

ART =
OPPORTUNITY

.....
COLLECTIVE
IMPACT
REPORT
CARD
.....

Art is the Rhythm
in my feet
=)♡

An
ARTS LITERACY
Initiative

2018

“ A lot of kids from my neighborhood don't get the opportunities because they don't have the money or people think they're not worth the time. So I want to level up our society and our community so that kids like me can come here and learn awesome things.”

– R.J., San Diego High School Freshman,
AAY! Student Leader

.....

ART=OPPORTUNITY Leadership Team

Merryl Goldberg, Ed.D.
Director, Center ARTES, CSUSM,
Director, Art=Opportunity

Tomoko Kuta
Deputy Museum Director, The
New Children's Museum

Martha Barnette
Co-host, A Way with Words

Joe Landon
Executive Director, California
Alliance for Arts Education

Pauline Crooks
VAPA Coordinator, San Diego
County Office of Education

Steve McCormick
Executive Director of CoTA
(Collaborations: Teachers and
Artists)

Matt D'Arrigo
Director, Clare Rose Foundation

Kristin Moss
Associate Professor of Visual
Arts/Visual Cultures, CSUSM

Lisa DeMarco
Owner, DeMarco Design

Dr. Rajnandini Pillai
Professor of Management and
Leadership, CSUSM College of
Business Administration

Leah Goodwin
Owner, Leah Goodwin Creations

Toni Robin
TR/PR Marketing and Public
Relations

Tara Graviss
Executive Director, Arts for
Learning San Diego

Brenda Hall
Director, Southern California
Professional Development
Federation

Lauren Shelton
VAPA Coordinator, Chula Vista
Elementary School District

Dairrick Hodges
Director, SOULcial Workers

Lucy HG Solomon
Assistant Professor of Art, Media
and Design, CSUSM

Ron Jesse
Director of Development,
Art=Opportunity

Laurie Stowell
Professor of Literacy, CSUSM



**It's simple. Because arts make a difference
– una diferencia muy grande.**

Students who have art in their education are far more likely to excel in careers, be more empathetic, and be able to think critically and outside of the box. These skills are fundamental to success in the 21st century, and there's tons of arts education research to back it up. Unfortunately, many students in San Diego County, especially many from lower socio-economic backgrounds, are less likely to have an education with the arts. At California State University San Marcos, where the majority of students are first in their family to attend college, only 20% of incoming the freshmen class have had three or more arts classes in high school. **ART=OPPORTUNITY** is working to change the landscape of possibility through our advocacy, research, partnerships, parent and professional development, and other activities to broaden access to arts for all students.

We are proud of what we have accomplished this year, including hosting the first-ever youth-driven arts summit. The bottom line is this: kids have voices and we want to support them in using and sharing their voices and stories.

As we move into year three with renewed funding, new collaborators and partners, and growing awareness, we invite you to join us. **Because ART=OPPORTUNITY!**

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

MARKETING THE MESSAGE

Year 2 was an opportunity to fine-tune our messaging, respond to feedback from our audience and users, and reinforce our link to research-based outcomes. Through surveys, attendee questionnaires and online feedback, we enhanced our materials in the following ways:

- Created a complete set of Spanish language materials
- Updated all images to focus on diversity and inclusion
- Added new materials based on research proving the arts stimulate the development of the young brain
- Created a new logo and design format that was a youthful brand extension of **ART=OPP** for the first annual youth summit
- Added a QR code for immediate access to web-based research
- Developed new tools for marketing, including downloadable posters in both English and Spanish and coffee sleeves
- Enhanced YouTube content



BY THE NUMBERS:

Over the past year we've distributed

- 3,322** English **Why Art?** card packs
- 2,210** Spanish **Why Art?** card packs
- 322** **ART=OPPORTUNITY** bookmarks

In addition, we are thrilled with the many ways our colleagues and partners have utilized the **Why Art?** card packs in the past year.

