

Course Description

Managing Cultural Organizations February 12, 13, 14th 2016

2 credits

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MEETS: Friday, February 12th (5-9); Saturday, February 13th (9-5) & Sunday, February 14th (9-5).

Sem II, E3109

This course will provide an overview of fund development strategies for cultural and heritage resources. Content will include how to research and make application to a diverse array of funding sources, including federal, state, tribal, and private funding sources. The course will also explore key elements to building collaborative partnerships and financial accountability to funding sources. Although course content will not be limited to work in the non-profit sector, the course will include aspects of non-profit development that can apply across a wide spectrum of public service work, including program development and implementation, and working with volunteer boards. Students will identify a project, research potential funders, draft a case statement, letter of inquiry, and grant application for a fictitious or real-life project.

Readings:

Required:

Hall and Howlett, *Getting Funded: The Complete Guide to Writing Grant Proposals (2003)*
Portland State university Extended Studies Continuing Education Press

Bridging Two Worlds: Developing and Maintaining a Native American Center at a Public College:
<http://nativecases.evergreen.edu/collection/cases/bridging-two-worlds.html>

Recommended:

Rosso and Tempel *Achieving Excellence in Fund Raising (2003)* Jossey-Bass

Lonetree, *Decolonizing Museums: Representing Native America in National and Tribal Museums (2012)* The University of North Carolina Press

Guyette, *Planning for Balanced Development: A Guide for Native American and Rural Communities (1996)* Clear Light Publishers

National Museum of the American Indian, *Living Homes for Cultural Expression: North American Native Perspectives in Creating Community Museums (2006)* Smithsonian

Internet sources:

<http://www.FedBizOpps.gov/>

Assignment Expectations:

Students will identify a project for funding, develop a case statement about the project, conduct research to identify potential funding sources, and draft a letter of inquiry.

Syllabus

Date	Topic	Sources
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<p>Feb 12th 5-6:30 pm: discussion 6:30 to 9 pm Presentation by Liza and research</p>	<p>Introduction</p> <ul style="list-style-type: none"> • Defining organizational mission and goals: <p>Defining mission: Mission is a statement of values, a statement of the organization's reason for being. ID's the needs and explains why the needs should be addressed</p> <p>Mission v goals v objectives: Goals: What is it you want to accomplish? Given mission, what will you do about it? Objectives: How do you intend to accomplish your goals achieving WHAT measurable objectives?</p> <ul style="list-style-type: none"> • Developing the case statement: • What is the issue to be addressed? • How do you know there is a need? • How urgent is the need compared to other issues? • Who else agrees this is a problem worth addressing? • Why should this be addressed at this point in time? • Who will benefit? Describe target audience • What special program or service of the organization can respond to it? • Why are you best suited to do this work? 	<p>Tina Kuckkahn-Miller, guest lecturer from TESC Library Services</p>
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	<ul style="list-style-type: none"> • Is it unique or are others addressing the same issue? • What geographical parameters of the project? • What benefits accrue to the contributor? • Is there evidence of community support for the proposed project? • Assignment: students will conduct on-line research to draft a case statement for their individual projects 	
Feb 13th	<p>Activity: Critique case statements</p> <ul style="list-style-type: none"> • Pre-proposal groundwork • Funding types and methods: <p>Annual Fund (may include telethons, direct mail, personal solicitation, special events)</p> <p>Capital campaign</p> <p>Endowments</p> <p>Planned giving</p> <p>Grants: project, operating, start-up or seed grant, challenge grant, capital award, Technical assistance, scholarship, or endowment</p> <p style="text-align: center;">Note re grants vs. contracts</p>	

	<ul style="list-style-type: none"> • Finding the match: Researching funding opportunities that match funder mission with project goals, contacting funders, etc. • Major components of a proposal to Foundations/Corporations <p>Letter of inquiry Personal contacts and site visits Case Statement Narrative Evaluation Budget Budget steps:</p> <ul style="list-style-type: none"> • Identify the total costs of the project • Arrange items by category, by time-frame and by anticipated source • Transfer data into format requested by funder <p>Review, submission, notification and renewal, reporting to funder</p> <p>Unfunded proposals: next steps</p> <ul style="list-style-type: none"> • Assignment: students will research a potential funder and develop a draft letter of inquiry 	Dorothea Collins, Academic Grants
Feb 14th	<ul style="list-style-type: none"> • Review letters of inquiry 	Tina Kuckkahn-Miller

	<ul style="list-style-type: none">• Organizational sustainability: Diversifying funding sources, stewarding relationships, Creating sustainable partnerships and leveraging for the future• Case Study: Evergreen Longhouse• Guest presentation: Squaxin Island Museum, Library and Research Center• Course Evaluation• Assignment: write a sample grant application and email to: kuckkaht@evergreen.edu	<p>Guest lecture: Charlene Krise, Director of the Squaxin Island Museum, Library and Research Center</p>
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