COLLECTIVE IMPACT REPORT CARD
2019



CSUSM STUART FOUNDATION

> “Not only has **ART=OPPORTUNITY** been a significant advocacy partner throughout the state, their work on the evidence, the research for arts education, has been a cornerstone in telling the story of education to decision makers.”
>
> – Patricia A. Wayne,
> Program Director, Create CA

ART=OPPORTUNITY Leadership Team

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

Pauline Crooks
VAPA Coordinator, San Diego County Office of Education

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Co-host, A Way with Words

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Director of Education and Outreach, La Jolla Playhouse

Matt D'Arrigo
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Leah Goodwin
Owner, Leah Goodwin Creations

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Brenda Hall
Director, Southern California Professional Development Federation

Dairrick Hodges
Director, SOULcial Workers

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Director of Development, Art=Opportunity

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Executive Director, California Alliance for Arts Education

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

Laurie Stowell
Professor of Literacy, CSUSM

**Honorary & Founding Member*



It's about Social Justice

This past year I've been heartened by the humanity the arts bring to the community. Amid such a polarized time in our country, we've witnessed so many young people creatively express and encourage social justice through their art activities. The youth of AAY! engaged peers in issues of safety at their summit; students at CSUSM worked toward inclusion, access, and diversity in their presentations; and teachers at the summer bootcamp focused keenly on empathy. The arts are uniquely poised as reflections of our times and a forum to give rise to change. From youth to college students to teachers and artists, the collective work of **ART=OPPORTUNITY** throughout this year has highlighted the themes of social justice, safety, inclusion, creativity, and empathy.

Our major accomplishments outlined in this report include another successful set of events, including the AAY! Summit, the Literacy Residency, and Bootcamp. We have stepped up our presence at fairs, such as Super STEM (we make it STEAM) and MEGA ARTS. We have also amped up our dissemination by presenting at multiple conferences and writing numerous papers.

As we look forward in 2020, we have already been asked to present at national conferences, and we have several publications in process. Our open source **WHY ART?** cards are being used in more and more settings. Bottom line, our mission is clear: we believe all students deserve the best education possible in which they are set up for a successful pathway toward college and careers. **ART=OPPORTUNITY.**



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

SPREADING THE MESSAGE

In Year 3 we made a splash on the CSUSM campus with a new banner highlighting our themes of Social Justice, Empathy and Career Readiness. New stickers emblazoned with the **ART=OPPORTUNITY** message were distributed at fairs and events, and our **WHY ART?** coffee sleeves continue to be a hit with students.







"I have always been involved in the arts and they have benefited me in so many ways as I have gone through my education and pursued careers. I consider it a serious social justice issue that so many students do not have equal access to the arts. Which is why **ART=OPPORTUNITY** is so important to me - It is a great organization, spreading the message that the arts are not fluff! I'm so thankful that I have had the chance to get involved on and off campus, sharing how art impacts lives."

– Amy Brunolli, