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CENDANA ARTS EDUCATION PROGRAMMES CALL FOR APPLICATIONS

ARTIST IN SCHOOL PROGRAMME (FOR ARTISTS ONLY)

OVERVIEW

Call for applications from artists for programmes for AISP	Submission Deadline	Applicants notified	Compulsory Pedagogy Training for Selected Applicants	Kickoff of AISP in schools
2 nd September 2019	2 nd October 2019	17 th October 2019	1 st – 3 rd Nov. 2019	March 2020

Introduction

CENDANA aims to help build an audience and create more demand for the arts by making the arts easily accessible and to encourage the growth of student potential through the arts, and to deepen their understanding of Malaysian arts and culture in line with its strategic pillar, “*Energising the Arts*” and building block “*Cultural and Creative Education: Creating a Creative Workforce*”.

1. What is the CENDANA’s Artist in School Programme?

The Artist in School Programme (AISP) is aimed at elevating Arts Education amongst Public Primary School students to allow for the appreciation of Malaysia’s Arts and Culture. The programme is a CENDANA initiative in collaboration with the Ministry of Education (MOE). It seeks to equip students with the understanding of concepts and techniques of art forms, ability to analyse art forms and conceive how artwork is formed, enhance creative thinking skills as well as evaluation skills. It hopes to build confidence in students in articulating effectively in expressing themselves either through music, dance or visual arts.

The programme is ideally planned as a ten (10) hour Arts course to be scheduled up to a three (3) month period. The programme will be conducted by selected Malaysian artists. The ten (10) hour course should be based on CENDANA’s focused sectors. These sectors are defined as follows:

Performing arts	Visual arts	Independent music
<ul style="list-style-type: none"> • Traditional and contemporary arts that may include: <ul style="list-style-type: none"> i. theatre ii. dance 	<ul style="list-style-type: none"> • Ceramics • Drawings • Paintings • Sculptures • Printmaking 	<ul style="list-style-type: none"> • Music produced independently - not by any major commercial record labels or their subsidiaries

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iii. music (e.g. choir, percussion, ensembles etc.)	<ul style="list-style-type: none"> • Design • Photography • Installation art • Multimedia art 	
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Scheduling of the hours will be done by the selected schools so it is in sync with their individual school calendars and does not disrupt the formal curriculum hours.

The Programme is aimed at students from Primary standard three (3) to standard six (6) only i.e. nine (9) to twelve (12) year olds and as a start is targeted at public primary schools in the **Klang Valley and Sabah**.

2. What is the aim of CENDANA's Artist in School Programme?

- Nurture a vibrant and active Arts Education in the respective schools.
- Grow and strengthen the knowledge base and understanding of the various Art forms in line with the current prevailing formal curriculum at the respective schools.
- Early intervention through immersion in the various art forms namely, Performing Arts, Independent Music and Visual Arts, to pave the way for the development of interest and appreciation of the Arts.
- Provide exposure to the prevailing cultural and arts landscape and practices.
- Develop and strengthen the growth of student potential through the arts, and contribute to the sustainability of the sector.

3. What does CENDANA's Artist in School Programme support?

The CENDANA Artist in School programme provides the following support;

- Twenty four (24) hours / three (3) days training course for Malaysian Arts Professionals on the relevant pedagogy on the teaching of the Arts to young learners.
- Funding up to a maximum of RM8,000 per school to carry out the curated art courses by artists as per the school's choice.
- The funding can be utilised by schools for up to three (3) art programmes.
- Facilitating the arrangements with the Artist and the selected school(s).
- Collating feedback from the schools and the Artists on the impact of the programme.

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4. What is the level of funding for CENDANA's Artist in School Programme?

- Funding for the Artist in School curated programmes up to RM8,000 per school.
- The funding can be utilised for up to three (3) programmes.

