

The Sustainability Fund Project Application

Background and Context:

The NCSU Sustainability Fund Advisory Board announces the second annual request for proposals to advance sustainability on campus. This RFP is for projects that have high immediate impact or for longer-term projects that have significant potential for high impact. Projects can focus on education, outreach, infrastructure or any other component of campus sustainability. Examples include workshop development and sponsorship, symposium development, projects aimed at some aspect of sustainability, pilot projects to demonstrate potential for successful use of longer-term funding, large-scale infrastructure improvements, or other creative uses of these student-fee derived funds. Faculty or staff directed projects are appropriate if accompanied by a statement indicating how students will participate in the project or how students will benefit from project completion. Students are encouraged (but not required) to develop projects in conjunction with a faculty mentor or advisor. Priority will be given to projects with matching funds from other public or private sources. Letters of support from advisors and partners are strongly encouraged (letters of support from additional funding partners are required).

Proposals are due February 27, 2015. Funding decisions will be made by May 1, 2015. Projects begin July 1, 2015. Mid-year reports are Due December 1, 2015 and final reports are due by June 15, 2016.

All materials must be submitted electronically. Please complete the following information:

Application Date: February 27, 2015

Project Title: The Great Animal Orchestra Symphony and Sustainability Symposium

Total Requested Amount:

*Total available for funding is \$120,000 for all projects in the current funding cycle. Individual project funding amounts will vary depending on number and scope of projects funded. In exceptional cases, funding renewal will be considered with re-application.

Applicant Information

Name of Primary Contact:

Please mark your status with an "X": Student Staff Faculty

Campus Affiliation (Name of Organization, Department, or Office):

Email Address: Cell and/or Work Phone:

Campus Mailing Address:

If you are a student, please provide the following information:

- This project is solely my own **OR**
- This project is proposed on behalf of (student org., campus dept., etc.):

Name of Faculty or Staff Project Advisor (if applicable):

Faculty or Staff Project Advisor Contact Information:

Email Address:

Campus Address:

Phone Number: Day-time/Work:

Cell Phone:

Please organize your proposal into the following 8 sections and answer the prompting questions where applicable. Total proposal length should not exceed 6 pages (1 inch margins, 11 point font). Additional documentation (e.g., letters of support, maps, drawings, etc.) should be submitted as appendices and clearly labeled to aid committee review (does not count toward 6 page limit).

Please include a bulleted list of any attachments (including file names) here:

- Letter of Support from Tracy Dixon, NC State University Sustainability Office
- Letter of Support from Larry Nielsen, Professor of Natural Resources, College of Natural Resources
- Letter of Support from Debbie Crane, The Nature Conservancy
- Detailed Project Budget

(Other Letters of Support may follow before March 2)

Please email your application materials to dasa-sfab-chair@ncsu.edu. Please include “Sustainability Fund Application” in the subject line. You will receive electronic confirmation that your materials have been received.

Please review the application materials and online content carefully. If you still have questions, please email the Fund Advisory Board Chair at dasa-sfab-chair@ncsu.edu with your specific question, or feel free to call 248-417-8343 with any questions.

1) Project Description

Provide a 1 - 2 page summary of your project with enough detail that reviewers will clearly understand your project goal(s), your approach, and how you expect your project to impact some aspect of sustainability on campus.

In commemoration of Earth Month and in conjunction with community, university, educational and local business partners, the NC State Music Department and Raleigh Civic Symphony, one of the two orchestras at NC State, will present a performance of *The Great Animal Orchestra Symphony* by Richard Blackford and Dr. Bernie Krause. The concert will take place on Sunday, April 17, 2016 at Stewart Theater on the campus of NC State University. The concert will be the focal point of a Sustainability Symposium hosted by the orchestra in cooperation with the NC State Sustainability Office and Earth Week committee and accompanying series of activities highlighting issues of animals, the environment, sustainability and the relationship of humans, animals and the environment.

