APPLICATION GUIDELINES
CULTURAL ENGAGEMENT FUND

**Mission Statement**

The Cultural Engagement Fund (CEF), formerly known as the University/Cultural Fund (UCF), provides student organizations with financial support to develop and implement programs which promote the arts, co-curricular education, health and wellness, multiculturalism and diversity, university/community service, and/or cross-cultural collaboration.

The Cultural Engagement Fund (CEF) derives its name from the “Cultural Fund” established in 2001 by President Nannerl O. Keohane to support student groups with a rich history of cultural programming on campus. Groups who typically receive funding from this source are those with long-standing signature events that have contributed significantly to the development of a more inclusive campus environment and a deeper understanding of cultural diversity.

With the recognition of cultural diversity and constant student needs in a changing campus climate, it was necessary to incorporate “engagement” in the new name to reflect broader and multifaceted ways students participate in various enriching activities on Duke campus as well as with each other.

**Structural and Financial Changes**

The recent renaming of the fund to the Cultural Engagement Fund has gone through several structural and financial changes which became effective July 1, 2016. Many of you may or not know that your award allocation previously came from two funding accounts: University and Cultural Fund. After you received your award letter, the University Center of Activities and Events (UCAE) transferred the funds to each organization’s account. Beginning this fall, the funds will no longer be transferred to student accounts. Students will spend directly from the Cultural Engagement Fund and present receipts for expenditures to UCAE.

Another change involves the application and evaluation forms. Both of these forms will now be accessed via DukeGroups under the Center for Multicultural Center (CMA) page. This means that we will no longer accept hard copy applications or electronic copies effective Fall 2016.

The application and evaluation forms are in Qualtrics software. While there are many advantages to the change, only one student on the executive board: president or treasurer, can access and complete the

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*Before developing your proposal and completing your application, please read this overview thoroughly to familiarize yourself with the structure and process of the Cultural Engagement Fund. Additionally, this overview will provide you with tips to develop a strong proposal.*

The application includes the cover sheet, event proposal and budget form and can be found on the following link: [https://studentaffairs.duke.edu/cma/cultural-engagement-fund](https://studentaffairs.duke.edu/cma/cultural-engagement-fund)
application. If you want input from more than one member, you would need to arrange for you and another member to be present as the forms are completed. Most of you use Dukegroups and we anticipate that access to Dukegroups should be familiar. You would log into DukeGroups with your Duke ID.

The Cultural Engagement Fund is NOT limited to only cultural groups but open and inclusive to all Duke undergraduate student organizations who wish to apply for funding through us.

**Purpose**
The Cultural Engagement Fund provides student organizations with financial resources to develop programs that promote any of the following: arts, co-curricular education, health and safety, multiculturalism and diversity, university/community service, and/or cross-cultural collaboration. The mission of the Cultural Engagement Fund is to support student cultural organizations with more consistent funding for long-standing signature programs.

**Eligible Student Organizations**
Any student organization that meets the following qualifications:

1. Is formally recognized or chartered by Duke University;
2. Has an assigned fund code or account issued by the University Center for Activities and Events (UCAE) and,
3. Primarily benefits undergraduate students.

**Eligible Programs**

1. **Arts:** programs that promote and/or involve performance, visual, or other artistic forms.
2. **Co-curricular Education:** programs which complement the classroom experience and continue to be academically-based such as lectures, symposia, workshops, and seminars.
3. **Health and Self-Care:** programs that promote wellness and/or safe behaviors and lifestyles.
4. **Multiculturalism and Diversity:** programs that engage students in the sharing of cultures via cultural and/or intercultural activities and dialogues.
5. **University/Community Service:** programs that promote civic engagement and/or provide a needed service to the Duke or Durham community.
6. **Cross-Cultural Collaboration:** programs that involve the collaboration of at least two student organizations that usually do not work together; to develop, implement, and evaluate such programs, particularly between domestic and international student groups.

