

MAKING POLICY PUBLIC

A program of the Center
for Urban Pedagogy (CUP)

CALL FOR
ADVOCATES
NOW OPEN!

Call for Community & Advocacy Organizations

CUP is seeking collaborators for the next four issues of *Making Policy Public*. *Making Policy Public* is an eight- to ten-month long collaboration of CUP staff, a designer (or design team), and an organization advocating for community change, resulting in the creation of a foldout poster that breaks down a complex policy issue. Advocates receive 1,000 free copies of the publication they help to produce.

CUP seeks community and advocacy organizations who are working to address policy issues that would benefit from a visual explanation, and where the lack of understanding of this issue is leading to social injustice. We seek groups who work directly with the constituency impacted by these issues and who can distribute the completed *Making Policy Public* directly to that audience.

CUP defines public policy broadly. Topics can address policies (for example, rent stabilization law), systems (for example, how juvenile justice works), or processes (for example, applying for asylum). The explanation of the policy, system, or process must meet a social justice goal and the needs of an under-represented community (including low-income or immigrant communities, and communities of color, among others).

Applicants must be able to attend meetings in New York City.

What is Making Policy Public?

Making Policy Public is a series of foldout posters that use graphic and information design to make complex public policy topics more accessible and engaging to communities impacted by them. CUP publishes four issues each year.

While the effects of public policies can be widespread, the discussion and understanding of these policies are usually not. This series aims to make information on policy truly *public*: accessible, meaningful, and shared. We aim to add vitality to crucial debates about our future. At the same time, we want to create opportunities for designers to engage social issues without sacrificing experimentation, and for advocacy organizations to reach their constituencies better through design.



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Over 150,000 copies of *Making Policy Public* have been distributed to date, directly to the people who most need to know about these important issues. They have also received national design awards from Fast Company and Core77, and have been featured in the Cooper-Hewitt Design Triennial and the Venice Biennale.

Learn more about *Making Policy Public* at: makingpolitypublic.net

How It Works

Advocacy organizations and designers respond to CUP's open call for *Making Policy Public*.

A jury of prominent design and public policy experts then use specified criteria to select four community or advocacy organizations and issues. They then select four designers, and pair them up with the organizations to create teams that collaborate with CUP on the projects.

Each project team engages in an eight- to ten-month collaborative process. Two of the projects will begin in January 2020, and the other two will begin in April 2020. CUP manages the collaboration; oversees all aspects of production; and provides art direction, research, copywriting, and additional support as needed.

Format

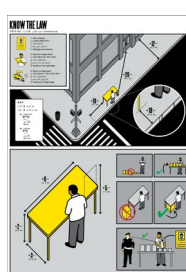
Each poster doubles as a pamphlet. The folded pamphlet measures 8" by 11" and unfolds into a 32" by 22" poster.



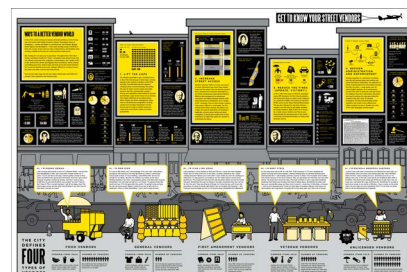
Cover



Spread 2



Spread 3



Poster



Back page

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Selected Issues

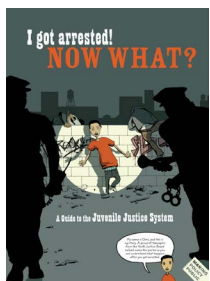
Healthy Salons for All

There are thousands of nail salons in New York City, working hard to keep New Yorkers looking great. But long hours of exposure to nail polish, lacquers, and other chemicals can be dangerous for salon workers. CUP collaborated with Adhikaar and designers Welcome Workshop to produce a publication that illustrates safe workplace practices and important worker rights, and provides guidance in English, Spanish, Korean, Chinese, and Nepali.



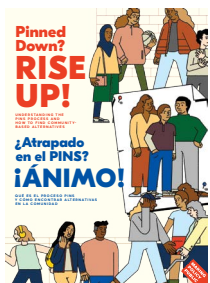
Rent Regulation Rights

This publication breaks down rent stabilization, a program that makes housing more affordable to thousands of New Yorkers by limiting how often and how much rent can go up. CUP collaborated with grassroots organization CAAAV, and designers Intra-Collaborative, to produce this Chinese and English poster that helps tenants understand rent stabilization law and their rights as tenants. The poster won a Professional Notable citation from the Core77 Design Awards in 2014.



I Got Arrested! Now What?

