

COMMITTEE OF THE WHOLE- MAY 31, 2011

2011 CITY OF VAUGHAN AWARD FOR HIGHER ARTS EDUCATION

Recommendation

The Commissioner of Community Services, in consultation with the Director of Recreation and Culture, recommends:

1. That the nominated Vaughan students identified in the Confidential Memorandum in Attachment 1 to receive a 2011 *City of Vaughan Award for Higher Arts Education* be approved; and
2. That the *City of Vaughan Award for Higher Arts Education* program eligibility and selection criteria with the proposed amendments for the 2012 as outlined in this report, be approved.

Contribution to Sustainability

This report is consistent with the priorities previously set by Council in the Green Directions, Vaughan, Community Sustainability Environmental Master Plan, Goal 4, Objective 4.1:

- To foster a city with strong social cohesion, an engaging arts scene, and a clear sense of its culture and heritage.

Economic Impact

The annual cost of implementing the proposed *City of Vaughan Award for Higher Arts Education* as outlined in this report is \$6,000: two awards of \$3,000 per year. The annual cost of the program will be covered through funds raised through sponsorship. Approximately \$20,000 remains in reserve from funds raised in 2009 and 2010 to support both the *R.A.V.E. Awards* and the *City of Vaughan Award for Higher Arts Education*. An additional \$6000 has been sponsored for the program in 2011

Communications Plan

The *City of Vaughan Award for Higher Arts Education* program is promoted throughout all public, separate and private secondary schools in Vaughan; Greater Toronto Area universities, colleges, professional and commercial art schools; and is posted on the City of Vaughan and Vaughan Public Libraries websites. The award recipients will be recognized publically at a formal reception to be hosted at City Hall on the evening of June 23, 2011.

Purpose

The purpose of this report is to seek Council's approval of the two nominees recommended by the adjudication panel to receive a 2011 *City of Vaughan Award for Higher Arts Education* and approval of the proposed amendments to the 2012 and onward award program's eligibility and selection criteria.

Background - Analysis and Options

In 2009, Vaughan Council established the annual R.A.V.E. Awards (Recognizing Arts Vaughan Excellence). This community celebration of excellence and achievement was developed as a formal vehicle to recognize the significant contributions of individuals, businesses and organizations enhancing the vitality of the arts in Vaughan. Funds raised through the R.A.V.E. program contribute to a dedicated annual student scholarship fund distributed through the *City of Vaughan Award for Higher Arts Education* designed to financially assist the emerging talent of

eligible Vaughan students pursuing post-secondary education in the arts. Both programs support the goals of the *Creative Together Cultural Plan*.

The *City of Vaughan Award for Higher Arts Education* program was developed to encourage the pursuit of secondary and post-secondary education in the arts and provide cash assistance by recognizing outstanding student achievement and an intention to follow an arts career.

Proposed Amendments to Eligibility & Selection Criteria

This year's adjudication panel was made up of City staff and Council members. The adjudication team was composed of members with experience and expertise in the visual, performing and literary arts. As a result of this year's review of applications, the adjudication team recommends that the following amendments to the award program criteria as first adopted in 2010, be amended to include the following:

1. Wording to allow for two awards: secondary or post-secondary students. Original wording had one award each for both secondary and post-secondary students
2. Eligibility criteria to include not only financial need and academic merit but "demonstrated community leadership".
3. Amendment from Vaughan Arts Advisory Committee as the adjudication and award approval authority to award recipients will be made by "a panel of professional adjudicators and be endorsed by Council".

Proposed New Eligibility and Selection Criteria

Eligibility

- Secondary or post-secondary students must be residents of Vaughan, be enrolled in post-secondary education in any arts discipline in the next year, and demonstrate a committed interest in pursuing a career in the arts.
- A maximum of two cash awards valued at \$3,000 each will be distributed annually to Vaughan students enrolled in post-secondary arts education programs.
- Awards will be based on financial need, academic merit and demonstrated community leadership.

Selection

- Selection of the award recipients will be made by a panel of professional adjudicators and be endorsed by Council.
- Submissions must be accompanied by an application form, one academic reference letter one character reference letter, most recent school transcript, a record of arts accomplishments and relevant experience and digital illustrations of significant arts accomplishments.
- Award recipients will be expected to sign a formal letter of agreement outlining specific terms and conditions of acceptance to include: a forfeit of the cash award if studies are abandoned, an academic progress report, documentation of academic work to be featured in an annual review and at an upcoming R.A.V.E. Awards Reception, and a testimonial of how the award impacted on their arts career path.
- Award Recipients will be announced during the upcoming R.A.V.E. Awards Reception.

All student applicants will be expected to provide the following information:

- The art institution in which they are currently enrolled and/or plan to be enrolled with the next academic year along with the level of secondary/post-secondary education achieved to date.

- An explanation of why they should be considered for an Award and how they would use the cash to pursue higher arts education.
- An indication of the career path they envision themselves following over the next five years.
- A brief statement of financial need identifying expenses or circumstances that makes their situation particularly challenging.

Relationship to Vaughan Vision 2020/Strategic Plan

In consideration of the strategic priorities related to Vaughan Vision 2020, the report will provide:

- **STRATEGIC GOAL:**
Service Excellence - Providing service excellence to citizens.
- **STRATEGIC OBJECTIVES:**
Preserve our heritage and support diversity, arts and culture.

This report is consistent with the priorities previously set by Council, and the necessary resources to implement this program have been allocated and approved.

Regional Implications

N/A

Conclusion

The *City of Vaughan Award for Higher Arts Education* assists the emerging talent of Vaughan students pursuing post-secondary education in the arts and supports the goals of the *Creative Together Cultural Plan*. This initiative profiles the artistic achievements of Vaughan's student sector and reinforces the integral role art education plays in the City's cultural landscape. In association with the R.A.V.E. Awards, this scholarship program plays a vital role in fostering the growth of artistic excellence and creative expression in the City of Vaughan, encouraging community engagement and sustainable partnerships.

Attachments

1. Confidential Memorandum (Members of Council Only)

Report Prepared By

Mary Reali, Director of Recreation and Culture, ext. 8234
Angela Palermo, Manager of Cultural Services, ext. 8139
Sharon Gaum-Kuchar, Arts Coordinator, ext 8288

Respectfully submitted,

Marlon Kallideen
Commissioner of Community Services