**Ineligible Programs**
The Review Committee will not accept applications for:

1. Events involving alcohol;
2. Exclusive programs such as retreats, general body meetings, and programs consistently held off campus;
(3) Philanthropic or charitable programs for the benefit of your organization or events where fundraising is the main purpose;
(4) Programs that will take place during University holidays (unless participation is open, available, and encouraged for the entire student body);
(5) Individual and/or group travel for any event; and,
(6) Programs held off-campus unless the event requires an off campus facility due to limited space on campus (i.e., local hotels).

Funds Available
There are two calls for the Cultural Engagement Fund proposals: once in the Fall and once in the Spring of each academic year.

HOW TO APPLY (Reminder: via Dukegroups)

I. Information Session
At least one representative of all groups requesting funding must attend the mandatory information session each semester.

II. Cover Sheet
Each student group should only submit one cover sheet listing up to three (3) programs for which you are requesting funding. For collaborative proposals, which we strongly encourage, please be sure to list each sponsoring organization with signatures from their leadership.

Applications will not be accepted if you have NOT:
   (1) Filled in your fund code
   (2) Obtained your advisor’s signature
   (3) Obtained signatures from the president of a collaborating organization

III. Event Proposal
The proposal should contain detailed information regarding the programs for which you are requesting funds. For EACH program for which you are requesting funding, complete the following:

   (1) Program Description: Describe all aspects of the program. Is it a new or ongoing program for your organization? If a repeat program, indicate any new features or changes from the previous year
   (2) Target Audience: Who is your intended audience? Approximate attendance? How do you plan to engage the audience?
   (3) Event Goals: What are the specific GOALS of the program? Why is this program important to the Duke community?
   (4) Publicity Plan: How do you plan to advertise/publicize your program?
   (5) Funding: Why should this event be funded? How will the event serve the undergraduate students, Duke and the greater Durham community?

IV. Budget Form
Using the Budget Form, list a line-item budget of researched expenses. Take the time to obtain quotes for speakers, entertainment, catering, technical fees, airfare, ground transportation to and from campus, hotels, advertising, etc. Avoid inflating your budget. The Review Committee can tell when a budget is intentionally inflated. Please attach budgets and additional sheets, if necessary.

**Budget Tips**

1. Provide detailed estimated expenses.
2. Obtain quotes for speakers, entertainment, catering, audio/video, airfare, hotels, etc.
3. Save on traveling and lodging expenses by searching locally (i.e., Duke and/or Triangle area for speakers, entertainment, etc.)
4. List technical equipment as well as technical staff hours needed for your program.

**Proposal Tips**

1. Indicate if a program involves collaboration with another student organization. Do not list other student organizations without having mutually discussed the collaboration. If agreed upon, obtain a signature from the collaborating student organization.
2. Describe the frequency of your program (i.e., weekly, monthly, annually, etc).
3. Share past experiences regarding your program if it is a traditional program (i.e., what worked well, what you would change, etc).
4. The larger the amount of funds requested, the more detailed information should be made available. For example, please demonstrate how you arrive at food costs - the cost per person for food costs.

**V. Interview**

The president and/or treasurer of the student groups requesting funding should meet with the Review Committee to defend their proposal. Dates and times of the interviews will be e-mailed to student groups. If the students contacted are unavailable, please send another student representative who is familiar with the proposal.

**VI. Program Evaluations**

The evaluation form is required for eligibility to apply for funds for the next funding cycle.

**REMINdERS**

When submitting your funding proposal, remember to:

1. Be as detailed as possible with all parts of the proposal.
2. Applications and proposals must be authored and submitted by Duke University students only.
3. Please contact your advisor at least three weeks prior to the application deadline, if not before.
   Last minute contacts result occasionally a delay because of the advisor’s unavailability, etc.
(4) Inform the Review Committee if you need to postpone or cancel your program. The Review Committee will need to review and approve your request to reallocate awarded funds.

(5) Submit all forms in Duke Groups by...

(6) Review the outline of the application before submitting. Applications where the text is not complete will be marked as Incomplete and will become ineligible for review.

QUESTIONS

If you have any questions, call 919-684-6756 or send an e-mail to culturalengagementfund@duke.edu or stop by the Center for Multicultural Affairs, 0010 Bryan Center-Lower Level. Thank you for your interest in the Cultural Engagement Fund.