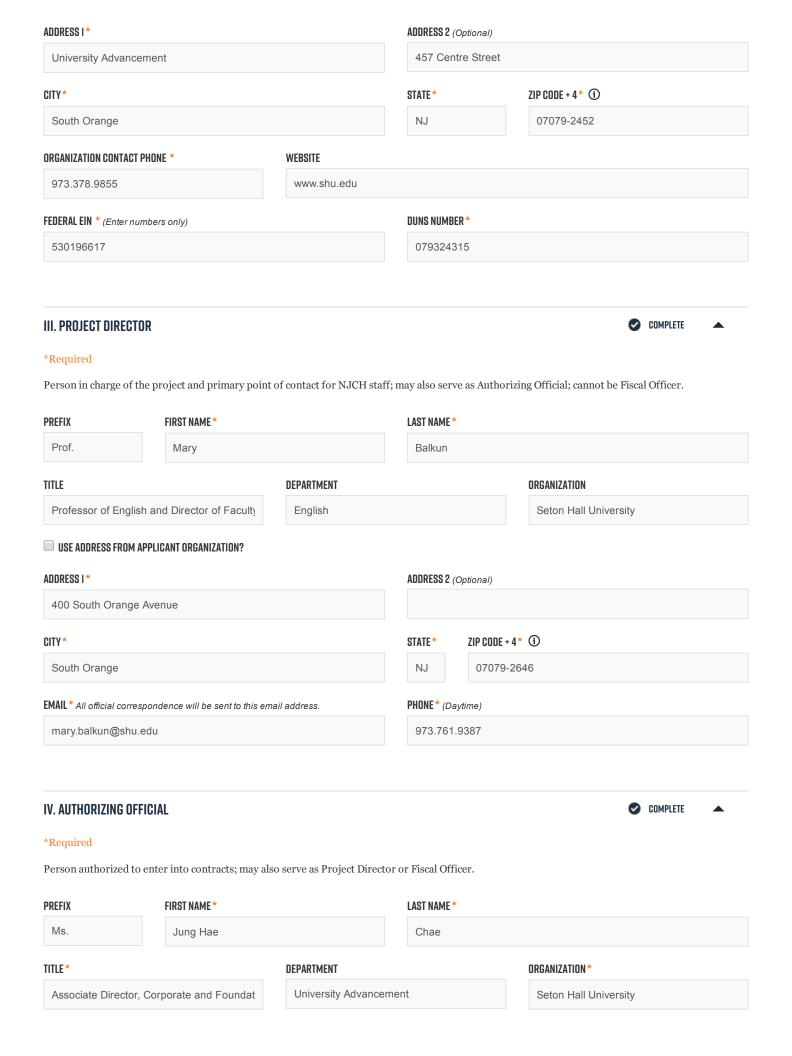# NJCH INCUBATION GRANT APPLICATION

I. PROJECT INFORMATION   ✓ COMPLETE ▲

*Required

Please use the Save for Later button often to save your work. You can also refresh your page after saving to confirm your information has been saved.

PROJECT TITLE *

The Digital Citizenry Project: Re-imagining a Framework for 21st Century Civic Engagement

SHORT PROJECT DESCRIPTION * *(Limit 35 words)*

Our project is a second iteration of collaboration between Seton Hall University and the surrounding communities, comprised of a series of conversations and public programs on the topic of "Civic Engagement in the Digital Age."

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IS THE PROJECT FOR WHICH FUNDING IS REQUESTED PART OF A LARGER PROJECT? *

◉ YES   ○ NO

IF YES, PLEASE INCLUDE A SHORT DESCRIPTION. *

In 2017-18, Seton Hall launched "The Digital Citizenry Project," a series of conversations and public programs on the topic of engaged digital citizenship local to the South Orange township. In 2019-20, we plan to expand our project's footprint/demographics to include: Maplewood, Irvington, Orange, East Orange, and Newark. We will reach out to local government, civic organizations, and school districts in these townships to plan a series of programs specific to these communities' needs and interests.

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Incubation Grant applicants may propose a **grant period up to 12 months.** Please consult the Grant Calendar to determine eligible start dates. All expenses must be incurred within the established grant period.

