Florida Art Education Association, Incorporated

Project Title: FAEA GPS 2022-2023

Grant Number: 23.c.ps.200.612

A. Cover Page

Guidelines

Please read the current Guidelines prior to starting the application: 2023-2024 General Program Support Grant Guidelines

Application Type

Proposal Type: Arts In Education

Funding Category: Level 1

Discipline: N/A

Proposal Title: FAEA GPS 2022-2023

Applicant Information

a. **Organization Name:** Florida Art Education Association, Incorporated 🔗

b. **DBA:**

c. **FEID:** 51-0182663

d. **Phone number:** 850.205.0068

e. **Principal Address:** 402 Office Plaza Tallahassee, 32301-8303

f. **Mailing Address:** 402 Office Plaza Tallahassee, 32301-8303

g. **Website:** FAEA.org

h. **Organization Type:** Nonprofit Organization

i. **Organization Category:** Other

j. **County:**

k. **DUNS number:** 969420277

l. **Fiscal Year End Date:** 06/30

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1. Grant Contact *

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3. Authorized Official *

First Name

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4. National Endowment for the Arts Descriptors

4.1 Applicant Status

Organization - Nonprofit

4.2 Institution Type

Arts Service Organization

4.3 Applicant Discipline

Visual Arts

C. Eligibility

5. Are all grant activities accessible to all members of the public regardless of sex, race, color, national origin, religion, disability, age or marital status?

◉ Yes (required for eligibility)

◯ No

6. Project start date: 7/1/2022 - Project End Date: 6/30/2023 *

◉ Yes (required for eligibility)

◯ No

7. What is the legal status of your organization?

◯ Florida Public Entity

◉ Florida Nonprofit, Tax-Exempt

8. How many years of completed programming does your organization have?

◯ Less than 1 year (not eligible)

◯ 1-2 years (required for eligibility for GPS and SCP)

◉ 3 or more years (required minimum to request more than $50,000 in GPS)

9. Does your organization have an arts education mission and primarily conduct arts in education programming?

◉ Yes (required for eligibility)

◯ No

10. **Applicant Mission Statement - (500 characters) ***

The mission of the Florida Art Education Association is to promote art education in Florida through professional development, service, advancement of knowledge, and leadership. The purpose of FAEA shall be the advancement of visual arts education to:

1. cultivate excellence of art programs for all students

2. ensure the highest quality art assessments

3. promote quality instruction

4. develop methods to recognize best practices in excellent programs

5. encourage research

6. publish articles, reports, & surveys

7. collaborate with other related organizations in support of art education

11. **Programming Description - (2000 characters)**

Briefly describe the project or program for which you are requesting funding. If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

The Florida Art Education Association (FAEA) is a non-profit organization dedicated to providing visual art educators in Florida with the knowledge, skills, and support that will ensure the highest quality instruction possible to all students in Florida. FAEA encourages research in art education; holds public discussions; sponsors institutes, conferences, and assessments for students; publishes articles, reports, and surveys; honors outstanding art educators and supporters; and works with other related agencies in support of visual arts education.

11.1 **Programming Goals (2000 characters)**

Please list at least three goals associated with the project or program you are for which you are requesting funding.

Goals: Broad statements that are usually general, abstract, issue oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.
Sample goal: To provide residents and visitors with increased opportunities to view local art and meet local artists.

FAEA seeks to raise the quality of all visual arts education in Florida that will, in turn, positively impact Florida's communities in a manner that fosters diversity, inclusion, and creative advancement. FAEA fulfills its mission by engaging art educators and supervisors, teaching artists, students, museum educators, and public stakeholders with programs that provide artistic and cultural value in

three categories: (1) creation; (2) professional development; and (3) advancement.

1. **Creation**

Goal: To facilitate impactful and accessible services for the creation of high-quality artwork by art educators, students, and professional artists across Florida.

2. **Professional Development**

Goal: To develop quality art education in Florida via educators and artists by cultivating their proficiency through professional development.

3. **Advancement**

Goal: To elevate and support those who are committed to the betterment of visual art education in Florida for the benefit of every person and community throughout the state.

11.2 Programming Objectives (2000 characters)
Please list the three corresponding objectives for the goals listed above.
Objectives: Specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.
Sample Objective: At least 300 residents and visitors will view local art and be invited to a "meet the artist reception"

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1. **Creation Goal:** To facilitate impactful and accessible services for the creation of high-quality artwork by art educators, students, and professional artists across Florida.

Measurable Objectives:

- Increase member participation in the Member Virtual Exhibition (MVE) by 5%

- Increase retention in teacher participation in the K-12 Student Art Assessment & Virtual Exhibition by 10% and expand its geographic reach to 65% of school districts

- Increase attendance in summer workshops by 5% from members located in underserved areas of Florida

- Increase participation in Youth Art Month Flag Design Contest by 10%

2. **Professional Development Goal:** To develop quality art education in Florida via educators and artists by cultivating their proficiency through professional development.

Measurable Objectives:

- Increase representation at the annual Conference to include attendees from at least two more counties than previous Conferences

- Increase annual Conference attendance by 3%

- Hold a series of six professional development webcasts with video during 2022-2023

3. **Advancement Goal:** To elevate and support those who are committed to the betterment of visual art education in Florida for the benefit of every person and community throughout the state.

