# Project Description: Spartanburg Art Museum COLORS

*Author: Student D.G. in Spring 2017 section of English 371, Grant Writing*

## Goals

The goal of this program is to provide children with a safe environment to work closely with professional artists to express their imagination and provide children with the tools necessary in order to further their education in cultural vitality and assist in building social skills.

## Objectives

* Enroll 250 more students in our program during the year which we seek funding
* Increase parent involvement by 35%
* Increase student participation in the program by 25%
* Increase community involvement and raise awareness about our program by 35%
* In 2018, seek to add an additional school to the program.

## Timeline

* **Upon notice of a grant award**: The project director will conduct ways to improve the program.
* **Month 1**: The advisory board will assist the project director with new ideas, surveys, focus groups, and questionnaires.
* **Month 1 to 2**: The project director will work closely with the advisory board. The project director and advisory board and collect relevant curriculum for appropriate sources, review, and adapt to serve the needs of the program.
* **Month 2**: The project director will set a schedule for classes and ensures that space is available for all students.
* **Month 2**: The project director will set a schedule for tours, art contests, and concerts.
* **Month 2 to Month 3**: Project director, and advisory board will discuss new implementation of desired classes.
* **Month 3**: Project director and the advisory board, and staff will recruit 250 more students to join the program. All participants must fill out an application and a form related to their income.
* **Months 4 to 11**: Professional artists will teach different art skills to groups of 25 students in a class, each class meeting two evenings a week at the Chapman Cultural Center. Staff will serve refreshments before class. Project director reviews students’ work monthly to access participants’ progress.
* **Month 12**: Project director and advisory board will analyze changes in results to measure program effectiveness and project director prepares a final report to the funder.

## Methods

Spartanburg Art Museum executive director will recruit a point person at each school who has specific interest in the program.

The point person(s) of each served school will work in collaboration with the executive director to:

* Hold a short series of meetings with the executive director to share best practices, agree on the evaluation plan, and specific benchmarks
* Project director and program staff will become 100% involved in the community to build their reputation to welcome more youth.
* Host an Interested Parent Meetings and Interested Student Meetings (separately)
* Project director will analyze changes in results to measure program effectiveness.
* Discuss the seeking of the additional school with the 17 members of the board

## Evaluation

Evaluation of age groups after-school programs at Spartanburg Art Museum will offer opportunities to measure long-term outcomes. Staff will measure student’s performance by improvement in their arts by pre and post assessment measuring the quality of student’s work. Program director(s) and the executive director will assist in formulating an evaluation construct measuring academic performance (attendance, drop-out rates, grades, and interest in going to college). Resulting data will be distributed to the school administrators and district reported to other stakeholders --- including the Spartanburg Regional Foundation if this request is approved and used to continually improve the program.

To evaluate the overall effectiveness of the Spartanburg Art Museum, we will have our program director(s) use pretest and post assessments, in addition to direct observation of students in the classroom. Children’s progress in the COLORs program is evaluated based on effort made and skills achieved such as: understanding the importance of teamwork, understanding art can be expressed in multiple perspectives, and understanding the importance of creativity.

The assessment process also tracks in attitude toward art as evidenced by qualitative written storytelling from a minimum of 25 percent of program participants. In addition, instructors will administer a survey at the end of each class session every 2 weeks. The goal is to have participants answer an average of 75 percent of the survey as a helpful program. School, administrators, teachers, and parents will be sought for qualitative feedback on a scale of 1-100 percent relative to their satisfaction with the program and to influence its implementation strategies, administrative processes, and related activities.