SNAPSHOT

Legislation:

Type of Assistance:
Annual competitive grant, administered by State Department. CFDA #19.409.

Who May Apply:
Nonprofit organizations.

Activities Funded:
Grants to implement programs that utilize the arts to engage underserved youth in selected countries abroad, and foster linkages and build partnerships between U.S. and overseas nonprofit arts and cultural organizations.

FY 2006 Funds:
Approximately $1.2 million. Between 4-6 grants are expected in 2006, estimated between $150,000 to $350,000 depending on number and quality of grant proposals.

Note: The information in this guide is adapted from the 2006 Arts Exchanges on International Issues Grant Announcement. The 2006 grant competition closed May 11.

Source: Americans for the Arts, June 2006.
The Arts Exchanges on International Issues Program is authorized through the Mutual Educational and Cultural Exchange Act of 1961, Public Law 87-256, as amended, also known as the Fulbright-Hays Act. The purpose of the act is "to enable the Government of the United States to increase mutual understanding between the people of the United States and the people of other countries...; to strengthen the ties which unite us with other nations by demonstrating the educational and cultural interests, developments, and achievements of the people of the United States and other nations...and thus to assist in the development of friendly, sympathetic and peaceful relations between the United States and the other countries of the world."

The grant program is administered by the Cultural Programs Division within the Office of Citizen Exchange, at the State Department's Bureau of Educational & Cultural Affairs (ECA, or “The Bureau”). The Bureau seeks proposals for projects in which youth influencers reach underserved youth audiences through arts education programs, and youth develop their artistic and leadership capabilities. The projects should increase the ability of cultural organizations to be responsive to their local communities, especially to underserved youth, through innovative arts and arts education programming and institutional capacity building. Exchange participants and programs should produce an artistic or educational product for the public, such as a performance, film, presentation, exhibition, or curriculum model that enhances the broader overseas youth community as well as the program participants.

The proposed program should reach communities with limited access to existing arts educational programs, or in which cultural programs would be especially effective in strengthening ongoing outreach and education programs among public audiences. Proposals that show strong prospects for enhancing existing long-term collaborations or establishing new collaborative efforts among participating organizations will be deemed more competitive under the program planning and implementation criterion listed in below.

Participants:

Project participants who travel internationally may be professional artists, arts educators, arts administrators, youth (must be at least 18 years old), filmmakers, or other arts and cultural experts. However, in-country youth project participants and audiences at public presentations should include adolescents, young people, and the general public. Nonlocal young public audiences may also participate in the project through tools such as broadcasting and, where appropriate, webcasting.

Except in countries experiencing severe security concerns that would prevent the travel of U.S. participants, programs must be two-way exchanges of people, supporting the travel of roughly equal numbers of participants from the U.S. and foreign countries. Exchanges with countries in which security is a consideration should include plans to modify the timing and/or reconfigure the project design.
EXPLANATION OF ARTS EXCHANGES ON INTERNATIONAL ISSUES GRANT

Projects Guidelines:

Proposals will be accepted for projects in the following artistic disciplines; Film, Video, and Digital Media; Performing Arts including Dance, Music, Traditional Arts, and Theater; and Visual Arts including Photography. Each project must use one of these artistic disciplines as a vehicle for U.S. and overseas participants to exchange best practices and innovative ideas to reach and engage underserved young audiences in one or more of the eligible countries listed below. Projects may last 18−24 months following the award of a grant.

Proposed projects should:

- Focus on the development and advancement of artistic and leadership skills of youth and youth influencers.

- Underscore the importance of empowerment, free expression, teamwork, leadership, creative and innovative thinking, and other democratic principles to the process of creating and presenting works of art.

- Serve youth and communities by promoting the arts as a mechanism for encouraging social change and increasing awareness of challenging social issues, including, but not limited to conflict resolution, democratic understanding, individual success in the economic world, HIV and AIDS prevention, or building respect among different communities.

- Increase the ability of performing and visual arts organizations to be responsive to their local communities, especially to underserved youth, through innovative arts and arts education programming and institutional capacity building.

