



Folk & Traditional Arts Apprenticeship Program Guidelines

Fiscal Year 2022 (FY22)

Application Deadline: March 11, 2021

This program is supported with funding from the National Endowment for the Arts



The Arts Board's Folk Arts staff is available to provide grant proposal assistance throughout the year.
Call or email Kaitlyn Berle, (608) 266-8106 / kaitlyn.berle@wisconsin.gov

Purpose:

Folk Arts Apprenticeships are designed to strengthen and encourage the continuity of our state's diverse cultural traditions. The program supports the direct passage of knowledge and skills embedded in traditional art forms. The Wisconsin Arts Board provides awards to enable respected master traditional artists to teach their skills to committed and talented apprentices.

Art Forms:

Apprenticeships must involve art forms that are rooted in a community where they have value and a traditional place. Any folk or traditional art forms - from basketry to old time music, from beadwork and embroidery to ethnic dance and singing, from instrument building to traditional foodways - as carried on by members of Wisconsin's various cultural groups, are eligible. These cultural groups are communities that emerge from shared ethnicity, language, religion, occupation, recreational pursuit, or geographic region. Traditional arts are often carried with immigrant and migrant communities as they establish themselves in new homes. Priority will be given to instruction in art forms that are in danger of being lost or that help to preserve an endangered language.

Master Artists:

Master Artists should be recognized as exemplary practitioners of their art form within their cultural community - held in high regard by their peers for their skill, knowledge, and community-based practice. Their mastery of the art form should have developed within a traditional context, which can include learning from an elder, through observation of peers, or by self-instruction. Master artists will work as instructing artists in the apprenticeship. Prior teaching experience is not required but is an asset. **First time applicants** must have a conversation with Arts Board staff about their application before submitting. Returning applicants are not eligible to apply if they have received an apprenticeship award for three consecutive years; they may reapply after waiting one year.

Apprentices:

Apprentices should have some experience in the proposed art or a related art form, display motivation to learn deeply about the art, and care about it continuing in the community. The instructing artist should have confidence and see potential in the apprentice. Preference will be given to apprentices who are from the same cultural community as the instructing artist. WAB recognizes that the standard one-on-one master-apprentice partnership might not fit the framework of some traditional art forms. If the nature of the art form allows, more than one apprentice may work with the same master artist at one time. Please contact Folk and Traditional Arts staff with any questions regarding alternative models.

If the apprentice has been part of a prior award with the master artist, explain why the team needs another year of working together. Apprentices cannot be immediate family members under the age of 18 or living in the same household as the master artist. If an apprentice is a family member and there have been special circumstances that affected cultural transmission from occurring naturally (adult child living somewhere else; family of divorce; child raised in

foster care, etc.), please explain the situation. Other apprentices who are minors must have their parent's or guardian's written permission to be a part of the program.

Both the Master Artist and Apprentice(s) must be Wisconsin residents.

Note: If, during the course of the apprenticeship, the master artist and apprentice agree to end the apprenticeship and the master artist wishes to involve other artists, the master artist must contact the Wisconsin Arts Board for approval before doing so.

Award:

The master artist is the applicant and awardee. Folk Arts Apprenticeship awards are \$3,500, the majority of which typically goes to support the instructing artist's time. Remaining funds may be used for supplies, materials, or travel. The award is made in two payments to the master artist: an initial \$2,500 followed by the remaining funds when the final report is submitted to and accepted by the Arts Board. \$3,500 is the maximum award possible. Often there are more requests than funds available. It may not be possible to fund all of the deserving applicants in a particular year or to fund all awards at the maximum amount.

Payments can be made to a fiscal receiver on behalf of the master artist. If the master artist works closely with a local non-profit agency, they may wish to work through that agency for the apprenticeship. Please contact WAB staff if you prefer to work with a fiscal receiver.

Funds awarded through this program may be taxable as income to the master artist. If this is a concern, please ask a tax professional or the Internal Revenue Service about how receipt of this award may affect your tax situation.

Apprenticeships:

Priority is given to apprenticeships that will help ensure the continuation of a traditional art form in a community where it has value and a traditional place. Successful apprenticeships very often are based upon close and frequent personal contact; responses to the questions in the 'Work Plan' section of your application should reflect this. The apprenticeship requires the master artist and apprentice to do a **public presentation** in their community at the end of the working year. Include ideas for a final presentation in this section. The presentation should be appropriate to your art, such as a small exhibit, a performance, or a workshop/demonstration in a local community setting.

