



Request for Proposals (RFP) Creative Arts & Military Outreach (CAMO) Officer

Deadline: Oct. 31, 2018

Overview

The Arts Council of Fayetteville/Cumberland County seeks to contract with a qualified individual/team to facilitate the newly developed Creative Arts & Military Outreach (CAMO) program.

As the National Initiative for Arts & Health in the Military action guide entitled, *Arts Deployed*, states:

For Servicemembers, Veterans, and their families, participation in the arts—whether for expressive, educational, recreational, or therapeutic purposes—is proven to build resilience, enhance coping skills, increase self-esteem, and generate well-being. The arts also promote community reintegration and raise awareness about the experiences and struggles of these populations....Local arts agencies (LAAs) are uniquely positioned as the creative nucleus within any community to connect Servicemembers, Veterans, their families, and caregivers to artists and creative arts therapists for meaningful collaboration and healing...while highly effective and robust arts and military programs do exist across the country, the demand for these services far exceeds their number. LAAs can help fill this gap for Servicemembers, Veterans, families, and caregivers who could benefit from arts experiences, but are not receiving them.

Through experiences with its own programming and services as well as those of its grantees and partner agencies, the Arts Council knows well the power of the cultural arts to make sustained and lasting differences in the lives of our residents and visitors. We are now focusing to expand our understanding of the programming currently offered and programming needed for our military-affiliated residents.

Background

Founded in 1973, the Arts Council proudly supports individual creativity, cultural preservation, economic development and lifelong learning through the arts. As a link between artists, arts and cultural organizations and the community, the Arts Council administers programs in partnership with a variety of local agencies to stimulate community development through the arts.

Our community is home to one of the largest military installations in the nation – Ft. Bragg. With 56,052 active duty Servicemembers, 71,160 active duty family members, and approximately 121,494 Army retirees and family members the breadth our military population is huge. And these numbers do not address the scores of retirees/veterans and family members of other branches of service who also call Cumberland County home.

Chances are if you are talking to a group of any size in Cumberland County, the majority will have some military affiliation. Though there are a number of community cultural arts programs targeted to a specific military population, we lack a cohesive vision for a strong arts and military program in Cumberland County. Many of our cultural assets have the desire to support our military yet we currently do not understand the true landscape of existing services or what needs are not being met. A contracted position whose sole focus is the development of the big picture and the facilitation of cultural arts programs to support our service men and women, veterans and their families would greatly benefit both cultural arts organizations and military populations.

Analysis of findings from the inventory and gaps will allow the Arts Council Board of Trustees to consider adding a focused arts and military funding category to current Project Support Grant guidelines as well as the addition of a permanent Cultural Arts Military Outreach staff position.

Objectives/Scope of Work

The position will be overseen by an Arts Council Staff member with guidance from an Arts Council Board-led steering committee, and a Community Advisory Committee.

Through a focused, intentional process, the CAMO will work with both cultural arts agencies and military populations to:

- Serve as a bridge between cultural arts agencies and artists in Cumberland County and service providers for active duty and veteran populations and their families utilizing military organizations such as Army Community Services; Morale Welfare and Recreation (MWR); USO of North Carolina Sandhills County, State and Federal Veterans Affairs organizations, NCServes, Family Readiness Groups (FRGs) and others to determine awareness of existing programs and identify needs.
- Develop a current inventory and accessible database of existing cultural arts programming specific to military populations.
- Identify gaps and overlap in services provided by both cultural arts organizations and military agencies.
- Work with military and cultural arts organizations to develop and implement a plan to create and/or expand programming to help meet identified needs.
- Identify and provide opportunity for on-going training in the delivery of cultural arts services to this large and growing population in our community.
- Identify and develop areas of collaboration among agencies.
- Meet weekly with Arts Council staff member to provide progress reports, findings and recommendations.

Budget \$31,000, all-inclusive.

Proposal Requirements

1. Letter of Interest
2. Resume highlighting work with both the arts and military populations (provide specific examples)
3. Three professional references

Qualifications

The successful proposal will:

- Demonstrate a strong working knowledge and background of military culture, cultural arts and community engagement.
- Experience working on new projects with little to no existing structure.
- Be able to travel throughout the county and meet with focus groups and the community at varying hours and days and be available for site meetings at the Arts Council with staff, board and Community Advisory Committee.
- Be a self-starter with ability to take ownership from start to finish.
- Supply all equipment (computer, phone, travel, etc.), as this position is a contracted position.
- Be proficient in Microsoft Word, Excel, and PowerPoint.
- Demonstrate strong organizational skills and ability to work independently.
- Have strong interpersonal and collaborative skills.
- Have excellent written and oral communication skills.
- Bachelor's degree preferred.
- Individual must be able to attain access on Ft. Bragg.

Projected Timeline

November 2018 – contract with selected individual

November – March 2019 – conduct Phase I scope of work and present preliminary findings

CAMO Officer will:

1. Meet with cultural arts organizations and independent artists to determine existing programs, plans for expansions, or creation of new programming county-wide across all disciplines. Include type of programming discussed, barriers to expansion or creation, target military population, and why the need for the programming.
2. Meet with active duty and well-established military veteran (milvet) service providers to determine needs. Include target population, and barriers to services.
3. Create an inventory of existing cultural arts programming to include: brief description of program, population served (i.e., active duty, veterans, family members, etc.), and if youth oriented, ages served.
4. Work with Arts Council Marketing to develop a menu of services promotional piece for both print and electronic distribution. Deliver that product to service points (e.g., Army Community Services, Community Blueprint Network, VA facilities, Womack, Alliance Behavior Healthcare, MWR, FRGs, etc.)

April-June 2019 – conduct Phase II scope of work

Officer will:

1. Continue building existing relationships and forging new relationships with both cultural arts organizations, independent artists and military service agencies. Begin identifying likely collaborations and areas for expansion.
2. Research and reach out to other communities nationwide who have proven cultural arts programs for military populations. Identify similar opportunities that could be developed in Cumberland County.
3. Draft a cultural arts and military plan that includes an inventory of existing and needed services as identified through meeting with cultural arts organizations and military service organizations. Make recommendations as to what is short-term, mid-term, long-term and estimated costs.

Submission Information:

Please send an email no later than October 31 to jobs@theartscouncil.com. Include letter of interest, resume highlighting work with both the arts and military populations (provide specific examples), and contact information for 3 references. No phone calls, please.