Arts Alliance
  drussell@alartsalliance.org, (334) 269-1435

● Randy Foster, Executive Director, Alabama Institute for Education in the Arts
  RFoster@asf.net, (334) 396-2432

● Kaci Norman, Arts in Education Program Manager, Alabama State Council on the Arts
  kaci.norman@arts.Alabama.gov, (334) 242-4076