

# ART = OPPORTUNITY

An  
**ARTS LITERACY**  
Initiative



“ Art is essential  
and it unlocks opportunity.  
I revel in helping to change the  
landscape of education so that all  
kids have a chance to have arts  
fused into their daily lives. ”

– Merryl Goldberg, Ed.D.

## ART=OPPORTUNITY Leadership Team

### **Merryl Goldberg, Ed.D.**

Director, Center ARTES,  
CSUSM, Director,  
ART=OPPORTUNITY

### **Martha Barnette**

Co-host, *A Way with Words*

### **Pauline Crooks, VAPA**

Coordinator, San Diego  
County Office of Education

### **Matt D' Arrigo**

Director, Clare Rose  
Foundation

### **Leah Goodwin**

Owner, Leah Goodwin  
Creations

### **Tara Graviss**

Executive Director, Arts for  
Learning San Diego

### **Brenda Hall**

Director, North County  
Professional Development  
Federation

### **Ron Jesse**

Director of Development,  
ART=OPPORTUNITY

### **Caroline King**

Program Director, Title 1 Arts  
Integration

### **Tomoko Kuta**

Deputy Museum Director,  
The New Children's Museum

### **Joe Landon**

Executive Director, California  
Alliance for Arts Education

### **Steve McCormick**

Director of Education &  
Outreach, La Jolla Playhouse

### **Dr. Rajnandini Pillai**

Professor of Management  
and Leadership, CSUSM  
College of Business  
Administration

### **Toni Robin**

TR/PR Public Relations

### **Lauren Shelton**

VAPA Coordinator, Chula  
Vista Elementary School  
District

### **Laurie Stowell**

Professor of Literacy, CSUSM

## WHY ART?

It's a simple question that I get asked all the time.

There is an astounding amount of research, surveys, case studies and documentation that support the fact that students perform better in school—and in life—when schools incorporate arts into their curriculum. Our research-based initiative is designed to communicate clearly (and artistically!) that the arts are truly fundamental and essential to education, to successful employment and to an empathetic and engaged citizenry.

With the support of California State University San Marcos (CSUSM), the generosity of the Stuart Foundation, and additional funding from the Panta Rhea Foundation, we set out to create and launch a San Diego County-wide campaign that focuses on leadership, literacy and sustainability. Our highest goal is to ensure that every child has the opportunity for an exemplary education that includes learning in, with and through the arts.

We planned to accomplish this by providing access for all children throughout the County to a better education focused on improving arts literacy and that included parent education, summits, boot camps, professional development and mentoring.

In one short year, we have accomplished much. A 22-member Leadership Team composed of art educators, college professors and professionals from across the County was developed to serve as advocates, advisors and connectors. Their role in supporting partner outreach and events was crucial. The following report outlines our goals and achievements to date. We have so much more to do, and with the support of our outstanding Leadership Team, Year Two will be even more exciting.

I invite you to get connected to our work and join our efforts to ensure arts for every child, every day.



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





**ART=OPPORTUNITY**

Join the San Diego County-wide campaign focused on providing a meaningful education by improving literacy through the arts. This research-based initiative provides leadership training, literacy residencies, summits, workshops, and anchor events for educators, parents, youth and teens, and arts providers.

The ART=OPPORTUNITY campaign is facilitated by Center ARTES at California State University San Marcos  
Funded by The Stuart Foundation

Get Engaged. Stay Connected!  
[csusm.edu/artopp](https://csusm.edu/artopp)  
 #art=opp

CSUSM STUART FOUNDATION

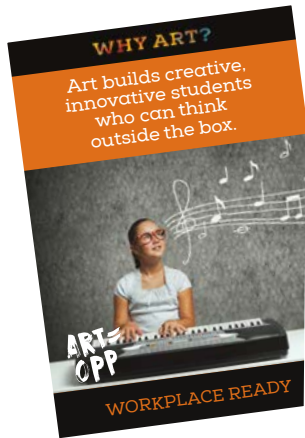
## BY THE NUMBERS:

