# Letter of Transmittal

Elizabeth Thomas, Education and Outreach Coordinator

ZMA Education and Outreach Program

Zuckerman Museum of Art

492 Prillaman Way

Kennesaw, Georgia 30144

Dear Elizabeth Thomas,

Thank you for the opportunity to submit a proposal in response to your RFP to improve the ZMA’s (Zuckerman Museum of Art) EOP (Education and Outreach Program). Our proposal includes a plan of action to improve the operations, events schedule, and services of your program to ensure the program meets its full potential.

We will recruit volunteers and donors for a reopening fundraiser of the improved EOP. We will organize the production of the reopening fundraiser. The ZMA will hold the grand reopening fundraiser to introduce the improved EOP. Proceeds from the fundraiser will contribute to the cost of the program’s upcoming events, activities, and class offerings. We will assist with the first two months of planning for the upcoming events.

To do so, we will create a schedule of events, activities, and class offerings; based on data from interviews and surveys with current Kennesaw State University students and members of the community. Additionally, we will promote the events on campus, within the local community, and via social media platforms. We will implement a mailing list and mobile application to keep patrons and program participants informed of upcoming events.

U&B is a team of UX designers, technical communicators, and art enthusiasts. Our team consists of Kennesaw State University students and alumni. We are passionate about art’s ability to heal and connect people across cultures and diverse personal experiences. We are inspired to unite people with opportunities to learn and grow through art.

We appreciate the opportunity to work with you on improving the ZMA’s EOP. We look forward to bringing the program’s progression to fruition. Thank you for your time. If you have any questions, email Uchenna Uzuegbunam at uuzuegbu@student.kennesaw.edu .

Sincerely,

Uchenna Uzuegbunam

# Introduction

# The ZMA (Zuckerman Museum of Art) is a contemporary fine art gallery, founded in 1984 by KSU professor emerita Roberta Griffin. The ZMA is a department within the School of Art and Design. The School of Art and Design is a department under the KSU (Kennesaw State University) College of the Arts.

# The gallery exhibits collections from local and national artists in various mediums, along with its permanent art collection. By curating collections of art, the museum serves the purpose of educating individuals through exposure to cultural and social diversity. Patrons of the ZMA generally include KSU students and faculty, members of the local community, and art industry professionals.

Additionally, the ZMA offers the EOP (Education and Outreach Program). The program’s purpose is to, “Present experiences that inspire participants through creativity. Employ a variety of teaching methods, so participants may actively explore ideas. Develop activities that reach beyond the museum walls by promoting visual literacy. Act as a conduit for interdisciplinary programs through partnerships that challenge what art and a museum can do”. *About the Zuckerman Museum. (2020). Retrieved from https://arts.kennesaw.edu/zuckerman/about/about\_us.php*

However, the ZMA’s EOP has become stagnant. Minimal information is offered through the ZMA’s website regarding the program. The list of recent and upcoming events is only relative to the ZMA’s gallery functions. To meet its initiative, the EOP has to expand.

Our proposal illustrates a plan to revive the EOP by adding activities, creating awareness, and increasing patron participation. In our proposal, you will learn about the current situation, project plan and timeline to execute our plan. Also, the costs, benefits, and conclusion of implementing our proposed plan.

# Current Situation

# Since the 2014 opening of the ZMA’s present location, promoting the gallery and offering diverse exhibitions has rightly been a priority. Over the last six years, the ZMA has settled into its present location and grown significantly. In addition to offering a unique space for students to view and experience art, the ZMA started the Education and Outreach Program. The EOP’s purpose is to provide an avenue for participants’ to learn and explore diverse cultures and ideas through creativity. However, the EOP has received too little attention and has become a stagnant division of the ZMA.

# As it stands, the EOP has yet to reach its full potential. The ZMA’s website offers minimal information about the EOP. There is no mention of past or upcoming events. Recent events only refer to the gallery’s functions and exhibitions. There are no marketing or promotional materials. For these reasons, many are unaware of the EOP’s existence. KSU students may go through their entire school career unaware that the outreach program exists.

To improve the current situation, the ZMA will need to consider reviving the EOP program. Reviving the EOP would increase awareness of the EOP’s existence and services. The ZMA and KSU College of the Arts would gain positive exposure from the increased awareness. To assist with the revival of the EOP, U&B have thoughtfully put together a strategic plan to ensure the EOP reaches its full potential.

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# Project Plan

Reviving the EOP requires implementing a plan that will create opportunities for students, gallery patrons, and members of the local community to engage in the services offered by the EOP.

To ensure the EOP reaches its potential, the following objectives must be met:

- Offer services and activities through EOP

- Promote EOP services and activities

- Increase awareness of the EOP existence

# To do so, we will create a schedule of events, activities, and class offerings. We believe this is the best solution since the objectives align with the EOP’s mission statement while complimenting the ZMA’s general operations. The services and activities offered to the public will be based on data from interviews and surveys with current KSU students and members of the community.