During the apprenticeship, an Arts Board folklorist will arrange a visit to meet the artists, observe the instruction, record an interview with the master artist, and document the apprenticeship with photographs. The master artist and apprentice also will be asked to document the apprenticeship through photos, an [activity log](#), or other means.

Assistance:

The Folk and Traditional Arts staff at the Arts Board is available to answer questions and assist with the application. Staff can explain and clarify guidelines and eligibility requirements, discuss

criteria and definitions, and review draft applications. Discussions with the staff do not influence funding decisions. In addition, applicants can consult with someone supportive in their community to help write the application. Apprentices may write the application for the master artist.

Application Calendar:

Friday, February 26, 2021 (First time applicants only)	Notify the Arts Board of intent to apply. Notification can be in the form of an email (kaitlyn.berle@wisconsin.gov) or phone call (608-266-8106). Include a brief description of the intended apprenticeship.
Thursday, March 11, 2021	Application and postmark (if applicable) deadline
April 23, 2021	Review panel convenes virtually to review applications
May 2021	Wisconsin Arts Board meets to make grant determinations
Mid May - June 2021	Arts Board makes grant award announcements. Contracts are available via SmartSimple.
After July 1, 2021	Upon receipt of signed contracts, payment of 1 st portion of award <i>Please note: The Arts Board cannot guarantee an exact timeframe for payment. It is possible that grant checks may not be sent until late Fall, depending on State Legislative and Administrative action.</i>
June 30, 2022	Final report deadline - Upon acceptance of the final report by WAB, payment of 2nd and final portion of award

To Apply:

Applicants must complete the Folk Arts Apprenticeship application form and submit it electronically by Thursday, March 11 to the Wisconsin Arts Board. **If you are unable to complete an electronic form, please contact the Arts Board to make alternative arrangements.**

- Access WAB’s Online Application System (<http://wab.smartsimple.com/>)
- Applicants who have not applied using the new online grant system before must:
 - Click the **‘Register’** button under the log-in section. Select ‘An Individual,’ complete the registration and click ‘Submit.’
 - User and log-in information will be emailed to the address provided within your registration.
- Log-in and click ‘Funding Opportunities,’ select the ‘Apply Now’ button under Folk Arts Apprenticeship Program.
- Complete the application form, clicking ‘Save Draft’ at the end of each page.

- When finished, click 'Submit.' *Reminder: Submission deadline is **March 11, 2021**.*
- You will receive a confirmation email once your submission has been accepted.

Complete the Application Form:

Before completing the application, the instructing artist and apprentice must talk through their ideas for the apprenticeship and arrive at a clear shared understanding of what is to take place and why. The application form may serve to guide your discussion.

The application will ask questions about the master artist, the apprentice(s), the art form, its connection to a cultural community, and the work plan. You will also be asked about your ideas for a final public presentation of the art created during the apprenticeship, a requirement of the program.

The Application form is divided into **7 tabs**:

Applicant

Complete the applicant information fields and select the number of apprentices that will be working with you. Click 'Save Draft' and select the Project Details tab.

Project Details

When discussing the art form, give enough detailed information on the type of traditional folk art, its roots, and its importance in the cultural community. Consider discussing the art form's history, evolution and current state of practice. Assume that the reader knows little about the art form.

Apprenticeship start and end dates must be between July 1, 2021 and May 30, 2022.

Master Artist

Describe your work in this art form, your apprentice(s), and your work plan. All answers by both master artist and apprentice should provide enough information so that the review panel will understand their respective experience with the art form and their relationships with the cultural community and each other.

As of this year, applicants have the option to submit their responses to this section of the application via video or audio recording. Please contact Kaitlyn Berle before March 4, 2021 if you are interested in this submission method.

Apprentice(s)

If you'd like to send your apprentice these questions in advance, scroll down to 'To be completed by Apprentice 1' and click the "Open Apprentice 1 Questions" box. This will generate a downloadable/printable version of the Apprentice questions.