The list includes

- Bilingual education
- Leadership training
- Marketing & PR efforts
- Special events
- Art Fairs
- Classroom settings
- Student writing prompts
- Professional Development
- Social media content
- Advocacy with school boards, principals and parent groups
- Handouts at several statewide PTA, CSESSA meetings and through the leadership of California Arts Council
- Interactive activity with college students for a social change project
- Featured in a student business trade show with vendors such as Wells Fargo, Sony and Viasat



WHY ART? IN ACTION

“ I have been using the cards within strategic arts planning with district leadership and community teams. I use the cards as an introduction and conversation starter as people get to know each other. People say, This is good to know - I didn't know these findings have a research basis. ”

“ We attend many events where we are advocating our work as an educational service to teachers and administrators. These cards help us tell the success story of arts in schools. ”



1ST ANNUAL ART = OPPORTUNITY HERO

Francisco Escobedo, Ed.D.
Superintendent, Chula Vista
Elementary School District



Superintendent Escobedo is an advocate for students and the arts. He continues to lead the fight for ongoing investment to expand arts education to every California child. His district hosted our Parent Ed Workshop, annual Literacy Residency, and helps contribute to ongoing creativity research.

EVERY STUDENT, EVERY DAY

As a former San Diego police officer, I have a deep appreciation for the importance of public education in ensuring that our youth have opportunities to lead productive lives. I witnessed the consequences when youth did not receive adequate support at home, school or in their community. I saw so many who desperately needed caring adults to help guide them toward healthy choices. That's why I became an educator. It's also why I am passionate about arts education.

Increased attendance. Increased test scores. Increased parent participation. Increased joy and happiness in the eyes of our students. These are all increases that come when school districts like ours across the state and country increase investment in visual and performing arts instruction.

We see firsthand how students and their families benefit from music and arts education. Families are more engaged in our schools because of our partnership to ensure every student receives arts instruction. Parent attendance is our opportunity to involve them in other activities and let them know how important they are to all our academic programs – our mission in educating the whole child.

Arts instruction prepares young people for success in the 21st-century workplace, fostering collaboration, communication, critical thinking, and creativity. These are essential skills students need to successfully participate in the information-based society of tomorrow. The arts prepare students by fostering skills that include innovation, persistence, and collaboration.

PROFESSIONAL DEVELOPMENT

To ensure the strength of the field, we engaged in leadership training, including providing professional development opportunities for education and arts administrators, teachers, arts partners, university partners, teaching artists, art teachers and parents.



JULY 25, 26, AND 27, 2018: 4th Annual Creativity at the Core Summer Institute. The San Diego County Office of Education hosted an exciting 3-day institute that focused on arts learning and California State Standards. Participants heard firsthand from educational leaders, teaching artists, arts specialists, and inspirational speakers from across the state as they provided hands-on learning opportunities focused on a suite of CCSESA's new professional learning modules developed by County Offices of Education and Arts Partner Organization Leaders.

BY THE NUMBERS:

Over the past year, we've shared our message with over

16,000

educators, administrators, parents, college students, partners and advocates.



COLLEGE STUDENT ENGAGEMENT



A major benefit of being grounded within a university is the opportunity to engage with students and collaborate with other professors to incorporate “real-life” projects into the curriculum. Last year, several student groups from Cal State San Marcos presented valuable input, feedback and strategic plans for the **ART=OPPORTUNITY** team to consider and adopt as needed. Collaborating with community partners and non-profit organizations offers benefits to both the organizations and students.



ASSIGNMENT: MARKETING
Senior students from the College of Business Administration were tasked with developing a marketing and community outreach plan, as well as a 4-year business

plan with an objective of making the non-profit self-sufficient and viral. Two teams conducted surveys on campus, collected data, and calculated significant profit gains and potential losses. Upon completion, they presented their work to their department, our **ART=OPP** team and to local business representatives at their Senior Experience Trade Show. The content these senior business students produced has guided the **ART=OPP** movement further in our objectives and goals.

“ Thank you for this successful partnership which provided our business students with this valuable real-world education. ”

Dr. Alan Omens,
Director, Senior Experience program

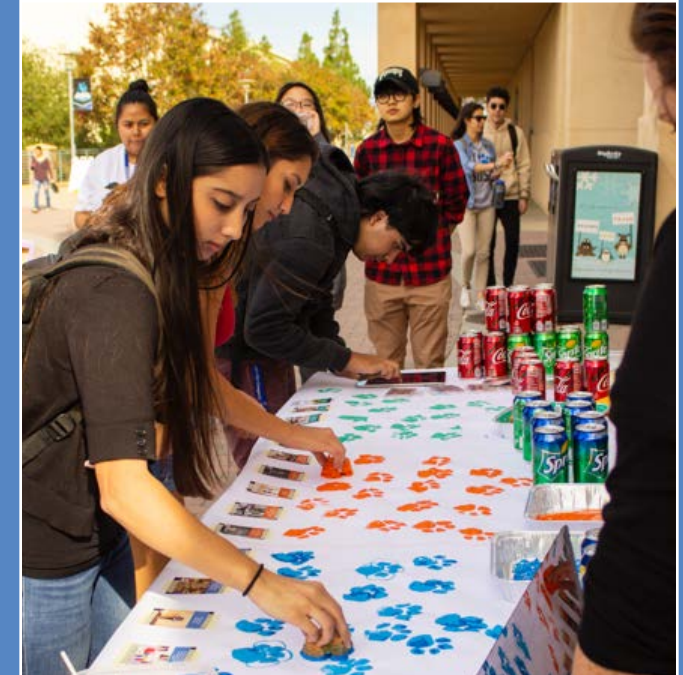
“ Because applied projects have a high impact on student learning, it is extremely beneficial when organizations in the community allow students to work to solve real work issues with them. ”

Kristin Stewart,
Assistant Professor of Marketing

ASSIGNMENT: COMMUNICATION
36 junior and senior students from Professor Kristen Stewart’s Marketing Communication class divided into “agencies” and presented fully fleshed-out marketing campaigns for the team to evaluate and consider. Funding is being secured and several of the ideas are in fact being adopted and incorporated into the **ART=OPP** 2019 Marketing Plan.

ASSIGNMENT: SOCIAL ACTION

25 students from the School of Art class on Art & Social Change were tasked with putting theory into action. Students were able to do research and create photo, video, and social media content to help spread the word about the value of arts in education.



“ Working on these ‘real-life’ programs and projects allows students to see how their efforts contribute to effecting change in communities. ”

Dr. Kristin Moss, Associate Professor
of Art, Media, & Design



We are so proud of our San Diego youth (teen) leaders who organized, planned and implemented the first-ever **AAY! Summit: Arts Amplifying Youth!** Given the opportunity to create a youth-driven, youth-led arts summit, San Diego teens managed and created an ambitious event. One of our youth leaders reflected on the experience, which was published by Americans for the Arts.

AAY! was supported by the **Stuart Foundation**, the **Clare Rose Foundation**, the **Panta Rhea Foundation** and **Cal State San Marcos**.



Months of hard work had finally paid off in an immeasurable way. **Arts Amplifying Youth! 2018** was just the beginning. We're already planning for **AAY! 2019**.

1ST ANNUAL YOUTH SUMMIT

FOR YOUTH, BY YOUTH - Diversity, Inclusion, Equity, and Change

By Natalia Escobeda, AAY! Leadership Team Co-Director while a Senior at Coronado High School. Natalia is now at Pepperdine University.



The **ART-OPP** Leadership Team imagined a safe space where youth could express their art around important issues, which is essential to their mission. Several local organizations joined in to co-create this event for their youth. Among the local organizations were **The Aja Project**, **TranscendANCE**, **La Jolla Playhouse**, **San Diego Opera**, **Izcalli**, **SOULcial Workers**, **Rock n' Roll Camp for Girls**, and **A Reason To Survive (ARTS)**. For our time, talent and effort, each student would be provided with a \$1,000 honorarium and three units of college credit!

A group of artistic teenagers from different backgrounds came together to answer the question, "How can we bring art to youth in a meaningful way?" Together we spent countless hours researching and developing proposals for a summit schedule that encompassed our core themes/values. The marketing committee created a strong social media platform with engaging videos of students who have been impacted by the arts. We also created a logo that embodied an urban, youthful and artistic vibe.

From the moment the 150 youth entered the building, the energy soared. There are no words to describe the sensation evoked by a room full of positive young energy that is quick to form a community. *READ THE FULL BLOG AT blog.americansforthearts.org/2018/07/11/*



Save the Date: **AAY! 2019** is already in the works for April 27, 2019

“The youth voice never left the original intention of our for youth by youth motto.”

– Dairrick Hodges, AAY! Mentor, Artistic Director of The SOULcial Workers Collective



SURPRISE GUEST APPEARANCE!

The closing to AAY! included one heck of a highlight – a surprise appearance by the one and only **Jason Mraz!** Everyone was left speechless as Jason himself walked in after we premiered his new video. Jason spread his kind, positive and uplifting words and commitment to arts and education. A perfect way to close an amazing day.



Watch all the AAY videos on our YouTube channel 

AWARENESS AND ACCOLADES



We are so proud of **ART=OPPORTUNITY** founder and leader Merryl Goldberg for being honored by California State University with a prestigious Wang Family Excellence Award. The award recognizes four outstanding faculty members who, through extraordinary commitment and dedication, have distinguished themselves by exemplary contributions and achievements. The award was presented by Chancellor Timothy B. White in a ceremony in Long Beach.



1ST ARTS INTEGRATION CERTIFICATE IN SAN DIEGO COUNTY

As a direct outcome of the work of **ART=OPPORTUNITY**, a Certificate of Proficiency in Arts Integration is available to educators, teaching artists and parents. This is the only Arts Integration Certificate in San Diego County!



OUTREACH AND PARTNERSHIPS

Our goal is to change public opinion from arts as fluff to arts as essential. Through our outreach, we continue to highlight the significant role arts play in students' ability to excel in education, attain better jobs and become empathetic citizens.



NATIONAL ARTS IN EDUCATION WEEK KICKOFF, THE NEW CHILDREN'S MUSEUM

The arts education community joined forces with Americans for the Arts to spotlight successes in advancing access to arts education for all students.

ART=OPP joined with our Leadership Team partners to celebrate the transformative power of the arts in education. San Diego was selected as one of 13 cities nationwide to participate in kickoff events.

Over 100 teachers, families and arts professionals came together to hear inspirational stories and youth performers, and enjoy refreshments during the celebration.



ANCHOR EVENTS

Anchor Events are designed to show participants how to use the arts as a strategy to improve student learning. They included artist residencies, parent workshops, and public performances at arts organizations. The Anchor Events inspire and equip practitioners in the field with strategies for incorporating the arts into everyday experiences with children, and they provide access to professional, working artists who share their processes and steps to success.



LITERACY RESIDENCY

This year, more than 400 students and educators participated in presentations by children's book author Lee Cataluna and illustrator Cheyene Gallard, who are native Hawaiians. This author/illustrator duo created the popular children's book *Ordinary 'Ohana*, which helps young readers appreciate the many forms a family can take.

The Literacy Residencies engage K-12 educators to promote the value arts integration has for student learning, and empower educators to integrate the arts into daily classroom instruction. A key benefit is the inspirational power of interacting with professional authors and artists.

The artists presented to audiences at the New Children's Museum, at elementary schools in Chula Vista Elementary School District, and at university classrooms at Cal State San Marcos. The collaborators talked about their processes, how they developed into their roles as author and illustrator, and ideas for using books as instructional tools in educational settings.

“Aloha Lee, We loved having you here with us! Thank you so much for taking the time to meet my kiddos! They LOVED you and I had a couple more students bring me their own books after they met you! You changed the world a little bit just by being here.”

– David Munoz, Principal, Palomar Elementary



PARENT WORKSHOPS: “I see/I think/I wonder.”

ART=OPPORTUNITY recognizes the important role parents play as advocates for change at the district level. Workshops for parents in Chula Vista Elementary School District were designed to improve the quality and amount of time parents spend reading with their children at home by using arts-based strategies.

“It was a spectacular sight watching parents and their children interacting with the artwork as a family – connecting with the artwork on a more meaningful level.”

Lauren Shelton

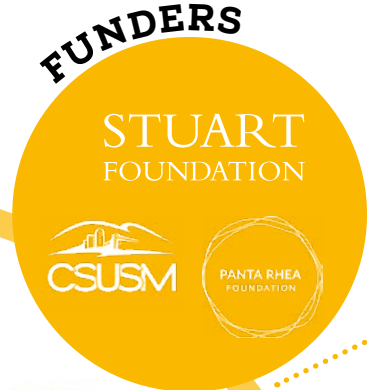
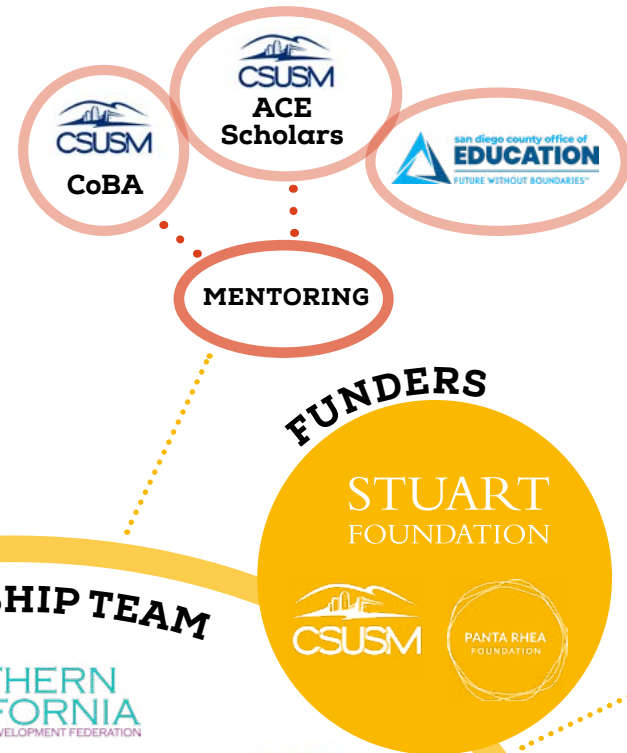
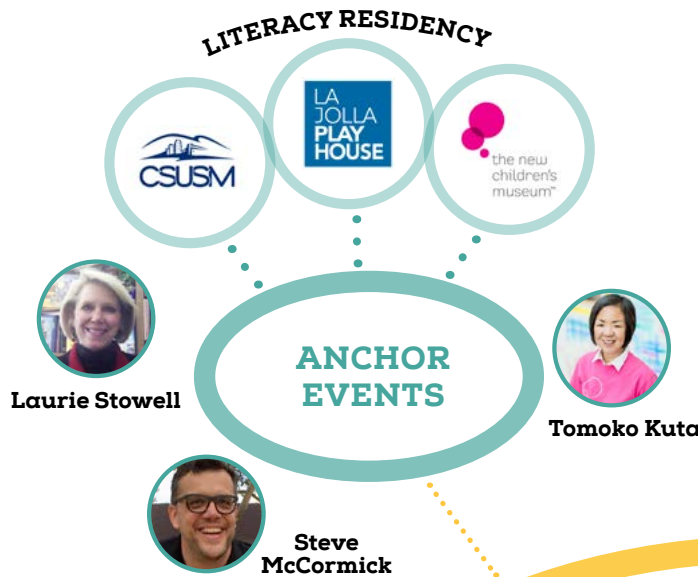
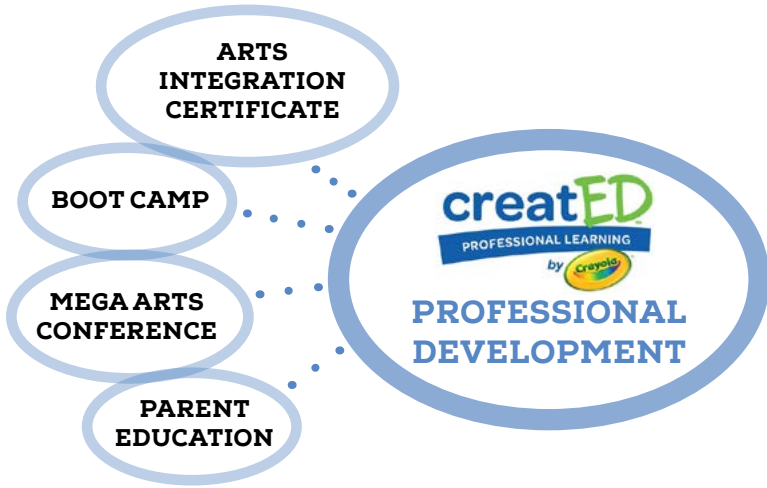


One of the main curriculum goals was to educate parents on the value of arts integration: what it is, how it works, and what they can do at home to support literacy learning through the arts. These experiential workshops allowed parents to try out new strategies with their children. The parents practiced a questioning protocol for looking at and discussing art with their children. Students closely observed a work of art and were guided through these three prompts: “I think/I see/I wonder.”

The program included a visit to the Timken Museum of Art in Balboa Park, which included docent-led tours of the museum. The curriculum was developed by Dr. Laurie Stowell, CSU San Marcos, and taught by Lauren Shelton, Chula Vista Elementary School District VAPA Coordinator.

ART = OPPORTUNITY

CONSTELLATION OF IMPACT: YEAR 2





IZCALI



Clare Rose Foundation



Matt D'Arrigo



Julia Cuppy



Cat Corral



Dairrick Hodges



SDOPERA

YOUTH SUMMIT



Kristin Moss



Kristin Stewart

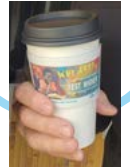


WHY ART? Online Toolkit
Downloadable Resources

WHY ART? Wednesday



WHY ART? Coffee Sleeves



AWARENESS CAMPAIGN

**PUBLIC RELATIONS
MARKETING
SOCIAL MEDIA**



Toni Robin



Lisa DeMarco



Ravenjade Sansano



Julie Kendig



Ivonne Chand O'Neal, Ph.D.



Data Graphing



Lucy HG Solomon

RESEARCH

CIRP Study

Merryl Goldberg Ed.D.



Jeffery Marks



CSUSM
College of Business Administration
School of Education
School of Arts

WHY ART? Card Packs
English & Spanish



**WEBINARS,
PUBLICATIONS &
PRESENTATIONS**



Envisioning CA Sacramento State

New Jersey Performing Arts Center Convening

California Arts Council

LEAD San Diego

Mega Arts



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 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 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)

Building on an innovative 25-year history, California State University San Marcos is a forward-focused institution, dedicated to preparing future leaders, building great communities and solving critical issues. It is the only public four-year comprehensive university serving North San Diego, Southwest Riverside and South Orange Counties.

The University enrolls over 14,000 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.

STUART FOUNDATION ABOUT THE STUART FOUNDATION

The Stuart Foundation is dedicated to improving life outcomes for young people through education. We work to ensure that public education systems in California and Washington provide opportunities for students to learn, achieve and thrive. Our guiding principle, or North Star, is an education system that values the Whole Child by strengthening the relationships between students, educators, families and communities. As a result, students will have greater opportunities to be self-reliant, succeed in education and careers, and engage meaningfully in their communities.

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.

