

# COLLECTIVE IMPACT REPORT CARD 2021

ART =  
OPPORTUNITY



STEAM Ambassadors  
prepare Rainbow  
Maker ART Kits



## ART=OPPORTUNITY Leadership Team

### Merryll Goldberg, Ed.D.

Director, Center ARTES, CSUSM, Director, Art=Opportunity

### Matt D'Arrigo

Director, Clare Rose Foundation

### Lisa DeMarco

Owner, DeMarco Design

### Kodie Gerritsen

STEAM Ambassador Coordinator

### Catalina Huggins

Staff Support Lead, Art=Opportunity

### Khalil D. Hodges

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### Emy Medina

Executive Assistant to the AVP, SASS

### Nancy Meza

Campaign Assistant, Art=Opportunity

### Kristin Moss

Center ARTES Faculty Fellow in Community Arts

### Dr. Rajnandini Pillai

Professor of Management and Leadership, CSUSM College of Business Administration

### Laura Smyth

Why Art Card Guru, Art=Opportunity

### Lucy HG Solomon

Center ARTES Faculty Fellow in STEAM Ingenuity

### Laurie Stowell

Professor of Literacy, CSUSM

### Dr. Christiane Wood

Center ARTES Faculty Fellow in STEAM + Literacy

## KNOWING YOUR WHY

As we report on 2021, I am even more energized with all the fantastic work of the incredible **ART=OPP** team and community partners. COVID and impending war (the war against Ukraine began as we were about to print) have tested our collective understanding of being human and coping in a world that is unpredictable and full of challenges. No one feels this more than children.

Our work in 2021 focused on SEL (socio-emotional learning), which is at the core of the arts. Arts unite us, give voice to individuals, and present pathways to understanding others. The arts also give us the tools to problem solve and think critically. Our **WHY ART?** cards continue to provide the research to back up the role of arts in providing safe spaces, learning, and the ability to understand and embrace each other.

Our work last year was both virtual and in-person. It ranged from STEAM Ambassadors engaging teachers, learners, and county offices of education, to podcasting, writing, and providing workshops for teachers. Our three **ART=OPP** Fellows, all professors from CSUSM, Christiane Wood, Lucy HG Solomon, and Kristin Moss, move us forward and engage hundreds in the community. We know and enact our why. The why of what we do is central to our purpose – to make sure that each learner among us has the opportunity to flourish by engaging in the magic and power of the arts. In the writings of the great Maxine Greene, an arts philosopher, the arts won't cure a toothache. Still, they are more important because they provide the dentist, the doctor, the engineer, the auto mechanic, the athlete, and all others, with the tools to make it through each day and into the future, and the humanity to make our days worthwhile.

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

## MEET OUR NEW 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 Solomon translates research on arts education into visuals through data visualizations, she specializes on the intersections of art, technology, science, and society, and she guides students as they seek alternative methods to convey research-rich stories through mediated experiences.



**Kristin Moss**

*Center ARTES Faculty Fellow in Community Arts*

Dr. Moss' work focuses on art, identity, and social change and engages in different communities and explores ways that visual culture contributes to discourses of cultural identity, offers creative conceptualizations of contemporary society, and can serve as a model for democratic participation and citizenship.



Visit [csusm.edu/artopp](https://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 an equal playing field 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.

## SPREADING THE MESSAGE



Alumni of California State Summer School for the Arts (CSSSA) recorded video presentations detailing how a particular **WHY ART?** Card from **ART=OPPORTUNITY** resonates in their life. Scan the QR code to watch their entire videos.



*"As a full-time CSSSA faculty member, a leader in the artistic community that had such an impact on my life – I have come full circle to instill the same values that were instilled upon me to the next generation of artistic youth."*



*"My high school band teacher always stressed that each of us had an individual obligation to the ensemble. If we failed to practice and participate, we were letting down our community. A band is more than a group of musicians – it is a society."*



*"A couple of years ago, I experienced some traumatic personal events that completely decimated my mental health. One day I attended a friend's recital. I remember sitting there, feeling like I didn't want to be alive anymore. By the end of the recital, she had completely reeled me back in, as if she was speaking directly to me."*



*"Since the beginning of high school, I knew I wanted to go to college but it always felt out of reach, it was impossible to picture myself in that environment. After attending a CSSSA College Day event it felt within the realm of possibility. I am now a 1st Gen College student and the first in my family to attend a four-year college."*

## NANCY GETS HER OWN CLASS!



It was always Nancy's dream to be a teacher, and when the ACE scholars team was hiring a student assistant for **ART=OPPORTUNITY** in 2018, she thought the job could be relevant to her ultimate career goals. Around the same time, she completed Dr. Merryl Goldberg's *Teaching Through the Arts* course and was amazed by what she learned. "Working for Dr. Goldberg opened many doors for me but fostered a love and passion for arts education," shared Nancy. Now with her kindergarten classroom in the Escondido School district, Nancy can incorporate what she learned at CSUSM. "I am so grateful to all the professors who advocate for arts education, especially Dr. Goldberg, who has been a fantastic mentor."



## WELCOME, KODIE

**ART=OPPORTUNITY** welcomes our new assistant Kodie Gerritsen. Kodie has a BS in Physics, a BA in Art & Technology, and a passion for human geography. Kodie has worked on hands-on projects in the brush, physics laboratory, and art studio. STEAM is their dream!

As a CSUSM student, Kodie served as an **ART=OPPORTUNITY** STEAM Ambassador, helping to develop and disseminate interdisciplinary lessons and projects for children in the K-12 range. We are thrilled Kodie returned after graduation to continue working with **ART=OPPORTUNITY**!

## Introducing a New WHY ART? Card

It might seem rather obvious...but there's a body of research that shows learning in and through the arts sets the foundation for a successful career in the arts as an artist.



The new card and associated research is forthcoming!

**ARTS  
AMPLIFYING  
YOUTH!**

## 4th Annual Youth Summit

We are again very proud of our San Diego youth leaders who organized, planned and implemented the 2021 AAY! Summit: Arts Amplifying Youth. In May, the AAY! 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.

## WHY ART? Campaign Continues to Resonate at Every Level of Education

Developed four years ago to promote the 15 research-based statements at the heart of **ART=OPPORTUNITY**, our **WHY ART?** campaign materials, including the **WHY ART?** card sets, posters, ads, and online graphics, are open source and available for download on our website. The results of a brief survey paint a picture of who is interested in helping spread our message and how they intend to use the campaign materials. We are fascinated by the broad spectrum of teachers, parents, administrators, and arts advocates using the **WHY ART?** campaign to present the case for arts education to school leadership, support grant writing efforts, as reflection prompts in board retreats and as conversation starters both in and out of the classroom.



### ELEMENTARY PARENT

How likely are you to use our WHY ART? materials in the next month?  
**Highly Likely**

For what purpose? **To present to PTO and also to students during weekly art class**

How did you learn of ART=OPPORTUNITY?  
**Other website**

How have the materials helped you?  
**They explain the importance of art**

What can we do to improve them?  
**Do you have IG posts we can share?**



### COLLEGE PROFESSOR

How likely are you to use our WHY ART? materials in the next month?  
**Highly Likely**

For what purpose? **Using them with my 26 student teachers at CSU Fullerton**

How did you learn of ART=OPPORTUNITY?  
**At an event**

How have the materials helped you?  
**The cards are a great and fun way to get into Arts Advocacy**

What can we do to improve them?  
**No, thank you again!**



### K-12 ADMINISTRATOR

How likely are you to use our WHY ART? materials in the next month?  
**Highly Likely**

For what purpose? **Classroom, Presentation to School Leadership and Professional Development**

How did you learn of ART=OPPORTUNITY?  
**Through an online presentation**

How have the materials helped you?  
**They help me share research and advocate for the power of the Arts**

What can we do to improve them?  
**Continue to update with new research**



### K-12 EDUCATOR

How likely are you to use our WHY ART? materials in the next month?  
**Highly Likely**

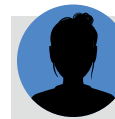
For what purpose? **To share with parents and other stakeholders who do not realize all of the benefits of Arts education**

How did you learn of ART=OPPORTUNITY?  
**Social Media**

How have the materials helped you?  
**I have the cards hung in my classroom to show students and parents how to advocate for our art program**



**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.



### ARTS ADVOCATE

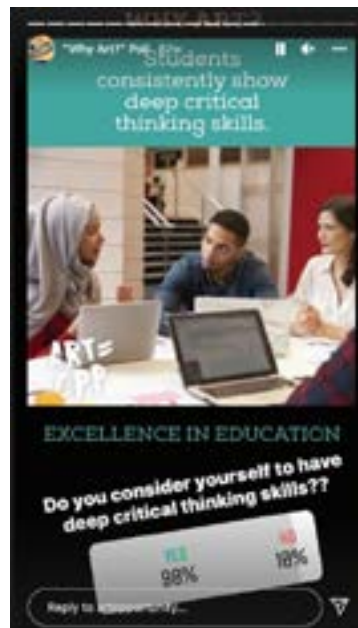
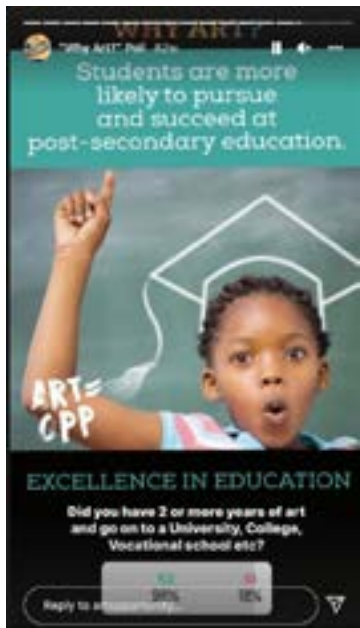
How likely are you to use our WHY ART? materials in the next month?  
**Likely**

For what purpose? **Professional Development**

How did you learn of ART=OPPORTUNITY?  
**At another presentation**

How have the materials helped you?  
**The research statements help distill and reflect our organizational goals**

What can we do to improve them?  
**Perhaps adult and student versions**



### Successful Outreach Via Social Media

As the pandemic continued and our ability to gather in person was hampered, we became adept at engaging through posts on our social media channels. When a poll taken in early 2021 to measure consensus with our **WHY ART?** statements showed a surprising measure of disagreement on three points; we took back to social media to present the correlation between the arts and the benefits of the arts using real-world examples and articles that exemplified the research behind those specific cards. When the poll was re-posted, 10 months later, 100% agreement was achieved!



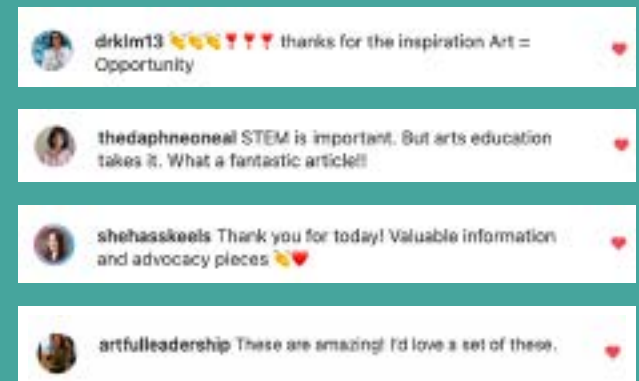
### A New Social Media Channel

Joining the 1 billion other users on TikTok in 2021, the **ART-OPPORTUNITY** team quickly found a groove generating creative short videos to promote our message that arts are essential!



### Positive Feedback

Engagement is up and we are making meaningful connections in the cyber art community!



Follow us @artopportunity   

# PROFESSIONAL DEVELOPMENT

With generous support from the Virginia Hansen Curriculum Endowment and San Marcos Writing Project, our team produced seven FREE Zoom workshops attended by over 500 participants and furthered our mission to provide ongoing leadership training and enrichment. Our thanks go to Dr. Christiane Wood for her dedication to curating these creative offerings!



Educators from Imperial Valley gathered to learn how to integrate the Arts into their classrooms.

# IN THE SCHOOLS

**Vista:** With podcasting equipment funded by **ART=OPPORTUNITY**, second graders at VAPA got the chance to explore storytelling through audio production. The students conducted interviews with a caregiver asking questions such as:

- What was it like growing up in a different country?
- What was it like going to school?
- How was your life different from today?



**Chula Vista:** STEAM+Literacy Integration were introduced to Ms. Angela Karem's transitional kindergarten class at Thurgood Marshall as they examined the book *Bugs, Bugs, Bugs!* The children entomologists then artfully crafted beautiful bugs using supplies funded by **ART=OPPORTUNITY**.



**THANKS!**



Thanks to the support of the Dr. Seuss Foundation of \$25,000, we are in the planning stages for **ART=OPPORTUNITY Studios - Podcast Productions**.

Project Partners include A Step Beyond, Escondido, The New Children's Museum, San Diego, CSUSM School of Education Innovation Lab, San Marcos, San Luis Rey Elementary, Oceanside, Double Peak School, San Marcos, Vail Elementary, Temecula VAPA, Vista, and Imperial Valley, CA.



**San Luis Rey Elementary:** Students put the design thinking process - empathize, define the problem, prototype, iteration, and produce - into action and to create prototypes of their *Most Magnificent Thing*.

# COMMUNITY OUTREACH

The STEAM Ambassador program is committed to delivering thoughtfully developed science lessons that effectively integrate art so that students may benefit from the integration of disciplines. The focus this year was on impacting future and current teachers, as well as delivering meaningful STEAM lessons to K-12 school children.

In 2021 the STEAM Ambassadors collaborated with the New Children’s Museum, joining CSUSM and the museum’s efforts to expand access to STEAM to area school children during the pandemic. The New Children Museum’s Director of Education Amy Gray worked with Lucy HG Solomon and the STEAM Ambassadors to envision new ways bring STEAM to kids.

STEAM activities included lessons on sewing electronic circuits and connections, color theory and prisms, wildflowers and pollination, animal evolution and crafting. The STEAM ambassadors researched the science embedded in each lesson and developed a series of activities that also reinforce art concepts. In a kit containing a STEAM activity on pollinators and habitats, there were butterfly-attracting wildflower seeds. During a STEAM activity on light and color, students constructed prismatic mobiles that allowed them to create and then examine their own rainbows. In working with the rainbow catcher, students learned about the science of colors and experimented with a variety of materials to understand transparency, translucence, and refraction.



## HELLER FOUNDATION SUPPORTS STEAM AMBASSADORS

With support from the Clarence E. Heller Charitable Foundation, Center ARTES at California State University San Marcos (CSUSM) successfully developed the STEAM Ambassadors program to train and employ CSUSM future teachers to integrate art and science into K-8 classrooms.

The project exceeded the expectations of all partnering institutions with additional unanticipated programming being developed, including 800 STEAM learning kits, the training of 100 pre-service teachers, and the delivery of a STEAM workshop webinar to Riverside County educators. The program reached future educators and current educators in different modalities, in response to the challenges of hybrid and distance learning caused by COVID.



**EYE SEE EXAMPLES**

**PHYSICS OF LIGHT SCIENCE STANDARDS**

**NGSS Standards**

- 1-PS4-3 Plan and conduct investigations to determine the effect of placing objects made with different materials in the path of a beam of light.
- 4-PS4-2 Develop a model to describe that light reflecting from objects and entering the eye allows objects to be seen.
- MS-PS4-2 Develop and use a model to describe that waves are reflected, absorbed, or transmitted.

**PICS FROM LESSON DAY**

The collage includes a drawing of an eye with the text "EYE SEE EXAMPLES", a photo of three people holding up their work, a graphic with the text "PHYSICS OF LIGHT SCIENCE STANDARDS" and a list of NGSS standards, and a photo of a group of people sitting on the grass with the text "PICS FROM LESSON DAY".

(Clockwise L to R) STEAM Ambassador in classrooms, North SD County student engaged in STEAM, STEAM Ambassador Rebecca Robinson compiling art kits.



## 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 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](http://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. It is the only public four-year comprehensive university serving North San Diego, Southwest Riverside and South Orange Counties.

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.

## 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.



THANKS  
TO OUR  
PARTNERS:

