

PRACTICE OF DRAFTING AND IMPLEMENTING OF FINANCING PROJECTS IN NON-FORMAL EDUCATION

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Abstract: *In Petroleum and Gas University, besides teaching and research activities, a priority is non-formal education area. In the academic center of Ploiesti, the activities of non-formal education take place through Center for Projects, Programs and Cultural - Artistic events (CPPECA) and Student's Culture House, located in the University campus (CCS).*

The mission of the Center for Projects, Programs and Cultural - Artistic events and Student's Culture House is:

- *To offer a big diversity of activities in non-formal education area for students and teachers;*
- *To become an essential and defining pillar in continuous formation of young people.*

The purpose is to promote excellence also in non-formal education field, starting from the value and tradition of university education in Romanian oil area

The Center for Project, Programs and Cultural - Artistic events (CPPECA) and Student's House of Culture have:

- *An educational function;*
- *A real multidirectional cultural vocation through:*
 - *initiating, implementing and developing cultural projects and programs;*
 - *organizing and developing specific events like shows, festivals, national and international contests.*

The paper presents practical aspects in development and implementation of financing projects in non-formal education field.

Keywords: project, financing, non-formal education, excellence, impact.

INTRODUCTION

Criteria underlying the promotion of excellence in non-formal education are:

- Satisfaction of cultural needs for academic community;
- Stimulation of innovation and creativity, promotion of cultural values in academic environment, in assertion of artistical personalities;
- Creating optimal conditions for a valuable non-formal educational offer, which is needed by the target group both from academic environment and from local and regional cultural market;
- Maintaining the University in the international circuit, both through international participation and organizing of large cultural events in the university campus;
- Enhancing image landmark institution in the fields of formal and non-formal education by increasing visibility at national and international level and by developing partnerships with universities in the country and abroad;
- Use of the human potential of the university;
- Increasing the efficiency of non-formal education activities through a marketing policy linked to academic process characteristics;
- Stimulating excellence in non-formal education area;

CONTENT

For developing and implementation of the project, the following important steps have to be done:

Step 1: General Information Project

Thematic area:

Performing Arts

Subsection: Dance

Cultural Project Name:

Student National Dance Competition "Everybody Dance with Us".

Venue of cultural project:

Student Culture House Ploiesti, Petroleum-Gas University campus.

Step 2: General information about cultural project

1. Applicant (Summary of objectives and activities)

Ploiesti Student Culture House, an institution with a tradition of over 45 years has as main objectives:

- to organize and develop cultural, educational, tourism, domestic and international activities, sports, entertainment, recreation and other services especially for young people and particularly for students;
- to engage students in activities of organization and supporting the cultural and artistic, sporting, tourism etc.

In the House of the Students Ploiesti active: dance bands, theater band, reggae music band, singers, folk band, hoop-design aesthetic, scientific creative circle, circle of artistic creation, photography, film and arts, documentation-information circle, circle for practical training and professional integration, circle of literature - poetry and prose, circle of historical documentary.

2. The cultural project will run from February 3, 2015 till June 27, 2015

3. Summary of cultural project:

1. Project Preparation Activities,
2. Implementation activities (running project activities in parallel with project monitoring and control, project evaluation and final written report).

4. Justification of the cultural project

a) Brief description of the context in which the cultural project will be

National Student Competition "Everybody Dance with Us", project initiated by CCS Ploiesti in 2003 and now at its 10th edition, each year brings together in Ploiesti, the most valuable universities dance bands. The project promotes the art of dance culture among young people in the context as dance is one of their top choices as a form of expression, thus stimulating their creativity and artistic sense. This year's edition of the competition includes 2 sections (band and group) and 10 genres (classical dance, character dance / ethnic stylized, contemporary dance, modern dance, show dance / choreography fantasy, jazz-dance / music hall, dance sports, street dance, comedy dance, open dance). The jury consists of specialists will assess: technical skills of the dancers (40%), choreographic composition and structure (30%), originality and stage image (30%)

b) cultural relevance of the objectives and priorities for funding

Student National Dance Competition "Everybody Dance with Us" ed. X is distinguished by formal education, promoting the art of dance from 2003, by including it national interest in student 's cultural activities of national interest. Through modern techniques used, the project supports contemporary art, giving young dancers affirmation opportunities.

The project was maintained in the annual work program of the House of the Students Ploiesti, each edition contributing to:

- Achieving the organization's objectives, increase employee skills;
- Institutional development and projects developed by it, giving young students the opportunity to engage and to involve into a growing number of major cultural projects.