The Great Animal Orchestra Symphony (GAOS) is a powerful musical work, composed by renowned British composer Richard Blackford in close collaboration with Dr. Bernie Krause. The music combines live orchestral music with recordings of animals in their natural environments, made by Dr. Krause over 45 years of scientifically based research in the field of Soundscape Ecology. Visceral in both its musical and sonic components, the work touches on themes that are central to the current scientific and cultural conversations about man, animals, the environment and the relationship between them all. Dr. Krause's TED talk entitled "The Voice of the Natural World" highlights his work in the field and has been viewed over 850,000 times. The Raleigh Civic Symphony performance of the GAOS will mark the East Coast Premiere of the work.

Using Dr. Krause's vast library of almost 5,000 hours of soundscape recordings as both inspiration and sonic palette, composer Richard Blackford composed the *Great Animal Orchestra Symphony*. The symphony combines Dr. Krause's unaltered wild soundscape recordings with a full symphony orchestra, creating a unique composition of both great aesthetic beauty and compelling scientific interest.

In conjunction with its mission to perform innovative, culturally relevant musical works that are of interest to a large cross-section of the university community, the Raleigh Civic Symphony endeavors to promote a wide-ranging conversation about the issues of sustainability raised by the GAOS. By highlighting these issues through a high quality musical performance, the orchestra hopes to raise

awareness amongst a diverse constituency not normally engaged with these issues, while simultaneously creating an entertaining and enjoyable artistic experience.

The students participating in the orchestra are both undergraduates and graduate students and represent a wide variety of majors and fields, many directly related to the issues raised by the GAOS. Though none of the students are Music Majors, the orchestras give the students an opportunity to pursue their passion for music while simultaneously working at a high level in their given fields. The GAOS and Symposium give these students the chance to unite both aspects of their education in service of an endeavor that will be relevant and impactful to themselves, their fellow students and the university community as a whole.

The Symposium will include keynote lectures by Dr. Bernie Krause and Richard Blackford on the science behind the music, the musical construction of the GAOS and cross-disciplinary collaborative process. The two are at the top of their fields and are engaging speakers. We are fortunate to have commitments from both for a three-day residency surrounding the concert and Symposium.

In order to achieve the widest possible visibility and impact, the orchestra is developing partnerships with a number of departments, organizations and individuals, both on campus and off. Through the NC State University Sustainability Office, the symposium will be a featured event of Earth Month 2016. Dr. Larry Nielsen, NC State Professor of Natural Resources will be keynote speaker, as will Dr. Anne Yoder, Director of The Duke Lemur Center. To date, the Department of Forestry and Environmental Resources has made a commitment of \$1,000 and a partnership, and the Duke Lemur Center and The Nature Conservancy and have also signed on as partners. We expect to approach a larger number of other institutions and organizations, including (but not limited to) the NC State Veterinary School, NCSU Department of Animal Science, NCSU EcoVillage, the NC Museum of Natural Sciences, and the NC Science Fair. We have also applied for grants through the City of Raleigh Art Council and the North Carolina Arts Council and expect to receive funding through a number of other sources.

In conjunction with our partners, the events surrounding the concert will include several public lectures, an interdisciplinary panel discussion, a pre-concert talk, a post concert Question and Answer Session and an Information Fair in the lobby, where our partners will distribute literature and answer questions about the areas of their expertise and concern.

The concert and symposium represent a chance to highlight a diverse array of viewpoints and to spark important discussions within the student body in a unique and entertaining series of events. Combining

both academic and artistic components, the events will reach a wider audience and have a more intellectually vibrant and emotionally powerful impact than either a symposium or concert could have on its own. In addition, the confluence of student, faculty and high profile community partners presents an excellent opportunity for networking for NC State students interested in pursuing employment opportunities in the fields of sustainability, education, natural resources, industry and conservation. Successful funding from the NC State Sustainability Fund would enable us to broaden the range and reach of activities and create a more impactful experience for the NC State community.

2) Anticipated Outcomes/Impact

What outcomes do you anticipate? How will your project improve student life, infrastructure, education, outreach, operations, or other aspects of sustainability? How will you educate the campus community about your project?

We expect that the concert and symposium will provide a high-profile focal point for Earth Month, a multi-disciplinary and cross-departmental opportunity for collaboration, discussion and advocacy, an entertaining and informative event to unite diverse on campus constituencies and an engaging and impactful celebration of animals, humans, the environment and the relationships between all of them.

