Application: Baldwin Wallace University

Julia Morreale -
Project Support

Summary

ID: PS2023-0000000330
Last submitted: Aug 1 2022 02:45 PM (EDT)
Labels: PS 2023

Organizational Overview - PS 2023

Completed - Aug 1 2022

Organizational Overview - 2023 PS

This section will be pre-populated from the Eligibility form, but you may update or correct any information here.

Organization Name

Baldwin Wallace University, Community Arts School

Publicly Known As

BW Community Arts School

Date Organization Formed

07/01/1845

Website

www.bw.edu

Mission statement

Baldwin Wallace University is an academic community committed to the liberal arts and sciences as the foundation for lifelong learning. The University fulfills this mission through excellence in teaching and learning within a challenging, supportive environment that enhances students' intellectual and spiritual growth. BW Community Arts School Mission: To enrich lives by providing experiences that promote life-long engagement with the arts.

Organizational history

The Baldwin Wallace University Conservatory of Music, founded in 1899 by organist and Bach scholar Albert Riemenschneider, offers a long tradition of musical excellence to our campus and the larger community. Today, more than 300 undergraduate students study at the Conservatory under the tutelage of faculty members of The Cleveland Orchestra, respected conductors, theorists, historians, and educators. As a part of a key strategy in supporting our greater community, the Conservatory Outreach Department was founded in 1976 as a divisional school of the University. Founded as a community music school, its main focus was to offer Dalcroze classes and music lessons for younger children. Through compelling market research and as a strategic priority to the university, the division was expanded in 2019 to become the Community Arts School. The program portfolio was expanded to include dance, music, theater, and visual art classes for students of any age and ability.

Grant Contact Information

Grant Contact Name	Julia Morreale
Title	Coordinator, Camps and School Partnerships
Email Address	
Phone	

Financial Snapshot

Enter your organization's total budget (expenses) for the 2022 fiscal year.

$ 7,295,945

Project Basics Form - PS 2023

Completed - Aug 1 2022

Project Basics Form - 2023 PS

Project Basics

Use the fields in this section to provide basic project details.

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1. Project Title

This should be the title, not a summary of the project.

Baldwin Wallace University Summer Arts Programs

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2. Project Summary

Briefly describe the project in a sentence or two.

The BW Summer Arts Programs are weekly, in-person day-classes and camps for residential and commuter students in grades 4-12 throughout June and July. Students can choose to engage in dance, music, theatre, and visual art programs with expert faculty and professional guest artists. Concerts and presentations, all of which are free and open to the public, are offered throughout the summer by students and faculty of the Summer Arts Programs.

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3. Total Project Expenses

What you will spend on this project.

$ 330415

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4. Amount Requested from CAC

The requested amount cannot be more than 50% of the proposed project's total expenses. See your eligibility email from Cuyahoga Arts & Culture for your maximum allowable request amount.

$ 20,000

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5. Project Dates

The start and end dates should not be the entire grant period. All events must begin and end within the grant period (January 1, 2023 – December 31, 2023).

Start Date (mm/dd/yyyy)	06/10/2023
End Date (mm/dd/yyyy)	07/31/2023

6. Public Event Location(s) Where will the events posted on ClevelandArtsEvents.com be hosted?

Baldwin Wallace University Campus; Helwig Whistle Stop

49 Seminary St, Berea, 44017; 611 E Bagley Rd, Berea, OH 44017

7. Total number of expected participants and/or audience members

2000

8. Will the event/activity be free or fee-based? How was this decision made?

BW Summer Arts Programs programs are fee-based. They are not funded by BW. Tuition supports daily meals, housing, staff and faculty, and all activities. Each offering ends with a concert or presentation that is free and open to the public. CAC support allows for the capacity to carry out programming while keeping participant fees affordable for all students. We partner with area foundations to provide scholarships to students who may not have the financial capacity to afford the full tuition.

Application Narrative Form - PS 2023

Completed - Aug 1 2022

Application Narrative Form - PS

The narrative is an important part of your application. It is your opportunity to communicate to the panel the specific details of your proposed project. Keep in mind that panelists are from outside the region and likely not familiar with your organization and/or community. It is important that you communicate all relevant information necessary for a person unfamiliar with your organization to fully understand your project. Before starting your responses to the narrative section, review the Funding Criteria definitions on page 6 of the [Project Support guidelines](#).

We recommend that you prepare your answers offline in a word processing program and copy/paste your responses into the appropriate text box in the online application. Please note that your application can be saved at any point and you may return to the application to continue work.

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1. Describe your project. Include an overview of planning process, project activities, implementation and when and where your project takes place.

