

1. Humanities mission and record of contribution – Since its founding in 1909, The Newark Museum of Art (TNMOA) has sought to be “a leader in connecting objects and ideas to the needs and wishes of its constituencies.” This commitment to engaging audiences with learning that is relevant to their lives and interests is reflected in TNMOA’s updated mission statement, which reads: *We welcome everyone with inclusive experiences that spark curiosity and foster community.* The largest art and education museum in New Jersey, TNMOA serves over 375,000 people on-site, off-site and online each year. The Museum has built a reputation as a national leader in museum-based education by providing audiences with compelling exhibitions, scholarly publications, an art reference library, and innovative public and school programming. TNMOA’s robust program offerings include lectures, symposia, film festivals, gallery tours, family-focused community days with multicultural and STEM-related themes; curriculum-aligned programs for Pre-K through 12th grade students, professional development training for educators, and a nationally-recognized youth development program. In all of its activities, TNMOA seeks to engage the community in the exploration of its renowned global art collections that reflect different cultural traditions, to foster lifelong learning and creativity, and to stimulate greater public understanding and enjoyment of the arts, sciences, and humanities.

Several NEH-funded projects undertaken by TNMOA have supported the humanities for the benefit of both the cultural sector and the general public in the New Jersey/New York region. Two significant examples were the renovation and expansion of TNMOA’s African art galleries along with related research, a major scholarly publication and programming, and the *Picturing America Education Initiative* that utilized the NEH’s *Picturing America* curriculum. Recently, with support from the New Jersey Council for the Humanities, TNMOA presented a suite of public programs, including a lecture series and a family festival, that celebrated Native American art, culture and history in connection with the groundbreaking reinstallation of its Native American art galleries in 2016. In 2019, TNMOA presented a panel discussion on feminism’s influence in creative fields, titled *FeminISMS: Art, Comedy, Womanhood*. This innovative program was tied to the exhibition *Wendy Red Star: A Scratch on the Earth*, which explored the intersection of Native American culture and colonialist structures and policies. TNMOA also presented several public programs about Japanese Buddhist art, culture, and religious beliefs and practices in connection to the 2019 exhibition *Beyond Zen: Japanese Buddhism Revealed*.

2. Proposed activities and audience – TNMOA requests support for a project to enhance its capacity to develop and present virtual public programming for diverse audiences that includes humanities subjects and activities. These digital programs will take place across the Museum’s various online platforms, including its website, which will undergo a concurrent redesign process over the coming months (which is being funded separately) to improve the delivery of digital content. This initiative will involve: i) digital program content development; ii) planning to support the website redesign; ii) staff training on effective digital engagement strategies; and iii) the implementation of a variety of digital programs and activities aimed at school, family, youth and adult audiences across the country and indeed the world.

Since it was forced to close its doors on March 14th as a result of the Covid-19 pandemic, TNMOA has been unable to offer any in-person programming. Almost immediately following the shutdown, however, the Museum started developing an extensive menu of live and pre-recorded, virtual learning experiences, collectively known as [#NMOAatHome](#), that have allowed it to continue to fulfill its mission by engaging audiences of all ages and backgrounds. Several of these ongoing [#NMOAatHome](#) virtual programs feature humanities-related themes and activities, including *Lunch & Learn* discussions with curators, scholars and artists, and a *Virtual Book Club*. Other programs being planned with humanities-related content include on-line training for educators, virtual school field trips, virtual *Community Days*, and a *Museum Crawl* program that will feature discussions with curators from museums around the world.

Through this grant, TNMOA seeks to retain critical staff so that it can increase its digital engagement capacity and respond to the growing public demand for virtual museum programming, which is likely to persist well beyond the duration of the pandemic.

3. Jobs and Personnel – NEH CARES Act funding will enable TNMOA to retain a total of 11 current employees through the end of the December 2020. The immediate and long-term effects of the pandemic – including social distancing rules, business and school closures, as well as public reluctance to congregate in group settings – will continue to impact how these staff members perform their essential tasks for many more months if not years. Curatorial, Registrar and Learning & Engagement staff have had to adapt to the evolving situation and develop new ways for audiences to connect with the Museum’s collections and learning resources from the safety of their homes. The Project Team will consist of the following staff members:

- **Silvia Filippini-Fantoni, PhD**, Deputy Director of Learning & Engagement. Dr. Filippini-Fantoni will serve as the Project Director, and will oversee the website planning process, staff training, and digital content development led by Learning & Engagement staff.
- **Catherine Evans**, Deputy Director of Collections & Curatorial Strategies. Evans will work in collaboration with Learning & Engagement and the American Art Curator to develop a series of art history-related digital programs and host digital sessions.
- **Tricia Laughlin Bloom, PhD**, Curator, American Art. Dr. Bloom will develop art history-related digital programming, and take part in other content development, focusing on exhibitions and the collections.
- **Shirley Thomas**, Senior Director of Education. Thomas will oversee the development of digital content for public, school and educator programming.
- **Sarah Schettig**, Manager of School Programs. Schettig will lead the development of digital content for schools and educators, as well as staff training.
- **Jessica Nunez**, Manager, Youth Programs. Nunez will focus on developing and presenting digital experiences for teens and members of the Explorers Program, TNMOA’s youth development initiative. She will also assist with staff development training.
- **Andrea Ko**, Associate Registrar, Rights and Reproductions. Ko will be responsible for clearing image and music rights for all digital programs and the new website.

- **Heidi Warbasse**, Database Administrator. Warbasse will assist with the integration of collections management software into the website, and work to expand staff and public access to collection images.
- **Alyce Petracca, France Garrido & Kirsten Mayer**, Museum Educators. These three experienced TNMOA Museum Educators will present digital programming developed as part of this project, including virtual field trips, virtual camps, and school programs.

In addition, the Museum plans to engage videography consultants, who have not yet been identified, to record videos for digital programming. TNMOA also plans to use grant funds to provide honoraria to scholars and presenters who participate in humanities-related digital programs produced during the grant period.

4. Institutional capacity – The Museum’s senior leadership and Board of Trustees have been working together since early March to ensure that TNMOA will be well positioned to rebound from the Covid-19 crisis. Like arts and culture organizations across the country, TNMOA faces sizable losses of both earned and contributed income as a result of having to close its doors. Revenue was down 22% at the end of April, and is expected to continue to drop as the year progresses. By securing a loan through the Small Business Administration’s Paycheck Protection Program, TNMOA is able to pay its full-time and part-time employees until June 18th, after which the Museum will institute a combination of furloughs, lay-offs across the entire staff that will reduce its workforce of 206 employees by 35-40%, as well as a 20% pay reduction for its leadership team. This workforce reduction, along with steps the Museum has taken to control and reduce spending, which includes such measures as eliminating travel and discretionary spending, scaling back program expenses, and temporarily freezing new hiring, will ensure the Museum remains financially viable through the end of the calendar year. NEH funding will help retain key humanities-based positions necessary for TNMOA to be able to continue its mission of artistic and educational service for diverse audiences. While TNMOA faces significant challenges as a result of the shutdown, it has continued to operate effectively with many staff members working remotely. As a result, the Museum is confident that it will be able to administer an award of federal emergency funds in compliance with relevant regulations. TNMOA’s annual total operating costs for each of the three most recently completed years, based on audited financial statements, are as follows: 2017 - \$14,664,435; 2018 - \$14,017,203; 2019 - \$14,980,402.

By enhancing TNMOA’s capacity to engage its audiences through digital programming, and allowing it to respond to the growing demand for virtual museum programming, the proposed project activities will contribute to the Museum’s long-term viability. Unless TNMOA can keep its audiences engaged, they will be unlikely to return and support the Museum once the stay-at-home orders and other restrictions end. TNMOA’s *Virtual Community Day: Celebrating Earth*, which we believe was the first full-day, online event for family and adult audiences that was presented by a museum in the country since the start of the pandemic, was a tremendous success that drew nearly 3,000 participants on Facebook Live and Zoom on April 18th. Based on the enthusiastic public response to its *#NMOAatHome* virtual programs, the Museum believes that it must continue to expand and improve its digital offerings.

RESEARCH & RELATED BUDGET - Budget Period 1

GA-274134-20
Budget

OMB Number: 4040-0001
Expiration Date: 12/31/2022

ORGANIZATIONAL DUNS: (b) (4)

Enter name of Organization: The Newark Museum Association

Budget Type: Project Subaward/Consortium

Budget Period: 1 Start Date: 06/19/2020 End Date: 12/31/2020

A. Senior/Key Person

Prefix	First	Middle	Last	Suffix	Base Salary (\$)	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)
						Cal.	Acad.	Sum.			
Dr.	Silvia		Filippini-Fantoni	Ph.D.	(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Project Director											
Ms.	Catherine		Evans		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Curatorial & Registrar Team Leader											
Dr.	Tricia	Laughlin	Bloom	PhD	(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Curator, American Art											
Ms.	Shirley		Thomas		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Public & School Programs Team Leader											
Ms.	Sarah		Schettig		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: School Programming											
Ms.	Andrea		Ko		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Rights & Reproductions											
Ms.	Heidi		Warbasse		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: TMS Collections Content & Integration											
Ms.	Jessica		Nunez		(b) (6)	6.50			(b) (6)	(b) (6)	(b) (6)
Project Role: Youth Public Programming											

Additional Senior Key Persons:

[Add Attachment](#) [Delete Attachment](#) [View Attachment](#)

Total Funds requested for all Senior Key Persons in the attached file

Total Senior/Key Person (b) (6)

B. Other Personnel

Number of Personnel	Project Role	Months			Requested Salary (\$)	Fringe Benefits (\$)	Funds Requested (\$)	
		Cal.	Acad.	Sum.				
<input type="text"/>	Post Doctoral Associates	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Graduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Undergraduate Students	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text"/>	Secretarial/Clerical	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	
<input type="text" value="3"/>	Museum Educators	6.50	<input type="text"/>	<input type="text"/>	(b) (6)	(b) (6)	(b) (6)	
<input type="text" value="3"/>	Total Number Other Personnel					Total Other Personnel	(b) (6)	
Total Salary, Wages and Fringe Benefits (A+B)								233,333.00

C. Equipment Description

List items and dollar amount for each item exceeding \$5,000

Equipment item	Funds Requested (\$)
<input type="text"/>	<input type="text"/>
Additional Equipment: <input type="text"/>	<input type="text"/>
Add Attachment	Delete Attachment
View Attachment	
Total funds requested for all equipment listed in the attached file	<input type="text"/>
Total Equipment	<input type="text"/>

D. Travel

	Funds Requested (\$)
1. Domestic Travel Costs (Incl. Canada, Mexico and U.S. Possessions)	<input type="text"/>
2. Foreign Travel Costs	<input type="text"/>
Total Travel Cost	<input type="text"/>

E. Participant/Trainee Support Costs

	Funds Requested (\$)
1. Tuition/Fees/Health Insurance	<input type="text"/>
2. Stipends	<input type="text"/>
3. Travel	<input type="text"/>
4. Subsistence	<input type="text"/>
5. Other <input type="text"/>	<input type="text"/>
<input type="text"/> Number of Participants/Trainees	<input type="text"/>
Total Participant/Trainee Support Costs	<input type="text"/>

F. Other Direct Costs**Funds Requested (\$)**

1. Materials and Supplies	
2. Publication Costs	
3. Consultant Services	15,000.00
4. ADP/Computer Services	
5. Subawards/Consortium/Contractual Costs	
6. Equipment or Facility Rental/User Fees	
7. Alterations and Renovations	
8. Honoraria for Digital Humanities Programming Presenters & Scholars	20,000.00
9.	
10.	
Total Other Direct Costs	35,000.00

G. Direct Costs**Funds Requested (\$)****Total Direct Costs (A thru F)** 268,333.00**H. Indirect Costs**

Indirect Cost Type	Indirect Cost Rate (%)	Indirect Cost Base (\$)	Funds Requested (\$)
10% de minimis	10.00	268,333.00	26,833.00
Total Indirect Costs			26,833.00

Cognizant Federal Agency

(Agency Name, POC Name, and POC Phone Number)

I. Total Direct and Indirect Costs**Funds Requested (\$)****Total Direct and Indirect Institutional Costs (G + H)** 295,166.00**J. Fee****Funds Requested (\$)****K. Total Costs and Fee****Funds Requested (\$)****Total Costs and Fee (I + J)** 295,166.00**L. Budget Justification**

(Only attach one file.)

1234-Budget Justification.pdf

Add Attachment

Delete Attachment

View Attachment

RESEARCH & RELATED BUDGET - Cumulative Budget

		Totals (\$)
Section A, Senior/Key Person		(b) (6)
Section B, Other Personnel		(b) (6)
Total Number Other Personnel	3	
Total Salary, Wages and Fringe Benefits (A+B)		233,333.00
Section C, Equipment		
Section D, Travel		
1. Domestic		
2. Foreign		
Section E, Participant/Trainee Support Costs		
1. Tuition/Fees/Health Insurance		
2. Stipends		
3. Travel		
4. Subsistence		
5. Other		
6. Number of Participants/Trainees		
Section F, Other Direct Costs		35,000.00
1. Materials and Supplies		
2. Publication Costs		
3. Consultant Services	15,000.00	
4. ADP/Computer Services		
5. Subawards/Consortium/Contractual Costs		
6. Equipment or Facility Rental/User Fees		
7. Alterations and Renovations		
8. Other 1	20,000.00	
9. Other 2		
10. Other 3		
Section G, Direct Costs (A thru F)		268,333.00
Section H, Indirect Costs		26,833.00
Section I, Total Direct and Indirect Costs (G + H)		295,166.00
Section J, Fee		
Section K, Total Costs and Fee (I + J)		295,166.00