Over the past year we've distributed:

**3,480** Why Art? card packs

**2,000** ART=OPP bookmarks

Over **300** copies of *Arts Integration Teaching Subject Matter through the Arts in Multicultural Settings* by Meryll Goldberg



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

- Student writing prompts
- Advocacy with school boards, principals and parent groups
- Handouts at a rally protesting cuts to arts in San Diego's city budget
- Handouts at several statewide PTA, CSESSA meetings
- Bilingual education
- Leadership training
- Refugee tutoring
- Gallery material
- Social media content

## MARKETING THE MESSAGE



Our first goal was to distill the research into a clear, concise and catchy message that would resonate with our target audience. **ART=OPPORTUNITY** was developed through a group brainstorm session of our Leadership Team led by Toni Robin of TR|PR Public Relations.

From that seed of an idea, a wide variety of marketing materials and promotional items were created that creatively communicated the positive impact the arts have on thinking, learning and socialization skills. A student logo contest opened the door to a contemporary logo and brand design developed by Lisa DeMarco of DeMarco Design. It was then incorporated into dozens of uses, including the wildly popular **Why Art?** card pack produced in both English and Spanish.



“ It was helpful to speak with my mentor to determine which challenges I was facing were typical of new leaders and how to solve these challenges. ”

– Pauline Crooks



**Doug Lombardi**  
Vice President,  
Valve Software



**Lauren Shelton**  
Director of Visual and  
Performing Arts, Chula  
Vista Elementary School  
District

**Tara Graviss**  
Executive  
Director, Arts  
for Learning



**Corie Slali**  
Graduate of  
CSUSM,  
ACE scholar



**Tara Graviss**  
Executive  
Director, Arts  
for Learning



**Jamie Nelson**  
Director of Development,  
Scripps Home-based  
Care, Scripps Health  
Foundation



**Dr. Raj Pillai**  
Professor of Management,  
College of Business  
Administration, CSUSM  
and Executive Director,  
CLIMB



**Pauline Crooks**  
Director of Visual and  
Performing Arts, San  
Diego County Office  
of Education

**Peter  
McLaughlin**  
Principal  
Consultant,  
McLaughlin  
Enterprises



**Matt  
Armstrong**  
Coordinator,  
Visual and  
Performing Arts,  
San Marcos  
Unified  
School District

## PROFESSIONAL DEVELOPMENT

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

**MARCH 1** Co-hosted “Learning Through the Arts” classroom presentation with Sarah Pennypacker; *A Way with Words* host Martha Barnette interviewed author Sara Pennypacker and illustrator Jon Klassen.

**MARCH 4** Hosted a classroom presentation; Sara Pennypacker shared her writing process and facilitated writing workshop for students.



Photo Credit: www.figandrose.com

## PILOT MENTORING PROGRAM

In Spring 2017, Center ARTES and CLIMB (Center for Leadership Innovation and Mentorship Building) at CSUSM embarked on an initiative under the Stuart Grant to launch a unique pilot mentoring program, specifically designed to bring arts leaders together with business leaders with the business leaders serving as the mentors. One of the key objectives was to explore the application of effective business practices to the management of arts initiatives in arts education.

**MARCH 15** 150 arts educators from across the state gathered for the CREATE CA Conference in Costa Mesa. We attended the CA Panel Presentation “Effective Advocacy - What’s Working?” Creative Schools for All: Collaboration Creates Change.

## BY THE NUMBERS:

Over the past year we’ve engaged and trained:

**600+** educators  
**30** parents

**JUNE 21-23** The **ART=OPPORTUNITY** Three-day boot camp took place at the San Marcos Unified School District. Over 50 educators, teaching artists, VAPA directors, professors, students and parents spent three whole days partaking in pilot courses and discussions around arts integration and arts literacy. These individuals participated in dance, drawing, reading through the arts, music and lectures that were applied to "core" subjects like science, math, English/reading, history and much more.

