WOX Grant Application Form for 2020
1/4/21

Use and completion of this Application Form is required for submission of your grant. Only Applications using this template will be considered for an award.

The completed WOX Grant Application must be emailed to cassidycoxs@xavier.edu and a paper copy with appropriate signatures mailed or hand delivered to Cyndi Meyer, Alumni Building ML 5630 by 5 p.m. March 1, 2021.

NOTE: Applicants are encouraged to seek proposal assistance through the Office of Grant Services. Please contact Shari Howell by phone at 745-1904 or email at howells3@xavier.edu as early as possible and at least 10 business days before the due date.

PROPOSAL FOR WOX GRANT

<table>
<thead>
<tr>
<th>Title of Proposed Project:</th>
<th>“Flor de Toloache – What Doesn’t Kill You Makes You Stronger”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amount Requested:</td>
<td>$10,000</td>
</tr>
<tr>
<td>Name of each applicant, their position and signature:</td>
<td>[Signature]</td>
</tr>
<tr>
<td>Dr. Polina Bespalko</td>
<td>Teaching Professor, Department Music and Theatre</td>
</tr>
<tr>
<td></td>
<td>Xavier University Music Series Coordinator</td>
</tr>
</tbody>
</table>

Add ALL appropriate signatures below as outlined in the Guidelines document for the WOX Grant Awards.
For each approval needed, please type the person’s name, title, email address, and have them physically sign the Application.

Dr. Shannon Byrne
Department of Classics and Modern Language
Chair of Music and Theatre
bvrn@xavier.edu

Dr. Richard Polt
Associate Dean of CAS
polt@xavier.edu

Dr. David Mengel
Dean of CAS
mengel@xavier.edu

Provide a brief abstract that clearly and concisely states the aim of your project, anticipated value for XU students and/or faculty, and the indicators of success: (maximum 350 words)

Few would argue with the assertion that women are underrepresented in the world of music. The same gap exists in the music of the world.
Flor de Toloache, described as New York City’s “First and Only All-Women Mariachi Group,” is a groundbreaking group in the realm of world music. Made up of Shae Fiol (vihuela and vocals), Mireya Ramos (violin, vocals, and guitarron), Julie Acosta (trumpet), and Yesi Reyes (guitarron), for nearly 13 years, Flor de Toloache has been bringing women to the forefront in mariachi and music as a whole. With members from Mexico to Australia, the Latin Grammy Award-winning group seeks to preserve traditional mariachi while redefining norms within the industry through representation and musical fusion.

Flor de Toloache maintains an impressive resume: they have collaborated with John Legend, done a Tiny Desk Concert for NPR, and have been featured in a Kate Spade advertisement. Additionally, they have performed at such venues as the Kennedy Center and on the The Late Show with Stephen Colbert.

Having this pioneering quartet of women will bring a diverse form of music to the Xavier community, and will mark the university’s first time playing host to a mariachi group. It will serve as a vivid illustration of the capability of women to break down barriers, and will likewise broaden students’ horizons when it comes to international forms of music. In making this concert free for both Xavier students and faculty, its profound impact will not be limited to the young women of Xavier, but all Xavier personnel, regardless of gender. It will also function as a celebration of National Hispanic Heritage Month, with a performance scheduled for October 8th.

Furthermore, music education majors and music production majors have expressed their disappointment at not having been exposed to non-Western forms of music, specifically Latin American music, in their curriculums. This experience will serve as a primer in new music genres, inspiring them to explore world music more deeply on their own and thus make them more marketable for music careers in areas of the United State where Latin American music is predominant.

**NARRATIVE**

Please provide a detailed project description (in #1) and answer the questions below (#2 - #8) Limit the length of your answers (including project description) to three single-spaced, typed pages.

1. **Provide a detailed description of your project; what will take place, where, when, and who will be involved in the project, and the timeline. (maximum 1 page)**

**Artist: Flor de Toloache**

**Fall 2021 (Note: in-person components will be contingent on health guidelines at the time)**

This project proposes to bring Flor de Toloache, an all-women Mariachi group to Xavier University for a concert, master class and other outreach activities.