This publication breaks down the juvenile justice system comic-style. Check out the system step-by-step, meet the decision-makers, and pick up crucial tips as you follow the story of Chris from his arrest to the last gavel slam. This poster was a collaboration of CUP, the Center for Court Innovation, the Youth Justice Board, and graphic novelist Danica Novgorodoff. Produced in a run of 20,000, it is currently being distributed by the New York City Department of Probation to youth in the justice system.



Pinned Down? Rise Up!

Parents are often told that the only option for outside help with their misbehaving child is to file for a petition known as "PINS" or Person in Need of Supervision. Yet PINS can have harmful long-term effects on a young person's future. CUP collaborated with Community Connections for Youth, Inc. (CCFY) and designers Jeff Louie and Kimberly Lum to create this English and Spanish guide to explain the PINS process, offer alternatives, and provide advice on making the right decision for each family.

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Project Phases and Schedule

Phase 1: Call for proposals (Summer 2019)

CUP seeks submissions from community and advocacy organizations. Applicants submit their ideas for poster topics, a constituency to be reached, and distribution plans.

CUP seeks submissions from designers interested in explaining complex policy issues with unique visual solutions.

NOTE: *On June 26th, 2019 at 12 PM EST CUP will host a webinar for advocacy and community organizations interested in applying to Making Policy Public. This webinar is optional—you don't have to attend the webinar in order to apply. If you're interested in participating, register at: <https://tinyurl.com/y29n7w5r>*

Phase 2: Jury meets (Fall 2019)

The jury selects designers and advocates, creating four teams that will collaborate with CUP to produce the next issues of *Making Policy Public* in 2020.

Phase 3: Collaborate (2020)

Each team engages in an eight- to ten-month collaborative design process. CUP provides project management, art direction, writing, and editing; covers production costs; and helps staff each project with additional support as needed. CUP helps to create accessible visuals and language to meet the project needs. We ask that advocacy groups commit to bringing constituents to certain meetings during the design process.

Phase 4: Publish and disseminate (Fall 2020)

Each publication is both an educational tool and a showcase for innovative design. The majority of the posters are distributed by the partnering organization for free to its target constituents, with some additional copies distributed by CUP through bookstores and CUP's websites.



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Schedule

- :: **June 2019** Call for proposals posted
- :: **June 26, 2019** Optional webinar for advocate applicants
- :: **August 12, 2019** Deadline for applications from organizations and designers
- :: **January 2020** Poster collaborations announced

Once project teams are selected, CUP will work with the team partners to identify the start date for the project. Typically, we divide the projects into two rounds over the course of the calendar year, based on the time-sensitivity of the issue and availability of partners. The first two projects will begin in January 2020, and launch in Fall 2020. The second two will begin in April 2020, and launch in Winter 2020.

NOTE: *Please note the project start and end dates as you consider the timeline of your project topic and whether it is the right fit for this program.*

Honoraria and Additional Resources

- :: CUP manages the collaboration, oversees all aspects of production, provides art direction, research, copywriting, and additional support as needed.
- :: Advocates will receive 1,000 free copies of the foldout poster to distribute directly to their constituents, and have the opportunity to order additional posters at cost, at the time of printing.
- :: Designers will receive an honorarium of \$5,000
- :: CUP will publicize the projects and promote them for design awards and press.

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Submission Guidelines for Advocacy Organizations & Community Organizations

CUP is looking for community and advocacy organizations working on complex policy issues that need visual explanation. We seek advocates with a constituency who would directly benefit from the publication, and a topic that will inform and engage a wider audience.

Applicants should be part of an organization that has already been working on the topic, and they must have a credible plan for distributing the completed publication to their target audience.

Applicants should be interested in engaging in a collaborative design process and, most of all, interested in explaining an aspect of public policy.

Topics can cover out-of-state issues, but applicants must be able to attend meetings in New York City.

Community and advocacy organizations must have a committed project lead that can work on the project all the way through and attend all meetings. The project team meets about once every four weeks.

Applicants must engage their publication's primary audience in the project process. Applicants are responsible for organizing at least one feedback session over the course of the collaboration, and ensuring that the session is attended by the publication's target audience. Participants are compensated for their time.

CUP does not lobby, so the focus of the project should be on educating particular groups rather than lobbying elected officials. We do not select topics that seek to primarily promote, lobby, or gain support for a particular course of action. Topics that focus solely on an organizing campaign without an educational component will not be considered.

Projects will be completed and released in Fall and Winter of 2020. Please make sure this timeline is appropriate for your topic. Policies or systems that are being revised, proposed, or are otherwise likely to change during 2020 or the near future are not good fits for this program.