*“This was the most engaging workshop I have ever attended. I will be able to implement everything we practiced AND I will know why these are best practices for kids.”*

– Boot Camp Participant



**MAY 15 & 23** Two-day pilot parent workshops took place at the Chula Vista Elementary School District. Pauline Crooks, Ron Jesse, Laurie Stowell, Lauren Shelton and Merryl Goldberg lead an arts integration and literacy exercise for parents and children.



**SUMMER** The syllabi were completed for Liberal Studies at CSUSM. All students will be required to take two arts integration courses and be encouraged to concentrate in arts and education.

## EMBRACING ART=OPPORTUNITY IN CHULA VISTA

by **Lauren Shelton**, Director of Visual and Performing Arts, Chula Vista Elementary School District

Understanding how the arts cultivate tomorrow's leaders, **ART=OPPORTUNITY**, in collaboration with the Chula Vista District Visual and Performing Arts Department, invited parents to pilot a new professional development series, Reading Through the Arts. Parents were empowered to learn arts integration strategies as well as how to use visual art as text in the books that their children were reading at home and at school. Parents and children were smiling as they all walked away with their own book provided by the Stuart Foundation.

**ART=OPPORTUNITY** has also brought in some amazing artists and authors to provide VIP access to their work and process. During their literacy sleepover, students at Salt Creek Elementary had the honor to hear Sara Pennypacker read selections from her *New York Times* best-selling novel, *Pax*.

**ART=OPPORTUNITY** provides another layer of advocacy that helps the community see what really can happen when students participate in the arts. Our teachers see the benefits on a daily basis in their classrooms. Students are transformed and want to come to school. Not only does attendance increase, studies have shown that students who participate in the arts score higher in reading and math.

The Chula Vista Elementary School District is preparing our students for the future. The arts teach children how to take risks, think outside the box, be flexible, and truly innovate.

“We met at a performing arts high school and we had a teacher who just cared. He always pushed us and made sure we practiced. He said, ‘This violin can open doors you never imagined.’ Boy, was he right.”

– Wil B and Kev Marcus,  
Black Violin



Photo Credit: Debbi Divuis

## BY THE NUMBERS:

**400** have attended an ART=OPP anchor event, including school visits.

## ANCHOR EVENTS

Several larger community learning events were produced to provide an opportunity to come together and share a creative experience followed by a more in-depth discussion with the artists and performers. Five were presented in 2017, focusing on Literacy, Music and Dance.



Photo Credit: Debbi Divuis

**FEB 2 - 9** Music and arts educators had a talkback hosted by Martha Barnette with Black Violin, a reception and a concert. Classically trained virtuoso violinists, Wil B and Kev Marcus melded highbrow and pop culture through a fusion of classical jazz, hip-hop and R & B, smashing musical stereotypes, in partnership with California Center for the Arts, Escondido.



**MARCH 2** Illustration and writing workshop for art teachers and teaching artists; 30 educators learned about Jon Klassen and Sara Pennypacker, who shared their career and work as book authors and illustrator, in partnership with The New Children’s Museum and San Diego County Office of Education.

**MARCH 26** La Jolla Playhouse Educators Roundtable Meeting; The Art of Education Open Space Conversation.



**MAY 2** Educators attended a performance and lecture by Pasacat Philippine Dance and Music, explaining the history, geography and people of the Philippines as represented through diverse music, dance and dress styles. In Partnership with the California Center for the Arts, Escondido.

**NOVEMBER 14** San Diego Symphony CEO Martha Gilmer in the Executive Chair event at CSUSM.

## SUMMITS

### ART=OPPORTUNITY Youth Summit

In the fall, a Youth Summit Leadership Team of 12 youth was formed to begin planning and development of a summit designed for creative youth and put on by creative youth around the issues of Diversity, Equality and Inclusion. The team consists of representatives from A Reason To Survive (ARTS), AjA Project, Izcali, La Jolla Playhouse, Rock N Roll Camp for Girls, San Diego Opera, The SOULcial Workers and TranscenDance Youth Arts Project. The Leadership Team will receive a paid stipend for their work as well as three units of college credit through CSUSM.

