National Endowment for the Arts
Research: Art Works Grant Program

AASCU Grants Resource Center Conference

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Office of Research & Analysis
February 20, 2015
Agenda

• National Endowment for the Arts
• Research: Art Works grant program
• Other NEA grant programs
• Questions?
### MISSION STATEMENT

To strengthen the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.

### VISION STATEMENT

A nation in which every American benefits from arts engagement, and every community recognizes and celebrates its aspirations and achievements through the arts.

#### GOAL 1: Support the Creation of Art that Meets the Highest Standards of Excellence

**Objective 1.1**
Expand the portfolio of American art by investing in projects dedicated to the creation of excellent art.

#### GOAL 2: Foster Public Engagement with Diverse and Excellent Art

**Objective 2.1**
Provide all Americans with opportunities for arts engagement by funding projects that create arts experiences.

**Objective 2.2**
Enable Americans of all ages to acquire knowledge or skills in the arts by funding projects that address lifelong learning in the arts.

**Objective 2.3**
Strengthen American communities by investing in projects that seek to improve the livability of places through the arts.

#### GOAL 3: Promote Public Knowledge and Understanding about the Contributions of the Arts

**Objective 3.1**
Expand and promote evidence of the value and/or impact of the arts by fulfilling a long-term research agenda and by using traditional and social media channels to distribute findings and new information.

**Objective 3.2**
Increase the domestic and international impact of the arts by establishing strategic partnerships with public and private organizations.

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**Cross-Cutting Objective 1.1**

Ensure that NEA-funded activities reach Americans throughout the country by making awards for projects that address a diverse spectrum of artistic disciplines, geographic locations, and underserved populations.
NEA Office of Research & Analysis

How Art Works System Map with Multipliers

- Markets and Subsidies
- Politics
- Technology
- Demographics and Cultural Traditions
- Space and Time

“System Multipliers” hit the system in complex and subtle ways to influence system dynamics over time

- Human Impulse to Create and Express
- Arts Infrastructure
- Education and Training

Arts Participation

- Arts Creation
- Benefit of Art to Society and Communities (economic & civic)
- Benefit of Art to Individuals (cognitive & emotional)

How Art Works: The National Endowment for the Arts’ Five-Year Research Agenda, with a System Map and Measurement Model
Research: Art Works Statistics

- Research: Art Works FY12
  - 60 applications
  - 23% success rate
  - $250,000 awarded

- Research: Art Works FY 13
  - 68 applications
  - 25% success rate
  - $350,000 awarded

- Research: Arts Works FY 14
  - 62 applications
  - 34% success rate
  - $330,000 awarded

- Research: Art Works FY 15
  - To be announced this April
Applicant Eligibility

- Eligible authorizing applicants are:
  - Nonprofit, tax-exempt 501(c)(3), U.S. organizations
  - Units of state or local government
  - Federally recognized tribal communities or tribes
  - This may include, but is not limited to, colleges and universities
  - Three-year operating history
  - Meet reporting requirements on any previous NEA awards
Award Information

- Grant requests range from $10k to $30k
- One-to-one nonfederal match for project budget
- Organizations may submit *more than one application*
- Grants can be up to 3 years depending on project scope
- Grantees are required to submit a research paper at the end of the grant period
  - Examples of FY12 and FY13 reports are on our website
## FY16 *Research* Grants Cycle

<table>
<thead>
<tr>
<th>Date/Deadline</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2015</td>
<td>Grant Guidelines posted</td>
</tr>
<tr>
<td>October 2015</td>
<td>“Letter of Intent” Deadline</td>
</tr>
<tr>
<td>November 2015</td>
<td>Application Deadline</td>
</tr>
<tr>
<td>January 2016</td>
<td>Panel Review</td>
</tr>
<tr>
<td>March 2016</td>
<td>Council Approval</td>
</tr>
<tr>
<td>April 2016</td>
<td>Award Notification</td>
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<tr>
<td>May 2016, as early as</td>
<td>Project start date</td>
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</tbody>
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Research on the Value & Impact of the Arts

• Value-oriented projects: examines the nature of the U.S. arts ecosystem

• Impact-based projects: examines the direct/indirect benefits of the arts for individuals and/or communities