5. Who can apply for CENDANA's Artist in School Programme?

Artist(s) who:

- Are either a Malaysian Citizen or Permanent Resident;
- Anybody critical in the development of performing arts, visual arts and independent music. This may include but not limited to artists, choreographers, composers, dancers, directors, producers, musicians and writers.
- Applications can be made by individuals or groups collectively. However, the lead applicant must assume full administrative responsibility as well as be involved in the whole process.
- Are based in Klang Valley or Sabah and of which their core work is conducted within Klang Valley or Sabah;
- Possess a wide knowledge of the art form specifically in CENDANA's key sectors; Performance Arts, Visual Arts and Independent Music. This can be illustrated by a good track record of a minimum of three (3) years or experience in having conducted such programmes or have undergone training with an established training provider in teaching young students in the specified art forms above.

6. Who is not eligible to apply for CENDANA's Artist in School Programme?

Artists who:

- Are not willing to commit to undergoing the three (3) days pedagogy training for the programme;
- Are not able to commit to carrying out the ten (10) hours Art course in schools;
- Do not have a clearly defined proposed arts course for the targeted age group;
- Proposes an arts course that does not fall under the types of artforms/ sectors of CENDANA's mandate;
- Proposes an art course that goes against the values of the National Education policy/curriculum;
- Propose art courses that have elements of fundraising purposes.

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7. When can you apply for CENDANA's Artist in School Programme?

There will only be one (1) call for application on a yearly basis.

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8. How can you apply for CENDANA's Artist in School Programme?

Submissions must be conducted via CENDANA's Online Grant Management System on www.cendana.com.my by **2nd October 2019**. Any applications submitted after this date will not be considered.

All submissions must be accompanied with the applicant

- certifying that all **submissions are true and accurate**;
- **agreeing to the provided terms and conditions** of the Arts Education Programme (s) including Acknowledgement and Disclaimer and Duties to Keep Confidentiality and Indemnity.
- CENDANA reserves the right to revoke any applications and/ or change any terms and conditions at any time without prior notice. Please note that all decisions are final.

9. Who can you contact if you have questions?

If you have any questions, or wish to discuss your application in detail, please email artedu.cendana@gmail.com .

10. What happens after you submit an application?

- Once the application deadline closes, all applications will be vetted against the eligibility criterias specified in no. 5 and that all relevant supporting documents have been submitted.
- Applications that meet all requirements will then be reviewed by CENDANA's **Industry Advisory Panel (IAP)** comprising of industry advisors, experts and practitioners, determined by a weighted scoring system against the published assessment criteria.

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- All applications submitted to CENDANA will be treated in the strictest of confidence.

11. How will your application be assessed?

Assessment of the application by schools to participate in the programme will be guided by the following criteria:

A. Suitability of the Artists based on the criteria specified in No. 5 above.

B. Artistic and Educational Merit of the Proposed Programme

The proposed programme for the school(s) should:

- Demonstrate value to the school;
- Provide a recommended duration of ten (10) contact hours for the same group/ cohort of students;
- Actively involve school teacher (s), where relevant as co-educator(s).

C. Resource Management and Project Sustainability

The proposed programme for the school(s) should:

- Have a clear budget breakdown, with a cost-effective expenditure for a ten (10) hour course;
- Articulate how the programme may contribute to the school's mid-term and/ or long-term arts development plans.

D. Presentation

The proposed programme for the school/ (s) should:

- Have a presentation or showcase component as a culmination of the Artist in School Programme.

E. Curriculum Development

The proposed programme for the school (s) should:

- a. Articulate how the programme may contribute towards customised content that can complement the school's existing curriculum;
- b. Indicate potential training or transfer of knowledge for school teacher (s) as well as co-teaching/ development of content by artist (s) and teacher (s).

12. How will you receive funding?

- Depending on the proposed budget and the approved funding quantum, the funding will be disbursed in two (2) instalments across a six (6)-month period, subject to the monitoring process and reporting requirements during the period of the programme.