The Summit will be held in the spring of 2018 at ARTS. It will be a platform for youth to create and showcase content through multiple art forms around a theme important to them. It will also provide learning and networking opportunities around careers in the creative industries.

The Summit will engage youth and young adults from schools in low-income neighborhoods that lack access to such artistic experiences and exposure to possible careers in the creative industries.

The Summit also aims to attract policy makers, key decision makers, funders and influencers to hear directly from youth and learn about the issues they face, the importance of Creative Youth Development and programs in the community.



## PRESENTING: ART=OPPORTUNITY

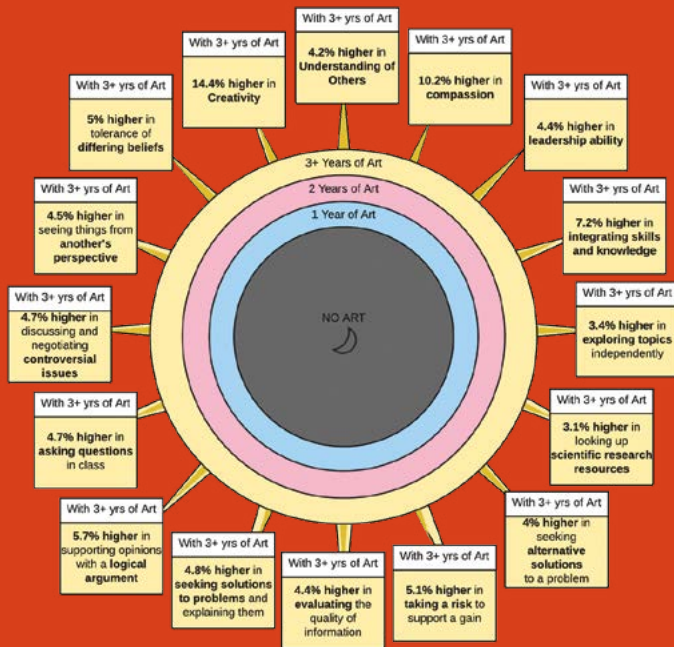
**JANUARY 13** Over 30 arts educators and administrators gathered for the San Diego Arts Network Retreat presentation. Up to present visual literacy were our team leaders Laurie Stowell and Merryl Goldberg.

**OCTOBER 12** SD County Educators convened at the Mega Arts Conference in Balboa Park. Toni Robin and Lisa DeMarco presented a case study of the **ART=OPPORTUNITY** awareness campaign to a receptive audience. The 8x10' step and repeat was a huge hit with eager participants lining up to share their story of "Why Art is important!"



*“ That was the most informative workshop I have ever attended! ”*

– Overheard at the Mega Arts Conference  
| 2017 **ART=OPPORTUNITY** | 5



## RESEARCH AND STUDIES

**ART-OPPORTUNITY** is presenting our study that correlates retention rates from students who took art classes in high school with their achievement in college. We have the data from Vista, San Marcos and Escondido specifically ranging from socioeconomic background, years, gender, race and ethnicity, and the amount of years they took arts/VAPA classes.

For over 50 years, the CIRP Freshmen Survey (TFS) has provided data on incoming college students' background characteristics, high school experiences, attitudes, behaviors and expectations for college. The survey, created by Dr. Alexander "Sandy" Astin in 1966, has resided at the Higher Education Research Institute at UCLA since 1973. To date, over 15 million students at over 1,900 institutions have participated in the survey.

## 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.

**JULY 26-28** Arts educators in the state of California met for CSESSA ARTS Creativity at the Core where our flashcards were introduced during the statewide forum. This event took place in Santa Clara, CA.

**APRIL 17-19** Merryl Goldberg featured Art=Opportunity in St. Petersburg, Russia.

**FALL 2017** CSUSM College of Business Administration conducted two senior projects with Merryl Goldberg and Toni Robin to research, design and develop marketing and business advertising projects and initiatives.