In order to best reach the entire campus community, we will partner with the Sustainability Office and the Earth Month committee, as well as reach out to the Union Activities Board, EcoVillage, the ArtsVillage, sustainability clubs and faculty within relevant departments. We expect to leverage the academic affiliations of the orchestra members to publicize the events within their own disciplines, and we anticipate significant local media attention from local and regional news outlets.

3) Project Benchmarking & Innovation

Have similar projects been implemented on other campuses? Why should this be done at NC State?

To the best of our knowledge, the project's combination of music, the arts, sustainability and science is unique and has not been implemented elsewhere. To date, the Great Animal Orchestra Symphony has only been performed one other time (in the U.K) and the symphony has not been combined with a serious scientific examination of the issues it raises.

As a prominent research institution, NC State is uniquely positioned to be the ideal presenter of this innovative event. It has the academic breadth, the intellectual and financial resources, the access to high-

level scholars and cutting-edge research and the facilities to present an event of this complexity and importance.

The NC State orchestra's composition of members with wide-ranging academic specialties and research interests, as well as its contingent of community members with significant ties to environmental organizations and interests in the Triangle also makes it the ideal candidate for an undertaking of this artistic and academic reach.

In addition, NC State's location in Raleigh, a city with a vibrant ecological bent, and the partnerships being developed in conjunction with this project, are great resources with which to host the performance and symposium.

4) Metrics for Assessment

How will you measure and evaluate your project's success?

The primary artistic component of the activities is the concert performance of *The Great Animal Orchestra Symphony*. Success will be achieved by the performance of an orchestral concert of high artistic caliber, with a large audience made up of diverse backgrounds, interests and demographics. Attendance goal for the concert is 600 patrons with several hundred attending ancillary activities. The Music Department will work closely with NC State Ticket Central to measure the number and makeup of the attendees.

In addition to a musical performance of high artistic quality and a large, diverse and engaged audience, a successful project will be comprised of: raised awareness and increased community discussion of environmental issues; an expanded audience base for the orchestra, and extensive coverage in media outlets and on social media networks. Media coverage will be gauged by the collection and collation of media materials, the establishment and maintenance of social media pages including Facebook, Twitter, Instagram and on the number and reach of event-related posts and hashtags.

Evaluation methods will include:

Pre-concert talks/outreach/Post-concert Q & A

- Attendees will be surveyed answering questions on quality, understandability, usefulness, intellectual challenge, and connectivity
- Participants will be surveyed answering questions on collaboration

Concerts (Audience Intercept Surveys)

- Effect of participation in the pre-concert offerings on perception of concert
- Evaluation of concert
- Demographics
- Capture marketing data (i.e., where did they hear about the concert)
- Intention to attend future concerts

5) Cost Savings

Will the project result in cost savings? Yes No

If yes, what is the payback period?

Cost savings is not a principal goal of the concert and symposium.

6) Broader Vision

What potential does this project have for long term benefits to the campus community? Is there potential for your project to be scaled for broader community application?

The project has the potential to create cross-disciplinary awareness, discussion and collaboration across a wide variety of fields on campus. A principal goal is to bring together sustainability-minded individuals from all reaches of the campus and create a shared experience and forum for connection. Optimally, the project will create increased opportunities for student-to-student communication and a framework for cooperation and innovation that might otherwise be difficult to achieve due to the vast size of the University. In addition, the connection of NC State students with professionals, organizations and businesses working in fields of interest to those students can create professional development opportunities, leading to future networking or employment opportunities.

An increased awareness of the arts and their integration into campus life and academic inquiry is another benefit the project will ideally bring about. The opportunity for uniting disciplines through artistic endeavor and replicating the experience within the broader community is central to the vision of the project. With the partnerships currently being developed between NC State and outside entities, the project will already have built the groundwork for a broader reach into the community.

7) Project Milestone

Indicate your major project milestones including dates (month/year) of expected completion.

The principal milestone of the project will be the performance of the Great Animal Orchestra Symphony on April 17, 2016 and the related symposium in the days surrounding the concert. In preparation for the event, we hope to finalize on campus and community partners in October 2015 and complete funding by January 2016. Rehearsals for the performance will begin in January 2016. The primary marketing and public relations activities will take place in February and March, 2016