



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: 2020@stockton.edu. Please copy your Dean/Director on the email. You will then be contacted by the appropriate 2020 Initiative Team representative/LEGS facilitators.

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

- University-wide impact
- Clearly addressing one of the four LEGS themes from the 2020 strategic plan
- Specific budget details provided
- Realistic outcomes identified
- Assessment measures specified

Please consider the following questions as helpful prompts:

University-wide Objective(s)

- Does your proposal clearly address an issue relevant to your selected “primary strategic (LEGS) theme”?
- What specifically do you wish to accomplish with your project?
- How will Stockton, as a whole, benefit?

Expected Results

- How will you know if your project is a success?
- What are your anticipated outcomes and specific measurements for success?
- Does your proposal clearly indicate the person(s) or department(s) that will assume responsibility for the various work tasks?
- What is your project's "finish line"?

General Application Information	
Your Name	Lisa Honaker
Your Email	lisa.honaker@stockton.edu
Title of Project	48 Stories/48 Blocks Atlantic City
Project Leader	Lisa Honaker
LEGS Initiative Team Coach	John Smith & Merydawilda Colon
Project Partner(s)	<small>Atlantic City Arts Foundation; various community non-profits, businesses, individuals; various Stockton faculty, students, staff</small>
Duration / Time Frame of Project	annual event (2018-2020)

Proposal Category (choose one: one-time or ongoing)			
One-Time Event or Activity		Ongoing Event or Activity	
<input type="checkbox"/>	(A) \$5,000 or less	<input type="checkbox"/>	(C) \$5,000 or less
<input type="checkbox"/>	(B) More than \$5,000	<input checked="" type="checkbox"/>	(D) More than \$5,000

Strategic Theme (choose one)	
<input type="checkbox"/>	Learning
<input checked="" type="checkbox"/>	Engagement
<input type="checkbox"/>	Global Perspectives
<input type="checkbox"/>	Sustainability

Strategic Objectives: choose one primary (P) in main theme and up to three secondary (S) In any 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)	-	Establish additional revenue sources (RS1-L)
-	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			
S	<input type="checkbox"/> Establish Stockton as an integral part of the identity of students, faculty, staff, alumni, and community members (S3)	P	<input type="checkbox"/> Foster an interactive environment among students, faculty, staff, and community (ER3)
-	<input type="checkbox"/> Prepare students for active citizenship role (S4)	S	<input type="checkbox"/> Increase opportunities for interactions between internal and external communities (ER4)
-	<input type="checkbox"/> Create mutually reinforcing intellectual and co-curricular experiences (S5)	-	Establish additional revenue sources (RS1-E)
-	<input type="checkbox"/> Strengthen internal processes to support engagement (IP1-E)	-	Reduce expenses (RS2-E)
S	<input type="checkbox"/> Develop faculty and staff skills to support engagement (ER1-E)	-	Align resources to support the strategic plan (RS3-E)

Global Perspectives			
-	Develop a globally diverse Stockton community (S6)	-	Strengthen opportunities for global interaction among members of the Stockton community (ER5)
-	Enhance capacity to participate globally (S7)	-	Establish additional revenue sources (RS1-G)
-	Strengthen internal processes to support global education (IP1-G)	-	Reduce expenses (RS2-G)
-	Integrate global program efforts among multiple units of the university (IP2)	-	Align resources to support the strategic plan (RS3-G)
-	Develop faculty and staff skills to support global education (ER1-G)	-	

Sustainability			
-	Increase sustainable infrastructure (S8)	-	Develop and implement sustainability programs (IP5)
-	Enhance sustainability education and research (S9)	-	Develop faculty and staff skills to support sustainability (ER1-S)
-	Increase recognition as a model of sustainability (S10)	-	Reward sustainable practices (ER6)
-	Partner to promote global sustainability (S11)	-	Establish additional revenue sources (RS1-S)
-	Strengthen internal process to support sustainability (IP1-S)	-	Reduce expenses (RS2-S)
-	Prioritize sustainability in plan operations and residential life (IP3)	-	Align resources to support the strategic plan (RS3-S)
-	Promote sustainability across the curriculum (IP4)	-	Seek efficiencies through sustainable practices (RS4)

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?

Please 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.	Please see attached					
4.	proposal and budget					
5.	for additional detail					
6.	and information.					
7.						
Total		\$ 13,017.00	\$ 5,000.00	\$ 0.00	\$ 0.00	

* Please note: a proposal can only receive 2020 funding for two fiscal years.