## BY THE NUMBERS:

Over **600** educators are directly engaged in the campaign through workshops and attendance at our Black Violin event, boot camp, Philippine PASACAT event, Mega Arts Conference, and the annual New Children's Museum Educator's Night Out.

**400+** college students are engaged within the campaign, including our CSUSM College of Business Administration Senior Business teams and their connections.

**42** school districts in San Diego and districts throughout the state via CSESSA, CAAE and work with CREATE CA.

**25** families are in the parent education pilot programs.

**20** teens on the advisory board in addition to our Youth Summit Teams.





# PUBLIC RELATIONS AND MARKETING

Following the creation of our website, logo and materials, we launched a public relations and social media campaign designed to bring awareness to our message and events. In our first year, we achieved outstanding media coverage, including several features in major magazines and newspapers.

A targeted advertising campaign was launched that included print (English and Spanish), broadcast, digital and even the wrapping of an Old Town Trolley!

A complete list of articles, mentions, blog posts and all-around good news about **ART=OPPORTUNITY** can be found online at [csusm.edu/artopp/news.html](http://csusm.edu/artopp/news.html)



Photo Credit: J.R. Sheiton



## BY THE NUMBERS:

Our website had **2,401** unique visits as 12/1/17

**2,883** views and still counting!

Our Facebook page has "reached" **30,306** people engaging with our page posts and liking our photos.

We have **510** followers, including over **100** arts education partners nationwide.

The Mega Arts Conference, the Trolley photo shoot, our Teen Youth Summit, Annual Educators' Night Out Event, and our collaboration with the CoBA Business Team generated the most likes.

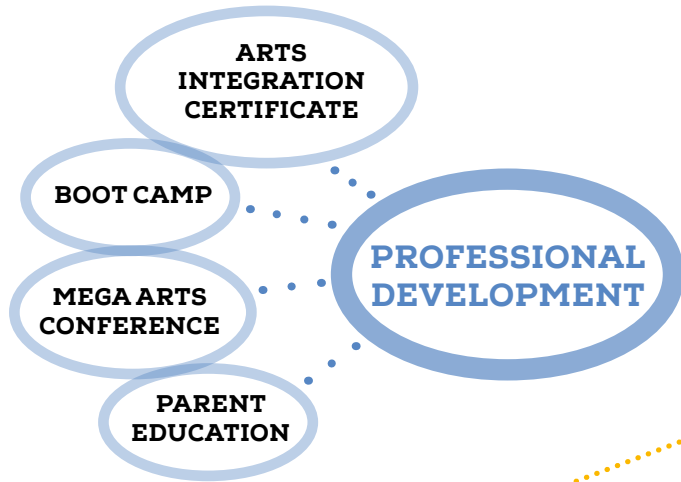
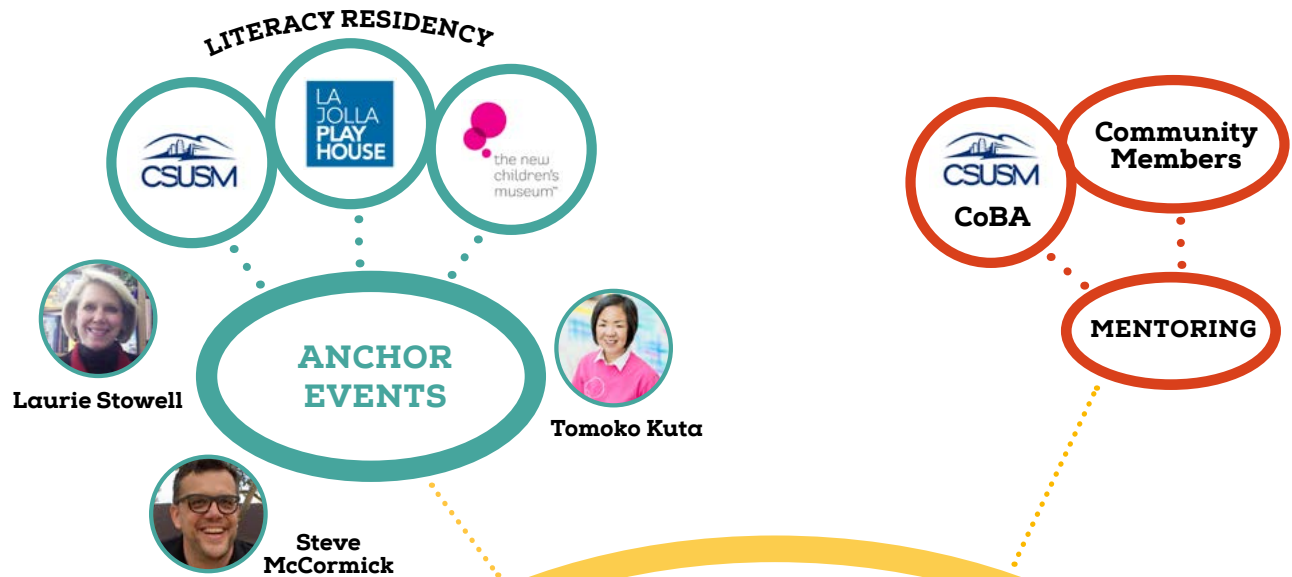