For over 46 years, the Baldwin Wallace Community Arts School (CAS) has been a center for summer arts programming. We are excited to continue the successful summer programming for all of our students. Overnight offerings for students in grades 4-9 include: String, Piano, Choral, Band, and Music Theatre Camp, and Dance Immersion. Each program includes a full day schedule: group rehearsals, sectionals, classes, social, and recreational activities. Exemplary local, regional, and national educators and teaching artists play a crucial role in leading the curriculum. Day classes for students in grades 4-9 include dance offerings in multiple styles, Dalcroze Eurhythmics, Printmaking, and Contemporary & Modern Art. For high school students (grades 9-12), we offer the Conservatory Summer Institute (CSI), a comprehensive program designed for musicians considering careers in the arts. CSI curriculum includes private lessons, chamber and full ensembles, and classes. Students may add tracks such as composition, Music Theatre (MT), or an Audition Preparation Program. Composition students have the opportunity to write an original piece for performance, and MT students perform a final showcase. CSI faculty includes BW Conservatory Faculty and members of The Cleveland Orchestra. Planning for these offerings begins immediately following the completion of our summer. Student, parent, and staff feedback is collected through anonymous surveys and is our first priority as we make changes for our upcoming year. We also receive invaluable feedback from local educators who sent their students to camp. Once these changes are recorded and planned, we turn to choosing our camp faculty from a list of esteemed local educators. There are university meetings to leverage all facilities and departments to the best of our ability. Additionally, Conservatory staff make regular visits to local schools to lead ensemble workshops, endeavoring to engage and recruit young artists for our summer programs.

Public Benefit

2a. Define your community. How will you engage your community to carry out your project?

Tip: *A community may be defined by geography (place), identity (attributes) or affinity (what we like). The best way to demonstrate your project's public benefit is to demonstrate that you share power with your community by understanding, respecting, working with, and responding to them.*

The Community Arts School (CAS) community includes any person seeking to engage in the arts. Throughout the summer, we engage over 500 students in our summer arts programs, hire over 100 artists, and provide free, public concerts to an audience of approximately 1500 community members. Students have access to state-of-the-art facilities and technology throughout their time here at CAS. Additionally, 30 pre-service music educators from BW and other universities are hired and provide hands-on learning experience as camp counselors. We engage with our community at large through school visits, anonymous surveys, and free concerts, masterclasses, and recitals throughout the academic year and the summer. School visits help us identify and recruit students who need tuition assistance to attend camp. We have listened to concerns and provide residential and commuter options for our camps and transportation for our students who receive scholarships to increase accessibility.

2b. How will your project build and strengthen meaningful relationships with your community, residents, and audiences including through efforts to be inclusive and to engage diverse populations?

CAS finds it integral to work with area partners to build and strengthen engagement and accessibility. We nurture relationships with funders for tuition assistance and work directly with social service agencies who seek opportunities for disadvantaged youth within the community. CAS works to ensure all students feel celebrated and reflected in leadership. Camp faculty this year included a diverse range - 33% identified as African-American or Black, and at least 25% identified within the LGBTQ+ community. Several counselors shared their non-binary identification with students, and all students were provided the opportunity to share their pronouns and identities with our staff, if desired. Our registration process includes areas to discuss accommodation necessities and designate a student's comfortability with transgender or non-binary roommates, ensuring the safety of our gender diverse students. These efforts, and our dedication to growth, help us maintain strong community relations.

Artistic & Cultural Vibrancy

3. Describe how your organization will create a quality project that inspires and challenges your community.

Our organization is grateful to be located within Cuyahoga County, where active artists are plentiful and impressive. We work to ensure collaboration and learning between our camp participants and local artists each year for new, enriching experiences. For example, our middle school conductors bring music from new and underrepresented composers and unfamiliar styles to our String and Band campers. A BW Music Theatre graduate and performer joined our Music Theatre campers for a masterclass, performance, and Q&A session. She was able to share with our students the joys and challenges of her work, nurture their creativity and individuality, and advise those who are seeking careers in the arts. Additionally, our dancers in Dance Immersion were exposed to esteemed dance educators from the area. These educators brought new styles of dance to the students, including Latin ballroom and hip-hop. Dancers left our campus feeling inspired to engage with the arts in areas outside of their norm.

Organizational Capacity

4a. Describe your team. Include who will be involved and how they are qualified to complete your project.