GRANT PERIOD START DATE *

01/01/2019

GRANT PERIOD END DATE *

12/31/2019

TOTAL FUNDING REQUESTED * *(Up to $5,000)*

$5,000

II. APPLICANT INFORMATION   ✓ COMPLETE ▲

*Required

ORGANIZATION NAME *

Seton Hall University (SHU)

ADDRESS 1 *

University Advancement

ADDRESS 2 *(Optional)*

457 Centre Street

CITY *

South Orange

STATE *

NJ

ZIP CODE + 4 * ⓘ

07079-2452

ORGANIZATION CONTACT PHONE *

973.378.9855

WEBSITE

www.shu.edu

FEDERAL EIN * *(Enter numbers only)*

530196617

DUNS NUMBER *

079324315

III. PROJECT DIRECTOR

✓ COMPLETE ▲

*Required

Person in charge of the project and primary point of contact for NJCH staff; may also serve as Authorizing Official; cannot be Fiscal Officer.

PREFIX

Prof.

FIRST NAME *

Mary

LAST NAME *

Balkun

TITLE

Professor of English and Director of Faculty

DEPARTMENT

English

ORGANIZATION

Seton Hall University

☐ USE ADDRESS FROM APPLICANT ORGANIZATION?

ADDRESS 1 *

400 South Orange Avenue

ADDRESS 2 *(Optional)*

CITY *

South Orange

STATE *

NJ

ZIP CODE + 4 * ⓘ

07079-2646

EMAIL * *All official correspondence will be sent to this email address.*

mary.balkun@shu.edu

PHONE * *(Daytime)*

973.761.9387

IV. AUTHORIZING OFFICIAL

✓ COMPLETE ▲

*Required

Person authorized to enter into contracts; may also serve as Project Director or Fiscal Officer.

PREFIX

Ms.

FIRST NAME *

Jung Hae

LAST NAME *

Chae

TITLE *

Associate Director, Corporate and Foundat

DEPARTMENT

University Advancement

ORGANIZATION *

Seton Hall University

☐ **USE ADDRESS FROM APPLICANT ORGANIZATION?**

ADDRESS 1 *

457 Centre Street

ADDRESS 2 *(Optional)*

CITY *

South Orange

STATE *

NJ

ZIP CODE + 4 * ⓘ

07079-2452

EMAIL *

junghae.chae@shu.edu

PHONE *

973.378.9855

V. FISCAL OFFICER

✓ COMPLETE ▲

*Required

Person who is responsible for fiscal management and to whom grant funds will be sent; may also serve as Authorizing Official; may not serve as Project Director.

PREFIX

Ms.

FIRST NAME *

Jung Hae

LAST NAME *

Chae

TITLE

Associate Director, Corporate and Foundat

DEPARTMENT

University Advancement

ORGANIZATION *

Seton Hall University

☐ **USE ADDRESS FROM APPLICANT ORGANIZATION?**

ADDRESS 1 *

457 Centre Street

ADDRESS 2 *(Optional)*

CITY *

South Orange

STATE *

NJ

ZIP CODE + 4 * ⓘ

07079-2452

EMAIL *

junghae.chae@shu.edu

PHONE *

973.378.9855

VI. PROJECT TEAM

✓ COMPLETE ▲

*Required

List any internal or external staff who will work on the project from beginning to end, including the project scholar. Those who may participate in the project intermittently or for short duration do not need to be included here (such as event speakers).

PREFIX

Dr.

FIRST NAME *

Marta

LAST NAME *

Deyrup

TITLE

Librarian and Professor

DEPARTMENT

University Libraries

ORGANIZATION

Seton Hall University

ADDRESS 1 *

400 South Orange Avenue

ADDRESS 2 *(Optional)*

CITY *

South Orange

STATE *

NJ

ZIP CODE + 4 * ⓘ

07079-2646

EMAIL *

Marta.Deyrup@shu.edu

PHONE *

201.956.2469

HOW WILL THIS PERSON CONTRIBUTE? *

Dr. Deyrup will jointly run the project, as she did in its first iteration. This includes co-writing the grant proposal, attending planning meetings with members of the team, and coordinating the planned events.

67 word(s) left

WHAT ARE THIS PERSON'S MOST RELEVANT QUALIFICATIONS/EXPERIENCE? *

Dr. Deyrup is a Technical Services librarian and the subject specialist for English, Classics, Modern Languages, Russian and Eastern European Studies, and the Valente Italian Library at Seton Hall. Along with Dr. Balkun, she is the co-chair of Seton Hall's Digital Humanities Committee and has been involved in various digital humanities projects both at home and abroad for the past 15 years. Dr. Deyrup will bring to bear on this project a myriad of expertise including technology-based librarianship along with her experiential knowledge on the collaborative nature of librarianship, which is an essential model for this project.

