



2024-25 FACULTY AND STAFF GRANT PROGRAM APPLICATION

Name of Project/Program: _____ Date: _____

Applicant's Name: _____

GCC Position: _____ Department: _____

E-mail: _____ Phone _____

Please check which category best describes your project:

- Arts & Culture, Athletics & Fitness, Career & Work Training, College Operations & Facilities, Humanities/Social Sciences, Science & Technology, Other

Amount requested: \$ _____

Please attach a one- to two-page typed request that provides a comprehensive summary of your project/program and establishes the need. Please include the following:

- What do you propose to do? Who will be involved in the project/program? What are the benefits of this project/program to the students, college, and the community? How does this project/program support the College's Institutional Strategic Plan? Timeline for the project/program. How do you propose to use the funds requested? Please include specific budget information. Please list any other sources of funding you have applied for and include dollar amounts if already awarded. How will the Foundation's support be recognized? How do you plan to evaluate this project's success? If your project/program is successful, how will it inform your practice moving forward?

Please email this completed and signed form along with your proposal to zjacobs@glendale.edu

Submission Deadline – Thursday, May 30, 2024 by 5:00 PM PST

Signature box containing: Your signature indicates approval of this request to the Glendale College Foundation, Applicant's signature, Chair or Department Head Signature, Print name of Chair or Department Head

Grant Review Committee comments and/or recommendations:

This grant was denied/approved on _____ The amount awarded is \$ _____

What do you propose to do?

The proposal is two-fold:

- To implement a three-year supplementary ticketing pricing strategy aimed to foster an increase in diverse audience for arts events, resulting in community engagement.
- Bring Guest Artist Lisa Wolpe's performance, "Shakespeare and the Alchemy of Gender," to Glendale College during the 2025/26 season, enriching our campus community with a transformative exploration of Shakespearean drama and gender identity.

Who will be involved in the project/program?

This project would include the marketing and communications team, department faculty, staff, and division leadership. The various beneficiaries of this project would include students, faculty and staff, local community members, and guest artists. Primarily, the main benefit would be for the students due to access to arts events through free or reduced ticketing prices while offering cultural enrichment and community engagement. The performance (with low stakes) would be a “season offering” that would yield visibility and bring community members on campus.

What are the benefits of this project/program to the students, college, and the community?

Free play tickets for students at colleges provide access to cultural enrichment and community engagement. By removing financial barriers, students from diverse backgrounds can participate in theatrical experiences on campus, fostering empathy, creativity, and critical thinking

Supporting free play tickets demonstrates a commitment to equity and inclusivity, ensuring that all students have the opportunity to explore and enjoy the transformative power of live theater, regardless of their financial circumstances.

An example of cultural programming aimed at diversity is Lisa Wolpe's "Shakespeare and the Alchemy of Gender" delves into the intersection of Shakespearean drama and gender identity. As an actress and director, Wolpe brings a unique perspective to Shakespeare's works, exploring how performance can challenge and reshape traditional gender roles. Through insightful analysis and personal anecdotes, Wolpe examines how Shakespeare's plays offer opportunities for fluidity and subversion within gender constructs. She explores characters such as Hamlet, Juliet, and Lady Macbeth, demonstrating how their portrayal can transcend binary understandings of gender. Ultimately, Wolpe's work highlights the transformative potential of theater in reimagining gender norms and fostering inclusivity on stage and beyond.

The aim of the grant funding for cultural programming of a solo performance or performance group can vary. Wolpe’s offering is one example of this and would be used as a stepping off point for future programming of diverse theatrical offerings on campus.

How does this project/program support the College’s Institutional Strategic Plan?

This project/program supports the college’s ISP in the following ways:

Goal A – Promote and Protect Anti-Racism, Diversity, Equity, Inclusion, and Accessibility Throughout the District

- A.1 – De-center colonial Narratives within curriculum and environment
- A.2 – Student group needs ensuring college climate and infrastructure is inclusive, nurturing, informed, accessible and affirming

Goal D – Help Students Stay on Pathways

- D.2 – Improve student engagement through increased support for student life on campuses (e.g. student clubs and campus events, as well as other collaborative efforts and activities)
- D.6 Lower costs associated with being a student (OER)

Timeline for the project/program:

Lisa Wolpe’s *Alchemy of Gender* would be a part of the 2025/26 Season; The free play tickets for students program will be an ongoing basis, 3-year plan/trial.

How do you propose to use the funds requested?

To pay for performance of diverse artist programming for 1 night \$5000 artist fee
To supplement student costs to see plays for classes and community at large \$10,000/year for 3 years.

Please include specific budget information.

Current ticketing ranges from FREE to \$10. 4 Plays per year/season offerings. These plays are tied to rehearsal and performance courses, but the audiences are in Theatre courses and campus at large. The costs for materials (props, costumes, and student engagement) are drawn from box office funds. Student learning outcomes for performance in front of an audience for Theatre are a necessary component for learning. The department is seeking fewer financial barriers for audiences and increase in attendance.

Each play would be supplemented at 50 seat per night x 8 performances = 400 seats per show x 4 shows = 1600 seats at \$10/ticket average. Total ask \$16000 per year; Lisa Wolpe quote for performance is \$5000.

Please list any other sources of funding you have applied for and include dollar amounts if already awarded.

ASGCC awards \$1600 per year, utilized for the Kennedy Center American College Theatre Festival entry fees for students participating for career learning and advancement.

Other budget line items for costumes, properties, and student engagement come out of box office funding into an ASGCC student club account so students do not have to pay for their own materials. This varies and is often reduced each year.

How will the Foundation’s support be recognized?

Each performance program and curtain speech prior to performances. Written and print materials.

How do you plan to evaluate this project's success?

The box office and audience counts tracked by the department through ticketing will show how many students would receive this benefit. An increase in community involvement will also be tracked by audience ticketing.

If your project/program is successful, how will it inform your practice moving forward?

As the economy grows, donations for such a program are anticipated to grow. Through offering quality programming, the draw for arts and culture on campus will improve.

Overall, the grant will serve as a valuable learning experience that will inform and shape our practice in arts programming, audience engagement, financial management, and diversity and inclusion moving forward. It will help us identify best practices, address challenges, and capitalize on opportunities to create accessible arts community events for all.