Project Outcomes:

Project results should include strengthening the artistic and leadership capabilities of project participants including young artists and youth influencers; strengthening the ability of arts and cultural organizations to provide leadership, empower youth, especially from underserved communities, and address significant social issues of interest to the United States; and creating or developing ongoing productive relationships between U.S. and foreign artists, and arts and cultural organizations.

Participants and audiences will learn artistic techniques for communicating, expressing, and comprehending ideas and perceptions. Youth and/or youth influencers will demonstrate increased levels of appreciation, knowledge, and understanding of the arts and artistic skills. Foreign cultural organizations will expand their ability to provide leadership, and youth and community empowerment. Each project will include the presentation of an artistic or educational product, developed by U.S. and foreign participants.
Possible Program Components:

- U.S. participants travel to the overseas exchange partner’s country or countries to engage youth influencers and community leaders, to conduct workshops, residencies, and other arts projects with young artists and youth from underserved communities. This component may include presentations (performances, exhibitions, and the like) that support the workshop and exchange activities.

- Working in cooperation with the public affairs sections of U.S. embassies to the extent appropriate, U.S. participants select overseas candidates to participate in U.S.-based seminars, workshops, and shadowing experiences, and create either individual or joint projects that feature public presentations including film screenings, performances, and exhibitions.

- Presentations and accompanying public programs should be designed to reach a large and diverse public audience in the partner country or countries, in addition to workshop participants. Presentations of work resulting from the project may also be scheduled in the U.S.; however, ECA funds cannot be used for this purpose.

- U.S. and overseas host cultural organizations devise and implement ongoing programming and educational activities to engage youth and youth influencers.

- An alumni network will be created to foster professional development opportunities and the ongoing exchange of best practices.

Eligible Countries:

Proposals will only be accepted for exchange projects within the six Department of State geographic regions.

- AF - Senegal, Mali, Nigeria, Kenya, Tanzania
- EAP - Burma, Cambodia, China, Thailand, Vietnam
- EUR - Balkan Region [projects should include at least three of the Balkan countries: Albania, Bosnia/Herzegovina, Croatia, Kosovo, Macedonia, and Serbia/Montenegro], Belarus, Georgia, Turkey, Ukraine
- NEA - Bahrain, Jordan, Morocco, Oman, Saudi Arabia
- SCA - Bangladesh, Pakistan, Sri Lanka, Kyrgyzstan, Kazakhstan, Tajikistan, Uzbekistan
- WHA - Bolivia, Brazil, Colombia, and Venezuela
Application Information:

Proposals should address each of the six review criteria. The six review criteria, against which your proposal will be evaluated, are listed under the "Review Criteria." Proposals that do not address these criteria will be deemed not competitive during the review process.

In addition to addressing the review criteria, proposals should include documented evidence of the applicant and partner organization's artistic merit, including published reviews and letters of recommendation from experts in the artistic discipline featured in your project. However, work samples such as recordings and/or photographs are not requested and cannot be reviewed by the Bureau.

Competitive proposals should include the following elements:

- A clear statement in the narrative section describing which artistic discipline your project incorporates, and with which overseas country or countries you plan to engage in an exchange project.
- A program idea that involves youth as active participants in the arts experience. Cultural programs in which young people will function only as passive audience members will be deemed not competitive.
- A clear description of program objectives and projected outcomes that respond to Bureau goals for this competition. Desired outcomes should be described in qualitative and quantitative terms.
  - A project timeline, listing the optimal schedule for each program activity.
  - A description of selection processes for both U.S. and overseas participants.
  - Exchange activities that involve and affect audiences as well as the actual participants. Proposals should define the types of participants who will be recruited and the target audience for program activities, and should clearly explain the importance of each to the overall program plan.
- A description of each proposed overseas partner organization and an explanation of how partner organizations were selected; letters of support, translated into English, from foreign and U.S. partners. Proposals that do not include letters of support and commitment from proposed overseas partner organizations will be ranked less competitive.
- An outline of the applicant organization's relevant expertise in the project theme and country or countries. Organizations that do not demonstrate a distinguished record of conducting cultural programs for youth will be rated not competitive.
An alternative timeline and/or contingency program plan if the project will include countries with security issues.