Our team is made up of Community Arts School staff, Conservatory faculty, and educators throughout Ohio. Our administrative CAS team includes Adam Sheldon, Assistant Provost; Cory Isler-Manzo, Associate Director; Julia Morreale, Camp Manager; Heather Dennen, Director of Dance; Those listed transition into a management role while students are on campus with us.

Baldwin Wallace faculty serving as Summer Arts Programs directors include Dr. David Pope, Chair of Music Education; Dr. Andrew Machamer, Professor of Music Education; and Dr. Julian Ross, Chair of the String Department and Professor of Violin.

Conductors and sectional coaches are comprised of esteemed middle and high school music educators throughout Ohio.

Please note, it takes many more people to successfully execute our project. We typically find ourselves with a team of approximately 100 staff and faculty members throughout the summer, including student counselors, CAS staff, and administrative personnel.

4b. Set one project goal. In addition to completing this project, what goal does your organization want to accomplish within this project?

Tip: Institutional goals are specific, measurable, achievable, realistic, time-targeted, inclusive, and equitable ([SMARTIE](#)) aims that an organization develops to achieve its mission.

Goal	Increase our reach to involve 5% more students from underrepresented and underfunded communities in our Middle School Camps. We know that 23% of our students were non-white. While we do not yet have as defined a process for collecting gender identity and sexual orientation information, we know from the students who chose to share their identities that at least 5% of our middle school students identified as trans or non-binary, and there are more students within the LGBTQ+ community as a whole.
How will you know you have accomplished or made progress towards your goal?	We will know we have made progress toward our goal by collecting data from our middle school students during summer 2023. Data will always be collected anonymously, but we hope that our students are willing to share their identities with us. We will also know we have made progress toward our goal by receiving feedback from families and students about their level of comfort and safety while under our care at camp. This feedback may come personally or through an anonymous survey.

5. Optional: Is there any additional information about your project or organization that may be helpful to an outside panelist reviewing your application?

Tip: CAC recruits panelists from outside of the region. What might be important information to share with someone who is unfamiliar with Cuyahoga County or your work? i.e. demographic information, project location descriptions, historical context., etc.

Our area partners are truly the key to bringing this exceptional programming to students in the community. We are always grateful for the support that CAC is able to provide to help us share the arts with our youth over the summer. Although we paused our field trips to mitigate COVID-19 spread, we are hopeful and excited to bring our students back into the community for Cleveland Orchestra concerts, Playhouse Square performances, and more in 2023. As part of a new equity initiative, an anonymous survey was provided to camp families asking for school district and racial identity information. Through this survey, we learned that our students come from 57 districts, and 23% of students identify as non-white. According to the Ohio census, this reflects a higher rate of racial diversity than the state of Ohio. Equipped with this information, we can set tangible goals to increase our reach in underrepresented communities. Additionally, we are working on gradual pay increases, especially for our student counselors, to raise weekly pay by $150 within 2 years. We added new support systems and policies to protect our LGBTQ+ students and our students of color, such as methods for reporting discrimination and ensuring safe roommates. In our 2022 survey, a parent told us about their student: "they liked being called their preferred name. They felt respected and safe." Although we are not done improving, we are glad to know that the students we are reaching feel comfortable with us.

Project Budget and Financials Form - PS 2023

Completed - Aug 1 2022

Project Budget and Financials Form - 2023 PS

Complete the following project budget tables.

Income

Please describe your sources of income and their amounts in the table below. NOTE: Use the first row for your CAC Request. Please do not include any commas and only whole numbers.

	Income Source (text)	Income Amount ($)
1 - Enter "CAC Request" in the Income Source field to the right	CAC Request	20000
2 - Enter another source of income and the amount to the right	Contributed Funding	71975
3 - Enter another source of income and the amount to the right	Tuition	238440
4 - Enter another source of income and the amount to the right		
5 - Enter another source of income and the amount to the right		
Total		330415.0

Expenses

Please describe your expense categories and their amounts in the table below. NOTE: Please do not include any commas and only whole numbers.

	Expense Category (text)	Expense Amount ($)
1- Enter "Administrative Personnel" in the Expense Category field to the right	Administrative Personnel	85357
2 -Enter "Arts and Cultural Professionals" in the Expense Category field to the right	Arts and Cultural Professionals	58213
3 - Enter "Marketing/Publicity" in the Expense Category field to the right	Marketing/Publicity	23921
4 - Enter "Production/Event" in the Expense Category field to the right	Production/Event	39310
5 - Enter "Other" in the Expense Category field to the right	Other	123614
Total		330415.0

These questions correspond to the budget and support material sections as appropriate.

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1. How will you spend CAC funds?