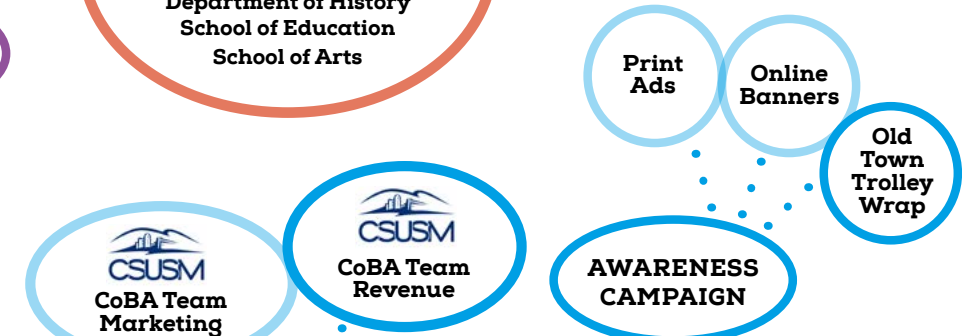
In 2018, we plan to use these platforms to connect with educators and students, and to share ART=OPPORTUNITY resources as well as news and updates of the campaign program.



## CONSTELLATION OF IMPACT: YEAR 1

A great deal was accomplished in one short year. Stand by, or better yet, join the **ART=OPPORTUNITY** team as we gather momentum and move forward with our mission in the coming year!





## ART=OPPORTUNITY PROJECT AND PARTNERS

Thanks to a \$200,000 grant 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 led by Merryl Goldberg, Executive Director and a leadership team of arts educators, professionals and area nonprofit leaders. Goldberg is a Professor of Music at California State University San Marcos and Director of Center ARTES, a university center dedicated to restoring arts to education. She is the author of *Arts Integration: Teaching Subject Matter Through the Arts in Multicultural Settings*, 5th edition (2017), as well as other books, articles, chapters, editorials, and blogs. She has been the Principal Investigator of numerous grants, including Federal Department of Education Arts in Education Program grants, a joint Spencer and John D. and Catherine T. MacArthur grant, Fulbright-Hays Foundation grants, National Endowment for the Arts grant, and California Arts Council grants. Her undergraduate degree is from the New England Conservatory of Music, and her doctorate is from the Harvard Graduate School of Education.

For more information, research and downloads, please visit: [csusm.edu/artopp](http://csusm.edu/artopp)



Report Content & Design: TRIPR San Diego and DeMarco Design



### ABOUT CALIFORNIA STATE UNIVERSITY SAN MARCOS

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.



### 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.

