

Arts for Children and Youth in Greater Philadelphia RFP Frequently Asked Questions

*Note: Please visit www.omgcenter.org/Arts4Youth for a more information and additional documents including *The Ten Year Vision*, *Areas of Focus for Years 1 and 2*, notes from all community and subcommittee meetings, and the *Arts for Youth RFP*.*

1. What is Arts for Youth?

Arts for Children and Youth in Greater Philadelphia (Arts for Youth) is a community-wide effort to increase access to and coordination of high quality and sustainable arts education opportunities for all children and youth in the Greater Philadelphia area.

2. How did this effort begin, and where is it now?

In March of 2008, a community meeting was held to explore the possibilities for enhancing access to the arts for all children and youth in the Philadelphia region. From this, a group of community partners were enlisted and, supported by the school district, is developing a blueprint (strategic plan) for implementation. This strategic plan focuses on four key areas of work – developing a leadership entity that can manage a city-wide partnership to direct the work; building strong partnerships between diverse stakeholders as the driving force behind arts education systemic change; empowering and organizing communities and key stakeholders to advocate for district, city, regional, and state level policies; and bringing to scale arts education programming during in and out-of-school time for all children and youth. These goals are further outlined in the Arts for Youth Framework, which can be found at www.omgcenter.org/Arts4Youth. The Arts for Youth RFP has been developed as a means to select a leadership entity that has the necessary capacities to plan, lead, and manage the blueprint implementation. Please note that additional plans that have come out of the community partner convenings include a ten year vision and more specific proposed areas of focus for years 1 and 2. Important distinctions about the effort are made in these documents, including the geographic focus (Philadelphia proper for the first 2 years, 5 counties over the course of 10 years) and types of schools involved (K through 12 - public, charter, and parochial). Both documents can be found in the RFP and on the Arts for Youth website.

3. How should the leadership entity be structured, and how many organizations should it be comprised of?

The only parameter around the structure of the leadership entity is that it has the capabilities, amongst its organizations, to plan and execute the Arts for Youth blueprint in a very concrete way. This means each partner will have clearly delineated tasks and a plan for assessing successful implementation for those tasks. Interested organizations should especially note the roles and responsibilities of the leadership entity, outlined in depth on pages 5 through 7 of the RFP and listed in question 4 below.

The number and type of organizations that comprise the leadership entity can vary. Universities, education reform organizations, service brokers, arts organizations, children's advocacy organizations, community based organizations, the school district, the city and state agencies are just some examples of the organizations that should consider forming partnerships in response to the RFP.

4. What are the key roles and responsibilities for the leadership entity?

The 7 core responsibilities for the leadership entity are to:

- Establish and build a management infrastructure for this effort
- Develop and implement a sustainability plan for Arts for Youth
- Develop and implement appropriate assessment systems and mechanisms to publically disseminate findings and report on the progress
- Build a regional partnership to implement the Arts for Youth blueprint and achieve the 10-year vision for this work
- Develop and implement an advocacy plan
- Develop and implement a communications plan
- Manage, coordinate and scale up arts education programs

These are explained in more depth on pages 5 through 7 of the RFP.

5. Can you explain the budget and fundraising responsibilities?

Your submitted budget should reflect approximately \$1.5 million dollars* in start up funds as well as any additional leveraged dollars and in-kind supports available. It is anticipated that approximately half of the start up funds will support programming while the remaining funds will be used to build leadership capacity, partnership building, and advocacy and communications work. This may change depending upon the capacity of the selected leadership entity.

*The Steering Committee is working to secure approximately \$750,000 each year for the first two years of this effort. Securing funds means that they will be verbally committed to the effort by the time of selection of the leadership entity and will be released depending on the internal funding cycles of the funders. Please note that some funders may require separate individual proposals to their organization. More information on this will be provided as the funds are secured. After the initial two years, the selected leadership entity will be responsible for all fundraising.

6. My organization is interested in applying. We have thoroughly reviewed the RFP. What is the next step?

Your first step should be to conduct a thorough assessment of your internal capacity to fulfill the roles and responsibilities outlined in the RFP (and listed in question 4 above). To assist you in this process, the Steering Committee has designed a checklist of capacities. This checklist, outlining the necessary capabilities of the leadership entity, can be found as Appendix E of the RFP.

After an honest assessment of your organizations strengths and weaknesses, seek out other organizational partners whose areas of focus complement yours. Continue this

process until all capabilities are adequately fulfilled and there is sufficient strength among the group to successfully navigate the planning and implementation of the Arts for Youth blueprint. Have an open dialogue with all parties in order to design the legal and logistical parameters and structure of your partnership. Once the structure of the partnership is determined, begin drafting your proposal. It is suggested that you pay special attention to the proposed Areas of Focus for Years 1 and 2 and utilize the Arts for Youth Framework when outlining your work plan. Please note that the deadline for all proposals is 5:00 pm EST on Friday, November 7, 2008. For more on what happens after you apply, see question 7 below.