• Types of research projects...
  o Primary and/or secondary data analyses
  o Quantitative studies, qualitative studies, mixed-method studies
  o Psychological studies, economic impact studies, meta-analyses, program evaluations, translational research
Research on the Value & Impact of the Arts

• From a variety of fields...
  o Arts, psychology, economics, education, urban and regional planning, neuroscience, sociology, medicine and health

• Priorities...
  o Theory-driven research questions and methodologies that include a thorough review of the extant literature and a strong justification for doing the research
Examples of Funded Projects to Universities

**George Mason University (Funded FY14; $25,000)**
A randomized, waitlist-controlled trial examining the effects of visual arts, music, and dance therapy on the emotional and cognitive functioning of older adults living in a long-term care facility.

**Georgia Tech Research Corporation (Funded FY12; $15,000)**
A two-phase study investigating: (1) the value of time spent by Americans on arts-related activities, and (2) an analysis of the impacts of arts districts on neighborhood characteristics, using the American Time Use Survey and the Current Population Survey, and also proprietary data that includes information on arts district clustering and the economic value and socioeconomic characteristics of U.S. neighborhoods.

**Harvard University (Funded FY12; $17,000)**
A study of causal factors pertaining to the “birth” and “death” rates of arts and cultural institutions, using the IRS Form 990s for nonprofit arts and cultural institutions (1989-2009). Among factors that will be explored are: size of organization; funding sources and levels; type of organization; location; and geographic concentration.
Examples of Funded Projects to Universities

*Temple University* (Funded FY13; $20,000)
A meta-analysis on music's non-clinical or non-therapeutic effects on the following outcome areas: physiological; psychological; social; behavioral; cognitive; and economic.

*University of Texas at Arlington* (Funded FY12; $25,000)
A cross-sectional analysis of 30 U.S. cities over three decades to identify neighborhood attributes driving location preferences for artists and artistic businesses.

*West Chester University of Pennsylvania* (Funded FY13; $25,000)
A study examining the physiological (cortisol) impacts of music, dance, and visual arts participation on economically disadvantaged children.
How to Prepare and Submit

1. Register with Grants.gov
2. Obtain a DUNS number and register with SAM
3. Submit for first deadline (October) to Grants.gov
   “Letter of Intent” (SF-424)
4. Submit for second deadline (November) to NEA-GO
   (NEA GrantsOnline™ System)
   Full application materials
   Guidelines are available on arts.gov

**RISK ANALYSIS**
Review Criteria

Excellence

• Clarity of the research plan

• Overall rigor of the research plan

• Qualifications of the project personnel, including ethics training as appropriate, and qualifications of the project organization(s)

Merit

• Potential of the project to achieve results consistent with the NEA priorities

• Appropriateness of the proposed performance measurements

• Plans for timely reporting and dissemination of the project results

• Appropriateness of the data management plan

• Appropriateness of the budget and resources
Grants Review Process

- Level 1: Panel
- Level 2: National Council on the Arts
- Level 3: Chairman of the NEA

Artistic Excellence & Artistic Merit
NEA Strategic Plan FY2014-2018

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Additional NEA Grant Programs

• Art Works
  o Grants of $10,000 to $100,000 for projects in all artistic disciplines
  o Deadline: February 19, 2015
  o Deadline: July 23, 2015

• Artist communities
• Literature
• Opera
• Presenting/multidisciplinary works
• Arts education
• Local arts agencies
• Dance
• Media arts
• Theater & Musical theater
• Museums
• Design
• Music
• Folk & traditional arts
• Visual Arts
Additional NEA Grant Programs

Grants
- Challenge America Fast Track
  - Grants of $10,000 to small and mid-size organizations to reach underserved populations.
- Our Town
  - Grants for creative placemaking efforts

Fellowships & Awards
- Literature Fellowships
  - Grants of $25,000 for creative writers (poetry and prose)
  - Grants of $12,500 or $25,000 for literary translation projects
- Lifetime Honors
  - Grants to recognize lifetime achievement
Questions?

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www.arts.gov

On our website:
- Grant and Fellowship guidelines
- Sample application narratives
- Tutorials and webinars for applying
- Previous Grantee Final Papers (Research only)
- FAQ