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Walkabout Wednesdays [Project Proposal]

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PSU Non-IC-Funded Project Profile Form

The intent of this form is to capture project information for both active and proposed projects associated with an Integrated Cluster (IC) which **do not require specific IC funding**.

Note that PSU has created a separate process for funding Integrated Cluster projects. For additional information on that process and the associated forms, review the collateral posted on the PSU site: <https://www.plymouth.edu/clusters/project-proposal-submission/>

Instructions for the PSU Non-IC-Funded Project Profile Form:

- ✓ Download this form to your computer

- ✓ Complete the form and save it on your computer; include the title of your project in the file name

- ✓ Forward the file via email to the IC Project Manager, Ross Humer at rhumer@plymouth.edu

- ✓ Project Profile will then be logged & forwarded to the appropriate IC Guide Team(s)

Instructions for the PSU Non-IC-Funded Project Profile Form: Please complete all of the elements of the following form in the spaces provided before saving and then submitting the document.

PSU Integrated Cluster Project Proposal Form

Title: Walkabout Wednesday

Project Status:

This is an active project which began: 9/1/2016

This is a proposed project which is expected to begin: [Click here to enter a date.](#)

Project Leadership: (Identify Project Director/Manager or Co-Manager(s) Cynthia Robinson

Project Description: Walkabout Wednesday is Plymouth's monthly art walk celebrating the community's creative spirit.

Some stores may offer free snacks, some may offer special deals, most feature some kind of art or creative product. Some stores ask for help in matching artists to their sites and/or help in designing and installing the artwork in their windows or store walls. Facilitated by the Karl Drerup Art Gallery and The Museum of the White Mountains, this project is a collaborative venture, depending on participating sites' input, energy, creativity, and community spirit.

As faculty and students hear about the project, we are seeing course-based participation that we expect will grow over time.

Project Goals and Outcomes:

1. **Project Goals – Briefly identify and describe the objectives of this project** Walkabout Wednesday
Objectives:
 - a. To build community collaborative spirit through a year round low to no cost initiative.
 - b. To highlight and grow community positive spirit by encouraging residents and visitors to visit a variety of sites in town
 - c. To connect the PSU campus with specific community business sites
 - d. To increase the visibility of PSU exhibit sites Karl Drerup Art Gallery(KDAG), Museum of the White Mountains(MWM), Lamson Library, Silver Center, and the Enterprise Center through collaborative marketing
 - e. To provide a consistent Happiness Quest activity
2. **Student Learning Outcomes – Outline the expected student learning outcomes**

- a. The Karl Drerup Art Gallery's student staff members are accumulating experience curating, exhibit designing, installing, and marketing exhibits as well as experience working with community businesses. With exhibits changing each month, different students are being exposed to these activities.
- b. The PSU Student Art Collective is an active partner, with art students creating their own displays and fundraisers scheduled to occur during Walkabout Wednesday.
- c. Art students are getting multiple opportunities to exhibit their work in either solo locations or as a group in the Enterprise Center.
- d. Art students are being exposed to local arts-based businesses as well as to the creative ways in which artists can collaborate with business owners to exhibit work.

Rationale and Impact:

Considering the questions below, please write your project rationale and impact statement.

Include how this project will further the Mission and Vision of PSU with respect to 1) fostering collaboration across disciplines; 2) addressing a relevant societal issue, and 3) establishing relationships with community partners, external institutions, companies, non-profits, schools, government agencies, etc. and 4). Making an impact

How does this proposed project advance the Integrated Cluster mission and vision? How does this project facilitate high impact teaching and learning, cross disciplinary collaboration, student engagement and partnership involvement, and real world problem exploration? What are the anticipated impacts of this project?

Is this project an extension of work already in progress, or an entirely new endeavor? Does it integrate with areas that team leaders are already teaching or is it an opportunity to delve into unfamiliar content or a bit of both?

Project Rationale and Impact Statement:

Launched as a project in August, the first Walkabout Wednesday took place October 5, 2016. Walkabout Wednesday has been forging new relationships between PSU and local businesses on Main Street. To date, 21 non PSU businesses participate, opening their doors to art or creative products and to Walkabout visitors the first Wednesday of every month from 4-6pm. PSU campus exhibit sites including: KDAG, MWM, Silver Center, Lamson Library, Collins Gallery, and the Enterprise Center are linked through this project and its marketing efforts on and off campus. Additional groups have joined in the event including the Happiness Quest project group, the Community Photo group, the Congregational Church, the Women's Caucus for Art/ NH's Plymouth chapter, and the PSU Student Art Collective. In addition, marketing, communication, health, and art students have been participating through various class assignments.

Why Walkabout? Participating in Walkabout Wednesdays positively affects the local community directly, by supporting the local businesses or by appreciating the creative forces throughout the town. Advertised through online NH tourism sites, email marketing, and on campus messaging, the project is expanding and increasing the visibility of KDAG and MWM and all partnering sites.

A wonderful element of this project is that, for some Walkabout Wednesday visitors, it is their first time going in the door of many sites. It has become an opportunity for business owners to talk about what they do or sell. Participants are getting to know their neighbors and community resources in a physical and meaningful way.