3 word(s) left

REMOVE TEAM MEMBER

BACK TO TOP OF TEAM SECTION   **ADD TEAM MEMBER +**

HOW AND WHY DID YOU CHOOSE YOUR COLLABORATORS? *

Dr. Deyrup and Dr. Balkun have worked successfully together on multiple projects over the past two decades, and are also co-chairs of the University's Digital Humanities Committee. As part of its efforts to expand the reach of humanities, the University has been engaged in several important digital humanities initiatives in and around campus, in which both Dr. Balkun and Dr. Deyrup continue to play an important role. In addition to the Digital Humanities Committee, these include the Instructional Technology Committee, the InnoTech Committee, and the English Department's Center for Humanities and the Public Sphere, all of which support active faculty and student research developments in the humanities. They are also the founders and co-chairs of the New Jersey Digital Humanities Consortium, whose members represent fifteen regional colleges, universities, and research institutions.

19 word(s) left

VII. PROJECT NARRATIVE QUESTIONS   ✓ COMPLETE   ▲

*Required

DESCRIBE YOUR PROJECT. WHAT INSPIRED THE DEVELOPMENT OF THIS PROJECT AND WHAT ARE YOUR GOALS FOR IT? *

In our increasingly wired world, with its gadgetry and social media, how do we make sense of the information overload flowing into our personal and public spaces? From 24-hour news reports on Russian hackers and cybercriminals influencing our elections, to citizen-activists turning to social media to get their messages out, the idea of "community civic engagement" takes on a whole new meaning. We must not only engage and empower citizens to make informed decisions based on the issues but also educate them about the technological means by which to participate. The current political moment presents us with an opportunity to hold open and inclusive dialogues about what "21st century digital citizenship" should entail.

To this end, in 2017-18, we launched The Digital Citizenry Project, a series of conversations and related programming on engaged digital citizenship which took place in various venues throughout South Orange. Based on the positive feedback received, we plan to expand our project's footprint/demographics to include surrounding towns: Maplewood, Irvington, Orange, East Orange, and Newark. Stakeholders will again include representatives from the core constituents that anchor our communities: local government, public libraries, arts/cultural organizations, and local school districts. Together, we will plan a series of events/workshops that will run simultaneously in these towns in 2020, while exploring new technologies that engage citizens in creative, innovative ways, rooted in the humanities traditions, and which promote ideas of democracy and active civic participation. These events will culminate in a multi-town symposium. Additionally, we will develop a proposal for an online public planning document, a Toolkit for Digital Citizenship.

Our goals are to first create a model for fostering ongoing dialogue between humanities professionals and the public. Second, we will work with local stakeholders to provide a forum for inclusive dialogue about an increasingly complex contemporary question, and one with an ever-greater impact on the humanities: What does it mean to be an engaged and informed citizen in the digital age? Third, we will not only provide data demonstrating how towns can work to increase civic involvement but also outline ways they might cooperate in order to foster such engagement.

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INCUBATION GRANTS SUPPORT PLANNING PROCESSES, EXPERIMENTATION WITH NEW PROGRAM MODELS OR TOPICS, RESEARCH, OR PILOT PROGRAMS. HOW IS YOUR PROJECT SUITED TO THIS TYPE OF GRANT? *

This incubation grant would enable us to plan a second, expanded iteration of The Digital Citizenry Project based on the success of our pilot project in 2017-18. If awarded, the grant will be used for planning activities to be undertaken throughout 2019, ahead of the actual implementation of the events to take place in 2020 (in anticipation of the 2020 general election).

While our pilot project was a great success and gave us the opportunity to test our ideas about how governmental, civic, and educational entities can work together to promote informed digital citizenship at the single township level, we know that expanding the footprint to surrounding towns with varying demographics will require a more carefully thought-out planning process and a longer timeline. We need to be able to tap into the appropriate human resources in these townships in order to better understand the particular needs of the local constituencies and how these townships function (for instance, how local governmental functions overlap or feed into the affairs of civic organizations and school districts in these townships). We need to reach out to the appropriate town officials and important stakeholders invested in these locales in order to get their buy-in to our project idea and ultimately their cooperation.

