FY23 On-Year GFO
"How to Apply" Information Session
October 1, 2021

Hosted by:
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Program Directors
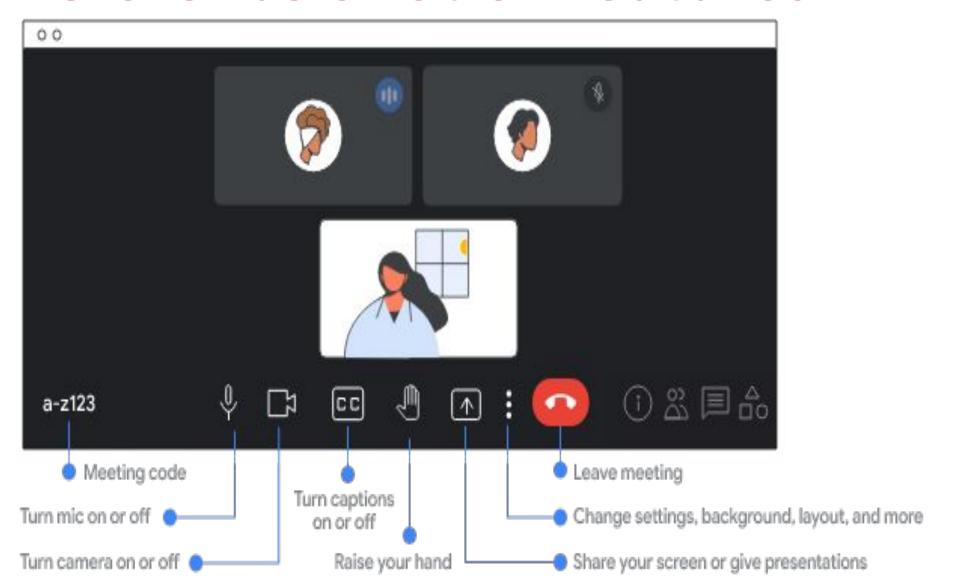
Please mute your device until you are speaking. Do not present your screen.

You will need some way to jot notes during this meeting.

We will hold the meeting to the established time with the opportunity for additional sharing, digitally.

Reference Shot of Features

Equity and Justice Statement

The arts celebrate our state's diversity, connect our shared humanity, and transform individuals and communities. The Maryland State Arts Council (MSAC) and its supporting collaborators are committed to advancing and modeling equity, diversity, accessibility, and inclusion in all aspects of our organizations and across communities of our state.

MSAC and its grantees are committed to embracing equity and non-discrimination regardless of race, religious creed, color, age, gender expression, sexual orientation, class, language, and/or ability.

Vision

The Maryland State Arts Council plays an essential role ensuring every person has access to the transformative power of the arts.

Mission

Maryland State Arts Council advances the arts in our state by providing leadership that champions creative expression, diverse programming, equitable access, lifelong learning, and the arts as a celebrated contributor to the quality of life for all the people of Maryland.

Goal 1. Increase Participation: Broaden MSAC's constituency, providing avenues designed to increase pathways to engagement

Goal 2. Provide Intentional Support: Embrace thoughtful and targeted approaches to serving known and yet to be known MSAC constituents

Goal 3. Build Capacity: Work strategically to further build organizational and governance capacity to ensure that MSAC is capable of vigorously delivering on its mission

Goal 4. Leverage Connections: Further enhance current relationships and involve additional partners, collaborators, and constituents who will benefit from and advance the work of MSAC

Goal 5. Bolster Maryland Arts: Showcase the high caliber, diverse and relevant work of Maryland's artists and arts organizations; their contributions to community vitality and MSAC's role as a catalyst

Creative Meeting Actions

Celebrate being in the space with other creative people.
Engage with everyone's presence as a gift.
Acknowledge that together we know a lot.
Enter the conversation with curiosity and inquiry.
Share your idea and trust that it will be heard.
Use "I" statements.
Focus your language on the task at hand.
Hold one another accountable with care.
Apply "Yes, and!" - "I hear your idea and I'm going to add to it!"
Balance speaking and listening.

