

2020 Initiatives Proposal Form

Thank you for your interest in submitting a proposal to the 2020 Initiatives process.

Please complete this form, save it to your hard drive, and then email a copy to:

[Redacted contact information]

Please consider the following questions as helpful examples:

[Redacted questions and answers]

contacted by the appropriate 2020 Initiative Team representative/LEGS facilitators.

Proposals will be evaluated based on general criteria including the following:

University-wide impact

General Application Information

[Redacted application information]

Atlantic City Arts Foundation; various community non-profits, businesses, individuals; various Stockton faculty, students, staff

Proposal Category (choose one: one-time or ongoing)



Strategic Theme (choose one)

Learning

✓ Engagement

Global Perspectives

Sustainability

Strategic Objectives: choose one primary (P) in main theme and up to three secondary (S)
In a themes

Learning

Deliver high value-added learning experiences and promote scholarly activity (S1)

Reward scholarly applications (ER2)

Promote liberal arts ideal to develop lifelong learners (S2)

Strengthen internal processes to support learning (IP1-L)

Reduce expenses (RS2-L)

Develop faculty and staff skills to support learning (ER1-L)

Align resources to support strategic plan (RS3-L)

Engagement

Establish Stockton as an integral part of the identity of

Foster an interactive environment among students,

students, faculty, staff, alumni and community members

Prepare students for active citizenship role (S4)

▼ Increase opportunities for interactions between internal and external communities (ER4)

Create mutually reinforcing intellectual and co-curricular

The tables below allow for summaries of about 350 words. Additional information can be included as an attachment.

Narrative Summary of Project

Please see attached proposal.

Assessment Plan: What are your anticipated outcomes and specific measurements for success?

lease see attached proposal

Budget Summary

	Item	FY2019 July 1, 2018 – June 30, 2019	FY2020 July 1, 2019 – June 30, 2020	FY2021 July 1, 2020 – June 30, 2021	FY2022 July 1, 2021 – June 30, 2022	Notes/Comments (stipends, supplies, hospitality, etc.)
1	48 Stories	\$ 8,017.00				
2	48 Blocks AC	\$ 5,000.00	\$ 5,000.00			

3. Funding Questions

Please see attached

Additional Support Questions

7

can Total \$ 13,017.00 \$ 5,000.00 \$ 0.00 \$ 0.00
years.

Are you receiving any other University

Supervisor Approval/Support

Introduction/Background

In May 2017, Stockton University signed a Declaration of Commitment to Atlantic City, which designated the university as an anchor institution in Atlantic City and formalized its commitment to the city's revitalization. Assistant Provost Michelle McDonald stated at the time that "Stockton's commitment to the city is palpable not only through the bricks and mortar already visible at the Chelsea neighborhood building site, but also through the academic programming and partnerships ~~der~~ construction a well." Stockton's ongoing partnership with the Atlantic City Arts Foundation (ACAF) in the project 48 Blocks Atlantic City exemplifies the sort of partnership McDonald references. Not only is the partnership between ACAF and Stockton an important relationship in and of itself but it has been the vehicle to forming other relationships and partnerships within the city through the grassroots organizing that informed this project's vision from the start.

Involving Stockton faculty, students, and alumni and government officials, civic leaders, arts and neighborhood organizations in the planning process, 48 Blocks Atlantic City, which launched on

communities and enhance their lives and their vision of themselves and their city.

city's residents and businesses but also by the Stockton students, faculty, and staff who study, live, and work there. It aims to help further institutionalize 48 Blocks Atlantic City as an annual event and vehicle for creating permanent art in the city two ways:

- x to support event operations (including payments to artists, the purchase of art materials and mural sealants, and the creation of a high quality video telling the event's story)
- x to create a book 48 Stories from 48 Blocks that captures the experience and offers a literal "narrative" of change and celebration through and through text that records the voices of the artists, residents, volunteers, business owners, and community leaders who experienced the event and accompanies high quality photos of participants and/or their work

Both offer Stockton faculty and students to participate in the revitalization- this "rebranding" of Atlantic City. Both the event and the book

- x will capture and advance a "new narrative" on Atlantic City one that celebrates its communities' creativity, culture, and rich history inherent in the vision, planning, and implementation of 48 Blocks AC
- x will promote 48 Blocks AC to the public and provide (through permanent public art and the 48 Stories book) lasting testaments to the city's artistic revitalization

Further, 48 Stories from 48 Blocks Atlantic City

- x will involve Stockton students in its creation through their work for South Jersey Culture & History Center, which will publish the book. Students will be involved as photographers, interviewers, designers, and editors. They may also be involved in training others to do interviews with participants and stakeholders (the result of an earlier 2020 grant to SJC&HC for a project on Hammonton garment workers to train students in the art of taking oral histories)
- x generate revenue to support 48 Blocks AC through sales and as an aid to grant applications

Activities:

Since 48 Blocks AC will have its third iteration in June 2019, timelines and activities have been more or less established and planning has already begun. Here is an abbreviated timeline with selected activities

- o Fall 2018/January 2019, walls for murals will have been identified and hub venues locked down.
- o January 2019: call for artists and performers will go out
- o March 2019/May 2019: artists and performers will be notified of acceptance or rejection of project; monthly or biweekly planning meetings with volunteers begin. Selected artists will do presentations at these meetings and be assigned

volunteers to help them implement and promote their projects. Event promotion begins.

- o Late May 2019: Mural Week. Muralists begin work approximately a month out from the event.
- o June 2019: 48 Blocks AC

Work has also already begun on *48 Stories from 48 Blocks Atlantic City*. The rough timeline is as follows:

- x September 2018: committee meets to agree on book format and content
- x October 2018: Meet with Tom Kinsella, from SJCHC, to review print options (in terms of image and paper quality)

Last year we were able to track attendance through the distribution of wristbands. (We gave out 2000.) Our plan is to distribute wristbands once again, to capture and gauge interest through social media, and other news coverage.

Summary of Budget Request:

48 Stories budget AY 19

Printing costs	5017	
amazon posting per year		12
cloud pdf		75
physical proof		30
copies at \$9.80 each x 500		4900

Photographers 1500

Other 500