Our project, with assistance from NJCH through the incubation grant program, will seek to answer the following questions:
•	How can municipally funded organizations (e.g., public libraries) work together across town boundaries on these critical and timely issues that may be of mutual interest?
•	How can a "linked chain," collaborative working model (as opposed to a hierarchical model) be adopted in order to pursue the kind of joint programming we envision happening across these townships?
•	How can such models of collaboration be used to address and be responsive to issues of critical importance and promote ideas of democracy and civic participation, so vital to the humanities, among citizens of these townships?
•	How can such a collaborative model be used to achieve a cost-effective response to these issues?
•	How can this project have a positive impact on voter turnout for the 2020 elections?

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WHY IS THIS PROJECT IMPORTANT TO YOUR ORGANIZATION? HOW DOES IT ADVANCE YOUR ORGANIZATION'S MISSION AND GOALS? *

Seton Hall University is a liberal arts institution with humanities education at heart. With a stated mission focused on preparing students to live as servant leaders in a global society, the University is committed to helping students take their place in our increasingly digital society and to producing lifelong learners who are cognizant of the implications of digital access through a principled and ethical engagement with technology.

Our proposed project is borne out of larger initiatives at the University aimed at expanding the humanities, specifically in ways that address the changing culture and technology of our time. As part of this ambitious effort, the University is committed to bringing the humanities to the broader public, and has been engaged in several important digital humanities initiatives in and around campus, including: the ongoing work of the Digital Humanities Committee and the Center for Humanities and the Public Sphere, and its active participation as a founding member of the NJ Digital Humanities Consortium, whose members represent fifteen regional colleges, universities, and research institutions.

This project also continues the University's commitment to active engagement with its neighboring communities, resulting in such cooperative projects as SouthNext, student service projects with United Vailsburg, and environmental projects in South Orange and South Mountain Reservation. This is the kind of cooperation and engagement we are hoping to foster along with engaged citizenship. Ideally, this collaboration will contribute to a better understanding between members of the Seton Hall community and Essex County residents, one built on humanities values.

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HOW HAVE THE NEEDS AND INTERESTS OF YOUR AUDIENCE(S) BEEN INCORPORATED INTO THIS PROJECT? HOW WILL YOUR AUDIENCES OR THEIR REPRESENTATIVES BE INVOLVED IN THE PROJECT? *

As the title of the project suggests, "The Digital Citizenry Project" will be designed for and by citizens of the communities we will reach out to and collaborate with. Seton Hall will act as a facilitator in spurring dialogue around the issue of engaging citizens in the digital age and helping develop the series of town-specific community-based programming around it.

For our 2017-18 pilot project, in order to understand the needs and interests of the community, we had reached out to leaders of the local civic and cultural organizations, including town government, the public library, the Pierro Gallery, South Orange-Maplewood middle schools and high school, the Town Council, and the Historical Society. In spring 2018, we provided public programming throughout the town, dubbed "SO/SHU Connected," through a series of hands-on workshops, culminating in a symposium on "Engaged Citizenship in the Digital Age." The topics included: Exploring Art in a Digital World; Stories, Technology & Preservation; Technology & Engagement; Citizenship in a Digital World; and Digital Activism.

In 2019-20 we will expand our reach to include towns surrounding South Orange: Maplewood, East Orange, Orange, Irvington, and Newark. We will reach out to leaders from these towns in order to gauge their interest in participating, and will invite key stakeholders from the interested towns to determine the unique needs of their community. With the continued involvement of the South Orange community leaders, we will share the model we piloted in South Orange and strive to learn from the town representatives how this model, or a version of it, might work in and among their communities to promote civic engagement. Working collaboratively with township officials, we will create a detailed roadmap for town-specific events that will run in 2020. The events will be interactive and be developed by the town representatives, who best know their constituents' needs and interests. Since not every township has the same resources, collaboration will be key and will enable us to optimize available resources, bring citizens of different towns into conversation (events will be open to residents of all participating towns), while also respecting the uniqueness of each.

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WHAT ARE THE HUMANITIES IDEAS INVOLVED AND FORMATS BEING USED? WHAT ROLE HAS OR WILL THE HUMANITIES SCHOLAR PLAY IN THE PROJECT? *

The idea of "digital citizenship" is essentially rooted in the humanities. While the term is relatively new, and the definition of what it means to be a digital citizen is still emerging, at the root of it are the humanities principles that guide our sense of justice, equity, and fairness, and that inform critical thinking and objective analysis. In our increasingly digital society, in which ordinary citizens are bombarded daily with an onslaught of misinformation and news of cyber-hacking that threatens our democratic process, it is through application of these humanities principles that 21st century citizens may be able to ferret out truth from fiction, understand the moral and ethical implications of digital access, and discern the validity of the applications by which one gains such access.

