

SUNDANCE INSTITUTE

REQUEST FOR QUALIFICATIONS

EDUCATIONAL OUTREACH CONSULTANT

Sundance Institute, a nonprofit organization dedicated to the discovery and development of independent artists and audiences is currently soliciting qualified individuals and organizations “Consultant(s)” to conduct R&D and create a blueprint for a proposed Sundance Institute educational outreach afterschool program for youth in the greater Los Angeles area. The program will include innovative educational curriculum using fiction and non-fiction film as well as experimental media-based arts (work from the Institute’s New Frontier program –which highlights experimentation, non - traditional storytelling, new media technologies and areas of intersection between filmmaking and the visual and performing arts). The blueprint will provide recommendations for partnerships, schools, locations and educational components of the program.

Objective:

Increase access to the arts and arts education for youth (ages 15-18) in underserved communities in the greater Los Angeles area through media arts with the objective of inspiring the next generation of storytellers and audiences.

Program:

The goal of the program is to introduce underserved youth in the greater Los Angeles area to independent film, storytelling and new media; to provide media literacy; to expose youth to new perspectives and cultures from around the Globe; and to empower and inspire young people to tell their own stories. The program will embody Sundance Institute’s core values of creativity, freedom of expression, independence, diversity and authenticity and will be based on elements of existing Sundance Institute’s film-centered student programs: *Filmmakers in the Classroom* and *High School Screenings*.

During the Sundance Film Festival, *Filmmakers in the Classroom* and *High School Screenings* provide opportunities for students to attend special screenings and for filmmakers to visit high schools to screen their films and engage in question and answer sessions. Post screening discussions range from topics such as the art and process of independent filmmaking to societal and cultural issues addressed in the films. Students are introduced to domestic and international filmmakers and exposed to both short and feature length formats. Film styles include narrative, documentary, experimental and provide students with a wide-range of genres. The program presents an opportunity for students to explore the medium of film as entertainment and as a powerful tool for raising awareness of issues that shape political and social landscapes both nationally and internationally. Through these programs, Utah students have been among the first to view films such as *Napoleon Dynamite*, *March of the Penguins*, *An Inconvenient Truth*, *Freedom Riders* and *Buck*.

Directive:

Develop a blueprint for an educational media outreach program using Sundance Institute's existing resources and expertise. Recommend a program model which best meets the needs of targeted youth in underserved communities in Los Angeles while addressing the priorities of Sundance Institute. An interactive face-to-face model and a digital model should both be considered. The interactive model should incorporate key elements from the *Filmmakers in the Classroom* and *High School Screening* programs and should include: film screenings and new media, question and answer sessions, hands on filmmaking (TBD), a web component, resources of the Sundance Collection at UCLA and curriculum development with a facilitation guide. The digital model should provide an online experience incorporating similar components. The program should include a variety of genre and film styles including: narrative, documentary, feature length, short films, experimental and new media, and both domestic and international work. The overall program should promote media literacy and provide programming to inspire the next generation of storytellers.

Deliverables:

Research and develop a blueprint for an educational media based program that best meets the needs of targeted youth in underserved communities in Los Angeles while addressing the priorities of Sundance Institute. The final plan should include:

- A survey of existing Sundance Institute resources and assets to support the educational plan.
- A survey of existing programs in the greater Los Angeles area to determine if similar programs exist and what these programs offer and nationally to determine comparable programs.
- Identified clusters of underserved communities which could benefit from this program in the Los Angeles area that have public and/or charter schools, a library, a cultural center (museum, film center, theatre center and community centers).
- Recommendations of key collaborators in these clusters.
- Recommendations of best partner organization/individual to collaborate with for curriculum development and hands on filmmaking component.
- A budget with a menu of the different components of the educational outreach program and related costs (i.e. curriculum development, Filmmaker visits, etc).
- Annual goals and measureable markers to evaluate the progress of the program.

Time line:

June 2012: Outline of Educational Activities Plan, including proposed partners, web component and archive component completed.

August 2012: Blueprint of Educational Activities Plan, including lead partnerships, web component, archive component and budget completed.

How to Submit Proposal:

Interested individuals and/or organizations should send:

- A letter of interest;
- A resume; and,
- Three to five references.
- Samples of work or other relevant material are also welcome.

Submissions should be sent to: Jobs@sundance.org by February 15, 2012.