MAKING POLICY PUBLIC

A program of the Center
for Urban Pedagogy (CUP)

Call for Community & Advocacy Organizations

CUP is seeking collaborators for the next four issues of *Making Policy Public*. *Making Policy Public* is our series of eight- to ten-month long collaborations of CUP staff, a designer (or design team), and a grassroots organization advocating for community change. Through an intensive collaboration, the program leads to the creation of foldout posters that use graphic design to explore and explain public policy. 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.

This year, with support from The Kresge Foundation, we are also seeking proposals from organizations working on an issue of national significance and with the capacity for distribution in multiple locations across the U.S. (See Guidelines for National Project section for specific requirements.)

CUP defines public policy broadly. Topics can address policies (for example, rent stabilization law), systems (for example, how predatory equity 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, immigrant, 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. CUP publishes four issues each year, and each poster is the product of a collaboration of CUP staff, an advocacy organization, and a designer or design team.

While the effects of public policies can be widespread, the discussion and under-standing of these policies are usually not. This series aims to make information on

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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.

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: makingpolicypublic.net

How It Works

A jury of prominent design and public policy experts selects community and advocacy organizations working on a public policy issue, process, or system that needs a visual explanation. The jury then selects designers interested in working on *Making Policy Public* projects. The jury chooses teams to 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 2019, and the other two will begin in April 2019. 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.
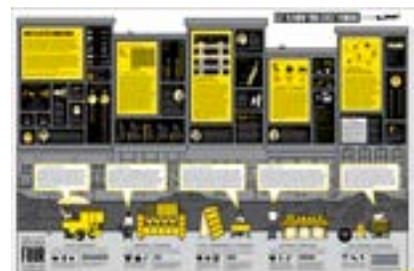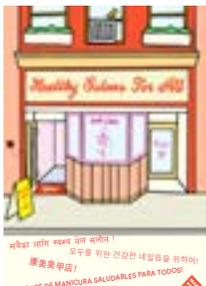

Cover

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.
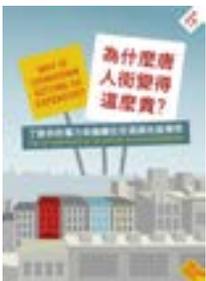
Rent Regulation Rights

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.
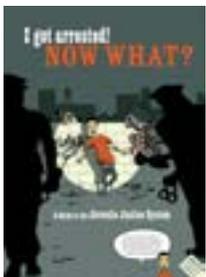
I Got Arrested! Now What?

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.

What's in the Water?

This publication explains the processes of hydraulic fracturing in the Delaware River Watershed area and their potential impact on the drinking water supply. How does it work? Why does it matter now? And should people in cities be concerned about it? The poster was produced through a collaboration of CUP, Damascus Citizens for Sustainability, who have been involved in increasing awareness about fracking since 2008, and the design studio Papercut.

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Project Phases and Schedule

Phase 1: Call for proposals (summer 2018)

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 July 18th, 2018 at 1pm 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, email info@welcometocup.org for more information.*

Phase 2: Jury meets (fall 2018)

The jury selects designers and advocates, creating four teams that will collaborate with CUP to produce the next issues of *Making Policy Public* in 2019.

Phase 3: Collaborate (2019)

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 provide access to your constituents to provide feedback during the design process.

Phase 4: Publish and disseminate (fall 2019)

Each publication is both an educational tool and a showcase for innovative design. The majority of the print run is 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 2018**	Call for proposals posted
::	**July 18th, 2018**	Optional webinar for advocate applicants
::	**September 4th, 2018**	Deadline for applications from organizations and designers
::	**January 2019**	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 2019, and launch in Fall 2019. The second two will begin in April 2019, and launch in Winter 2019.

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.

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

Community and advocacy organizations must have a committed project manager that can work on the project all the way through and attend all meetings.

Applicants must provide access to the publication's primary audience over the course of the design 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.

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 2019. 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 2019 are not good fits for this program.

Making Policy Public is structured around topics with a long lifespan. If you are looking for a program with a shorter time frame, 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?

Guidelines for National Project

Please indicate on your application if you are applying for the National
Project category.

To be considered a National Project, the proposal must meet the following criteria:
  :: Be proposed by either a:
     • National organization with local chapters or local presence,
     OR
     • An organization with a clearly defined network of partnerships in various
       locations throughout the US
  :: Address an issue that is national in scope, meaning it is relevant to many
     communities throughout the United States and that it is not based on a local
     law or issue where the specific information varies by locality
  :: Describe the geographic reach of the proposed project in the distribution
     section of your application; it does not need to reach every state or commu-
     nity in the US, but have a clear scope that is beyond one city or state
  :: Include a clear distribution plan that shows how you will distribute the final
     product in all the communities listed in your geographical reach
  :: Meet all of the other requirements laid out in this call for proposals, with the
     exception of the one about travel (see below for more information)
  :: The proposing organization may be based anywhere in the United States.
     However, if your organization or network has a NYC-based office, we would
     like them to be the lead partner in the proposal.

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CUP will provide a travel stipend to cover the costs of participation for a team based outside of NYC. However, we recognize that a partner based outside of NYC may not be able to be travel for every project meeting. (See Submission Guidelines for Advocacy Organizations & Community Organizations for information more information on meetings.) Your team must be able to participate in a minimum of three in-person meetings, either at the proposing organization's site or in NYC. The remaining meetings will take place via Google Hang-outs, Skype, or other online services.

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.

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.

Rights and Reproduction: 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

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FAQ

Can I submit more than one application?

If you are a community or advocacy organization, you may submit more than one topic.

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 apply@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.

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 propoals. Please email info@welcometocup.org to request feedback. (We cannot respond to requests after August 1st, 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.

:: Is your application for a national project?

:: 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 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 Tuesday, September 4th, 2018 at 5 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 1st; please plan accordingly.

For sample topics, visit:
http://welcometocup.org/Projects?program_id=1

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