One key deliverable, a plan for a "Toolkit for Engaged Citizenship," is itself a humanities-based format. Such a Toolkit would involve creating and posting informative materials, a discussion forum, and templates for other towns to develop their own planning committee and events. The multidimensional and multilateral exchange of ideas and the open dialogue format, which underscore the thinking and planning behind this project, reflect the goals of humanities discourse.

Drs. Balkun and Deyrup are humanities scholars by training, both professors at Seton Hall. They will be involved in all phases of the project and will bring their humanities expertise to bear on planning these events. The project may also involve additional humanities scholars, as needed, from the Art, English and History departments.

1 word(s) left

WHAT MATERIALS OR PLANS WILL RESULT FROM THIS PROJECT? (E.G., REPORTS, TIMELINES, SAMPLE MATERIALS, ETC.) WHAT DO YOU HOPE TO LEARN FROM THE PROJECT? *

Funding from the 2019 Incubation Grant will allow us to plan and produce the following items: an identified set of stakeholders from each participating township who are knowledgeable about the specific needs of their community and its demographics; a proposed series of events for each town, including an identified list of presenters and organizers, a schedule of events, and any material support; an advertising plan; and a preliminary plan for creating the Toolkit for Engaged Citizenship.

Based on what we have learned from the first iteration of this project, we hope to expand upon that knowledge in this second iteration. We hope to learn more about new emerging technology platforms that can empower citizens to become civically engaged in different kinds of communities. We would like to learn how different types of civic-oriented administrative entities within various municipalities can work together in the best interest of their citizens. We hope to learn how to create a roadmap or best practices model for inter-town cooperation that can be replicated or scaled beyond our local footprint. Finally, we hope to learn more about how educational institutions like Seton Hall can be more active participants in their local communities, with an eye toward advancing the humanities values and models for inter-community cooperation as a way to address the challenges and opportunities for engaged citizenship in the digital age.

25 word(s) left

VIII. PROJECT BUDGET   ✓ COMPLETE ▲

*Required

Your requested grant total: **$5,000**

EXPENSE / EXPLANATION	GRANT REQUEST	MATCH ⓘ			
		COST SHARE CASH ⓘ	COST SHARE IN-KIND ⓘ	TOTAL APPLICANT COST SHARE	TOTAL GRANT REQUEST & MATCH
PROJECT PERSONNEL	$4,000	$3,100	$0	$3,100	$7,100

EXPENSE / EXPLANATION	GRANT REQUEST	COST SHARE CASH ⓘ	COST SHARE IN-KIND ⓘ	TOTAL APPLICANT COST SHARE	TOTAL GRANT REQUEST & MATCH
Stipends Co-Project Directors (SHU Faculty) - $1,000 stipend per PD x 2	$2,000	$0	$0	*Remove Line*	
4 character(s) left					
Project Assistant (Undergraduate) - 5 hrs. per wk. x 40 wks. @ $10 per hr.	$2,000	$0	$0	*Remove Line*	
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Graduate Assistant - 5 hrs per week x 40 weeks @ $15.50 per hour	$0	$3,100	$0	*Remove Line*	**ADD LINE +**
10 character(s) left					

NOTES * *Please note which Project Personnel are internal staff and which are consultants.*

We anticipate hiring part-time student workers; the Project Assistant (undergraduate) and the Graduate Assistant at the English department will handle the day-to-day project coordination. They will be responsible for coordinating communication with the project participants; take notes at all project meetings and share them afterwards with all participants; create and maintain a set of Google Docs for the project; copy and scan materials needed for planning and for meetings; conduct research on behalf of the project; schedule rooms for meetings, and any other administrative duties, as needed. All personnel are internal university staff.