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A master class and other outreach components will be conducted by the 4 members of Flor de Toloache and will include students of the Department of Music and Theatre and the Department of Classics and Modern Languages, although students from all departments will be welcome to participate. The master class will take place in the Gallagher Student Center Theater and will be open for the general public and any educators who wish to attend as well.
The Xavier University Music Series has already established various partnerships with local organizations including, but not limited to, the Music Resource Center Cincinnati, School for Creative and Performing Arts, the Jazz Youth Orchestra, Hispanic Chamber Cincinnati USA, the Xavier University Department of Classics and Modern Languages, the National Association for Music Education, My Cincinnati Price Hill, the Xavier University LatinX and Hispanic Alumni community, the Xavier University Center for Diversity and Inclusion, and the Xavier University Alumni Association. We hope that personnel from these organizations will also be involved in the master class, any potential outreach efforts, and eventual concert.

The master class will conclude with a Q&A session where attendees will be able to ask the group about such topics as the group members’ respective experiences and successes in the music industry.

The concert, which will take place the evening of the same day, will also take place in the Gallagher Student Center Theater. The concert will be approximately 90 minutes in length. Following the concert, there will be a small reception where audience members can meet the performers for CD signings and photos.

We plan for all of the aforementioned events to take place on October 8th during National Hispanic Heritage Month.

With one-on-one interactions during the master class and the ability to see Flor de Toloache in action in the span of the same day, this event would prove to be a unique, impactful learning experience for the women of Xavier, regardless of their major or respective career aspirations.

2. How does this proposed project enhance the mission and purpose of Women of Excellence?

Fundamentally, this event is geared towards championing women’s, specifically those of color and of different ethnicities, contributions to diverse aspects of the music industry.

More specifically, the Latin American community is arguably underrepresented in the current music industry as a whole, especially women. Culturally speaking, it has been asserted that females in traditional Latin American cultures face greater oppression than white women. As a result of the overarching concept of "machismo," many women are associated with stereotypical depictions on telenovelas and are frequently viewed as something in constant need of rescue.

Furthermore, mariachi music is predominantly performed by males. It has only been recently that women have come together in ensembles to perform mariachi, notably in traditional male clothing, so as to further and preserve the tradition. With Flor de Toloache performing at Xavier, the community, specifically women, will develop a greater awareness, both the continued struggles of women, especially in the world of music, and the possibilities for women to redefine the way the world sees them, one note at a time.

3. How will this project further the mission of Xavier University to "engage and form students intellectually, morally and spiritually, with rigor and compassion, toward lives of solidarity, service and success?"

The Jesuit tradition has and continues to stress the notion of the “whole self,” a concept that Xavier University strives to emulate. Within Xavier, although nearly half of the student population are women, the number of students and faculty of Hispanic descent are few. This project can be an outlet of representation and inspiration wherein a significant amount of students and faculty can realize their own “whole self” and feel driven to reach their full intellectual, moral, and even spiritual potential.
4. Why is this project important? Does it address a gap within existing University programs?

This project specifically addresses that gap in the University’s music programs in terms of the level of student exposure to world music, especially Latin American music, and female musicians in course content. In fact, some music education and music production students have expressed frustration about their inability to be considered for jobs in parts of the United States where Latin American music, especially mariachi, is heavily taught in primary and secondary schools.

The chance to interact with female musicians who have specialized in an area of Latin American music traditionally reserved for men, and who have received Latin Grammy Nominations and a Latin Grammy Award for doing so, would spur curiosity in attendees, resulting in their exploration of diverse artists in diverse music industries.

In focusing on a relatively new breakthrough in the already underrepresented world of mariachi, I expect attendees, specifically students, will gain a new appreciation and genuine interest in varying types of music with varying interpretations.

5. What is the expected outcome of your project? How many people (faculty, staff, students) will be engaged in your project? If the project will continue beyond the Grant timeline, what are your plans for future funding?

Aside from intellectual exposure to music not found in standard classroom settings, it is my hope that this project will make Xavier students more marketable for a national job market by increasing their knowledge of different forms of music.

This project will also serve as a celebration of National Hispanic Heritage Month, allowing certain members of the Xavier community to feel represented on a professional platform and facilitating the overarching community’s appreciation for diversity and inclusion. Such important impact may also have the potential to attract prospective students of differing backgrounds to both Xavier’s music programs and other avenues of study.