Measurable Objectives:

- Increase membership in all of FAEA's divisions through marketing strategies.

- Increase year-to-year member retention by 5%.

- Ensure the diversity of art expertise represented in leadership positions.

11.3 Programming Activities (2000 characters)
Please list the project or program activities.
Activities: These are the specific activities that achieve the objectives.
Sample Activities: Work with local arts and tourism organizations to promote art shows. Communicate with local art teachers to encourage students to attend shows. Schedule artist commentaries and news articles to promote the shows.

1. **Creation**

Activities:

1. Member Virtual Exhibition — online exhibition of member artworks selected by trained adjudicators.
   - Promotes the artistry and creativity of members
   - Recognizes artistic excellence of select artworks
   - Exhibition displayed on the FAEA website and during conference

2. K-12 Student Art Assessment & Virtual Exhibition — Florida's only statewide program available for assessing student artwork.
   - Top-scoring artworks displayed in Virtual Exhibition
   - Highlights achievements of Florida's diverse student population
   - Tool for art educators to further develop art programs and foster creativity in the classroom

3. Youth Art Month (YAM) Flag Design Contest — statewide contest that encourages young artists to create a design inspired by Florida's culture, history, and/or geography.
   - Winning design represents the state of Florida at the National Art Education Association (NAEA) Convention
   - Displayed at the Youth Art Month Museum

4. Youth Art Month Student Art Promotion Social Media Project — Student artwork is shared each week of YAM (March) on FAEA's social media

2. **Professional Development**

Activities:

1. Annual Professional Development Conference — provides art educators access to over 180 lectures, sessions, workshops, and events.

   - Attendees learn teaching techniques and access resources, cultivate their artistry, and network with other professionals.

   - Members are encouraged to present educational art processes.

   - The conference is held in various cities in Florida to provide access opportunities for teachers.

   - Incorporates local culture and art community.

2. Summer Workshops — allow art educators to gain additional professional development led by experts at arts and culture venues.

   - Attendees immerse themselves in the local community to learn, create, and celebrate art they encounter.

   - Typically held in multiple locations throughout Florida to increase accessibility from underserved locations; summer workshops during 2020 and 2021 held virtually to accommodate remote-learning participation.

3. *Fresh Paint* — the quarterly member magazine.

   - Publishes a variety of content relevant to art education in Florida.

   - Members contribute by writing articles on professional development, new research and teaching ideas, and art education success stories in Florida.

4. Live Digital Learning Events — present professional development opportunities via Zoom.

   - Includes live "how-to" guides, discussions, Q&A sessions, and museum exhibition tours.

   - Free for all current members regardless of location and financial restrictions.

   - Recordings available on-demand for members to view during their own time.

3. **Advancement**

Activities:

1. Membership Development

   - Member Recruitment — market the value of membership and new programs.

   - Museum Member Campaign — increases awareness of partnering museum programs.

2. Leadership Opportunities — members serve in leadership roles that are involved in the operations and growth of FAEA.

   - Encourages members looking to gain leadership experience to participate.

   - Leadership roles filled by members with various backgrounds from all regions of Florida, which reflect FAEA's diverse membership.

3. Job Board — free service on the FAEA website to search and post art education-related

career opportunities in Florida.

- ○ Includes recruitment resources.
- ○ Open to the public.

4. Advocacy — an active Advocacy Committee plus free resources on the FAEA website containing FAQs, reports, and research-based materials for advocating the importance of visual arts in Florida's education.

- ○ Encourages involvement in local, state, and federal advocacy efforts.
- ○ Provides information about meeting with legislators and inviting them to art exhibitions.
- ○ Available to members and the public.

5. Awards Program — celebrates excellence among individuals who have demonstrated exemplary contributions and professionalism within the field of art education, as well as those members who create the highest-quality art for the MVE.

- ○ Award winners and MVE winners recognized at a ceremony during the Conference and announced in all member communications.

6. YAM Recipe of the Month — a new blog series that presents a diverse collection of successful member "recipes" of interesting and engaging ideas to celebrate Youth Art Month.

- ○ Allows members to share how they advocate and celebrate their school's art program.

11.4 Partnerships & Collaborations

Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP). Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

FAEA has a structured partnership system called the Corporate, Museum, and Scholastic (CMS) Program that supports FAEA and the Mission while providing art educators and students the benefit of increased access to art companies and schools and the services they provide. In return, partners receive increased brand exposure through advertising, recognition in FAEA publications and its website, and the opportunity to present at the Annual Conference.

During the FAEA Annual Conference, CMS Partners and other art/art-affiliated companies and institutions exhibit their products and services as vendors in the exhibit hall where attendees are able to engage and interact with our exhibitors.

FAEA collaborates with museums and galleries near the conference site to hold receptions and events, provide exclusive exhibition tours, and present on-site workshops by artists and curators for conference attendees. Partners can present product showcase workshops to demonstrate their products and services. FAEA has a tiered sponsorship program that includes opportunities to sponsor conference take-away items for attendees, events and receptions, and award prizes for the Member Virtual Exhibition (MVE) and the K-12 Student Art Assessment & Virtual Exhibition.

Each year, the artistic achievements of the MVE winners are celebrated during the conference with

prizes sponsored by partners. In 2020, thirteen MVE prizes were awarded across all disciplines.