An outline of relevant experience managing previous international arts and/or cultural exchange programs.

Resumes of responsible, experienced staff who have demonstrated a commitment to monitor grant projects and ensure implementation.

A post-grant plan that demonstrates how the grantee plans to sustain contacts initiated through the program. Applicants should outline how U.S. and foreign participants and host institutions will continue their dialogue/exchange activities through ongoing or future projects once the ECA-funded grant has concluded. Optimally, follow-up plans should include activities to promote the desired policy outcomes, as well as communication activities such as ongoing Internet dialogs and newsletters.

In addition to addressing the themes described below, proposals should develop partner organizations’ capacity in such areas as strategic planning, performance management, fundraising, financial management, human resource management, and decision-making.

Other Eligibility Requirements:

Grants awarded to eligible organizations with less than four years of experience in conducting international exchange programs will be limited to $60,000.

Technical Eligibility: In addition to the requirements outlined in the Proposal Submission Instructions (PSI) technical format and instructions document, all proposals must comply with the following or they will result in your proposal being declared technically ineligible and given no further consideration in the review process:

- The Office of Citizen Exchanges does not support proposals limited to conferences or seminars (i.e., one-to-fourteen-day programs with plenary sessions, main speakers, panels, and passive audiences). It will support conferences only when they are a small part of a larger project in duration that is receiving Bureau funding from this competition.

- No funding is available exclusively to send U.S. citizens to conferences or conference-type seminars overseas, nor is funding available for bringing foreign nationals to conferences or to routine professional association meetings in the United States.

- The Office of Citizen Exchanges does not support academic research or faculty or student fellowships.

- Proposals for projects involving countries/regions, themes, and/or artistic disciplines not listed in this grant description will be deemed technically ineligible.

- No funding is available to send individual artists and/or amateur arts groups to perform or study overseas.
EXPLANATION OF ARTS EXCHANGES ON INTERNATIONAL ISSUES GRANT (CONT.)

The Arts Exchanges on International Issues Program is solely intended to support the international exchange work of nonprofit organizations. Our grant program is not open to amateur or community-based visual or performing artists. Individuals are not eligible to apply for funding of their own work. While our program emphasizes outreach to youth, all exchange participants must be at least 18 years old. However, educators, managers, program directors, and administrators who work with youth and/or youth related nonprofit organizations are encouraged to apply for grant support under this competition.

Review Process:

The Bureau will review all proposals for technical eligibility. Proposals will be deemed ineligible if they do not fully adhere to the guidelines stated herein and in the Solicitation Package. All eligible proposals will be reviewed by the program office, as well as the Public Diplomacy section overseas, where appropriate. Eligible proposals will be subject to compliance with federal and Bureau regulations and guidelines, and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance award grants resides with the Bureau's Grants Officer.

Review Criteria:

Technically eligible applications will be competitively reviewed according to the criteria stated below. Each of these criteria carry equal weight in the proposal evaluation:

- **Quality of Program Idea**: The program idea must state how you plan to employ the arts to engage youth, particularly youth with limited opportunities, and youth influencers. Program objectives should be clearly described and should reflect the applicant's expertise in the artistic discipline and geographic world region featured in your project. The proposal should state the project's impact on both program participants (those who travel to the United States or the partner country, or in-country participants who are actively involved in the project) and audiences (those who attend public performances or exhibitions included in the project). The proposal should include documentation of artistic merit and quality through sources such as published reviews and letters of recommendation from experts in the artistic discipline featured in your project. However, work samples are not requested and cannot be evaluated by the Bureau.