We encourage avoiding the use of pronouns in public meetings. Please introduce yourself by name when speaking and refer to each other by name during the meeting.

MSAC Professional Development

- **Envision** - topic-specific interactive spaces based on feedback and requests such as Financial Management, Marketing Strategies, Strategic Planning, Board Engagement, and more.
- **Creative Conversations** - discipline-specific, budget size-specific gatherings for resource sharing and ideation.
- **Networking sessions** are held for topic-specific and informal interactions.
- **Regional Arts Summits** focus on artists, organizations and activities of five specific areas of the state, offering learning and networking opportunities.

From March, 2020 - June, 2021, 10,852 participants attended 283 virtual professional development offerings by MSAC!

Join us as a Panelist!

MSAC relies on a diverse array of constituents from across the state of Maryland to do the important work of evaluating applications.

- **Public Call for each MSAC Program - Apply in Smart Simple**
- **Training & Support is provided by MSAC Staff**
- **Role includes Review and Scoring of Applications in connection to Rubric**
- **Required Attendance at the Public Panel Meeting(s)**
- **Compensation Provided for Service** *($50/training, $100/panel meeting, $200/review period + additional fees for different programs.)*

Today's Agenda

- Review of GFO Program/Guidelines
- Application Process/Timeline Overview
- Application Questions/Scoring Rubric Overview
- Q&A

Note: We will be focused on the On-Year application only today

What is the Grants for Organizations (GFO) Program?

Purpose of program:
- Provides operating support that strengthens and sustains Maryland's arts infrastructure
- In FY22, awarded nearly $16 million in GFO support

Application Deadline:
- On Year: November 15, 2021 at 5pm

Who can apply?

If you are a returning applicant, you have already been accepted into the GFO program.

If you are a new applicant, you would need to submit an Intent to Apply application (due September 15th of each year) and be accepted into the program.

On Year vs. Off Year

GFO has a 3-year cycle by artistic discipline. During your "On Year," your organization completes the full application process, including review by a panel, which determines your Panel Score, used to determine your funding.

During your "Off Years," you organization completes a shorter application.

FY23: Music C, Dance, Multi-Discipline A

FY24: Theatre, Service, Folk/Traditional, Multi-Discipline B

FY25: Music, Literary, Visual/Media Arts

FY26: Music C, Dance, Multi-Discipline A

GFO Funding Formula (FY23)

Funding amount is determined by a formula:

$ Total Allowable Income X Panel Score % (determined through the On Year application review process) X

Cap Allocation % (same amount for all orgs, % of the total MSAC GFO budget) = FY23 Grant Amount

Example:

$500,000 x 90% x 7% = $31,500

The recently announced changes to the funding formula will not be implemented until the FY24 GFO process.

*Info Session on October 14, 12PM

What is included in the Review Process?

The On-Year Application Process includes multiple steps (not just the written application!). The review includes:

- Initial review/score by panel of written application submitted by the organization
- Two "Extension Assignments" completed by assigned panelists
  - Artistic Activity Visit
  - In-Depth Conversation
- Application review/scoring of financials by MSAC staff
- Culminates in the Panel Meeting, where panel takes all information provided in discussion, re-submit final scores

Extension Assignments

Panelists will be assigned to complete Extension Assignments for each organization.

Each organization will have one panelist conduct a Site Visit and one panelist conduct an In-Depth Conversation (2 different panelists).

It is up to the Panelist and the Organization to schedule these events/conversations. The Panelist will be reaching out in early February to schedule their assignments.

Artistic Activity Visit

Artistic Activity Visit - provides evidence of the written application through an interaction guided by the representatives of the organization. The experience will provide opportunities for the panelist to advocate for the great work of the organization/program.