In 2021, the awards for the K-12 Student Art Assessment & Virtual Exhibition program were sponsored by Blick Art Materials, School Specialty, Art Systems of Florida, and Nasco. The prizes consisted of art supplies to the student winners of each award category, plus classroom art supplies to the students' teachers. The sponsors' involvement promoted participation among students and teachers, championed their artistic successes and achievements in the classroom, and advocated the importance of art education in programs in schools.

12. Project/Program Evaluation

How will you determine if your Goals and Measurable Objectives are achieved? Who will conduct the evaluation, and who will the evaluation target? What methods will be used to collect participant feedback? (Surveys, evaluation forms, interviews, etc.) When will you collect the information, and how will it be used to inform future programming?

FAEA values feedback from its stakeholders and uses that information to improve programming and learn how to better serve members, students, museums, partners, and public stakeholders. Surveys and evaluations are part of the FAEA 2018-2022 Strategic Plan. This is an important step in programming and is taken seriously by the Board of Directors and administration staff.

The FAEA Board of Directors has established a chairperson for each committee to work with their committee members to develop a budget and project work plan, which is reviewed by the finance and executive committees for approval before the project begins.

Evaluation of each program is based on fiscal sustainability and by analyzing participant surveys and comments from organizers and presenters. Each committee chair will evaluate their programs to determine if they continue to be relevant, impactful, and aligned with the mission. Following the conclusion of the project, a final report and recommendations for improvement are given by each chairperson to the FAEA Board meeting. A sample survey is included in the support materials.

12.1 Artist Projects only

Describe the expected outcomes of the project. How will you determine the success of the project?

Instructions

Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.

13. What is the estimated number of events related to this proposal?

170

14. What is the estimated number of opportunities for public participation for the events?

170

15. How many Adults will participate in the proposed events?

700

16. How many K-12 students will participate in the proposed events through their school?

1,800

17. How many individuals under the age of 18 will participate in the proposed events outside of their school?

0

18. How many artists will be directly involved?

Enter the estimated number of professional artists that will be directly involved in providing artistic services specifically identified with the proposal. Include living artists whose work is represented in an exhibition regardless of whether the work was provided by the artist or by an institution. This figure should reflect a portion of the total individuals benefiting. If no artists were directly involved in providing artistic services enter 0.

18.1 Number of artists directly involved?

150

18.2 Number of Florida artists directly involved?

150

Total number of individuals who will be engaged?
2650

19. How many individuals will benefit through media?

111,460

20. Proposed Beneficiaries of Project
Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the "No Specific Group" options.

20.1 Race Ethnicity: (Choose all that apply) * ☑ No specific racial/ethnic group

20.2 Age Ranges (Choose all that apply): * ☑ Children/Youth (0-17 years)
☑ Young Adults (18-24 years)
☑ Adults (25-64 years)
☑ Older Adults (65+ years)

20.3 Underserved/Distinct Groups: * ☑ Individuals with Disabilities
☑ Individuals with Limited English Proficiency

21. Describe the demographics of your service area.
FAEA primarily serves K-12 visual art educators in the state of Florida. Other member types include retirees, college students, museum personnel, school administrators, district arts supervisors, and corporate, museum, and scholastic partners.

Members are asked to self-identify their race and ethnicity during the FAEA member join/renewal process. During the 2020-2021 membership year, less than 18% of members declined to answer the question, while approximately 62% of members self-identified as white and 20% of members self-identified as either black, Hispanic, Asian, or multi-racial.

22. Additional impact/participation numbers information (optional)
Use this space to provide the panel with additional detail or information about the impact/participation

numbers. Describe what makes your organization/programming unique.

The Annual Professional Development Conference is held in varying cities each fall and is typically attended by more than 550 participants from across Florida with over 35 local, state, and national vendors.

FAEA's K-12 Student Art Assessment and Virtual Exhibition typically draws more than 1,800 student entries submitted by over 180 teachers each year.

23. In what counties will the project/program actually take place?

Select the counties in which the project/programming will actually occur. For example, if your organization is located in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

- ☑ Alachua
- ☑ Baker
- ☑ Bay
- ☑ Brevard
- ☑ Broward
- ☑ Citrus
- ☑ Clay
- ☑ Collier
- ☑ Columbia
- ☑ Duval
- ☑ Escambia
- ☑ Flagler
- ☑ Gadsden
- ☑ Hamilton
- ☑ Hendry
- ☑ Hernando
- ☑ Highlands
- ☑ Hillsborough
- ☑ Lake
- ☑ Lee
- ☑ Leon
- ☑ Levy
- ☑ Manatee
- ☑ Marion
- ☑ Martin
- ☑ Miami-Dade
- ☑ Monroe
- ☑ Nassau
- ☑ Okaloosa
- ☑ Okeechobee
- ☑ Orange
- ☑ Osceola