Funding Questions	
Are you receiving any other University funding for this project?	\$5000.00 ARHU, \$5000.00 Noyes
What department or academic school will your budget for this project reside in?	School of Arts and Humanities
Will you need funds for <u>immediate</u> use to begin your project?	<input type="radio"/> Yes <input checked="" type="radio"/> No
If so, how much?	
Date when funds will be needed	2/1/2019

Additional Support Questions	
Will your project require support from Information Technology Services?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If so, please provide details	Actually, this is more a "possibly" than a "yes." We hope to use the new campus as a hub for activities during this annual event. We may need help with facilitating performances and projects during the event itself as a result.
Will your project require support from Plant/Facilities & Operations?	<input checked="" type="radio"/> Yes <input type="radio"/> No
If so, please provide details	Actually, this is more a "possibly" than a "yes." We hope to use the new campus as a hub for activities during this annual event. We may need help with facilitating performances and projects during the event itself as a result.

Supervisor Approval/Support	
Have you discussed your 2020 proposal with your supervisor, director, and/or dean and received their support?	Yes. Lori Vermeulen has supported this project from the beginning. She knows I am applying for this funding.

* Please note: proposers who answer "no" to this question may be required to submit additional documentation in support of their 2020 application form.

CC: Dean/Director/Supervisor

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 under construction as 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 June 24, 2017 as a daylong celebration of arts and creativity in Atlantic City, was to feature 48 creative projects—8 in each of Atlantic City's 6 wards. The first year, we exceeded this expectation with over 90 projects. In 2019, we had over 130. These projects included murals, installations and other visual arts, music, a puppet show, interactive and participatory projects, gardens, yarn-bombing, yoga, tai chi, poetry, skate park demonstrations, ballet, art bikes, circus arts, and multi-media. The planners wanted to explore AC's creativity; the neighborhoods and residents themselves decided what forms that creativity took. The event also celebrated the wealth of history and culture in the city, with six locations designated to collect oral histories from and scan historic photos and photograph artifacts for city residents.

The goals of both the planning process and the event itself were consistent with and illustrative of Stockton's anchor institution designation. The project's original vision was to

- encourage neighborhood planning initiatives, and uncover and empower neighborhood leaders,
- discover (as noted above) hidden creativity and talent within the neighborhoods,
- spotlight and celebrate Atlantic City, and
- add to the inventory of public art throughout the city.

Further, the creation of permanent art throughout the city, which has proceeded at a pace beyond the planners' wildest imaginings, is a very real contribution to the city's vitality. (The project's second weekend-long celebration in 2018 added another round of permanent art, including new 25 murals, to the city. Our desire to make this an annual event, with additions to the city's public art inventory occurring year over year, throughout the city, speaks to our recognition that entrenched attitudes and narratives do not change overnight and that art alone will not save the city. But as a complement to Stockton's new campus and the work of its P3 partners, this event explores the city's creativity and gives the members of its communities forums in which to express themselves creatively. Such work can empower individuals and

communities and enhance their lives and their vision of themselves and their city. This is not just good for city residents alone but also for the Stockton students, faculty and staff who are now studying, working, and living in the city.

That being said, there have been recent and not so recent efforts to use the arts to revitalize Atlantic City, but those efforts have met with little success due to the lack of buy-in or input from the communities themselves. The July 9, 2017 *Press of Atlantic City* editorial mentioned above reviewed three multimillion dollar arts projects, sponsored by the Casino Redevelopment Authority (CRDA), (fountains/laser show/lighthouse in the late 1990s, and since 2013 a sculpture walk in the Marina District and Fung Collaborative's Artlantic Wonder project, which put installations by world-renowned artists in a vacant lot adjacent to the Boardwalk) as either failed or beside the point. Those efforts were primarily imposed from outside, conceived to appeal to tourists, and focused primarily in the boardwalk area. While the motivations behind these projects were admirable, their desired impacts never materialized. Today, little remains: the fountains project is long gone; the Artlantic installations have been removed and sold; and the sculpture walk is no longer being maintained by the CRDA.

Yet we know that public art is (or can be) central to the civic life of communities. Much has been written on the economic value and impact of the arts in general (and public art in particular) on cities, a survey conducted by the Knight Foundation revealed that the "'aesthetics of a place – its art, parks, and green spaces,' ranked higher than education, safety, and the local economy as a 'driver of attachment'" —that is, of residents' attitude toward and sense of belonging to their cities and towns. In addition to providing a "new way to experience the city" (Susan K. Freedman), public art and engagement with the arts present opportunities to "reduce blight and vacancy" and, in so doing, reveal a city's potential (a la Detroit) (www.icfad.org 105) and to become the means by which the civic life of a place may be nurtured (a la ArtPrize in Grand Rapids, Michigan) (www.icfad.org 93). In these ways, as Darren Walker, vice president of the Rockefeller Foundation and vice chairman of the Foundation for Art and Preservation in Embassies, puts it, "public art is a public good," the "embodiment of the American ideal; in spirit and deed it is a reflection of our democratic values" (www.forbes.com/2009/05/05/state-of-the-city-opinions-george-rickey-public-art.html).

This project, grounded in the vision of art's salutary impact on civic life described above and in Stockton's commitment to the revitalization of Atlantic City as an anchor institution, seeks to advance a new narrative on Atlantic City—one that celebrates its communities' creativity, culture, and rich history.

Purpose/Goal

This proposal seeks support for 48 Blocks AC/48 Stories as part of its commitment as an anchor institution to the revitalization of Atlantic City—the impact of which will be felt not only by the

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 in two ways:

- 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)
- 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 the participants and/or their work

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

- 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.
- 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*

- 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)
- 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:

- Fall 2018-January 2019, walls for murals will have been identified and hub venues locked down.
- January 2019: call for artists and performers will go out
- March 2019-May 2019: artists and performers will be notified of acceptance or rejection of project; monthly or bi-weekly 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.

- Late May 2019: Mural Week. Muralists begin work approximately a month out from the event.
- June 21-23: 48 Blocks AC

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

- September 2018: committee meets to agree on book format and content
- October 2018: Meet with Tom Kinsella, from SJCHC, to review print options (in terms of image and paper quality, size, cost per unit; work with Tom Kinsella to create interview questions for participants; identify participants; send out call for photographers; identify students to participate in interviews
- November-December 2018: conduct interviews with participants; select photographer(s)
- January-February 2019: identify students who will work as designers and editors photography happens and editors tackle interviews to turn them into text
- March-April 2019: layout and editing
- May 2019: book goes to printer; books available during Mural Week

Outcomes and Assessments:

Stockton has been centrally involved with 48 Blocks Atlantic City from the start, providing staff and (short-term or limited) financial contributions from the President's Office, Provost's Office, the School of Arts and Humanities, and the Noyes Museum to supplement grant funding and contributions from area businesses and individuals. Further, students and faculty from a wide variety of units of the university have been involved in both planning and projects, including Awilda Colon and staff and students from the Stockton Center for Community Engagement, Erin O'Hanlon and students and staff from the Office of Service Learning, Jed Gaylin and members of the Bay Atlantic Symphony, Beverly Vaughn, Peter Murphy, Mike McGarvey, Chung-Fan Chang, Mariana Smith, current visual arts students and alumni, Christopher DiSanto, Saskia Schmidt and Michael Cagno and interns from the Noyes Museum, and students from the Stockton Theatre Club. Stockton's new Gateway Campus was the site of Dorrie Papademetriou's Mud Girls project in 2018. Dante Hall and the Arts Garage were also event sites and the Arts Garage hosted most of the 48 Blocks AC planning meetings.

One of the outcomes we seek is even greater Stockton participation in the event. We'll be able to track this outcome through the planning process and the final roster of artists, performers, and volunteers. We also hope to persuade more of the Stockton community to attend the event and will promote it more heavily on our campuses this year than in years' past.

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:

Please see attached budget. We have provided more specific numbers for publishing *48 Stories from 48 Blocks Atlantic City*.

As to support for the 48 Blocks Atlantic City annual event, this \$5000.00 request is far less than the combined monies provided by the Provost's Office in year one and two (\$5000.00 and \$6000.00) and the President's Office (\$6000.00) in year two. Both John Smith and Merydawilda Colon voiced their intention to forward our request to the President and Provost so that we may secure more permanent funding for this annual event. We thank them for this and ask for a \$5000.00 annual commitment.

We have been able to procure funding from outside sources for this event, including the New Jersey State Council of the Humanities (\$5000.00 in year one—2017-- and \$15,000 in year 2—2018) and local businesses and stakeholders (Hard Rock, Tropicana, Borgata, etc) While we hope to procure funding from NJSCA again, we do not want Stockton to make an outsized contribution to this event, feeling that other stakeholders in the city—e.g., all of the casinos-- should step up. We will be increasing our outreach to these potential funders this year and going forward. In fact, part of our rationale for creating the book, we are producing the *48 Stories from 48 Blocks Atlantic City*, is to appeal to potential funders. Still, we want our contribution to be impactful and to reflect the strength of our commitment to the event and the city. Thus, the figure \$5000.00.

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	
Writers, Editors	1500	
Total	8017	

48 Blocks

I do not include a budget for the 48 Blocks portion of my proposal, since the committee wishes to forward this request to the President's Office for Presidential Initiative funding .

For 48 Blocks we had asked for \$5000.00 per year in permanent funding for this project.

Should you need those figures added in, our total ask for the 2 years would be \$18,017.00 . \$8017 for 48 Stories and \$10,000 for 48 Blocks.