Budget Estimate

You will be asked to provide a budget. Figure the costs of the apprenticeship so that the total comes to **\$3,500**. The largest single item should be the fee paid to the master artist for their knowledge, time and teaching. (Consider using a minimum of \$30/hour as the master artist's fee in the application budget.) Estimate costs of materials and supplies. If using a personal vehicle for travel, enter the number of trips and the average mileage of each trip. After clicking 'Save Draft' the form will automatically calculate the cost of mileage at 51 cents per mile and this figure will appear under "Mileage Expense." If traveling in other ways, use the "Other Travel Expenses" option. After hitting 'Save Draft,' the application form will automatically total the budget, **which should equal \$3,500**.

Work Samples

Along with the application, **you will need to submit work samples from the master artist and each apprentice**. This is supporting material that gives evidence of the master artist's and apprentice's skills and shows the artistic quality of the proposed apprenticeship.

For Craft and Material Artists:

- 5-10 images from Master
- 5-10 images from Apprentice

For Performing Artists (musicians, dancers, storytellers, etc.):

- Up to 2 audio or video samples from Master Artist (dancers must submit video).
- Up to 2 audio or video samples from each Apprentice (dancers must submit video)

Follow the instructions provided in the application form to upload work samples. After uploading work sample images/audio/video, click '**Edit Metadata**' to add the title, year, and a brief description for each document. Be sure to include this information.

If the work sample is physical, send a copy of the work, not an original. Mailed work samples will not be returned to applicants. Mail to: Wisconsin Arts Board, PO Box 8690, Madison, WI 53708 by Thursday, March 11, 2021.

Certification

All individuals involved in the apprenticeship must certify that representations made in the application are true and complete to the best of their knowledge, and that the work samples submitted accurately represents their own work. **Master Artists should use the 'Signature' box to submit an electronic signature**. Each apprentice should complete the certification field. If any apprentice is younger than 18, the apprentice's parent or guardian must add their name to the certification field as well. If a fiscal receiver is involved, an authorized agent of that agency must sign.

To Submit:

To submit a completed application, click the '**Submit**' button at the end of the application form. That will send an electronic version of your application – along with any work samples you

uploaded – to the Arts Board. After submitting electronically, an email with a PDF version of your completed application will go to the email address provided within your registration. **No hardcopy material is required.**

Evaluation Criteria:

A folk arts review panel will convene virtually on April 23, 2021 to evaluate the applications and make funding recommendations. All panel meetings are open to silent observers. The panel's recommendations will be reviewed by the Wisconsin Arts Board at its May meeting. WAB staff will notify applicants as to how their application fared following the board meeting.

Applications to the Folk Arts Apprenticeship Program will be evaluated on the following criteria:

1. Traditionality of the art form (20 max. points)
2. Urgency* (5 max. points)
3. Artistic quality of the instructing artist's work (25 max. points)
4. Demonstrated commitment and skill of the apprentice(s) (15 max points)
5. Shared membership of the instructing artist and apprentice in a cultural community (10 max. points)
6. Feasibility of the proposed work plan (25 max. points)

*Priority is given to apprenticeships that will help ensure the continuation of traditional art forms that are in danger of being lost or that help to preserve an endangered language.

Application Tips:

- The application requires information from both the master artist and the apprentice(s). Whoever fills out the form should get this information from the other parties first.
- Click 'Save Draft' at the end of each page. The questions marked with a **red asterisk *** are required. If you skip any, you will be prompted to complete them before you are able to submit.
- If it is not possible for you to work with the online form, you may request a printed copy by contacting the Arts Board.

Definitions:

Community - Communities can be geographic places or groups with shared ethnicity, language, religion, occupation, recreational pursuits, regional affinities, or affinities around a traditional practice.

Fiscal Receiver - An artist who works closely with a community agency may wish to have that agency serve as a fiscal receiver for the award. An incorporated, nonprofit, tax-exempt organization that provides administrative and financial services to the instructing artist for the apprenticeship is a fiscal receiver. A fiscal receiver agrees to receive, record, and disburse the grant monies to the instructing artist within two weeks after receipt of the grant monies from the Wisconsin Arts Board and agrees to refrain from making or imposing artistic or programmatic decisions on the apprenticeship.

Folk and Traditional Arts - These are artistic practices that express a shared aesthetic, heritage, or tradition of a community. The art form might be folk, traditional, or classically ethnic. It will have endured through several generations with creative innovations by skilled masters throughout its history. It may have been revived after a cultural break due to the efforts of a committed artist.