☑ Palm Beach

☑ Pasco

☑ Pinellas

☑ Polk

☑ Putnam

☑ Santa Rosa

☑ Sarasota

☑ Seminole

☑ St. Johns

☑ St. Lucie

☑ Suwannee

☑ Volusia

☑ Wakulla

24. What counties does your organization serve?

Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

☑ Alachua

☑ Baker

☑ Bay

☑ Brevard

☑ Broward

☑ Citrus

☑ Clay

☑ Collier

☑ Columbia

☑ Duval

☑ Escambia

☑ Flagler

☑ Gadsden

☑ Hamilton

☑ Hendry

☑ Hernando

☑ Highlands

☑ Hillsborough

☑ Indian River

☑ Lake

☑ Lee

☑ Leon

☑ Levy

☑ Manatee

☑ Marion

☑ Martin

☑ Miami-Dade

☑ Monroe

☑ Nassau
☑ Okaloosa
☑ Okeechobee
☑ Orange
☑ Osceola
☑ Palm Beach
☑ Pasco
☑ Pinellas
☑ Polk
☑ Putnam
☑ Santa Rosa
☑ Sarasota
☑ Seminole
☑ St. Johns
☑ St. Lucie
☑ Suwannee
☑ Volusia
☑ Wakulla

25. Describe your virtual programming - (Maximum characters 3500.)

Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.

During the pandemic, FAEA expanded its virtual programming in order to continue serving its members with professional development opportunities. By switching the typically in-person events into virtual events, FAEA has found new ways to implement digital services to usual programming moving forward. This has helped FAEA address accessibility and outreach of its services, as well as provide options to enhance current offerings with digital elements for the future.

- Digital Learning Sessions - FAEA hosts a variety of live workshops via Zoom that are free for members to attend. Recordings are available on-demand for members to view at any time.

  - Hands-on art workshops

  - Lectures

  - Museum exhibition tours - led by museum directors and educators of current exhibitions on display.

  - Product demonstrations - presented by companies that are partners with FAEA.

  - Book club discussions

- Virtual Annual Conference - The 2020 Annual Conference was adapted to a virtual format to serve members during the pandemic.

  - Virtual sessions - all hands-on workshops, lectures, product showcases, keynote address, and general session were held via Zoom. Sessions were recorded and available on-demand for members to view after the conference ended.

  - Virtual Exhibit Hall - a platform was built into the FAEA website to host virtual exhibit

"booths." Each exhibitor had their own webpage with features that allowed embedded videos, a live chat function via Zoom, unlimited file attachments and URL links, and links to their social media accounts.

- Awards Ceremony - a pre-recorded presentation celebrating the 2020 FAEA Award Winners was shown during the general session.

- Virtual Artist Bazaar - Typically held during the Annual Conference where members have the opportunity to buy and sell homemade crafts and artwork. In 2020, a virtual Artist Bazaar was held live in a QVC format where participating members showed off their wares and purchasing information to viewers.

- Online Galleries - The FAEA website has an online gallery platform that allows the public to view current and past artwork from the K-12 Student Art Assessment & Virtual Exhibition program, the Member Virtual Exhibition, and the Youth Art Month Flag Design Competition.

26. Proposal Impact - (Maximum characters 3500.)

How is your organization benefitting your community .What is the economic impact of your organization?

Solo or Individual Artists: Include any positive social elements and community engagement anticipated from the project.

Grant funds are crucial for the implementation and operation of FAEA programs and services that are available throughout Florida. As a result, these programs and services generate considerable impact in the state and local economies. The following facts and figures reflect pre-pandemic involvement, which is anticipated to resume by the 2022-2023 fiscal year.

FAEA members and partners typically reside in 47 of Florida's 67 counties. FAEA's range of members reports over 460,000 student contacts. With DCA grant funds, FAEA will continue expanding its programming and increasing the number of impacted students.

DCA grant funds enable FAEA to maintain all communication outlets and publish a quarterly member magazine, Fresh Paint, which features content of their Florida-based partners. This encourages the 1300+ email recipients and 800+ Fresh Paint readers to support FAEA's partners and their services. *Fresh Paint* also encourages tourism to its statewide readers in the "Museum Spotlight" section, which features Florida museums.

Funding is also used to maintain and develop technology services for free to members and the public. FAEA acknowledges the importance of having certified art educators teaching visual arts in Florida. To encourage professionals to teach in Florida, the FAEA website has a Job Board to search or post career opportunities across the State, as well as helpful recruitment resources published by institutions such as the FLDOE and the Division of Cultural Affairs.

FAEA's most impactful events, the Annual Professional Development Conference and Summer Workshops, benefit greatly from the DCA grant. Funds are used to produce publications and printed marketing materials that promote both events. The DCA grant also supports the contracts for Florida artists and professionals to present keynote speeches, workshops, and lectures, which lend considerable merit to the quality of these events.

Both the Conference and Summer Workshops are held in various locations throughout Florida – where

attendees from across the nation boost the hosting cities' local economies. Over $1,000,000 in economic activity is generated each year from the two events, with 775+ hotel room nights, approximately 500 participants traveling more than 50 miles to attend, and ancillary spending of around $200 per attendee. The 2022 Conference will be held in Orlando and will provide an economic boost in Orange, Polk, Osceola, and Lake Counties.

FAEA directly impacts the arts and culture industry by hosting Conference and Summer Workshop events at local museums (and other arts and culture institutions), including educational workshops that are led by museum staff. FAEA facilitates the potential for attendees (local and non-local) to establish long-lasting connections with the museum – resulting in future donations, frequent visits, museum membership purchases, and/or school field trips. Once again, the influence members have on their students, as well as family and friends, tremendously contributes to the overall impact FAEA creates for Florida's arts and culture industry.