Although seating in Gallagher is limited to 360 people, given our many university and community partners and the international popularity of Flor de Toloache, I anticipate the number of those involved to surpass our seating limit.

6. How will you measure the success of your project, if funded? What are the qualitative and quantitative measures that you will use to assess impact and effectiveness?

Success of this project will be primarily measured by demonstrated student interest and attendance; community engagement, especially in terms of how many partnerships we are able to foster in presenting these artists; and audience attendance. In attempting to advertise through local media outlets, I also would deem general level of enthusiasm for the project (which I expect to be very high) to be a measure of success.

From the standpoint of Xavier’s overall image, I believe this event will prove to be an impactful mechanism for presenting Xavier as a distinct institution in its specialized championing of gender equality, diversity, empowerment, and our commitment to the arts and our local community.

7. If your project is funded, how will the WOX Giving Circle be recognized as having played a role in the success / completion of your project? Give specific examples.
The Women of Excellence will be the title sponsor of the event. The Women of Excellence will be mentioned in each radio and print advertisement and on each concert playbill, and will be verbally acknowledged at every event associated with the project.

In collaborating with local, relevant organizations including the Spanish language faculty in the Music Resource Center Cincinnati, Hispanic Chamber Cincinnati USA, the Xavier University Department of Classics and Modern Languages, the National Association for Music Education, My Cincinnati Price Hill, the Xavier University LatinX and Hispanic Alumni community, the Xavier University Center for Diversity and Inclusion, the Xavier University Alumni Association, and other relevant student groups and university organizations, I would also take efforts to ensure our partners give WOX due recognition where possible and appropriate.

8. If you are applying for a 2-year grant, please explain why a 2-year award is important to the success of your project. (Note: these are projects that will take 2 years to complete, not for 2 years of funding for the same project).

N/A

**BUDGET**

What is the amount of funding requested? **$10,000**

**PROJECT BUDGET**

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Artist Fee</td>
<td>$8,000</td>
</tr>
<tr>
<td>Advertising/Poster Printing – 60 posters @ 0.85 cents each</td>
<td>$51</td>
</tr>
<tr>
<td>Radio Advertising on 91.7 WVXU 11 spots @ $50 each</td>
<td>$550</td>
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<tr>
<td>Playbill Printing – 330 playbills @ $1.10 each.</td>
<td>$330</td>
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<tr>
<td>Food and Hospitality Room for the Artists</td>
<td>$350</td>
</tr>
<tr>
<td>Lodging for the 4 Group Members – $200/room<em>4 rooms</em>1 night of lodging</td>
<td>$800</td>
</tr>
<tr>
<td>Transportation to and from airport (CVG). Estimate $90 each way</td>
<td>$180</td>
</tr>
<tr>
<td>Production Expenses - Sound Mixing</td>
<td>$500</td>
</tr>
<tr>
<td>Instrumental Backline Rental Fee</td>
<td>$500</td>
</tr>
<tr>
<td><strong>TOTAL PROJECT EXPENSES</strong></td>
<td><strong>$11,261</strong></td>
</tr>
<tr>
<td><strong>TOTAL REQUEST FROM WOMEN OF EXCELLENCE</strong></td>
<td><strong>$10,000</strong></td>
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* The remaining $1,261 in expenses will be paid by the Xavier University Music Series.

Below please provide a **detailed** budget with justification/need for each itemized expense.

- If your project requires students to be paid, that payment must be included as an itemized expense. For example, if your project requires 2 student coordinators, the role needs to be specified and included as an itemized expense. [i.e. Student workers: 2 students* $8.10/hr*10 hrs/week*12 weeks = $1,944; Student worker fringe benefits - $1,944*1%(stated fringe benefits rate for full-time students) = $19.44]. Note: Students must be paid as an employee and cannot be given stipends.
- If more than 25% of your budget is allocated toward food and incentives, specific detailed rationale and explanation for these expenses should be provided.
- Include a detailed list of supplies and equipment necessary to complete your project.
- If your project's total budget is greater than $10,000 per year, other sources of support must be stated and appropriate documentation from other funding partners must be provided.
All costs, including student pay rates, must follow University policy. Your budget for these items should take this into account. Please contact Shari Howell (howells3@xavier.edu) to discuss budget questions.