- **Program Planning and Implementation**: A detailed agenda and relevant work plan must explain how objectives will be achieved and should include a timetable for completion of major tasks. The substance of workshops, seminars, and shadowing experiences should be described in detail. The program plan should include regularly scheduled sessions on an ongoing basis; one-time or occasional programs will not be considered. The program plan must include provisions for activities with the project participants and/or their organizations, after the Bureau-funded project has concluded. Post-grant planning can include, but should expand...
Review Criteria, cont.:

beyond ongoing Internet dialogs, newsletters, and/or other forms of communication between participants.

- **Institutional Capacity:** Proposals should include the institution's mission and date that the organization was established. Proposals should reflect the institution's prior work with the overseas partner organization(s), expertise in the subject area and knowledge of conditions in the target country/countries, and ability to engage young participants and/or reach out to young audience members. Evidence of the overseas partner organization's artistic merit and ability should be included in your proposal. Descriptions of the experience and qualifications of staff members who will implement the program should be included in the proposals. Applicants also need to include an outline of prior U.S. government and/or private-sector grant awards received for the target theme/country/region. The Bureau will consider the past performance of prior recipients and the demonstrated potential of new applicants. Proposals must include letters of support and commitment from proposed overseas partner organizations. Proposals that do not include letters of support and commitment from proposed overseas partner organizations will be ranked less competitive under this review element.

- **Cost Effectiveness and Cost Sharing:** Overhead and administrative costs in the proposal budget, including salaries, should be kept to a minimum and should not exceed 25 percent of the total amount requested from ECA for the project. Proposals in which the administrative costs exceed 25 percent of the total amount requested from ECA for the project will be ranked less competitive in this review element. Applicants are strongly encouraged to cost share a portion of overhead and administrative expenses. Cost sharing, including contributions from the applicant, proposed in-country partner(s), and other sources must be included in the budget request. Proposals that do not reflect a cost sharing of 20 percent will be ranked less competitive in this review category.

- **Support of Diversity:** Proposals must demonstrate substantive support of the Bureau's policy on diversity. Achievable and relevant features should be cited in both program administration (selection of participants, program venue, and program evaluation) and program content (including orientation and wrap-up sessions, program meetings, resource materials and follow-up activities). Competitive proposals will include strategies for selecting diverse participants from both the U.S. and the overseas partner country or countries.

- **Monitoring and Evaluation:** Proposals should include a detailed plan to monitor and evaluate the program. Competitive evaluation plans will describe how applicant organizations will measure the project's success at meeting program objectives in quantitative terms, and should include draft data collection instruments such as surveys and questionnaires. Proposals should include a plan to evaluate the success of each component, both as activities unfold and at the end of the program. Evaluation plans should address the project's success in enhancing both the artistic and leadership skills of the targeted youth population. It is the applicant's responsibility to inform the Bureau of exchange activity results and changes to the program plan and/or project timeline.
LIST OF 12 ARTS GRANTS

In the past two years, 12 arts organizations have received State Department funds for cultural exchange projects. Below is a listing of organizations (and the countries that participated in the exchange) that have been awarded grants in this program.

2005

- Appalshop, "Appalshop in Indonesia"
  www.appalshop.org

- Bond Street Theatre Coalition, "U.S.-Afghan Arts Exchange & Conflict Resolution Project"
  www.bondst.org

- Brigham Young University, "The Azem Palace Project, Damascus, Syria"
  http://kennedy.byu.edu/cp/middle_east.php

- CEC/ArtsLink, “Creative Arts Exchange: VisArt - Islamic World" (see detail on page 10)
  www.cecartslink.org/

- Institute for Training and Development, "U.S.-Uzbekistan Cultural Exchange Program"
  www.itd-amherst.org/

- Jazz at Lincoln Center, "Jazz Cultural Exchange Program"
  www.jalc.org/TheRoad/

- Ohio Arts Council, "The Andes Exchange: Animating Democracy through Arts & Culture"
  (see detail on page 10) www.oac.state.oh.us/grantsprogs/InternationalPartnership.asp

- Tribeca Film Institute, "Moroccan Film Exchange Program"
  www.tribecafilminstitute.org/mtfe-announcement.html

2004

- Apple Hill (music): Middle East, East Asia, Transcaucasia/Russia

- CEC ArtsLink (visual arts, music, and arts management): Central Asia

- UCLA (dance management): Cambodia, Indonesia, and Malaysia

- North Carolina International Visitors Council (film): Turkey
**Ohio Arts Council**

The Ohio Arts Council (OAC) recently was awarded a two-year, $100,000 grant from the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Ohio Arts Council project, titled The Andes Exchange: Animating Democracy through Arts and Culture, is designed to expand and strengthen Ohio's international exchanges with Chile.