Project Team

PSU Project Participants (essential core team participants including faculty and staff)

Name	Position/ Title	Project Role	Discipline/ Specialty	Email
Cynthia Robinson	Director, KDAG; Assoc. Director, MWM	Project coordinator	Arts admin	ccrobinson@plymouth.edu
Michael Heitz	Admin Asst KDAG, MWM	Website management, artwork matching	Art, websites	mheitz@plymouth.edu
Leanne Baratier	KDAG Undergrad Fellow	Graphic design for marketing	Graphic design	
Marcia Blaine	Director, MWM	Co-presenter		mblaine@plymouth.edu
Katama Murray	KDAG student staff, Student Art Collective (SAC)president	Connected events with SAC	Art education student	
Eric Speith	Director, Enterprise center	Site partner	business	easpieth@plymouth.edu
Daphne Morin	Lamson Library	Site partner		dmorin@plymouth.edu
Jessica Dutile	Pemi Youth Center	Site Partner	Youth programs	jadutile@plymouth.edu
Maria Sanders	Professor of Philosophy	Happiness Quest activity leader	Philosophy	

Non-PSU Project Participants (stakeholders; partners; academic institution; etc.)

Name	Organization	Project	Discipline/	Email
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		Role	Specialty	
Carol Dunn	Dresser's unlimited	Site partner	Business	
Tara Gowen	Gowen realty	Site partner	Business	
Jaine Pauley	Simply Sunflowers	Site Partner	Arts and retail Business	simplysunflowers@gmail.com
Anthony Admaski & Max Corbet	Quince and Quail	Site Partner	Arts Business	thequinceandquail@gmail.com
Sarah Hancock	Burrito Me	Site Partner	Business	sarah.hancock7@gmail.com
Mickey /Stevie	Café Monte Alto	Site Partner	Business	montealto@roadrunner.com
Janet Davidson	Kil'n Time	Site Partner	Non profit arts Business/service	kilntimeartstudio@gmail.com
Ashley	Peppercorns Natural Foods	Site Partner	Business	peppercornnaturalfoods@gmail.com
Kathy Hillier	Plymouth Historical Society	Site Partner	Non profit	
Susan Wei	Plymouth Congregational Church	Site Partner	Non profit	mommyawei@gmail.com
Maundy Mitchell	Maundy Mitchell Photography	Site Partner	Arts Business	Maundy@maundymitchell.com
Penny Huynen, Tamara Mann	Community Clay Center	Site Partner	Arts business	communityclaycenter@gmail.com

Suzan Gannett	Artistic Roots	Site Partner	Arts business	suzanmgannett@gmail.com
David Alberts	Baked Bistro	Site Partner	Business	info@bakeddowntown.com
Don and sarah Hundgen	Hundlerut Studio	Site Partner	Arts business	
Gail Bradford	Northern exposure	Site Partner	Arts business	
Laurie Vachon	Off the Hanger	Site Partner	Business	offthehangernh@gmail.com
Linda Parenteau	Underground Gallery	Site Partner	Arts business	Walap7@gmail.com

Student Participant Profile (Identify the student population(s) to be engaged in the project. Identify if this has been or is planned to be incorporated into curricula)

Class/ Student Organization/ Individuals	Role in Project	Academic Level (Undergraduate or Graduate)	Academic Discipline	Total Student Population
Leanne Baratier	Graphic design	UG	Graphic Design	1
Student Art Collective	presenters	UG	Art	20
KDAG student staff	Curating, installing, promoting	UG	Art	12
Art students	Visitors and artists	UG	Art	40
Happiness Quest students	visitors	UG	Philosophy	20
Marketing class	visitors	UG	Business	16

If this is planned to be incorporated into curricula, provide a description: As the project grows, we anticipate that multiple classes will incorporate the experience into curriculum

Project Funding

X project requires no funding (*skip to IRB Compliance*)

This project has/requires funding from other sources than the IC budget (*complete the following*)

Cost Category	Requested funds
SOURCES OF FUNDS	
o Grants	
o External Partners	
o Other	
<i>Total: Sources of Funding</i>	\$ -

Describe the status of funding requests or approvals:

Note that any projects requiring grant funding will need to comply with the RAC process.

IRB (Institutional Review Board) Compliance

IRB Compliance: <http://www.plymouth.edu/office/institutional-review-board/>

This project DOES NOT require IRB compliance

This project DOES require IRB compliance (*complete below*)

IRB Approval Status: Select an Option

IRB Approval Date: Click here to enter a date.

Project Management: Timeline and Milestones

Identify the timeline for the project including start, completion, and major project milestones. A closing report will be required as a part of the project funding process.

Project Start Date: [Click here to enter a date.](#)

Project Complete Date: [Click here to enter a date.](#)

Project Milestone	Milestone Description	Target Completion Date
Project development	Researching partners, marketing materials development	9/1/2016
Marketing launch	Logo, flyers, posters, online event listings	9/1-9/15/16
First Walkabout Wednesday	First walkabout experience	10/5/2016
Signage	Created sidewalk signs	10/6-10/30/16
Walkabouts	First Wednesday of each month year round	Click here to enter a date.
Increase marketing	Spring 2017, launch increased marketing tools, with punch card	4/1/2017
		Click here to enter a date.

Please identify any pre-project education or training for students, faculty, and staff that would be helpful for your project team to have in advance to begin work on a strong footing (e.g., skill training, concepts), and identify any training and education that you are willing to help provide during the preparatory period for the project team before team work formally begins.

Student Education/ Training Requirements: