

Arts Coordinator Professional Development Series:
Strengthening Our Impact as Instructional Leaders
Visibility & Communication
April 26, 2010

Segment: Share Tools/Strategies for Visibility & Communication/10:00-11:15 a.m.

1. WEBSITES – Marshall Ayers/15 minutes

How was the PUSD arts education website developed?

- District communications office contracted website developer.
- Each page has template, which MA uses for managing the page.

What are the website's primary purposes, audiences, and features?

Purposes:

- Showcases the mission, work, and achievements of arts ed in district.
- Having a page for Arts Education *Department* creates parity with other departments in district; makes arts ed part of the district system/structure.

Audiences:

- Anyone who wants to find out about arts ed in district.
- Teachers receive info about PD and guidance about events.

Features:

MA will navigate website's features from top to bottom, including PUSD at a Glance, which teachers use (and can serve as hard copy newsletter).

Will also highlight how opening page of district website offers arts ed information.

Quick sidebar: MA will discuss presence on **Facebook** and student audience; how restrictions were worked around.

Discussion/15 Minutes

Other Arts Coordinators will share their experiences, questions, and/or issues re developing and using websites as tools for visibility and communication.

2. MARKETING – Marshall Ayers/10 Minutes

How was the PUSD Arts Education logo developed?

MA will show PUSD arts ed logo on website.

How has the logo been used to advance the visibility of arts education?

MA will share merchandise with logo and describe how it has been made available to the public to raise funds and used at special events to honor guests.

Discussion/10 minutes

Other Arts Coordinators will share their experiences, questions, and/or issues re marketing strategies and tools.

3. EVENTS – Marshall Ayers/10 minutes

How can public events advance the visibility of arts education?

MA will highlight the link to **No Boundaries** on the webpage and describe

- the purpose, participants, and location of the event
- how it involves the community and helps solicit support for arts education
- how she uses the website to solicit/organize artwork for the event.

How can events sometimes overshadow what is integral to arts education?

MA will discuss the need to help district leaders and community members not just focus on culminating events but grasp how *learning* occurs in the processes leading up to the events.

Discussion/15 minutes

Other Arts Coordinators will share their experiences, questions, and/or issues re using events to make the achievements of arts education visible.