

REQUEST FOR PROPOSALS

ARTS & CULTURE DAY CAMPS PILOT SUMMER SESSIONS 2011

MEXICAN HERITAGE PLAZA

1700 ALUM ROCK AVENUE, SAN JOSE, CA 95116

A PLACE OF DREAMS

The Mexican Heritage Plaza (MHP) is a unique community cultural arts facility located at the corner of Alum Rock Avenue and King Road in San José in the heart of Sal Si Puedes, a predominantly Mexican American neighborhood since the mid-20th Century. It rises from the site of a former neighborhood grocery store that was the target of one of the historic first boycotts for farm workers' rights organized by César Chavez in the 1960s.

The Plaza is an extraordinary, modern facility featuring a theater, pavilion, gallery, general classroom spaces, and an outdoor square and gardens built in the architectural style of a traditional Mexican plaza. For over a decade the Plaza has hosted concerts, plays and other performances, art exhibits, community events, corporate meetings, weddings, quinceañeras and more. It is now beginning an exciting new chapter of its history in the region. (*For more, see: <http://www.sanjoseca.gov/mexicanheritageplaza/>*)

INTRODUCTION

In the spring of 2009 a MHP Steering Committee was convened to study and redirect the long-term programmatic mission at The Plaza. By May of 2010, their recommendation was unanimously endorsed by the San José City Council and preparations were begun to rededicate this exceptional community resource for educational programs in arts and culture in service to all citizens of San José. The founding mission of The Plaza embraces all cultures with a continuing commitment as a place for exploration of the artistic traditions, cultural history, and contemporary creative expression of Mexican Arts.

In the fall of 2010 three subcommittees were formed to start developing an organization and instructional program focused on arts and culture. A first goal of the "Program Prototyping Team" is to launch a pilot program of Arts & Culture Day Camps at the Plaza in Summer 2011.

OVERVIEW OF PILOT SUMMER DAY CAMPS 2011

Proposals are now requested from teaching artists and arts and education organizations interested in offering camp courses in MHP's first Arts & Culture Summer Day Camps program for 2011. Proposals must detail a two-hour class to be taught five days each week, during a two-week camp session. Camp participants will be youth ages 6 to 17 years with little or no experience in the arts. Preference will be given to courses that focus on Mexican arts and culture, but consideration will also be given to proposals focusing on other cultures and forms. All may be in either traditional or contemporary arts. Proposals should include appropriate student presentations at the end of each session. Proposals may be selected for multiple session offerings based on the teacher's availability. Teachers must also attend two planning meetings in June and a post-session debriefing in August. Courses selected but that do not reach minimum enrollment levels may be canceled. All camp sessions will take place at the Mexican Heritage Plaza facility.

THE GUIDING PRINCIPLES

The 2011 Arts & Culture Summer Day Camps will reflect these important Guiding Principles developing at Mexican Heritage Plaza:

- To promote inclusiveness by serving the diverse population of the San José region regardless of economic or social status, or differences in race, ethnicity, language, gender, age or abilities
- To deliver quality programming that supports the successful accomplishment of developmental milestones for youth and personal growth for adults with a focus on building skills, self-esteem and cultural awareness
- To provide high quality arts instruction and experience in Mexican Arts and those of its diaspora including contemporary, traditional and “root” forms
- To foster an appreciation of the fundamental role of language in expressing all cultural identities and to promote literacy in the particular languages of Mexican Arts
- To integrate the learning of art-making skills with an introduction to arts and cultural history including the social and political context of the art forms
- To develop artists into leaders by promoting an awareness and understanding of the important role of artists as citizens in society
- To inspire all students to reach to their fullest creative potential

TENTATIVE DAILY SCHEDULE

- 9:00 am – 9:30 am Student Arrival and Light Activities (*Supervised by Camp Staff*)
- 9:30 am – 11:30 am Class Period I (*w/ 15 minute break*)
- 11:30 am -12:30 pm Lunch Break with Outdoor Activity (*Supervised by Camp Staff*)
- 12:30 pm – 2:30pm Class Period II (*w/ 15 minute break*)
- 2:30 pm - 3:30 pm Afternoon Break (*Supervised by Camp Staff*)
- 3:00 pm – 5:00 pm Class Period III (*w/15 minute break*)
- 5:00 pm – 5:00 pm Student Dismissal and Pick-up (*Supervised by Camp Staff*)

