

COLLECTIVE IMPACT REPORT CARD 2022

ART =
OPPORTUNITY





PROFESSIONAL DEVELOPMENT VIDEO LIBRARY

The ART=OPP team produced several workshops on a variety of art-related topics. Visit the ART=OPP [website](#) to access our open-source library of recordings of past workshops.



WHY ART MATTERS!

2022 was a momentous year not only for **ART=OPPORTUNITY**, but for the children in the state of California, who will now be guaranteed arts education as a result of the passing of proposition 28. We were glad to a part of the team leading the effort to ensure all children have arts access, and we will play an active role in 2023 and beyond by leading an effort in higher education to develop systematic pathways and career paths for future arts, media, music, theater, and dance educators. The state will need nearly 15,000 new arts teachers!

I want to heartily honor Lucy HG Solomon, Christiane Wood, and Kristin Moss for their leadership this year. I was on sabbatical for the Fall semester and they took over seamlessly. Not only did they keep all of our balls in motion, but each also furthered our activities and outreach. As you read about their work in STEAM, podcasting, and community outreach, you'll be amazed with their accomplishments, not to mentions the thousands of students, teachers, and parents that were touched through their efforts.

I am so proud of our CSUSM alumni and students who have become immersed in our projects under the leadership of our faculty and look forward to the coming years when we will engage more and more future teachers – both in the arts and in the general classroom. A special shout out to Nancy Meza, once a CSUSM student working with the **ART=OPPORTUNITY** campaign, now a kindergarten teacher in Escondido, who continues to be our **ART=OPPORTUNITY** glue!

Lastly, we are grateful for the support and guidance of our funders. Their contributions enable the future of so many diverse, talented, thoughtful, and engaged young people, from engagements in K-12, afterschool and community education programs, and through to university. Through our work together, I remain hopeful for the future.

Merryl Goldberg, Ed.D., Director of Center ARTES, California State University San Marcos

OUR CENTER ARTES FELLOWS



Dr. Christiane Wood

Center ARTES Faculty Fellow in STEAM + Literacy

Dr. Wood's instruction mirrors contemporary trends in the field of literacy. It aims to foster teacher candidates' understanding of innovations in literacy teaching and learning through technology integration and student-centered practices with a focus on the intersection of multimodal literacies.



Lucy HG Solomon

Center ARTES Faculty Fellow in STEAM Ingenuity

Professor HG Solomon focuses on integrating the arts and science in STEAM in the classroom and beyond, including in forests and streams. As a mentor to the STEAM Ambassadors and an artistic collaborator with scientists in different fields, her focus on arts in education emphasizes community and conservation, exploration and discovery.



Kristin Moss

Center ARTES Faculty Fellow in Community Arts

Dr. Moss' work focuses on the relationships between visual culture, identity, and social change. She explores how different forms of public art, including murals and street art, can engage communities, offer creative conceptualizations of contemporary society, and serve as a mode of democratic participation and citizenship.




Visit csusm.edu/artopp for access to our current research and upcoming events. Use our online toolkit to help spread the word about this important initiative. **Because the arts make a difference!**


OUR MISSION AT ART-OPPORTUNITY is to ensure that all children have access to learn in, with and through the arts. Our own research of CSUSM college students identifies social equity factors that play into college preparedness and success. We recognize that there is significant social inequality in our society and understand there is much work to be done to create an equal playing field for all children. Our nonprofit organization works at creating arts equity for students by educating teachers/future teachers, parents, and school administrators about the importance of arts education for all students. We do this by providing various resources to the public throughout the year such as access to open source research that supports arts education, creative youth development as well as college and career pathways for youth engaged in the arts, literacy residencies, boot camps and workshops on arts integration, and more.




SOCIAL MEDIA

Our primary goal with social media is to have people become arts advocates. Social media helps us do this by reaching as many people as possible to show them the benefits of arts integration into core subjects and highlighting the effects of arts in the lives of people. We do this by highlighting events in the news or in the community that are related to the arts or by making a connection to the research connected to our **WHY ART?** cards and articles in the news. Making this connection helps people understand how important the arts are for everyone.

 artopportunity Arts integration is amazing, the best of both worlds! Check out the research on our website!

 raisingartists 🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟🌟

 brilliantpectrumart Great article...Could not agree more, and, as an Arts Educator, I love your account!! 🙌

SPOTLIGHT: MERRYL'S GRAND ADVENTURE



Evading the KGB with Sheet Music with Merryl Goldberg

Adventurers' Club
1.87K subscribers

178 views · Streamed live on Aug 25, 2022

Not all activists march in rallies or carry picket signs. In Merryl Goldberg's case, she carried a soprano saxophone and a music notebook. Merryl Goldberg will share her story of evading the KGB by bringing information into and out of the Soviet Union to help people defect by utilizing her own homegrown encryption code that turned text into musical notes on sheet music. This inspiring journey of resilience, transformation, and humanity stems from 1985 when the Cold War tension was heightened. The talk will likely resonate with music lovers, history buffs, mathematicians, crypto enthusiasts, and anyone who has ever dreamed of going undercover. She will describe the remarkable and courageous people she met, along with the trials and tribulations of being followed, interrogated, and ultimately deported from the Soviet Union.

Merryl Goldberg is a Professor of Music at California State University San Marcos and Director of the ART=OPPORTUNITY campaign of Center ARTES, a university center dedicated to restoring arts to education. Her publications include Arts Integration: Teaching Subject Matter Through the Arts in Multicultural Settings 6th edition (2021) as well as other books, articles, chapters, editorials, and blogs. She has received numerous research and programmatic grants including Federal Department of Education Arts in Education Program, Fulbright-Hays Foundation, National Endowment for the Arts, California Arts Council, Stuart and Panta Rhea grants. In 2018 she was awarded the Wang Family Excellence Award for Outstanding Faculty Teaching in the CSU (23 campus) systemwide. Merryl's undergraduate degree is from New England Conservatory of Music, and her Masters and Doctorate are from the Harvard Graduate School of Education. Prior to entering academia and as a professional musician, she recorded numerous CDs and was on the road for 13 years playing the saxophone with the Klezmer Conservatory Band. Merryl's hometown is Boston. Go Red Sox!

▶ Click each image to learn the full story of Merryl's dramatic adventure inside the Soviet Union.



As part of our speakers program to spread the message **WHY ART MATTERS**, our fearless leader Merryl shares a story of a time when she truly was fearless!

In 1985, she and three other musicians from the Boston Klezmer Conservatory Band went to the USSR. Using a code Merryl developed through music, they cleverly smuggled information about aid efforts for individuals resisting the authoritarianism of the Soviet Union encrypted inside their sheet music!

WHY ART? TOOLKIT

We continue to receive requests through our online portal for our research-based **WHY ART?** card packs, posters and other branded materials from arts organizations and schools nationwide. Responses to a simple online survey confirm many students, educators, and administrators are joining our call to advocate for the arts!



► **HELP SPREAD THE MESSAGE!** [CLICK](#) to access our online toolkit which includes downloadable logos, prints ads, online banners, **WHY ART?** cards, and posters in English and Spanish.

For what purpose(es) will you use the materials? *

- Classroom settings
- Meetings/presentations with school leadership
- Professional Development

How did you learn about ART=OPPORTUNITY? *

Event or presentation

What is your role? *

Administrator (K-12)

How have the materials helped you? *

They help me share research and advocate for the power of the Arts in education.

What can we do to improve them? *

Continue to update as more research comes out. Possibly add one for accelerating learning as we come out of pandemic.



For what purpose(es) will you use the materials? *

- Classroom settings
- Meetings/presentations with school leadership
- PTA/PTOs
- Other advocacy group
- Marketing/PR efforts
- Professional Development

Please elaborate on your selected use(s)

I am a high school art teacher and I believe these cards will be great to share with parents and other stakeholders that do not realize all the benefits of art education.

How did you learn about ART=OPPORTUNITY? *

Social media

What is your role? *

Educator (K-12)

How have the materials helped you? *

I have printed the cards on my own and have hung them up in my classroom to show students and parents to advocate for our art program.

What can we do to improve them? *

I would love to see some art imagery on them rather than photographs (although this is not totally necessary)

How likely are you to use our downloads (Why Art cards, etc.) in the next month? *

Likely

For what purpose(es) will you use the materials? *

- Classroom settings
- Professional Development

Please elaborate on your selected use(s)

Because not only I feel that it will help out in class but I also feel that it can help me in the long run if I decide to continue that in the future of art.

How did you learn about ART=OPPORTUNITY? *

Event or presentation

What is your role? *

Educator (K-12)

How have the materials helped you? *

Helped me understand students

How likely are you to use our downloads (Why Art cards, etc.) in the next month? *

Not Sure

For what purpose(es) will you use the materials? *

- Classroom settings

How did you learn about ART=OPPORTUNITY? *

Social media

What is your role? *

Student

How have the materials helped you? *

It will help me to get more information.

How likely are you to use our downloads (Why Art cards, etc.) in the next month? *

Highly Likely

For what purpose(es) will you use the materials? *

- Legislative advocacy
- Marketing/PR efforts
- Professional Development

Please elaborate on your selected use(s)

MAEA would like to place the art cards in our publications which go to our Missouri legislators, as well as the MAEA President's Newsletter, emails, and social media.

How did you learn about ART=OPPORTUNITY? *

Missouri Alliance for Arts Education

What is your role? *

President of the MO Art Education Association



SUCCESS: VOTERS PASS PROPOSITION 28

After years of advocating and pushing to expand arts access and position arts as a social justice issue (since 2003), most recently under the collaborative campaign, **ART = OPPORTUNITY**, Center ARTES is overjoyed to report in November 2022, nearly 7 million California voters overwhelmingly to approve Proposition 28: **The Arts and Music in Schools – Funding Guarantee and Accountability Act**. The Art=Oppportunity team played an important role in spreading the message, combining our social media reach with the expansive toolkit developed by CreateCA.

The Arts and Music in Schools – Funding Guarantee and Accountability Act provides annual funding for arts education programs (approximately \$800m – \$1b a year) in addition to the Prop 98 education funding guarantee. Preliminary estimates show that Local Education Agencies (LEAs) will receive approximately \$112 per student plus \$85.

What this means for the future for K-12 kids in California cannot be overstated! Center ARTES director Merryl Goldberg, along with colleagues including CSUSM professors from Arts and Education Lucy HG Solomon, Cherie Hill, and Christiane Wood will play a big role in helping educators and districts plan for the future of arts and arts education.



ART=OPP used CreateCA's toolkit to motivate voters on our Instagram.



CREATE CA

CreateCA has published a clear and concise **guide** detailing what we know, what we don't know and what you can do as the legislation is put into action.

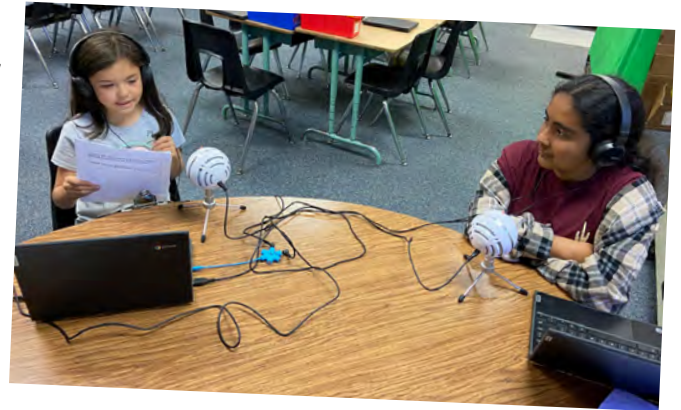
THE ART OF STORYTELLING: PODCAST STYLE

With funding support from the Dr. Seuss Foundation, **ART=OPPORTUNITY** fellow, Dr. Christiane Wood facilitated a project to enrich the instruction of literacy, arts, and STEAM integration through audio storytelling via podcasting.

Once launched, the project quickly grew and gained momentum, with more than 80 educators dedicated to audio storytelling, STEAM curriculum training, and using the studios to teach literacy to close to 800 students. Eight sites committed to the project, where 50 radio and podcasting studios are housed, providing a permanent space for students to explore oral storytelling and gain storytelling skills. Sites received microphones, soundboards, computers and subscriptions to podcast production software. This project is meeting a critical literacy need in the San Diego education community! We estimate that more than 2,500 students were impacted by this project.

With Dr. Woods' training and demonstration lessons, area school teachers along with CSUSM faculty and students learned podcasting techniques and deployed them to area classrooms. The podcast productions were integrated with cross-disciplinary lessons that are now open source resources shared in this [resource folder](#).

Podcasting in schools proved an effective method for engaging students in STEAM and cross-disciplinary learning. Teachers reported increased language development, meaning-making, effective expression, and content knowledge through script writing, research, discussion, speaking, and listening to themselves and others. For our future teachers, STEAM-Literacy practices are tools that they can now take with them and implement in their future classrooms.



PARTNERS AND PARTICIPATING SITES INCLUDE:

- The New Children's Museum San Diego
- Double Peak School San Marcos School District
- A Step Beyond Community Organization Escondido
- Vail Elementary School Temecula Valley School District
- Imperial County Office of Education
- Imperial County School District
- San Luis Rey Elementary School Oceanside School District
- VAPA - Vista Academy of Visual and Performing Arts, Vista Unified School District
- ART=OPP Studios, California State University San Marcos

Thank you to the the Dr. Seuss Foundation for your generous gift.





Melissa Lugtu created a site-specific musical composition, which she performed at Volcan Mountain as well as at Volcan Mountain Foundation's exhibition and on campus. Her study of the mountain flowered into a musical composition that translates the sightings of mule deer across the years into a melody.



ART AND SCIENCE RESIDENCY AT VOLCAN MOUNTAIN

In 2022 Center ARTES faculty fellow Lucy HG Solomon was named a Marjorie and Joseph Rubenson artist in residence in art and science at Volcan Mountain. As part of the residency, CSUSM students and STEAM ambassadors Melissa Lugtu and Aidelen Montoya joined Lucy in an excursion on the mountain. The visit was both a professional development opportunity for the STEAM Ambassadors and the site of the creation of artworks by both faculty member and students. Their artwork, part of a series of studies of the mountain, were exhibited at Ilan-Lael Foundation in December and shared with the Volcan Mountain Foundation, which has become a university community partner for service learning.

Incorporating the topographical data of the mountain, Lucy HG Solomon created a carved representation of Volcan Mountain, with drawers containing plant specimens sourced on the mountain.



Aidelen Montoya crafted beaded specimens of various points of the mountain, which mirror the specimens collected and pressed during the expedition.



Aidelen, a STEAM Ambassador, was named both Dean's Outstanding Student and the President's Outstanding Graduate!

ARTS AMPLIFYING YOUTH! PRESENTS

2022 SUMMIT
 An event for youth, by youth

Holding Out for the Perfect ESCAPE

2 Days Away

REGISTRATION OPEN NOW!

See you SaturdAAY!

5TH ANNUAL YOUTH SUMMIT

We are again very proud of our San Diego youth leaders who organized, planned and implemented the 2022 **AAAY! Summit: Arts Amplifying Youth**. In August, the **AAAY! Collective** hosted a Meet and Eat, inviting students around the county to join the movement created for youth by youth to amplify their voices and experiences around issues that directly impact teens and young adults.



JOIN, MEET THE AAY! COLLECTIVE & CREATE CHANGE THROUGH THE ARTS!

MEET & EAT



Congratulations to all involved with this year's Youth Summit, Spectrum of Hope!

GOOD THINGS ON THE HORIZON



Dixon Lake

An Incentive Grant for Community Engaged Scholarship funded the pilot project, *Enrichment in Nature: The Data of Local Wildlife*, bringing trail cameras to K-5 school children for observation of their local surroundings (and the critters in them) at Dixon Lake. The project is at its beginning and involves CSUSM students and STEAM ambassadors working with kids enrolled in Homeschooling in Nature, a nature enrichment program, to visualize wildlife conservation. For this project, faculty fellow Lucy HG Solomon and the STEAM Ambassadors teamed up with wildlife biologist and educator Steffani Jijon to build connections across conservation science, media and art in K-5 curriculum.



FULL STEAM AHEAD



In 2022 Center ARTES fellows in STEAM Ingenuity (Lucy HG Solomon) and STEAM + Literacy (Christiane Wood) conceived a new framework for integrated arts teaching in classrooms, centered around a book selected by future educators. The book then became the basis for hands-on art and science.



The STEAM Ambassadors added STEAM + Literacy in 2022!

With the support of the Clarence E. Heller Foundation, the STEAM Ambassadors Program grew in 2022. Together with future teachers in the School of Education, the STEAM Ambassadors brought STEAM + Literacy curriculum to area schools with bilingual lessons tied to themes around social justice and the environment. With the book, *We are Water Protectors*, the STEAM Ambassadors merged groundwater science, Indigenous knowledge, artmaking, and exploration of local nature. *We are Water Protectors*, a book about the pathways of pollution in waterways and the sacred stories of water for Indigenous peoples, became the launching pad for research and experimentation around local waterways.

By holistically teaching art and science alongside literacy, the program's STEAM curriculum fosters interdisciplinary thinking in young minds and establishes new methods for integrated arts teaching in the classroom. By layering literacy with scientific exploration and the creative enterprise of artmaking, participating educators reinforce to the students that they can become creative thinkers, and that learning can take them into new realms.

A total of 2,200 STEAM + Literacy kits were distributed in 2022, disseminated to 74 classrooms across San Diego County.

“After doing the STEAM + Literacy lesson plan, I learned that there are so many ways we can incorporate STEAM into the classroom. In my future classroom I am going to try my best to incorporate STEAM into my lessons.”

– Quote from a future teacher

“For me the benefit was in working with other people and in getting more practice in planning and adjusting in order to coordinate the STEAM lessons with others. This is my first time experiencing something like this.”

– Quote from a STEAM Ambassador



**San Diego
Creative Youth
Development Network**

CENTER ARTES' CREATIVE YOUTH DEVELOPMENT (CYD) + SAN DIEGO CREATIVE YOUTH DEVELOPMENT NETWORK



In mid-July, Center ARTES' Creative Youth Development (CYD) put together a campus visit for ASB. This included presentations that detailed the importance of college. Our goal was to make this visit not only educational but also fun so we invited CSUSM's Dance Department, which has a long relationship working with ASB as a community partner. They were able to share some of their past work and had an informal student panel. This was significant as many students at ASB envision themselves pursuing dance in higher education, in part because of the dedication of Dance faculty at CSUSM. The visiting youth showed great interest in visiting a university campus and appreciated the swag bags which were full of CSUSM donations. This definitely created a great distraction and the stairs were never mentioned. Overall, the students showed great interest in our campus and appreciated the swag bags we gave them which were full of CSUSM donations.

In the past few months, CYD has continued to be part of the San Diego Creative Youth Development Network. The main focus has been to create more meaningful connections with the organizations in the network and learn how to best support our future leaders and their goals towards college. As a collective, we work together to help each individual organization strive to reach their full potential by sharing expertise.

Above: Students attend an event put together by Center ARTES' Creative Youth Development (CYD) for A Step Beyond. The program included presentations that highlighted the importance of college and detailed pathways for success at CSUSM.



In late August of last year we were invited to attend the San Diego African American Museum of Fine Art's exhibit, **"The Buses Are Coming"**. The exhibit included photographs, videos and audio interviews that portray the role of the 1961 Freedom Riders in the Civil Rights Movement. This allowed us to connect minds and souls and reminded us why we do the work we

do – to help nurture a strong and resilient world that will restore relationships in our community and foster creativity within ourselves. We are excited for the work that is yet to come.



ART & SOCIAL CHANGE x BEAUTY

In Fall 2022, students from AMD421: Art & Social Change class completed a beautification project with community partner Encinitas Union School District Farm Lab, a 10-acre property and working organic farm that supports health, wellness, and enviro-literacy.

Center ARTES fellow in Community Arts, Kristin Moss, knew that she wanted to collaborate with Farm Lab and Site Coordinator Julie Burton since there is an alignment between the mission and values of Encinitas Unified School District Farm Lab and CSUSM. "Both of our institutions place a strong value on environmental sustainability and education, so I thought it would be a natural fit and a great opportunity for my students to get creatively involved with the community in North County." Farm Lab is also home to the DREAMS campus (Design, Research, Engineering, Art, Math and Science) that provides sustainability education to all 5000 EUSD elementary students.

Students in AMD421: Art & Social Change pitched a design idea to Burton and her teaching team, and then painted the GaGa court, which is a dodgeball style game, with colorful mural panels that coordinate with Farm Lab's environmental messaging. After encountering a rat on their first visit to the property, the class also had fun adding some street art/Banksy style stencil rats around the property!

Dr. Moss' class used a framework of Personal Leadership to work together and learn from each other. "Though we had some setbacks with weather and supplies, overall I think students loved the unique opportunity to work outside together and create something that will be enjoyed by so many people. It feels great to be able to be a part of something that has an impact in the community." Though the paint on the court is barely dry, Moss and Burton are already planning for future collaborations with CSUSM students.



Students painted colorful mural panels that coordinate with Farm Lab's environmental messaging.



ART=OPPORTUNITY PROJECT AND PARTNERS

Thanks to generous funding from the Stuart Foundation, California State University San Marcos (CSUSM) launched a San Diego County-wide campaign focused on providing access for all children to a better education by improving literacy in and through the arts. **ART=OPPORTUNITY** is now also supported with funding from the Panta Rhea Foundation, Clarence E. Heller Foundation, and CSUSM.

ART=OPPORTUNITY is a research-based collective impact model with its home base at California State University San Marcos, engaging faculty, students and staff in multiple colleges. Through ever-building partnerships, including with the County Office of Education, school districts, arts non-profits and the community, we seek to ensure that each and every child has the opportunities that arts bring to successful careers and lives. Our work is also used statewide through organizations such as CREATE CA, California Alliance for Arts Education, and the California Arts Council.

For more information, research and downloads, please visit: csusm.edu/artopp



ABOUT CALIFORNIA STATE UNIVERSITY SAN MARCOS (CSUSM)

Founded in 1989, California State University San Marcos is a forward-focused institution, dedicated to preparing future leaders, building great communities and solving critical issues.

The University enrolls over 16,000 students. With approximately 2,000 employees, the institution is a Great College to Work For® (*The Chronicle of Higher Education*). As a recipient of the annual HEED Award since 2014 – a national honor recognizing U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion – CSUSM is committed to creating a diverse and inclusive environment.

Center ARTES has long recognized access to the arts as a key element in later life success for youth. Center ARTES' goals for accessible arts education align with CSUSM's commitment to our students. In 2022 CSUSM was recognized as the nation's leader in social mobility, ranking No. 1 out of more than 1,400 schools in CollegeNET's Social Mobility Index. To learn more about how the university empowers students with genuine advances in their education, please visit bit.ly/3fzw5zq.

STUART FOUNDATION

ABOUT THE STUART FOUNDATION

The Stuart Foundation is a family foundation dedicated to improving life outcomes for young people through education. For over three decades, the foundation has contributed to the conditions in which youth can develop into successful and thriving adults. The foundation's guiding principle is an education system that values the Whole Child by strengthening the relationships between students, educators, families and communities

ABOUT THE CLARENCE E. HELLER FOUNDATION

The mission of the Clarence E. Heller Charitable Foundation is to protect and improve the quality of life through support of programs in the environment, human health, education and the arts. Clarence E. Heller established the foundation in 1982 to support nonprofit initiatives consistent with the broad philanthropic purposes he pursued during his lifetime.

Clarence E. Heller
Charitable Foundation

ABOUT THE PANTA RHEA FOUNDATION

The Panta Rhea Foundation was established in 2001 as a private foundation devoted to supporting organizations committed to building a more just and sustainable world.



THANKS
TO OUR
PARTNERS:

