

UNIVERSITY OF MASSACHUSETTS – PRESIDENT’S OFFICE
Program Announcement
2008 Creative Economy Initiatives Fund

Introduction

The University of Massachusetts President’s Office is pleased to announce the 2008 Creative Economy Initiatives Fund (a fund for the Arts, Humanities and Social Sciences) in the amount of \$350,000. Established in 2007 and created to complement the President’s Science and Technology Initiatives Fund, this new fund represents a continuing commitment to maintaining the University’s central role in the social and economic development of the Commonwealth and directly supports the Trustees’ strategic priority on strengthening the University’s research enterprise and growing its portfolio substantially.

Purpose of the Fund

When we say, *The road to the social and economic development of the Commonwealth goes through the University of Massachusetts*, we recognize that truly healthy economies depend on a dynamic balance of what C.P. Snow referred to as *the two cultures*. The Commonwealth must certainly invest in science and technology for its future economic growth. But we now know that economic strength does not depend solely on the business sector and emerging technologies. Just as we need to understand the broad implications of new technologies and the impact of rapid economic globalization on people’s lives, we must also recognize that any effective approach to economic development must not ignore the social, cultural and ethical impact of proposed policies. Support for diversity, multiculturalism, human rights, wise and just public policy and vibrant cultural initiatives are all areas in which the University’s faculty can make important contributions to our State. The “Creative Economy” is one which recognizes, incorporates and celebrates these crucial broader dimensions of economic development.

As stated in the New England Council report: “The Creative Economy Initiative: The role of the Arts and Culture in New England’s Economic Competitiveness” (June 2000):

The Creative Economy carries power and promise, and generates income, jobs and visibility for New England. Most Americans recognize the inherent value of the arts and the life they bring to communities through theaters and dance companies, museums and galleries, libraries, sculptures, orchestras and more. New England ranks among the top regions in the nation when it comes to cultural offerings with thousands of arts-related enterprises and event attendance nearly 8 percent higher than the national average. In fact, it is this creative cluster of activity that gives New England a significant advantage in the increasingly intense competition for highly skilled employees and for the economic edge.

As the economic environment changes, so too must our understanding of the role of the arts and culture in supporting it. With the remarkable convergence of creativity and technology taking place today, there are more links between the nonprofit and commercial sectors than ever before. This calls for new approaches and policies that will harness the entrepreneurial energy in the arts industry, and enhance the activity we see today. New England's creativity is a critical asset when it comes to employment, community empowerment, enhanced quality of life and education – we have the opportunity, and the tools, to maximize it.

The President's Creative Economy Initiatives Fund is intended to provide seed funding to initiatives which support the contributions of the arts, humanities and social sciences to the social and cultural fabric of the Commonwealth. Funding may be used to develop major new initiatives within a campus, with other campuses, and/or with partners outside the campus; to support the search for larger grants or follow-on awards; or to support research which informs local, state, national or international decision-making.

It is anticipated that awards will be made in the \$10,000 - \$50,000 range but the President's Office reserves the right to be flexible in this regard. The project period is typically twelve months, starting at the beginning of the University's fiscal year (July 1). An interim project report is requested in mid-January and a final report in mid-June.

Examples of research or projects might include:

- The economic impact of cultural initiatives (museums, theatre, art installations, festivals, etc.) or of any other aspect or sector of the creative economy;
- The social and health effects of new technologies in communities;
- The changing nature of labor markets and their impact on social well being and economic development;
- Projects developing cultural or artistic events that engage communities;
- Initiatives that promote community engagement and political participation.

Criteria for Awards

- High quality research and/or scholarly activity;
- Potential for additional external funding (state, federal, foundation, local community, international agencies);
- Demonstrated impact on economic and/or social development of local community, region and/or state;
- Presence of strong project leadership;
- Endorsement of the Chancellor and evidence of campus commitment; and
- Collaboration among disciplines, within a single campus or multi-campus, or with external constituencies, where appropriate.

Application and Review Process

The goal of the President's Office is to keep the process simple and non-bureaucratic. The timeline is as follows:

- Wed., March 12: Concept Papers due to President's Office (submitted via campus research offices)
- Wed., April 1: Deadline for President's Office feedback to investigators and campus officials
- Fri., April 30: Proposals due to President's Office (submitted via campus research offices)
- Fri., June 27: Deadline for announcement of decisions by President's Office

Guidance for Concept Papers

- Concept papers should:
- Be no more than two (2) pages in length;
- Outline the thrust of the project and how it will achieve the goals of the fund;
- Identify project leadership and estimated cost;
- Describe the external funding opportunities to be pursued, if any, and the expected nature of collaborations (on a preliminary basis if necessary); and
- Demonstrate the endorsement of the Chancellor. Submission via campus research offices will be presumed to indicate approval of the Chancellor. For multi-campus proposals, evidence of approval of each campus research office is needed.

Creative Economy Fund Concept papers will be reviewed by the Office of the Senior Vice President for Academic Affairs, Student Affairs and International Relations, in consultation with campus research offices. Applicants who submit the strongest concept papers will be asked to submit full proposals. In some cases, where opportunities for synergy exist, applicants from two or more campuses may be encouraged to combine their concepts into a single proposal.

Guidance for Full Proposals

Full proposals should:

- Be no more than five (5) pages in length;
- Elaborate on the intellectual focus presented in the concept paper and provide a more thorough project description, including anticipated performance milestones and success measures;
- Specifically address how the project will meet the selection criteria for the fund;
- Identify and address key administrative and managerial challenges to the project;
- Provide a budget for the proposed use of funds; and

- Demonstrate the endorsement of the Chancellor. Submission via campus research offices will be presumed to indicate approval of the Chancellor. For multi-campus proposals, evidence of approval of each campus research office is needed.

Proposals will again be reviewed by the Office of the Senior Vice President, and there may be consultation with other relevant parties. The President's Office staff may need to meet or communicate with members of various proposal teams. The monthly President's Council meetings will be used to provide updates to and solicit input from the Chancellors. The Senior Vice President will make funding recommendations to the President, who will have final decision-making authority.

The goal of the President's Office is to make final decisions and awards by Friday, June 27, 2008.

Proposal Submission and For Further Information

All Creative Economy Fund concept papers and proposals should be sent via campus research offices to Professor Edmund Beard, Senior Advisor to the Senior Vice President for Academic Affairs, Student Affairs and International Relations, UMass President's Office, 225 Franklin Street, Boston, MA 02110. For additional information, Ed can be contacted at (617) 287-7127 or ebear@umassp.edu.