# To introduce the EOP’s schedule of events, we will organize the production of the reopening fundraiser. We will recruit volunteers and donors for the reopening fundraiser of the improved EOP. The ZMA will host the grand reopening fundraiser to introduce the improved EOP at the gallery. Proceeds from the fundraiser will contribute to the cost of the program’s upcoming events, activities, and class offerings.

# Additionally, we will assist with the first two months of planning for the upcoming events. We will promote the events on campus, within the local community, and via social media platforms. We will implement a mobile application to keep patrons and program participants informed of upcoming events.

# Step One: Research

We will implement our plan in three steps. First, we will conduct research by interviewing KSU students and members of the community. Feedback from the interviews will give us valuable insight on needed and desired services to offer.

* Interview KSU students and local community
* Analyze interview feedback and data
* Develop services and events
* Assess costs of services and events

# Step Two: Reopening Fundraiser

Second, we will produce a grand reopening fundraiser to announce the EOP’s new services and events. The purpose of the grand reopening is to raise awareness of the EOP. The purpose of the fundraiser is to raise funding for the future services and events offered by the EOP.

# Produce reopening fundraiser

* Recruit artists and speakers for event
* Invite guests, KSU, and local community members
* Collect donations, raise funds

# Step Three: Promote New Schedule

Finally, we will plan and promote the new schedule of services and events through various platforms. In this phase of the project plan, we will recruit volunteers to coordinate the events and services. Also, Develop marketing content and a mobile application to promote upcoming services and events.

# Recruit volunteers and teachers for services

# Develop services and events schedule

# Produce marketing content

* Design mobile application

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# Qualifications

# U&B is uniquely situated to benefit Kennesaw State University. A large number of our workers are KSU alumni, and some of them have made several visits to the museum, both for academic and personal reasons. For that reason, we understand the unique atmosphere and personality of Kennesaw State University. In fact, our founders are both Kennesaw State Alumni.

# As residents of Georgia, we also can study other local museums to see how they perform this kind of task, then put our own unique spin on it.

Our technical communications division has worked in a wide variety of fields, including work in amusement parks and toys. Because our audience tends to be young, we understand what pops and appeals. We know how to make advertising campaigns that are bright and colorful, and tell you exactly what you need to know.

Likewise, we have a number of talented artists in our visual design department. Our designs have won multiple awards and are well-known for their artistic inspiration and our signature colorful, vibrant aesthetics.

We at U&B want people to understand and remember our ideas. We work closely with our partners to ensure we are as close to the client’s vision as we can be. Our policy is integrity, effort, and understanding. For that reason, we make sure that we take on every project with our client’s best interests at heart.

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# Costs and Benefits

We are looking for $150,000 a semester (approximately four months) to fund our revival campaign. The money will be divided up as follows:

* $40,000 for increased ad production and distribution.
* $10,000 for creating a mobile application in line with KSU’s design policies.
* $40,000 for supplies and decorations for events.
* $50,000 to help book and secure both guests and guest speakers.

This money can be gathered from the previously-mentioned fundraiser we are going to be hosting to announce our revival of the program. Afterwards, we can host similar fundraisers every month and receive money from the museum itself to keep our program afloat.

Note that this is only an estimate, and is subject to change once the plan is put into motion.

The benefits of this campaign include increased interest in the EOP program, a boost in revenue for the museum, and a boost to student applications for KSU’s College of the Arts and School of Art and Design. These would also benefit Kennesaw State University as a whole, with an influx for total revenue and student applications.

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# Conclusion

Having a piece of a museum that helps to engage students and shows that they are just as creative as any artist is an incredibly inspirational idea. Engaging in art and hearing professionals talk about it is a great way to promote more interest in the subject as a whole.

However, without a way to organize events where artists can meet and discuss their craft, they will seem random, erratic, and not generate anywhere near as much interest. There’s nothing inherently wrong with a student engagement program for the Kennesaw State University museum, we just need to ensure that it is seen.

We are currently projecting to begin our new approach to marketing during the 2020-2021 academic year. Any funding would be much appreciated. If you have any questions, comments, or concerns, do not hesitate to contact us. Our phone number is (770) 668-6599, and our main email is uuzuegbu@students.kennesaw.edu.

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# Appendix

# The museum’s full name is Bernard A. Zuckerman Museum of Art. It is named after Bernard A. Zuckerman, an Atlanta art supporter. In 2010, he donated $2 million for the construction of the ZMA’s present location. In 2014, construction of the present location was completed.

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# Works Cited

*About the Zuckerman Museum. (2020). Retrieved from https://arts.kennesaw.edu/zuckerman/about/about\_us.php*

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