



UNIVERSITY OF MASSACHUSETTS – PRESIDENT’S OFFICE

Program Announcement

2017 Creative Economy Initiatives Fund

Introduction

The University of Massachusetts President’s Office is pleased to announce the 2017 Creative Economy Initiatives Fund. Established in 2007 to complement the President’s Science and Technology Initiatives Fund, the Creative Economy Fund represents a continued commitment to advancing the University’s central role in the social, cultural and economic development of the Commonwealth and directly supports the strategic goals of strengthening and expanding the University’s research and service contributions.

Purpose of the Fund

The Creative Economy Fund recognizes the contributions of the arts, humanities and social sciences to the life of the Commonwealth. Through its support, the Fund seeks to add to the cultural and creative resources of the Commonwealth, improve the State’s overall quality of life (thereby making Massachusetts a more attractive place to live, work and invest), and raise the University’s level of community engagement. Funding may extend to projects aimed at improving local, state, national or international policy-making, be combined in larger existing or planned efforts, or be used in the search for additional support and broader partnerships.

In a recent editorial highlighting the significant social and economic impact of the Commonwealth’s arts, cultural and creative enterprises, (“Making Arts Policy a Priority,” 14 November 2014), THE BOSTON GLOBE emphatically stated that:

“The arts are not merely an add-on — a luxury — but an essential component of the state’s quality of life. The Massachusetts arts community encompasses roughly 6,000 arts and cultural organizations that support more than 45,000 jobs. A report last summer by ArtsBoston showed that nonprofit arts and cultural organizations boost the Boston economy alone by \$1 billion every year. Arts education has been shown to improve student performance across the disciplines and to transform troubled schools like Roxbury’s Orchard Gardens. ... Likewise, an array of arts

programs — from the Actors’ Shakespeare Project’s Incarcerated Youth at Play to the Boston Children’s Chorus, Shakespeare and Company’s Shakespeare in the Courts, RAW (Raw Art Works) in Lynn, and Zumix in East Boston — have been instrumental in curbing youth violence across the state and changing young lives. And it is impossible to imagine the turnarounds in economically distressed cities like Pittsfield, North Adams, and Lowell without investment in the arts.”

We see the Creative Economy Fund as playing an important role in the economic and social dynamics which the GLOBE cites. Creative Economy awards will normally be made in the **\$10,000 - \$30,000** range. Total funding available is contingent on the University’s budget situation, has not been determined at this time, and may be somewhat smaller than in recent years. The President’s Office specifically reserves the right to recommend changes or reductions in budget requests. The project period is typically twelve months, starting at the beginning of the University’s fiscal year (July 1). An interim project report is due in mid-December and a final report in mid-June.

Criteria for Awards (a successful Proposal need not satisfy all criteria)

- High quality scholarly or professional activity;
- Community or other external buy-in and participation;
- Potential for additional external funding or follow-on activities;
- Likely positive contribution to economic or social development, cultural or creative richness, or quality of life of local community, region, or state;
- Presence of strong project leadership;
- Multi-discipline or multi-campus engagement where appropriate;

Application and Review Process

Our intent is to keep the Creative Economy Fund application process simple and user-friendly. Initially, very short (2 page) Concept Papers are solicited. Those Concepts are reviewed at both the Campus and President’s Office levels; after which promising Concepts are invited to proceed to the Full Proposal stage. The timeline for the application process is as follows:

- **Fri., Jan. 27: Concept Papers due to campus research offices.** (Concept Papers are due from the CROs to the UMass President’s Office one week later.)*
- **Fri., Feb. 24: President’s Office feedback provided to campus research offices.**
- **Fri., March 31: Full Proposals due to campus research offices.** (Full Proposals are due from the CROs to the President’s Office one week later.)*
- **Fri., May 5: Announcement of awards.**
- **Mon., July 3: Project start date**

***For UMass Worcester (only): Please submit concept paper to Nathaniel.Hafer@umassmed.edu**

Guidance for Concept Papers

Concept Papers should:

- Be no more than two (2) pages in length;
- Outline the approach of the project and how it will reflect the goals of the Fund;
- Identify project leadership and provide a brief estimated budget;
- Describe the external funding opportunities to be pursued, if any, and the expected nature of collaborations on or off campus (on a preliminary basis if necessary); and
- Demonstrate endorsement of the Chancellor. ***All proposals must be submitted via Campus Research Offices. Forwarding of concept papers and final proposals from Campus Research Offices to the President's Office will indicate approval of Chancellor.***

****Campus research offices are expected to complete internal processing and forward materials to the President's Office within one week—Fri., Feb. 3, for Concept Papers and Fri., April 7, for Full Proposals. Electronic submissions (in WORD, not pdf, please) are requested.***

Creative Economy Fund Concept Papers will be reviewed by the Office of the Senior Vice President for Academic Affairs, Student Affairs and International Relations, in consultation with campus research offices. Applicants who submit the strongest Concept Papers will be asked to submit Full Proposals. In some cases, where opportunities for synergy exist, separate applicants may be encouraged to combine their concepts into a single proposal.

Guidance for Full Proposals

Full Proposals should:

- Be no more than five (5) pages in length;
- Elaborate on the ideas presented in the Concept Paper and provide a more thorough project description, including anticipated performance milestones and success measures;
- Specifically address how the project will meet the goals of the Fund;
- Identify and address key administrative and managerial challenges to the project;
- Provide a budget for the proposed use of funds which identifies major spending categories; and
- Demonstrate the continued endorsement of the Chancellor (or Chancellors in the case of multi-campus initiatives). ***All proposals must be submitted via campus Research Offices. Forwarding of concept papers and final proposals from campus Research Offices to the President's Office will indicate approval of Chancellor.***
- Proposals will again be reviewed by the Office of the Senior Vice President, which may include consultation with members of proposal teams or other relevant parties. The Senior

Vice President will make funding recommendations to the President, who will have final decision-making authority.

Proposal Submission and For Further Information

All Creative Economy Initiatives Fund Concept Papers and Full Proposals should be sent via Campus Research Offices to Professor Edmund Beard, Senior Advisor to the Senior Vice President for Academic Affairs, Student Affairs and International Relations, UMass President's Office, One Beacon Street, Floor 31, Boston, Ma. 02108. Electronic submissions (in WORD, not pdf, please) are requested. For additional information, Ed can be contacted at (781) 848- 7681 or at ebeard@umassp.edu. Such contact is welcomed at any stage in the grant process.