27. Marketing and Promotion

27.1 How are you marketing and promoting your organizations offerings? * ☑
Brochures
☑ Collaborations
☑ Direct Mail
☑ Email Marketing
☑ Magazine
☑ Newsletter
☑ Newspaper
☑ Organic Social Media
☑ Other

27.2 What steps are you taking in order to build your audience and expand your reach? - (Maximum characters 3500.)
How are you marketing and promoting your organizations offerings?

Marketing for FAEA is vital for its Mission, sustainability, success, and visibility. FAEA's marketing and promotion plan includes the following:

- FAEA Publications: DCA Grant funds assist in allowing FAEA to continue publishing the quarterly magazine, *Fresh Paint*. It is distributed to over 800 art teachers, school district art supervisors, museum educators, higher education professionals, community arts educators, partners, and artists. FAEA reduces costs by digitally publishing two of the four issues.

- E-Newsletters: All members, partners, and district art supervisors receive e-newsletters with information about programming, upcoming events, advocacy efforts, and other news. Digital copies on the website provide open access to information about FAEA and art education in Florida. FAEA plans to highlight member involvement by featuring photos and articles of members participating in FAEA programs.

- Florida Department of Education monthly newsletter: FAEA provides monthly updates to the Florida Department of Education which includes this information in their monthly newsletter to district arts supervisors.

- Printed Marketing Materials: FAEA uses grant funds to produce *Fresh Paint* and brochures featuring research and reports that highlight the positive impact and value of visual arts in Florida's education. These materials are distributed at the Annual Conference and given to legislators to advocate for visual art education in Florida's schools.

- Media Outreach: FAEA maintains and regularly updates a master media relations calendar for both traditional and social media outlets. FAEA uses its database of statewide education and arts newspaper reporters to send press releases celebrating student accomplishments and the achievements of art teachers and programs. In order to further increase the marketing, promotion, and publicity for their programs and services, FAEA executes a social media plan to maintain Facebook, Twitter, and Instagram accounts to stimulate public interest in art education initiatives by:

  - Regularly posting articles, photos, videos, and information about member services, publications, and news of interest to art educators. Led by the Board, FAEA also coordinates member takeovers of its Facebook and Instagram profiles to show a day in the life of an art educator. This involvement demonstrates FAEA's volunteer engagement and Board member support.

  - Tracking and evaluating social media statistics through the sites' monitoring tools. As of May 2021, FAEA's Facebook page followers have increased by approximately 15.5%, and its Twitter account earned 32,600 impressions over the past calendar year.

  - Incorporating additional social media outlets as appropriate platforms host FAEA's target audiences in order to broaden FAEA's online presence and networking services.

- Website: The FAEA website provides up-to-date information on current and upcoming programming, advocacy news, publication and e-newsletter archives, and memberships. Sections of the website feature:

  - Highlights of member involvement in FAEA events with articles and photos

  - Virtual exhibitions celebrating student and member award winners

  - Advertising space for Corporate, Museum, and Scholastic Partners

  - There have been 57,815 unique website users over the past fiscal year.

28. Describe how the facilities and proposal activities are accessible to all audiences and any plans that are in place to improve accessibility.* In addition to your facility, what step are you taking to make your programming accessible to persons of all abilities and welcoming to all members of your community?)

For example, explain use of accessibility symbols in marketing materials, accessibility of facilities and programming and/or target population. You can find resources on accessibility at http://dos.myflorida.com /cultural/info-and-opportunities/resources-by-topic/accessibility/. We encourage all applicants to include images in the support materials showing the use of accessibility symbols in marketing materials.

FAEA is well acquainted with ADA compliance guidelines; therefore, ensuring that every program hosted by FAEA is done in an ADA compliant facility. To meet the needs of all participants, FAEA offers accessible rooms, handicap-accessible bathrooms, flexible seating, multiple format presentations, and audio and visual stimuli when available.

FAEA's Board of Directors includes classroom teachers, school administrators, district supervisors, and museum educators. Members of the board have also received training with regard to English for Speakers of Other Languages (ESOL) and special learners through their schools. Each board member has experience in dealing with the legal compliance for accessibility in public and private school systems and is able to apply these standards to all FAEA events.

The Board of Directors has also formed a committee to review and analyze the accessibility and functionality of its website, which resulted in the establishment of a redesigned website in 2017. FAEA utilizes an ADA online toolkit outlining best practices for maintaining an accessible website:

- All hyperlinks are specifically labeled

- Website is screen reader friendly

- Images that contribute to the understanding of the text content contain text equivalents, either as "alt" or "longdesc" attributes in the image tags

- A "Skip Navigation" link is available for screen readers and keyboard users to jump directly to the main content of each page

- Downloadable documents are always in text-based formats

- PDF files that were scanned were also processed with optical character recognition (OCR)

- All videos scale to full screen; recently produced videos scale up to 1080p resolution for the visually impaired and are viewable without additional browser plugins, such as Flash

- Distracting features, such as blinking or flashing text and graphics, sounds that automatically play, or auto refreshing content, are not used

- Content pages use heading and paragraph tags to help users navigate content

- A phone number is included on every page so that visitors may request additional accessibility information or services; phones are answered during normal business hours

Individual or Solo Artists: Skip questions 2-5 and move on to section H.