7. What happens after I apply?

The Selection Committee will be accepting proposals through 5:00 pm on Friday, November 7, 2008. At this point, the Selection Committee will convene to review submissions and make selections. Please note that conflicts of interest will be avoided by requiring Selection Committee members who have a stake in one or more proposals to recuse themselves from the review process. A matrix of qualifications will be used by Selection Committee members to assess the ability of the candidates to meet the requirements outlined in the RFP, with careful attention being paid to the Roles and Responsibilities section. Please note that this matrix will reflect the capabilities outlined in the Capacity Checklist (included as Appendix E of the RFP).

Respondents will be notified by 5:00 pm on Monday, November 24, 2008 of their status. This will signify the start of the negotiation period between the Steering Committee and the selected leadership entity. Successful candidates should expect to begin implementation on January 1, 2009.

8. Who is on the Selection Committee?

The Selection Committee represents a broad range of critical community perspectives, selected to represent the diversity of Philadelphia and Philadelphia schools. The Committee is comprised of all members of the Steering Committee (see question 9 below for list) with the exception of those who have a stake in one or more proposals; these individuals will recuse themselves. There are also several members of the Selection Committee who do not serve on the Steering Committee. These are individuals who represent important community perspectives that the Steering Committee deemed necessary for the review process. The work of the Selection Committee is to ensure that the best possible group of candidates is selected in an objective and transparent manner.

9. What will be the role of the Steering Committee once the leadership entity is selected?

At the start of this effort, a Steering Committee was convened comprised of some initial advisors in this effort. Currently, and until the selection of the leadership entity, the Steering Committee is responsible for general oversight and final decision making on issues that impact the Arts for Youth in Philadelphia initiative. This includes finalizing and circulating the RFP, identifying potential funding streams for leadership and staffing of initiative, reviewing proposals and making selection for leadership and staffing of

initiative, and finalizing the Arts for Youth Framework and working on the blueprint. Most recently, the members of the Steering Committee have been charged with inviting organizations to partner and respond to the Arts for Youth RFP. A full list of the Steering Committee members and the organizations they represent is below.

In their proposals, partner organizations are expected to identify how they would work with the Steering Committee, taking into account existing boards and the fact that funders will likely join the committee going forward. The proposal should outline how the leadership entity's working relationship with the committee might change its structure.

Organization	Name
Greater Philadelphia Cultural Alliance	Peggy Amsterdam
Brandywine Workshop	Allen Edmunds
Independence Foundation	Susan Sherman
Kimmel Center	Natalye Paquin
Lincoln Financial Foundation	Susan Segal
National Young Audiences	Jan Norman
Pew Charitable Trusts	Greg Rowe
Philadelphia Arts Education Partnership	Raye Cohen
Philadelphia Foundation	Shawn Mooring
Philadelphia Orchestra Assn.	Jim Undercofler
Public Citizens for Children and Youth	Shelly Yanoff
Office of Arts, Culture, and the Creative Economy	Gary Steuer (<i>pending confirmation</i>)
School District of Philadelphia	Dennis Creedon
Temple University Tyler School of Art	Jo-Anna Moore
Temple University College of Education	Girija Kaimal
Village of Arts and Humanities	Kumani Gantt
William Penn Foundation (<i>one vote</i>)	Candace Bell Feather Houstoun Helen Davis Picher Courtenay Wilson

10. What organizations are applying?

While some organizations have expressed interest in the RFP and begun preliminary discussions around partnering, there is no way to know that a group is applying until its proposal has been submitted. We will likely have a good sense of the applicants based on the Bidder's Conference Call which will take place on September 15, 2008 (for more information on the Bidder's Call, please see question 12 below).

11. What role does the William Penn Foundation play in the Arts for Youth effort?

Based on a need they saw in the Philadelphia community, the William Penn Foundation convened the first community meeting in March 2008. The Foundation sits on the Steering Committee and will be one of the funders of Arts for Youth moving

forward. Although it has four members that rotate in and out of Steering Committee meetings, The William Penn Foundation, like all other organizations on the Steering Committee, has only one vote.

12. I have additional questions about the process and/or the RFP. What do I do?

The Infrastructure & Leadership and Steering Committees, with project staff from the OMG Center for Collaborative Learning, will be holding a Bidders' Conference Call on Monday, September 15, 2008 from 2:00 to 4:00 pm to answer any additional questions. A call-in number will be listed on the RFP, Arts for Youth website, and will be emailed to those on the distribution list for the Arts for Youth effort. A transcript of this call will be posted on the Arts for Youth website at www.omgcenter.org/Arts4Youth.