Tip: Indicate how CAC funds will be used. See list of prohibited uses of CAC funds on page #12 of the guidelines

CAC funds support critical areas including: administrative personnel, artistic personnel, and production/event expenses. Of these areas, the majority of this funding will assist in hiring our artistic personnel (employees and contractors) who serve on the Summer Arts Program staff. As noted, this includes over 100 Cuyahoga County artists. These professionals are a key driver in delivering exception experiences to program participants.

2. How will you proceed with your project if your project doesn't receive the full amount of funding requested from CAC?

Tip: Most applicants to Project Support receive a portion of the funds they request based on their score. CAC does not expect any organization to carry out their full project on only a partial budget.

If we do not receive the full amount of funding requested, we will need to limit the enrollment of our programs. As we are dedicated to ensuring one-on-one instruction, a smaller amount of funds available for exceptional professionals would have to result in a smaller amount of student numbers. In addition, we will be unable to fund our 2023 field trips to vibrant displays of art in the community, such as Cleveland Orchestra concerts and Playhouse Square performances.

Upload your SMU| DataArts Funder Report - PS

Completed - Aug 1 2022

For organizations whose maximum grant amount is $5,000 this section is <u>optional</u>.

<u>Required for organizations requesting more than $5,000</u>. The *SMU|DataArts Cultural Data Profile* will have brief narrative fields that appear at the end of the Revenue, Expenses, Balance Sheet, and Program Activity & Audiences sections. Please use the narrative fields for annotations and explanations of the data in your report.

Upload your CDP CAC Funder Report including your two most recently completed fiscal years. For most organizations that will be 2020 and 2021.

baldwinwallaceuniversityconservatoryofmusic__cuyahogaartsandcultureprojectsupport (6)

Filename: baldwinwallaceuniversityconservato_cIxC6yO.pdf **Size:** 151.0 kB

Upload Board of Directors List - PS

Completed - Aug 1 2022
Include affiliations and their roles in the project (If applicable).

Board of Trustees 2022

Filename: Board_of_Trustees_2022_Aqy0fT6.pdf **Size:** 134.6 kB

Upload Arts and Cultural Support Materials - PS

Completed - Aug 1 2022

Support materials play a critical role in helping panelists evaluate your application by bringing to life your organization's mission and programs. For more information on selecting and uploading support materials to your online application, please refer to the **Support Materials Guide**.

Include at least 1 but no more than three (3) total uploads and/or web-based support materials:

- Upload items of your choice that demonstrate your Public Benefit, Artistic and Cultural Vibrancy and Organizational Capacity.
- Include web-based support material links here:

- Photos, videos, audio, and other documents do not necessarily need to be professionally produced to demonstrate vibrant programming.
- All audio and visual materials should be cued to immediately begin with relevant activity.
- Applicants are encouraged to submit quality support materials that are current (within the last 24 months) and relevant to the application.

Please note: CAC does not own, collect royalties on or hold copyrights to artistic products resulting from its grants, nor will it take any action on behalf of the Grant Recipient to protect the Grant Recipient's intellectual property rights. CAC does, however, have legal authority to reproduce and use submitted documentation (electronically and in print) of such artistic products for educational, promotional, official or noncommercial purposes.

[Community Summer Camp Flyer](#)

Filename: Community_Summer_Camp_Flyer.pdf **Size:** 1.2 MB

OPTIONAL - Provide Links (URLs) to Online Support Materials

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Panelists will not review materials in excess of the three optional support materials.

Please note: CAC does not own, collect royalties on or hold copyrights to artistic products resulting from its grants, nor will it take any action on behalf of the cultural partner to protect the cultural partner's intellectual property rights. CAC does, however, have legal authority to reproduce and use submitted documentation (electronically and in print) of such artistic products for educational, promotional, official or noncommercial purposes.

OPTIONAL - Provide Links (URLs) to Online Support Materials

Provide any optional links (URLs) to websites for your support materials.

OPTIONAL - Link 1	https://drive.google.com/drive/folders/1JHaKi7gVtdBVayxs8nov0henWAfZUIBx
OPTIONAL - Link 2	https://www.dropbox.com/sh/ak6n0sto5gjau7i/AADYODKB9I5HtP-0qo9Geo_ca?dl=0
OPTIONAL - Link 3	(No response)

Statement of Assurances Form - PS 2023

Completed - Aug 1 2022

Statement of Assurances Form

This section certifies that you are authorized to submit the application on behalf of the organization. All information in the report is true and correct to the best of your knowledge.

Responses Selected:

I Agree

Name

Julia Morreale

Title

Coordinator, Camps and School Partnerships

Date

Aug 1 2022