Student Organization of Petroleum-Gas University of Ploiesti (OSPG) as a partner, has a benefit by:

- increasing the prestige of the organization;
- personal development of its members;
- the possibility to attract new members.

Petroleum-Gas University of Ploiesti (UPG), as a partner, has also a benefit by:

- increasing visibility and involvement in non-formal educational activities;
- the possibility to promote educational offer locally and nationally, in the cultural events organized by CCS Ploiesti

c) Added value of cultural project

Compared with the previous edition of the Student National Dance Contest "Everybody Dance with Us" project adds value by:

- Maintaining a diversification of the types of dance (their number increased from 7 to 10) included in the contest rules at the previous edition in 2014.
- Increasing the number of dance bands participating in the competition from 12 to 14;
- Increasing the number of direct beneficiaries from 800 people in 2014 to 920 in 2015;
- Increasing the number of indirect beneficiaries from 3,200 people in 2014 to 20 000 in 2015, performed by young dancers parade and campus dance workshops, filmed and promoted step by step by a local television.
- Increasing the quality level of artistic performances reflected by assigning a 80% of the total number of awards provided by the Regulation compared to 54% in the previous edition;
- Diversification of activities by maintaining cultural project in the opening ceremony of this edition of *Young dancers parade* and inclusion for the first time of *dance workshops* in university campus, adding value by increasing the impact of the event and by promoting the image of competitors, organizers, partners and donors;
- Increasing the capacity of selection of competitors and choreographic moments by setting specific criteria for judging

professional competitions.

5. Purpose and objectives

a) cultural project goal

Cultural education of young people, maintaining their interest in the art of dance and promote it as a form of expression and communication, discovery, support, launching and promoting young talents.

b) General and specific objectives of the cultural project

General objectives:

- Reconsidering formal educational activities and reducing risk factors that can affect young people;
- Creation of a inter institutional network involving a number of 5 institutions in cultural dialogue and disseminate information of cultural interest;
- Esthetical education of youth / students;
- Facilitating intercultural exchanges between students / young people from different parts of the country.

Specific objectives:

- Increasing cultural consumption with 27% compared to the previous edition by stimulating young people's interest for the art of dance;
- Encourage creative expression and interpretative of young dancers and choreographers by increasing the number of bands selected in competition from 10 to 12;
- Increasing the involvement of the House of Culture of Students in other universities with 21.43% compared to the previous edition;
- Increasing the number of partners from 4 in the previous edition to 8 in this year's edition;
- Promoting the art of dance in potential artistic environments for increasing the number of members dance bands by 5% in 2015.

6. Target groups and beneficiaries

a) cultural project target groups

- Students of universities from Romania,
- High school students from Prahova County,
- Other young people.

b) The direct and indirect beneficiaries of cultural project

The direct beneficiaries of the cultural project - 2200 people, of which:

- 200 students / young dancers, choreographers, actors and singers in 10 universities;
- 1200 spectators in the hall (400 x 3 days);
- 800 young dancers parade spectators.

Indirect Beneficiaries of the cultural project - 8800 people, of which:

- 800 people (colleagues, friends, relatives etc.-through the 200 competitors);
- 8,000 people (colleagues, friends, relatives etc.-through spectators and participants in the parade)

7. cultural project activities:

1. Establishing the project team
2. Establishment plan activities and project activities
3. Establish tasks for each member of the project team in organizing and development.
4. Establishment of income and expenditure budget;
5. Establishing partners, ways of involvement in the project and signing partnership statements
6. Establish funding sources
7. Develop and drawing contest rules
8. Developing the event program
9. Development and drafting of documents necessary for the registration of participants in the contest (invitation, registration form, participants table etc.)
10. Transmission of documents required for the contest participants
11. Receipt of documentation and entries registration
12. Selection troops / dance bands that entered the competition
13. Promote the event, donors and partners through promotional actions and printed materials
14. Welcoming of the participants
15. Press Conference
16. The opening ceremony of the event / Young dancers parade
17. Contest
18. Workshop "Visions in contemporary performing arts"
19. Outdoor dance workshops.
20. Award Ceremony and Gala
21. Evaluation of the project
22. Develop final activity report
23. Monitoring and continuous control of project activities.