29. Policies and Procedures

◉ Yes

○ No

30. Staff Person for Accessibility Compliance

◉ Yes

○ No

30.1 If yes, what is the name of the staff person responsible for accessibility compliance?

Valeria Anderson

31. Section 504 Self Evaluation

◉ Yes, the applicant has completed the Section 504 Self Evaluation Workbook from the National Endowment for the Arts.

○ Yes, the applicant completed the Abbreviated Accessibility Checklist.

○ No, the applicant has not conducted an accessibility self-evaluation of its facilities and programs.

31.1 If yes, when was the evaluation completed?   5/27/2021

32. Does your organization have a diversity/equity/inclusion statement?

◉ Yes

○ No

32.1 If yes include here:

FAEA is committed to acknowledging, honoring, and promoting inclusive practices that embrace diversity and equity throughout the organization.

33. Accessibility includes other factors besides physical. What efforts has your organization made to provide programming for all?

FAEA has an Adaptive Arts Task Force whose purpose is to advocate and collaborate with the membership to investigate and present methods of teaching effective adaptive art concepts, respond to the diverse needs of exceptional learners, and to support learners in reaching their full potential by participating in art education programming at their most independent level.

The virtual programming offered by FAEA allows members who are unable to attend in-person events to participate and earn professional development, such as the virtual museum tours of exhibitions. FAEA

also provides workshops that focus on topics such as socio-emotional learning in the classroom.

For the in-person Annual Conference, FAEA provides ADA-compliant buses for members with mobility issues using wheelchairs or ECVs to attend museum tours and off-site receptions and workshops.

34. Describe the Diversity of your staff, volunteers, and board members.

FAEA's Board of Directors makes a concerted effort to recruit a diverse cross-section of board members, committee chairs, and committee members. The two appointed Members-at-Large positions allow the Executive Committee to increase the diversity of the board. FAEA's professional staff, volunteer board members, committee chairs, and committee members represent diversity in age, race, gender, and sexual orientation.

35. Fiscal Condition and Sustainability

Describe the fiscal condition of the organization as it relates to the successful completion of the proposal. Also describe plans to sustain the proposal activities after the grant period.

FAEA is in a strong fiscal condition and contracts with the Center for Fine Arts Education, Inc. (CFAE), an association management company, for professional management. This allows FAEA to keep overhead costs low, benefit from the economies of scale, maintain a professional staff, and allocate a majority of fiscal resources to programming and services. Fiscal practices are regularly compared as best practices for nonprofit organizations.

FAEA maintains appropriate insurance coverage, including event cancellation insurance. This has allowed FAEA to continue providing programming to its stakeholders when Conferences were directly impacted by hurricanes.

As a financial best practice principle, FAEA does not fund projects on credit; all activities are funded with cash. In a typical year, FAEA budgets a zero balance for each year and actively manages the cash flow to stay on target. Due to the impact of Covid-19 on its programming, pricing, and participation, FAEA currently has a projected 2021-2022 budget with a relatively small negative balance. The Association is planning for a school year of robust programming, and its board of directors and staff continue to research additional sources of revenue. As an investment policy, designated reserves are held and maintained by a financial planner to self-insure against the vulnerability of consistent revenue. FAEA reserves currently hold nine months of operating costs, allowing the organization adequate time to adjust to changing economic conditions.

FAEA continues to develop strong, mutually beneficial relationships with professional arts organizations to build its in-kind contributions, partnerships, and sponsorship opportunities. A grant from the Division would allow FAEA to continue to display the DCA logo and lend confidence to potential arts organizations when considering a partnership.

FAEA seeks to diversify revenue streams so as not to rely on one major source of revenue. This is achieved by soliciting grants, building membership, expanding revenue from current programs, and strengthening individual and corporate support.

36. Completed Fiscal Year End Date (m/d/yyyy) *   6/30/2020

37. Operating Budget Summary

	Expenses	Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
1.	Personnel: Administrative	$53,496	$52,530	$53,530

		Previous Fiscal Year	Current Fiscal Year	Next Fiscal Year
2.	Personnel: Programmatic	$5,078	$2,750	$6,700
3.	Personnel: Technical/Production	$14,780	$8,339	$15,200
4.	Outside Fees and Services: Programmatic	$1,080		$1,000
5.	Outside Fees and Services: Other	$19,274	$16,000	$20,000
6.	Space Rental, Rent or Mortgage	$5,269		
7.	Travel	$13,957	$12,000	$23,150
8.	Marketing	$14,612	$8,675	$11,800
9.	Remaining Operating Expenses	$29,312	$16,882	$26,085
A.	**Total Cash Expenses**	$156,858	$117,176	$157,465
B.	**In-kind Contributions**			
C.	**Total Operating Expenses**	$156,858	$117,176	$157,465
	Income	**Previous Fiscal Year**	**Current Fiscal Year**	**Next Fiscal Year**
10.	Revenue: Admissions	$106,231	$31,020	$98,045
11.	Revenue: Contracted Services	$29,866	$5,305	$27,250
12.	Revenue: Other	$35,858	$20,870	$32,000
13.	Private Support: Corporate	$4,000		$5,000
14.	Private Support: Foundation			
15.	Private Support: Other			
16.	Government Support: Federal			

17.	Government Support: State/Regional	$10,194	$12,816	
18.	Government Support: Local/County			
19.	Applicant Cash			
D.	**Total Cash Income**	$186,149	$70,011	$162,295
B.	**In-kind Contributions**			
E.	**Total Operating Income**	$186,149	$70,011	$162,295

38. Additional Operating Budget Information - (Maximum characters 500.)

Use this space to provide the panel with additional detail or information about the operating budget. Please explain any deficits, excess revenue, or major changes to any line items or budget totals. If not applicable, then write "not applicable."

