

PRATT CENTER  
**MADE IN NYC  
FELLOWSHIP**



**Pratt**





*A MINYC Fellow captures product photos at a photoshoot day held for manufacturers at the Brooklyn Navy Yard in 2017.*

For more examples of past projects, visit  
[PRATTCENTER.NET/MINYCFELLOWSHIP](http://PRATTCENTER.NET/MINYCFELLOWSHIP)

## Overview

The manufacturing sector is a proven source of good jobs for individuals with limited education and other barriers to employment in many of the city's most distressed communities. Made in NYC – Pratt Center's signature local manufacturing initiative – enhances the capacity of the manufacturing sector to create jobs, foster entrepreneurial innovation, and catalyze local markets. Leveraging the resources and expertise of Pratt Institute, Made In NYC (MINYC) provides local branding, marketing, and other business development assistance to over 1,000 local manufacturers and is a platform for these businesses to connect with each other.

The Made in NYC Fellowship offers Pratt Institute faculty and students the opportunity to expand their experiential and multi-disciplinary learning objectives by helping New York manufacturers to improve their marketing capacity.

## About Pratt Center

Pratt Center for Community Development works for a more equitable and sustainable city for all New Yorkers by empowering low- and moderate-income communities to plan for and realize their futures. As part of Pratt Institute, we leverage professional skills – especially in urban planning and public policy – to support local organizations in their efforts to improve quality of life in neighborhoods and promote sustainable development. We work with community-based organizations, small businesses, and the public sector to develop innovative strategies toward an equitable and sustainable New York City.

## Who can apply?

Pratt Institute faculty (including adjuncts, visiting instructors, part-time and full-time professors), and full-time and part-time administrators.

## Project Eligibility

Pratt Center is accepting applications from faculty for Made in NYC Fellowships that will provide faculty stipends during the Spring and Summer 2018 terms.

Stipends are available for academic departments and/or faculty that wish to engage in any/all of the following:

- Teach design studios that bring in MINYC companies as clients;
- Conduct workshops and other forms of continuing education for groups of companies around skill-building in social media, website management, brand promotion, etc.;
- Provide direct services to a company with the assistance of one or more current students;
- Undertake course development along the lines of Communications Design's Design Corps course – development of syllabi to be timed to run as provisional courses next year;
- Undertake course development for other types of courses with MINYC companies in mind;
- Additional funding is available for administrative departments that wish to arrange internships or other programming that leverages Pratt Institute's resources in graphic design, packaging design, social media, and market assessment; and the development of promotional materials that lead to services to help companies improve their marketing.

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DOWNLOAD THE APPLICATION AT:

[prattcenter.net/MINYCFellowship](http://prattcenter.net/MINYCFellowship)

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## Application Requirements

The application form, which may be downloaded from [prattcenter.net/MINYCFellowship](http://prattcenter.net/MINYCFellowship), includes the following fields:

1. Project/Course name
2. Project/Course Department
3. Faculty Lead/Project Manager
4. Contact information
5. Type of project you are applying for:
  - a. Current academic course seeking to partner with a manufacturing client
  - b. Faculty developing a new course
  - c. Project with manufacturer outside the classroom (i.e. not a course), in which a manufacturer has already been identified
  - d. Project with manufacturer outside the classroom with no identified manufacturer client
  - e. Other
6. Goals/objectives of the project or course
7. Learning outcomes for manufacturer(s)
8. List of faculty and students you will work with on the project or course. *Please note that accepted projects will require a complete list of project personnel being paid by the Fellowship – faculty and students inclusive – prior to contract signing.*
9. Description of funding needed for the project

10. Project budget that delineates ALL project expenses, including (but not limited to): faculty member(s) time on project, student(s) time on project, materials and supplies, space rental, travel.

Note: Pratt Center expects to be involved in the development and implementation of your project or course on an ongoing basis, which includes:

- Pre-launch “scoping session” to develop a final scope of work and final budget
- Monthly meetings to check in on progress
- Review of draft products
- Approval of final products

## Budgetary Considerations

1. For existing courses and course development, faculty stipends are available in the range of \$2,500-\$10K per faculty member per semester, depending on the number of sessions and replicability.
2. For non-course, non-classroom projects, funding can be based on estimated hours and hourly rates; student stipends in the range of \$1,000 per semester are available for students who work on a project with/under a faculty member during the school year.
3. Please note that ALL compensation to faculty

members will be paid in the form of Faculty Stipends whether for course-related projects or for non-course, non-classroom projects. Student stipends for students working with faculty on a non-course, non-classroom project will be paid through the Financial Aid package they receive from Pratt.

4. Project participants who are not Pratt affiliated (i.e., faculty member, administrator, or student) are not eligible to receive this funding.
5. Faculty and Administrator stipends are distributed by Pratt Institute, which applies the same tax and withholding policies for the MINYC Fellowship stipend as it does for regular payroll.
6. For approved projects, the budget submitted as part of this application can be amended with the approval of Pratt Center prior to contracting. Once Fellows sign their contracts, the total budget amount cannot be amended.

## How to Apply

Applications must be submitted electronically **no later than November 8, 2017**. If you have any questions about the Fellowship or application or to discuss potential applications with a Made In NYC staff member, please contact:

**Joanna Reynolds**

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