KEY DATES FOR 2011

- **March 24** - Last day for RFP Technical Assistance
- **March 31** - Proposals due to Mexican Heritage Plaza by 5:00 pm
- **April 14** - Notification of Proposal Applicants
- **Week of June 27** – Two 90-minute Instructors Orientation Meetings & Staff Planning Sessions (*TBD*)
- **Week of July 5th thru Week of August 8th** - Summer Day Camp Sessions I, II, & III (*See below*)
- **End of each Session** – One 90-minute Instructors and Staff Debrief Session (*TBD*)

FEES FOR SERVICES

Teaching Artists in the program will be compensated at an hourly rate between \$35.00 and \$45.00 to be determined based on program needs (class contact, preparation, or meeting time) and level of teaching experience. Fees to Organizations for any additional non-instructional services will be negotiated.

TECHNICAL ASSISTANCE

Technical assistance is available in both English and Spanish. For questions and assistance in preparing proposals please contact Nelly Torres, Mexican Heritage Plaza Events Management Intern, at nelly.torres@sanjoseca.gov or 408-794-6250. Please allow 2 business days for response. Note that the final day for technical assistance is Thursday, March 24, 2011.

DEADLINE

All proposals must be received by no later than 5:00pm, Thursday, March 31, 2011.

PROPOSAL SUBMISSION PROCESS

Please prepare applications to include:

- ___ Proposal Cover Sheet
- ___ Detailed Course Description
- ___ Individual Teaching Artist's Resume or Organization's Profile + Teachers' Resumes
- ___ Self-addressed stamped postcard (for MHP's confirmation of receipt to applicant)

Please mail completed proposals to:

Program Prototyping Team
MHP Summer Day Camps 2011
Mexican Heritage Plaza
1700 Alum Rock Avenue
San José, CA 95116

Completed proposals may also be converted to the PDF Format and e-mailed to:
nelly.torres@sanjoseca.gov

All proposals must be received by no later than 5:00 pm (PST), Thursday, March 31, 2011.

PROPOSAL REVIEW PROCESS

Proposals will be reviewed by members of the MHP Program Prototyping Team comprised of artists, teachers and community arts leaders. Proposals will be evaluated based on the following:

- Completeness of proposal (*all 4 items listed above*)
- Alignment with Guiding Principles
- Clarity of Proposed Course Description
- Teaching Artist's and/or Organization's applicable experience

Thank you for your interest in the mission of the Mexican Heritage Plaza!

PROPOSED COURSE DESCRIPTION

MHP ARTS & CULTURE DAY CAMPS PILOT SUMMER SESSIONS 2011

INSTRUCTIONS

(Use 2 separate pages maximum + Cover Sheet)

Describe the proposed course content in detail with an outline that demonstrates conceptual development, problem solving, skill building experiences and individual and/or group presentations for the students. How will the course engage, excite and inspire the kids attending the MHP Summer Day Camps about the arts and culture of Mexico? Please also address the following 7 items in the description:

- 1 - Sample Lesson Plan:** Include a sample lesson plan for one 2-hour class period. What are each class period's objectives and how does the time break down for each activity?
- 2 - Final Presentations:** Describe a final presentation activity consistent with the content and goals of the course.
- 3 - Skill Level:** All courses should be geared toward beginning level participants with little or no previous experience in the arts. Also address how course material might be adapted to meet the needs of more advanced students.
- 4 - Materials and Supplies:** List all materials required to teach the proposed course and supplies and materials that students will need. Also indicate if any equipment or materials will be supplied by the Teaching Artist instructor or Organization.
- 5 - Classroom Facility:** MHP has no specialized classrooms for art or music. Specify physical classroom needs (e.g. clear floor area, tables, desks and chairs, white board, electrical outlets, sinks, etc.)
- 6 - Class Size:** Classes will typically range in size from 15 - 20 students. Explain any other class size restrictions for the proposed course.
- 7 - Classroom Management:** Describe the Teaching Artist's or Organization's classroom management approach and methods.