The Board reviews its contract with CFAE annually and executes a performance evaluation every two years. FAEA has continually concluded that the use of a management company is more fiscally responsible and provides greater benefit than hiring staff directly. CFAE's services include:

- Financial planning/administration
- Conference planning/support
- Board meeting support
- Membership & archive record retention
- Publication support
- Event management support

39. Paid Staff

○ Organization has no paid management staff.

○ Organization has at least one part-time paid management staff member (but no full-time)

○ Organization has one full-time paid management staff member

◉ Organization has more than one full-time paid management staff member

40. Hours *

◉ Organization is open full-time

○ Organization is open part-time

41. Does your organization have a strategic or long range plan?

◉ Yes

○ No

42. Rural Economic Development Initiative (REDI) Waiver

○ Yes

◉ No

43. Proposal Budget Expenses:

Detail estimated proposal expenses in the budget categories listed below. Include only expenses that specifically related to the proposal. You can find a list of non-allowable and match only expenses at http://dos.myflorida.com/cultural/grants/grant-programs/. Proposal Budget expenses must equal the Proposal Budget income.

The expense section contains three columns:

   a. Grant funds (these are the funds you are requesting from the state)
   b. Cash Match (theses are earned or contributed funds supplied by your organization))
   c. In-kind (the value of donated goods and services)

Do not include any non-allowable expenses in the proposal budget. (see non-allowable expenses).

For General Program Support the Proposal Budget should match the operating budget minus any non-allowable expenses (see non-allowable expenses).

43.1 Personnel: Administrative *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Contract Services	$10,000	$47,500	$0	$57,500
	Totals:	**$10,000**	**$47,500**	**$0**	**$57,500**

43.2 Personnel: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Contract Services - Art Ecucatots	$7,500	$18,000	$0	$25,500
	Totals:	**$7,500**	**$18,000**	**$0**	**$25,500**

43.3 Personnel: Technical/Production *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Technology Services	$7,500	$20,000	$0	$27,500
	Totals:	**$7,500**	**$20,000**	**$0**	**$27,500**

43.4 Outside Fees and Services: Programmatic *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Gust Artist	$2,500	$2,500	$0	$5,000
2	Other Program Expense	$7,500	$7,500	$0	$15,000
	Totals:	$10,000	$10,000	$0	$20,000

43.5 Outside Fees and Services: Other *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Other	$0	$19,500	$0	$19,500
	Totals:	$0	$19,500	$0	$19,500

43.6 Space Rental (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Rental Fees	$6,500	$0	$6,500
	Totals:	$6,500	$0	$6,500

43.7 Travel (match only) *

#	Description	Cash Match	In-Kind Match	Total
1	Professional Development	$16,500	$0	$16,500
	Totals:	$16,500	$0	$16,500

43.8 Marketing *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Creation and printing	$5,000	$5,000	$0	$10,000
	Totals:	$5,000	$5,000	$0	$10,000

43.9 Remaining Proposal Expenses *

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
	Totals:	$0	$8,000	$0	$8,000

#	Description	Grant Funds	Cash Match	In-Kind Match	Total
1	Other	$0	$8,000	$0	$8,000
	Totals:	**$0**	**$8,000**	**$0**	**$8,000**

Amount of Grant Funding Requested: $40,000

Cash Match: $151,000

In-Kind Match:

Match Amount: $151,000

Total Project Cost: $191,000

44. Proposal Budget Income:

Detail the expected source of the cash match (middle column) your organization will be using in order to match the state funds (first column) outlined in the expense section. Use the budget categories listed below. Do not include your grant request (first column) or in-kind (third column). Include only income that specifically relates to the proposal. The Proposal Budget income must equal to the Proposal Budget cash match in the expenses.

44.1 Revenue: Admissions *

#	Description	Cash Match	Total	
1	Registrations and tickets	$87,500	$87,500	
	Totals:	**$0**	**$87,500**	**$87,500**

44.2 Revenue: Contracted Services *

#	Description	Cash Match	Total	
1	Exhibit Fees	$24,000	$24,000	
	Totals:	**$0**	**$24,000**	**$24,000**

44.3 Revenue: Other *

#	Description	Cash Match	Total	
1	Dues	$32,500	$32,500	
	Totals:	**$0**	**$35,500**	**$35,500**

#	Description	Cash Match	Total	
2	Advertising Sales	$3,000	$3,000	
	Totals:	**$0**	**$35,500**	**$35,500**

44.4 Private Support: Corporate *

#	Description	Cash Match	Total	
1	Sponsors	$4,000	$4,000	
	Totals:	**$0**	**$4,000**	**$4,000**

44.5

44.6

44.7

44.8

44.9

44.10

Total Project Income: $191,000

44.11 Proposal Budget at a Glance

Line	Item	Expenses	Income	%
A.	Request Amount	$40,000	$40,000	21%
B.	Cash Match	$151,000	$151,000	79%
	Total Cash	$191,000	$191,000	100%
C.	In-Kind	$0	$0	0%
	Total Proposal Budget	$191,000	$191,000	100%

45. Additional Proposal Budget Information (optional)

Use this space to provide the panel with additional detail or information about the proposal budget. For example, if you have more in-kind than you can include in the proposal budget you can list it here.