The grant will be carried out with the assistance and support of Ohio artists and arts professionals, and matching funds from the Ohio Arts Foundation, Inc., and partners in Chile. The grant contains three major project areas: deepen and sustain the OAC's work that began with the Andes Foundation in 2003 to strengthen the operating practices of three nationally significant Chilean arts education organizations; continue to build the partnership between Passion Works Studio in Athens and Colores del Alma; and conduct a variety of activities in K–12 education in Chile.

These projects will foster dialogue and enhance the understanding of and engagement in democratic processes through in-depth consultancies, workshops, artist residency exchanges, and the development of a collaborative website and educational materials.

**CEC ArtsLink**

In 2006–2007, CEC ArtsLink will continue its program of cultural exchange between Central Asian and U.S. artists and musicians. Programming includes both music and visual arts residencies in the United States and workshops in the visual arts in Central Asia.

Five Central Asian artists from three Central Asian countries have been selected through an open application process to participate in month-long, in-depth residencies at the Vermont Studio Center. This residency program will provide them a supportive environment to create new work, forge relationships with U.S. peers, and interact with members of local communities. Participants will also attend orientation and debriefing sessions in New York City to learn about U.S. cultural traditions and customs, explore New York's dynamic arts community, visit New York cultural institutions, and attend performances.

In the second component of the Visual Arts Program, CEC ArtsLink brings important cultural workers into conversation with artists and managers in Bishkek and Almaty. The goal of this lecture and workshop program is to encourage cultural links between Central Asia and the United States by facilitating a dialogue about the U.S. cultural system and how it is supported, as well as to discuss ways artists and arts managers can creatively and collaboratively strengthen their ties. U.S. participants include top-notch specialists in fundraising, curatorial and gallery practice, public art, and international artists' residencies.
ADDITIONAL RESOURCES

- Cultural Programs Division, Office of Citizen Exchanges, State Department
  www.exchanges.state.gov/education/citizens/culture/index.htm

  Contact information:
  www.exchanges.state.gov/education/citizens/culture/contact.htm

- Jazz Ambassadors Program Evaluation, Office of Policy & Evaluation, Bureau of Educational & Cultural Affairs
  http://exchanges.state.gov/education/evaluations/completed.htm

- List of Cultural Exchange Resources, Americans for the Arts
  www.AmericansForTheArts.org/information_resources/research_information/impact_areas/international_cultural_diplomacy/004.asp

- Monograph “The Arts Support World Relations,” Americans for the Arts, October 2005

- NEA Arts (newsletter) “Cool Jazz and the Cold War: Dana Gioia Interviews Dave Brubeck on Cultural Diplomacy,” Volume II, 2006
  www.nea.gov/about/NEARTS/11jazz4.html
Americans for the Arts is the nation's leading nonprofit organization for advancing the arts in America. With 45 years of service, it is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. With offices in Washington, DC, and New York City, and more than 5,000 organizational and individual members across the country, Americans for the Arts is focused on three primary goals: 1) to foster an environment in which the arts can thrive and contribute to the creation of more livable communities; 2) to generate more public- and private-sector resources for the arts and arts education; and 3) to build individual appreciation of the value of the arts.

In 2004, Americans for the Arts launched Americans for the Arts Action Fund, a 501(c)(4) nonprofit organization, to serve as its political advocacy arm and a national voice for the arts. With more than 15,000 citizen members and 54,000 online activists, the Arts Action Fund is significantly expanding arts advocacy outreach in America to help make certain that arts-friendly public policies are adopted at the federal, state, and local levels.

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