

Arts for All
Messaging Matrix
Communications Plan Appendix A

Overarching Message:

Established by the Los Angeles County Board of Supervisors, *Arts for All* is the dynamic, county-wide collaboration working to create vibrant classrooms, schools, communities and economies through the restoration of all arts disciplines into the core curriculum for each of our 1.7 million public K-12 students.

Supporting Message (all audiences)

Arts for All, serving school districts across the nation's largest and most diverse county, is now a national model for restoring standards-based arts education into the core curriculum.

Proof points:

Through *Arts for All*'s county-wide collaborative approach, arts education in Los Angeles County has seen significant improvement across key indicators **for the first time in more than a generation**, even as 22 percent of school districts nationally report cutting instructional time for arts and music since the enactment of the No Child Left Behind Act. (2008 AEP1 Report, Center for Education Policy)

Arts for All's working directly with 39 school districts while partnering with the largest, LAUSD, and supporting 41 other districts. (7th Year Report, 2008 AEP1 Report)

Thanks to the commitment of the 39 *Arts for All* school districts, more than 510,073 students throughout LA County will learn in and through all arts disciplines in their classrooms from Kindergarten through grade 12. (7th Year Report – note number of students is from early draft)

Leading funders and scholars have recognized *Arts for All* as a national model for its creative, collaborative approach and its progress. (RAND, Wallace Foundation, Boeing Charitable Trust)

Arts for All, a collaboration of Los Angeles County's Arts Commission and Office of Education and an expansive network of regional partners, is expanding its services to school districts in order to bring arts education to more children, ensure equity and elevate the quality of arts education. (Wallace Foundation grant)

Supporting Message (all audiences)

For the past seven years, *Arts for All* has used a pragmatic approach to assist school districts as they build the foundations that support quality, progressive arts education in dance, music, theatre and visual arts and moved arts education from moral imperative to classroom reality.

Proof points:

Arts for All empowers school districts to create and implement strategic plans for delivering quality, sequential arts education to their students. Thirty-nine *Arts for All* districts have committed to creating a school board-adopted policy, plan and budget, hiring a school district level arts coordinator, and a student to credentialled arts teacher ratio of no more than 400:1. (7th Year Report)

Unlike education budget crises of the past 30 years, *Arts for All* districts tightened their belts across the board in the current fiscal challenge without sacrificing arts education programs and staff. (7th Year Report)

Through *Arts for All*, Los Angeles County school districts are taking a more systemic, rather than a patchwork, approach to providing quality learning in and through the arts. (2008 AEPI Report)

Arts for All has created a \$2 million pooled fund, supported by regional corporate and philanthropic funders, to support coaching assistance to participating school districts that match those dollars.

Supporting Message (all audiences)

From assessment and planning to implementation and sustainability, *Arts for All*'s collaboration connects its districts to effective tools and resources at each step of the way so arts education moves from moral imperative to classroom reality.

Proof points:

Arts for All school districts value the ongoing assistance from the county agencies and community partners as they develop and implement plans that meet state standards and best serve their students, teachers, staff and communities. (2009 Perception Audit)

Arts for All teams coaches and its online resource (www.LAARTSEd.org)-- a first-in-the-nation, one-stop "how to" toolkit -- to fully support and serve school districts seeking to restore and sustain arts education in the core curriculum.

Arts for All has created a \$2 million pooled fund, supported by regional corporate and philanthropic funders, to support coaching assistance to participating school districts that match those dollars.

Overarching Message (cont'd):

Established by the Los Angeles County Board of Supervisors, *Arts for All* is the dynamic, county-wide collaboration working to create vibrant classrooms, schools, communities and economies through the restoration of all arts disciplines into the core curriculum for each of our 1.7 million public K-12 students.

<p>Policymakers and Local Leadership</p>	<p>School District Leaders and Teachers</p>	<p>Arts Community, Artists and Advocates</p>	<p>Funders, Potential Funders and Business Leaders</p>	<p>Parents, Students and Community Leaders</p>
<p><i>Arts for All</i> is the countywide recognition of the importance of arts education to our students, families, communities and economy.</p> <p>Proof points:</p> <p>Arts education prepares students for success in school, work and life. (New Commission on the Skills of the American Workforce 2006 report)</p> <p>Arts education helps prepare our students for our globally competitive workforce by developing the ability to innovate, communicate and</p>	<p><i>Arts for All</i> is the countywide recognition that our school districts deserve supportive partners as they plan and implement standards-based arts education into the core curriculums for their students.</p> <p>Proof points:</p> <p><i>Arts for All</i>, a collaboration of Los Angeles County's Arts Commission and Office of Education and an expansive network of regional partners, is expanding its services to school districts in order to bring arts education to more children, ensure equity and elevate the quality of arts education. (Wallace Foundation)</p>	<p><i>Arts for All</i> is the countywide recognition of the importance of arts and the arts community to quality education, cultural vibrancy and our sense of community.</p> <p>Proof points:</p> <p><i>Arts for All</i>'s online Program Directory offers a free marketing opportunity to reach the 94,000 teachers and administrators in Los Angeles County who could benefit from your artistic expertise.</p> <p>Arts education helps disengaged students re-engage in educational and</p>	<p><i>Arts for All</i> is the countywide recognition of the importance of arts education to developing the full potential of our future work force and creative economy.</p> <p>Proof points:</p> <p><i>Arts for All</i> is a county initiative housed at the Los Angeles County Arts Commission, which promotes cultural services of all disciplines for the largest county in the United States.</p> <p>Arts education prepares students for success in school, work and life. (New Commission on the Skills of</p>	<p><i>Arts for All</i> is the countywide commitment to providing all students with a quality education that includes learning in and through the arts at its core.</p> <p>Proof points:</p> <p>Arts education prepares students for success in school, work and life. (New Commission on the Skills of the American Workforce 2006 report)</p> <p>Arts education helps prepare our students for our globally competitive workforce by developing the ability to innovate, communicate and</p>

<p>collaborate. (CAAE)</p> <p>The creative economy is one of the driving forces of the Los Angeles and Orange County economies, generating nearly 1 million in direct and indirect jobs, \$140 billion in sales and receipts, and more than \$5.1 billion in state and local taxes. (2009 Los Angeles County Economic Development Corporation report)</p> <p>Arts education in schools increases test scores across every subject area, lowers dropout rates and helps close the achievement gap regardless of socio-economic status. (Arts Education Partnership, CAAE)</p> <p>93% of Americans consider the arts to be vital to providing a well-rounded education for children and a critical link to learning and success. (2005 Harris Poll)</p>	<p>grant)</p> <p>California has mandated visual and performing arts (VAPA) but not content standards, leaving districts to piece together an appropriate approach.</p> <p>Arts education in schools is more cost-effective because it increases test scores across every subject area, lowers dropout rates and helps close the achievement gap regardless of socio-economic status. (Arts Education Partnership, CAAE)</p> <p>Arts education strengthens the learning environment and can transform troubled schools into "vibrant hubs of learning." (Arts Education Partnership, <i>Third Space: When Learning Matters</i>)</p> <p>Arts education helps retain teachers who love to teach. (Americans for the Arts)</p> <p>93% of Americans</p>	<p>community organizations. (Champions of Change: The Impact of the Arts on Learning)</p> <p>Arts education prepares students for success in school, work and life. (New Commission on the Skills of the American Workforce 2006 report)</p> <p>Arts education in schools increases test scores across every subject area, lowers dropout rates and helps close the achievement gap regardless of socio-economic status. (Arts Education Partnership, CAAE)</p> <p>93% of Americans consider the arts to be vital to providing a well-rounded education for children and a critical link to learning and success. (2005 Harris Poll)</p> <p>The creative economy is one of the driving forces of the Los Angeles and Orange County economies, generating</p>	<p>the American Workforce 2006 report)</p> <p>Arts education helps prepare our students for our globally competitive workforce by developing the ability to innovate, communicate and collaborate. (CAAE)</p> <p>The creative economy is one of the driving forces of the Los Angeles and Orange County economies, generating nearly 1 million in direct and indirect jobs, \$140 billion in sales and receipts, and more than \$5.1 billion in state and local taxes. (2009 Los Angeles County Economic Development Corporation report)</p> <p>85 percent of surveyed business executives indicated that they are currently having difficulty recruiting individuals who possess creative ability, with demand for creative people expected to grow as firms pursue innovation.</p> <ul style="list-style-type: none"> • Creativity/Innovation 	<p>collaborate. (CAAE)</p> <p>Arts education in schools increases test scores across every subject area, lowers dropout rates and helps close the achievement gap regardless of socio-economic status. (Arts Education Partnership, CAAE)</p> <p>93% of Americans consider the arts to be vital to providing a well-rounded education for children and a critical link to learning and success. (2005 Harris Poll)</p> <p>Young people who participate in the arts for at least three hours on three days each week through at least one full year are:</p> <ul style="list-style-type: none"> • 4 times more likely to be recognized for academic achievement • 3 times more likely to be elected to class office within their schools • 4 times more likely
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	<p>consider the arts to be vital to providing a well-rounded education for children and a critical link to learning and success. (2005 Harris Poll)</p>	<p>nearly 1 million in direct and indirect jobs, \$140 billion in sales and receipts, and more than \$5.1 billion in state and local taxes. (2009 Los Angeles County Economic Development Corporation report)</p>	<p>rates among the top five skills sought by US employers.</p> <ul style="list-style-type: none"> • Among 11 high school subjects, superintendents rank arts activities among the top four. (<i>Ready to Innovate</i>, from The Conference Board, Americans for the Arts, and the American Association of School Administrators) 	<p>to participate in a math and science fair</p> <ul style="list-style-type: none"> • 3 times more likely to win an award for school attendance • 4 times more likely to win an award for writing an essay or poem <p>(Dr. Shirley Brice Heath, Stanford University, for Carnegie Foundation for The Advancement of Teaching)</p>
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