FAEA launched a donor drive for members only as a part of the annual conference registration. As a

passive program, it was considered successful with a 13% participation rate. The organization is looking to expand this program in the future.

Many donations have moved from cash support to in-kind support. Other revenue streams and sponsorship opportunities supplement the budget to fund:

- Contract services
- Art educators for professional development
- Technology consultants
- Contract artists from Florida
- Marketing materials

Complete the support materials list using the following definitions.

- **Title**: A few brief but descriptive words. Example: "Support Letter from John Doe".
- **Description**: (optional) Additional details about the support materials that may be helpful to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number for DAC credit statement and/or logo.
- **File**: The file selected from your computer. For uploaded materials only. The following sizes and formats are allowed.

Content Type	Format/extension	Maximum size
Images	.jpg, .gif, .pgn, or .tiff	5 MB
documents	.pdf, .txt, .doc, or .docx	10 MB
audio	.mp3	10 MB
video	.mp4, .mov, or .wmv	200 MB

MacOS productivity files such as Pages, Keynote, and Numbers are not acceptable formats. Please save files into .pdf format before submission.

46. Required Attachment List

Please upload your required attachments in the spaces provided.

46.1

Substitute W-9 Form

File Name	File Size	Uploaded On	View (opens in new window)
FAEA FLW9.pdf	33 [KB]	6/10/2021 1:50:47 PM	View file

46.2

Educational Materials

47. Support materials (required)

File	Title	Description	Size	Type	View (opens in new window)
FAEA Strategic PlanFEB2021.pdf	2018-2022 Strategic Plan		147 [KB]		View file

File	Title	Description	Size	Type	View (opens in new window)
2020-2021 FAEA Board List and Acronyms Guide.pdf	Board of Directors List and Acronyms Guide		295 [KB]		View file
Youth Art Month student art social media examples.pdf	YAM Student Art Showcase Slides Example	Youth Art Month (March) Student Art Showcase Slides for social media	796 [KB]		View file
Visual Arts & Academics Full Page Brochure.pdf	Visual Arts and Academics Brochure	Visual Arts and Academics Statistics	21819 [KB]		View file
CFAE Quick Facts & Resumes.pdf	About CFAE and Staff Resumes		379 [KB]		View file
2020-2021 FAEA Letters of Support.pdf	Letters of Support		1568 [KB]		View file
2020-2021 CMS Partners.pdf	CMS Partner List		232 [KB]		View file
2020 Conference Survey Report pages 1-7.pdf	Survey Sample	Beginning section of the 2020 Virtual Conference Survey	770 [KB]		View file
2020-2021 FAEA Publications.pdf	FAEA Publications		220 [KB]		View file
2020-2021 FAEA Virtual Exhibitions.pdf	FAEA Virtual Exhibitions		257 [KB]		View file

47.1

In accordance with Section 15.182, Florida Statutes, the grantee shall notify the Department of State of any international travel at least 30 days before the date the international travel is to commence or, when an intention to travel internationally is not formed at least 30 days in advance of the date the travel is to commence, as soon as feasible after forming such travel intention. Notification shall include date, time, and location of each appearance.

48. Notification of International Travel

☑ I hereby certify that I have read and understand the above statement and will comply with Section 15.182, Florida Statutes, International travel by state-funded musical, cultural, or artistic organizations; notification to the Department of Economic Opportunity.

K. Florida Single Audit Act

Florida Single Audit Act

In accordance with Section 215.97(2)(a) and 215.97(8)(a), Florida Statutes, and the policies and procedures established by the Division of Arts and Culture, the grantee is required to certify annually if your organization with FEIN (insert FEIN here) expended $750,000 or more from all combined state sources and all combined federal sources during your organization's fiscal year. If your organization has exceeded the threshold of $750,000, your organization will be required to comply with the Florida Single Audit Act. You will be required to complete a separate certification form in dosgrants.com following the close of your fiscal year.

49. Florida Single Audit Act

☑ I hereby acknowledge that I have read and understand the above statement and will comply with Section 215.197, Florida Statutes, Florida Single Audit Act and the policies and procedures established by the Division of Arts and Culture.

L. Review & Submit

50. Guidelines Certification

☑ I hereby certify that I have read and understand the guidelines and all application requirements for this grant program outlined under section 265.701, Florida Statutes and incorporated by reference into Rule 1T-1.039, Florida Administrative Code.

51. Review and Submit

☑ I hereby certify that I am authorized to submit this application on behalf of Florida Art Education Association, Incorporated and that all information indicated is true and accurate. I acknowledge that my electronic signature below shall have the same legal effect as my written signature. I am aware that making a false statement or representation to the Department of State constitutes a third degree felony as provided for in s. 817.155, F.S., punishable as provided for by ss. 775.082, 775.083, and 775.084.

51.1 Signature (Enter first and last name)

Kathleen D Sanz