

PERALTA COMMUNITY COLLEGE DISTRICT
Board of Trustees Agenda Report
For the Trustee Meeting Date of December 11, 2012

ITEM #

ITEM TITLE: *Intent to Apply for the National Endowment for the Arts (NEA) Our Town Grant*

SPECIFIC BOARD ACTION REQUESTED:

Consider approval for the intend to apply for the National Endowment for the Arts (NEA) Our Town Grant

ITEM SUMMARY:

The National Endowment for the Arts will provide a limited number of grants, for creative projects that contribute toward the livability of communities and help transform them into lively, beautiful, and sustainable places with the arts at their core. The “Our Town” grant provides funds that invest in creative and innovative projects in which communities, together with their arts and design organizations and artists, seek to:

- Improve their quality of life.
- Encourage greater creative activity.
- Foster stronger community identity and a sense of place. and
- Revitalize economic development.

SOURCE OF FUNDS (AND FISCAL/BUDGETARY IMPACT): \$150,000 from NEA

BACKGROUND/ANALYSIS:

This grant aligns with College of Alameda’s (COA) strategic goals or “A-B-C’s, (Academic Excellence, Budgetary COMPETENCY & Community Collaboration). COA’s Art, Music, and Dance departments in cooperation with Alameda’s Rhythmix Cultural Center (RCW), a community-based arts organization, will develop programming relevant to the local population to include interdisciplinary art exhibits, musical concerts

and a dance performance based around the theme of "Our Town".

Since RCW and COA are physically located on opposite sides of the island, these two organizations envision the concept of "Our Town" as a literal joining of hands and intergenerational artistic adventures from East to West. The partnership will involve dance, music and art students and faculty from the College of Alameda providing a series of mentoring and outreach activities to underserved youth at the Alameda Boys and Girls Club (ABGC) and Alameda Family Services Head Start Program and Island High. COA students will gain experience working with youth through teaching a variety of arts education skills to diverse audiences.

DELIVERABLES AND SCOPE OF WORK:

Art Exhibits, Mentoring activities with ABGC and selective Alameda Unified School District Schools, Dance Performances and Musical Performances that focus on the theme "Our Town".

ANTICIPATED COMPLETION DATE: 18 month project

EVALUATION AND RECOMMENDED ACTION:

OTHER DEPARTMENTS IMPACTED BY THIS ACTION (E.G. INFORMATION TECHNOLOGY):

YES _____ NO X

COMMENTS:

WHO WILL BE PRESENTING THIS ITEM AT THE BOARD MEETING? (VICE CHANCELLOR)

(*****Board contract approval is subject to negotiation and execution by the Chancellor.)

DOCUMENT PREPARED BY:

Prepared by: Jannett N Jackson
[President, College of Alameda]

Date: 12/5/2012

DOCUMENT PRESENTED AND APPROVED BY:

Presented and approved by: Jannett N Jackson Date 12/5/2012
[President, College of Alameda]

FINANCE DEPARTMENT REVIEW

Finance review required Finance review *not* required

If Finance review is required, determination is: Approved Not Approved

If not approved, please give reason: _____

Signature: _____ Date: _____
Ron Gerhard, Chief Financial Officer

GENERAL COUNSEL (Legality and Format/adherence to Education Codes):

Legal review required Legal review *not* required

If Legal review is required, determination is: Approved Not Approved

Signature: _____ Date: _____
General Counsel

CHANCELLOR'S OFFICE APPROVAL

Approved, and Place on Agenda Not Approved, but Place on Agenda

Signature: _____ Date: _____
José Ortiz, Chancellor