8. The results and impact of cultural project

a) Results of cultural project

Cultural consumption growth

By diversifying and increasing the number of dance genres included in the contest rules (from 7-10) we estimate:

- Increasing the number of young people / students enrolled in the competition (from 114 people in the previous edition to 200 people at this year's edition);

- Increasing the number of teams in the competition from 10 in 2014 to 12 in 2015;

By introducing the opening ceremony of *Young dancers parade* we estimate:

- Increasing the number of direct beneficiaries from 1,600 people in 2014 to 2,200 in 2015;

- Increasing the number of indirect beneficiaries from 6,400 people in 2014 to 8,800 in 2015.

By increasing the quality of artistic performances we estimate the increasing number of awards and number of participants awarded.

Increase visibility and cohesion of stakeholders through:

- Participation in two TV shows with the main theme of the debate *Student National Dance Competition "Everybody Dance with Us"*;

- Sending press releases to all local media.

b) cultural products of the project

- Post of information from the event on the website of the Students Ploiesti House (photos, mention of partners, participants, sponsors, track record of awards of the National Student Awards Competition Dance "Everybody Dance with Us");

- Creating a Facebook page, constantly updated throughout the period of the event;

- Photo CDs and DVDs with films of the event for participants, sponsors and partners

c) Impact of cultural project

- Positive feedback;

- Promotion of project results and promoting best practices;

- Launching the career of the most talented participants

9. Methods of cultural project implementation

a) Summarizing the approach proposed by the cultural project (methods) and why you chose this approach

Methods:

- Evaluating the results of previous contests *Student National Dance "Everybody Dance with Us"*;

- Evaluating the effects of previous contests *Student National Dance "Everybody Dance with Us"*;

- Cultural impact analysis

Reasons:

- Positive feedback to all editions;

- Surveys made directly and using questionnaires revealed preference young people the art of dance, mainly as a form of artistic expression;

- The location on the campus of Petroleum-Gas University of Ploiesti and mutually beneficial partnerships, awareness of the Students House Ploiesti, UPG and student organizations;

- The direct and indirect beneficiaries and teachers are a target group;

- House of the Students capability to access grants.

b) Methods of promotion and visibility of cultural project

- Press conference;

- Mash, banners, posters, flyers, leaflets;

- Local and national media;

- On-line newspapers, radio, TV;

- website of the Students House of Ploiesti and partners;

- Facebook page of the Students House of Ploiesti and partners;

- The Facebook page of the event;

- The existing groups on Facebook;

- Distribution of promotional materials in partner institutions;

- Display in public transport and in their stations.

c) State the risks / challenges that may influence non-gaseous cultural project development. Mention prevention / mitigation.

- The risk of absence of a dance bands in competition, for objective reasons, will be prevented by increasing the area of addressability.

- The risk of price increases can be prevented by reconfiguring budget, intervening in expenses - points 4.2 and 4.3.

- In case of bad weather, the young dancers parade will take place indoors protected (gym hall and lobbies of Petroleum-Gas University of Ploiesti).

- Force majeure

10. Evaluation of cultural project

- Through surveys conducted directly and through questionnaire method;
- Determination of the qualitative, quantitative results;
- Determining the impact on cultural project beneficiaries through media and online promotion techniques

11. The continuity and sustainability of cultural project

- Maintaining awareness partners;
- Retention of new partners and sponsors;
- Identify sources of financing for future editions of National Student Dance Contest "Everybody Dance with Us";
- Use of project results for the organization and development of future editions of the National Student Dance Contest "Everybody Dance with Us" at transnational level, with external partners;
- Use the experience gained to support and advise other organizations in projects that have the same objectives.

Step 3 -The project's budget.

The main income and expenses categories are:

- Needed income for achieving the cultural project:
 - beneficiary contribution;
 - other sources;
 - grants.
- Expenses:
 - Fees;
 - Salaries;
 - Materials and services expenses;
 - Specific expenses;
 - Administrative expenses;
 - Expenses for independent equipment;
 - Other project specific expenses.

CONCLUSIONS

The project developed and implemented is of major importance for:

- Promote the image and increase the visibility of UPG, CCS and partners;
- European affirmation of young people involved in non-formal educational activities;
- Creating a stimulating framework for expression and social affirmation of students through cultural and artistic activities;
- Education of young generation in respect for cultural values;
- Development of interest in practice of an active, communicative behavior, between students and in their relationship with society;
- Promoting, stimulating and diversifying cultural and artistic activities for young people at national level;
- Stimulating teamwork practical skills of students, the ability of free expression and cohesion of project team;
- Facilitating intercultural exchanges between students from different universities in Romania;
- Formal and non-formal educational activities reconsideration and reducing risk factors that can affect young people.

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