7 word(s) left

TRAVEL & LODGING	$0	$0	$273	$273	$273
Ground Transportation	$0	$0	$273	*Remove Line*	**ADD LINE +**
54 character(s) left					

NOTES

500 miles x $0.545 per mile (as per university reimbursement guidelines)

89 word(s) left

SUPPLIES & SERVICES	$1,000	$0	$2,250	$2,250	$3,250
Marketing - Fee for Design Service (i.e., brochures, website, banner, etc.)	$750	$0	$0	*Remove Line*	
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Administrative Cost (i.e., Printing, Copying, Mailing, etc.)	$250	$0	$500	*Remove Line*	
15 character(s) left					
Technology Support - 25 hrs @ $50 per hr.	$0	$0	$1,250	*Remove Line*	
34 character(s) left					
Space Rental - Room rental for 5 meetings @ $100each	$0	$0	$500	*Remove Line*	**ADD LINE +**
23 character(s) left					

NOTES

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INDIRECT COSTS ⓘ	$0	$0	$0	$0	$0
				Remove Line	**ADD LINE +**
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EXPENSE / EXPLANATION	GRANT REQUEST	COST SHARE CASH ⓘ	COST SHARE IN-KIND ⓘ	TOTAL APPLICANT COST SHARE	TOTAL GRANT REQUEST & MATCH
NOTES					
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TOTALS	**$5,000**	**$3,100**	**$2,523**	**$5,623**	**$10,623**

IX. REQUIRED ATTACHMENTS   ✓ COMPLETE ▲

*Required

FINANCIAL STATEMENTS

Please submit a complete copy of your most recent audited financial statement (including "Notes to Financial Statements") and your most recent 990. If audited financial statement is not available, please submit just the 990.

MOST RECENT AUDITED FINANCIAL STATEMENT OR 990 *

◉ **UPLOAD PDF** *(Max 20 MB)*

UPLOAD PDF	FY2017FINANCIALSTATEMENTSETONHALLUNIVERSITY.PDF ⊗ **Remove File**

Please use a desktop computer if you encounter issues uploading files from your mobile device.

○ LARGER OR OTHER FILE
○ ANOTHER METHOD

MOST RECENT 990.

○ **UPLOAD PDF** *(Max 20 MB)*
○ **LARGER OR OTHER FILE**
○ **ANOTHER METHOD**

SUPPORT MATERIALS *(Up to 4)*

Application support materials may relate to past programs or be directly connected to the proposed project. Examples of support materials include letters of commitment, evaluation reports, CVs, design materials, scopes of work, etc.

TITLE

Brochure for the "SO/SHU Connected 2018" event at Pierro Gallery, South orange

◉ **UPLOAD PDF** *(Max 20 MB)*

UPLOAD PDF	PIERROGALLERYBROCHURE2018.PDF ⊗ **Remove File**

Please use a desktop computer if you encounter issues uploading files from your mobile device.

○ LARGER OR OTHER FILE
○ ANOTHER METHOD

REMOVE ATTACHMENT

TITLE

Poster for the series, "SO-SHU Connected Digital Citizenship Collaboration 2018"

○ **UPLOAD PDF** *(Max 20 MB)*

| UPLOAD PDF | SOSHUPOSTER2018.PDF | ⊗ *Remove File* |

Please use a desktop computer if you encounter issues uploading files from your mobile device.

○ LARGER OR OTHER FILE
○ ANOTHER METHOD

REMOVE ATTACHMENT

ADD ANOTHER ATTACHMENT +

X. REVIEW AND SUBMIT

✔ COMPLETE ▲

*Required

Once this application is complete, click SAVE FOR LATER. Forward the link to this application to the Authorizing Official to sign and submit.

The Authorizing Official and Project Director will receive a confirmation email from the New Jersey Council for the Humanities once the application is successfully submitted.

☑ * By signing and submitting this grant proposal, the Authorizing Official is acknowledging compliance with the New Jersey Council for the Humanities' Grant Guidelines. The Authorizing Official certifies that the applicant is established for nonprofit purposes and that the described project is and will be not-for-profit; no profit will be derived from the project, nor will any accrue to the applicant.

ONLY THE AUTHORIZING OFFICIAL OF THE SPONSORING ORGANIZATION MAY SIGN THIS DOCUMENT.

AUTHORIZING OFFICIAL SIGNATURE * *(Type full name here)*

Jung Hae Chae

TITLE OF AUTHORIZING OFFICIAL *

Associate Director, Corporate and Foundation Relations

DATE OF SUBMISSION *

Please print out a copy of this application, or save as a PDF, for your records prior to submitting.

| REVIEW | PRINT | SAVE PDF |

SAVE FOR LATER

DRAFT APPLICATIONS WILL BE ACCEPTED UP TO TWO WEEKS BEFORE THE FINAL APPLICATION DEADLINE.
APPLICANT WILL NOT BE ABLE TO ACCESS THIS GRANT APPLICATION ONCE FINAL VERSION HAS BEEN SUBMITTED.

SUBMIT FINAL