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- The funds will be credited into the successful applicant's recognised bank account or provided in the form of a cheque.
- Successful applicants will be required to be present physically at a one-on-one meeting with the CENDANA team to go through the funding process and agreement.
- Structure of the CENDANA Artist in School programme disbursement is determined as follows:
 - A mobilisation of forty percent (40%) of the approved amount will be given up-front upon execution of the Funding Agreement for the Successful Applicant to kick-start the project.
 - Subsequent disbursements will be done in a second (2nd) tranche of sixty percent (60%) upon submission of the following deliverables;
 - i. Final Post Mortem Report;
 - ii. CENDANA Monitoring Survey;
 - iii. Final Statement of accounts – proof of expenditure (receipts, invoices, payment vouchers, etc);
 - iv. Other form of validation – supplementary materials of activity such as videos, photos and collaterals created (if applicable);
 - v. Satisfactory response to any queries or requests for further particulars and information in a format requested by CENDANA.

13. A note on funding guidelines

While we promote and develop the arts for the future of Malaysia, as an agency disbursing public funds in line with Government policies, CENDANA has to prioritise funding to applications which **do not**:

- Denigrate or debase a person, group or class of individuals on the basis of race or religion, or serve to create conflict or misunderstanding in our multicultural and multi-religious society; and
- Threaten the nation's security or stability.

14. What happens after your applications are assessed?

Successful Applications

Successful applications will receive an official email notification from CENDANA. Selected schools will be notified via email confirmation no later than **17th October 2019**.

Unsuccessful Applications

Unsuccessful applications will receive an official email within the same notification period.

Appeals

CENDANA will not entertain any appeals. All decisions are final.

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15. What is expected from successful applicants?

The Successful Applicant should;

- Be prepared to undergo a twenty four (24) hours/ three (3) day course on the relevant pedagogy in the teaching of the Arts, classroom management techniques as well as assessment techniques to gauge students' performance;
- Commit time for pedagogical training, execution of the arts programme and post event follow-ups with schools;
- Provide a curated course content relevant to their core expertise either in Independent Music, Performance Arts or Visual Arts consistent with the learning outcomes of the Arts curriculum for standard three (3) up to standard six (6);
- Deliver the curated course as outlined in the application upon completion of the three (3) day pedagogy course starting from March 2020 onwards;
- Signify agreement to be part of the Artist Trainer Directory for CENDANA's Artist in School Programme for a minimum of three (3) years;
- Indicate willingness to provide critical feedback and overall review for the programme's enhancement.

16. What is required after the programme is completed?

The Successful Applicant should:

- Have a presentation or showcase component upon the culmination of the Artist in School Programme;
- Facilitate the connection between members from the Arts Community with Art teachers in the school for further knowledge sharing sessions and collaborations;
- To complete CENDANA's Economic Monitoring Survey Form;
- Final post mortem report on the programme;
- Submit any other form of validation – supplementary materials of activity such as videos, photos and collaterals created (if applicable) and
- To ensure all payment vouchers, invoices and receipts for the programme are kept as proof of payment to be submitted to CENDANA within twenty one (21) days after the programme.

NO LIABILITY

CENDANA disclaims any and all liabilities for any special, direct, indirect, consequential, or incidental damages, or any damages whatsoever arising out of or in connection with CENDANA's Artist in School Programme.

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DISCLAIMER

- CENDANA reserves the right to observe and document findings from the observation as well as take photographs and videos of the Arts course whilst in progress.
- Photographs and videos will be used for promotional and evaluation purposes only for the CENDANA Artist in School Programme.
- All due diligence will be made to clear this with the School's Administration as well as with MOE prior to this.
- School's may be required to provide additional information whenever needed in particular during impact evaluation of the CENDANA Artist in School sessions upon completion of the programme period.

ABOUT CENDANA

CENDANA (Cultural Economy Development Agency) was officially launched on 6 September 2017 to shape a vibrant, sustainable and ambitious cultural economy for Malaysia, further raising the profile of Malaysian arts and culture to help form the identity of Malaysia as an arts destination and strategically place Malaysia on the global stage. It is supported by the Malaysian Government through MyCreative Ventures Sdn. Bhd. (a wholly owned company of Minister of Finance Incorporated) and reports to Ministry of Communications and Multimedia. For more information, log on to www.cendana.com.my.

Acknowledgement

National Arts Council Singapore (NAC)