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Making Policy Public is structured around topics with a long lifespan because it takes a lot of time and resources to create. If you are looking for a program which creates projects on topics with a shorter lifespan, or takes less time to create, please see *Public Access Design*: publicaccessdesign.org

Selection criteria for advocacy & community organizations

The jury will evaluate entries from advocates based on the following criteria:

- :: Is the topic clearly articulated?
- :: Would the topic clearly benefit from visual explanation?
- :: Does the topic clearly address a social justice issue?
- :: Does the publication have a credible distribution plan?
- :: Would the publication engage and educate a larger public?
- :: Is the issue well-defined and limited enough in scope to work within the *Making Policy Public* format?
- :: Does the issue lend itself to the project time frame?
- :: Does the advocate have the capacity to participate in the program?

Rules and Regulations

Eligibility

Only applications from community or advocacy organizations are eligible. If you are not part of an organization, but have an idea for a topic, we encourage you to find an organization that is working on or interested in this issue and bring the *Making Policy Public* program to their attention.

Organizations may submit more than one entry on different topics, but no more than one will be selected.

Organizations that have already participated in the *Making Policy Public* program may not reapply for three years.

Members of the board and staff (and immediate family members of board and staff) of the Center for Urban Pedagogy and the immediate family of the *Making Policy Public* jury are not eligible.



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All applicants agree that CUP is granted the non-exclusive reproduction rights to all entries for CUP's advertising, promotion, exhibition, print publication, and Internet purposes.

About Us

CUP is a nonprofit organization whose mission is to use design and art to increase meaningful civic engagement, particularly among historically underrepresented communities.

Learn more at welcometoCUP.org

FAQ

Can I submit more than one application?

Yes. Organizations may submit more than one entry on different topics, but no more than one will be selected.

I am not affiliated with any organization, I just have a good idea for a fold-out poster. Am I eligible to apply?

Making Policy Public works best when the advocacy partner has expertise in the topic, a constituency that will directly benefit, and a convincing plan for distributing the poster to that audience. If you're not part of an organization, we encourage you to look for an organization that is working on the topic you are interested in and to collaborate with them, or make them aware of this program.

If I have applied in the past but was not selected, can I reapply?

Sure! If your topic was not selected in the past, please review the criteria to better understand what makes for a strong application. We have tried to make our criteria clearer each year so that organizations can better target their applications. Email info@welcometocup.org if you have any questions about the application process.

What if my project changes once I am selected?

Topics cannot change over the course of the collaboration. CUP will select an alternate organization if a selected organization's topic changes or is no longer relevant.



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I have questions about my application and/or the submission process. Where can I get help?

CUP is happy to consult with organizations on their proposals. Please email info@welcometocup.org to request feedback. (We cannot respond to requests after August 5th, so please plan accordingly.) If you have other questions about the submission process, email info@welcometocup.org.



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How to apply:

Please fill out this form completely, following the word counts provided. Email your completed application using the instructions provided at the end of the form.

:: Your organization's name.

:: The first and last name, email, and phone number for the primary contact.

:: A short bio of your organization. (up to 100 words)

:: Describe the issue, system, or policy that needs a visual explanation in ten words or less. (up to 10 words)

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:: Is your organization led by a person/people of color?

:: Is your organization explicitly committed to addressing racial equity?

:: Describe the issue, system, or policy that needs a visual explanation in more detail. (up to 100 words)

:: How does your topic address a social justice issue? (up to 50 words)

:: Who is the target audience for the publication? (up to 30 words)

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:: How would that audience use the publication? What do you hope they'll be able to do with the information? (up to 100 words)

:: How would you distribute the publication to that audience? (up to 100 words)

:: What impact would a foldout poster on the issue have? How does that impact relate to your organization's goals or the goals of a specific campaign? (up to 100 words)

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:: What are the barriers to understanding this issue? How will a visual explanation of the issue help address these barriers? (up to 100 words)

:: What work have you already done on the issue? How would this publication fit into that work? (up to 100 words)

:: What data, research, or other supplementary materials would this project draw its content from? (up to 100 words)



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:: How will you know this project was successful? How will you measure that success? Be as specific as possible and include numbers, if possible.
(up to 100 words)

:: How did you find out about the open call for Making Policy Public?

Email applications to apply@welcometocup.org with the subject heading "MPP proposal" followed by your organization's name. Attach your proposal as a PDF with the name "[Your Organization]_MPP.pdf." Please make sure the file size is no larger than 3 MB.

Proposals must be received by Monday, August 12th, 2019 at 12 PM Eastern time.

CUP is happy to consult with organizations on project proposals. Don't hesitate to email us at info@welcometocup.org if you have questions or need help. We cannot respond to requests for feedback on application content after August 5th; please plan accordingly.

For sample topics, visit:

http://welcometocup.org/Projects?program_id=1