Artistic Activity Visits may include:
- Attendance at a performance/exhibition/event/etc - in person OR virtual (live or archival programming)
- A (virtual or in person) meeting during which artifacts (photos, video, anecdotes, data) from a recent (within 2 years) artistic experience/activity are shared
- A (virtual or in person) meeting during which the organization's website and/or social media is collaboratively explored providing highlights of the organization's artistic programming/activities
- A (virtual or in person) meeting with artists associated with the organization to discuss the organization's artistic programming/activities

In-Depth Conversation

The In-Depth Conversation provides clarification of the written application by asking questions and engaging in conversation that surrounds content that could further support the work of the organization in alignment with the evaluation criteria.

This meeting can take place in-person, digitally (Zoom, Google Meet, etc.), or by phone.

It is up to the organization to determine who should take part in this. Some recommendations include: Executive/Managing Director, Artistic Director, Board President or other Board representatives, artistic personnel

GFO On Year Application Timeline

October/November: (You are here!) Application open within Smart Simple

November 15th at 5pm: On Year Application due

December/January: Panelists are assigned to your application and they review/score independently online; MSAC staff reviews your application, and review/score your financials

February - March 15th: Panelists complete "extension assignments" - Site Visits and In-Depth Conversations. All Extension Assignments must be completed by March 15th.

Late March/Early April: Panel Meetings by discipline

May/June: Recommendations for funding are made to the Council by staff; grant amounts are determined based on MSAC's budget

GFO On Year Application Timeline

After July 1st: Notifications of grants are sent via Smart Simple

July/August: MSAC still prepares and sends out Feedback Forms for all On Year applications

Ongoing: MSAC staff are available to answer questions, provide support, meet with staff/board, attend programs and events, etc.

Reports:

Interim Report due January 31

Final Report due August 15

GFO On Year Application

Application includes:
- Contact/Organizational Information
- Narrative with four (4) sections
- Financials
- Attachments
- Authorization Signature

Resources: Guidelines and Narrative/Rubric (word doc) posted on the website

Narrative Section A

Address why the work of your organization is important

1. What are the vision, mission, goals and/or values of the organization? *(Excellent to Outstanding response: Clear, specific, and thorough evidence of vision, mission, goals and/or values)*

2. How have the vision, mission, goals, and/or values of the organization evolved over the last two years? *(Excellent to Outstanding response: Clear, specific, and thorough explanation of growth/evolution over the past 2 years)*

3. a. What is the Geographic Area of Service for your organization (specific community(ies), county(ies), city(ies), statewide)? *(Your response to this question will be used to guide understanding throughout the application.)*

   b. Within your Geographic Area of Service, identify % of programming serving the community (other than tuition-paying constituents). *(Tuition-paying includes programming with a fee for service model, such as classes, camps, workshops, etc.)*

Narrative Section A - Chart

Address why the work of your organization is important

The following chart explains how your statements in A.1, A. 2, and A. 3 are demonstrated in your day-to-day activities. The purpose of the chart is to show alignment between the organization's intentions, processes, and programming. The List of Events/Arts Activities may be categorized by program type (i.e. Mainstage Season) and number of corresponding occurrences, if multiple rows contain the same response.

List of Events/Arts Activities for 07/01/22 - 06/30/23	How does each activity connect to the vision, mission, goals, and values of the organization?	Describe the public value (importance and relevance) of the activity for the constituents in the Geographic Area of Service	How is each arts activity designed to reach yet to be known constituents in the Geographic Area of Service?	If arts activity is tuition-based, how does the activity reach beyond the tuition-paying constituents? If activity is not tuition-based, list "N/A"
(Add rows as needed)				

Narrative Section B

Address how your organization designs its programs.

1. Describe the creative process within your organization's programming. Include a description of how artistic decisions are made (Creative Process) and how the constituents of the Geographic Area of Service are involved in the programmatic development and evaluation of the resulting artistic activities *(Excellent to outstanding response includes: Explanation clearly illustrates the creative process, which includes creative roles, responsibilities, and authentic constituent collaboration, where constituents are essential in the artistic decision making process.)*

2. Explain the process for long-term or strategic planning. (If your organization does not have a long-term or strategic plan, how do you design programs and activities for the future, or any steps towards a formalized process?) How does this process align with your vision, mission, goals/values? *(Excellent to outstanding response includes: Clear and specific explanation of long-term/strategic planning process that directly connects with vision, mission, goals/values*

Narrative Section C

Address how your organization operates.

1. In the <u>attachment section</u> of the application, attach a Graphic/Chart of the organization's Staffing/Board Structure (include board, staff, artists, volunteers, etc within the chart). *Excellent to Outstanding response includes a clear and specific explanation of the organization's staffing/board structure*

2. How is your staffing and board structure (board, staff, artists, volunteers, etc) currently successful? *Excellent to Outstanding response includes a clear and specific explanation of indicators of a successful staffing and board*

3. What staffing/board (board, staff, artists, volunteers, etc) and/or financial challenges affect the operation of your organization; and how are the challenges routinely identified and addressed? *Excellent to Outstanding response includes a clear and specific commitment to regularly identifying and addressing staffing/board and/or financial challenges.*

4. What procedures are in place for monitoring and approving the organization's finances? *(Excellent to Outstanding response includes a Detailed procedure for monitoring and approving finances.*

5. Based on demographics (which may be found here: https://www.unitedstateszipcodes.org/), how does your staffing (board, staff, artists, volunteers, etc) reflect the population of your Geographic Area of Service? *(Excellent to Outstanding response includes Organization staff and board clearly reflecting the constituency of the Geographic Area of Service)*

Narrative Section D

Address how your organization evaluates what it does.

1. What is the sensory or emotional experience hoped to be achieved through your organization's arts programming? *(Excellent to Outstanding responses: Programming process directly considers intended sensory and emotional impact)*

2. How do programmed arts activities assume risk by considering non-dominant norms, values, narratives, standards, or aesthetics? *(Excellent to Outstanding responses: Programming process indicates regular consideration of non-dominant norms, values, narratives, standards, and aesthetics)*

3. Please give one recent example of the organization's greatest successes and explain why it is considered successful. *(Excellent to Outstanding responses: Evaluation clearly articulates why a specific program or event was determined to be successful)*

Financials

In response to the ongoing impact of the previous state of emergency, each organization has the option to use financials from the most recently completed year (FY21 or CY20) OR use financial information again that was included in your FY22 application.

If you have selected to re-use financials from the FY22 application, you will still need to complete the financial table with your FY21/CY20 information, which will only be used for data collection and will not impact your final grant amount.

Staff evaluation of financials:

1. Financial information indicates a strong commitment to multiple, diverse income streams
2. The organization does not display any significant financial changes; Any significant financial changes are supported with programmatic cause in alignment with the organization's mission and vision.
3. If budget size indicates (>600K), the organization is operating with a cash reserve of (at least) one year.

Financial Statement

If you select to use FY21/CY20 financials, you must attach a Financial Statement with the corresponding information. (If you are reusing financials from the FY22 application, you do not need to submit a financial statement again.)

If Total Allowable Income is Under $600K:

A submission of the organization's most recently completed fiscal or calendar year Financial Statement, signed by a professional accountant or the organization's fiscal officer. The signed Financial Statement must be submitted by the application deadline.

If Total Allowable Income Is Over $600K:

A submission of the organization's most recently completed fiscal or calendar year Independent External Audit, prepared by a CPA firm. The completed audit must be submitted by the application deadline.

Other Attachments

You will also need to submit the following as attachments:

- Graphic of the organization's staffing structure (showing Board, Staff, Artists, etc.)
- IRS Letter of Determination
- Signed W9

Helpful Hint - Application Feedback

Before submitting your application, Emily/Laura are available to review your application and offer feedback.

Email your Program Director to request feedback on your draft. Allow for up to 10 business days to receive written feedback. *Please request application feedback no later than November 1st.*

Program Directors are also available to meet and discuss your draft. Reach out to Emily/Laura to discuss their availability.

Questions?

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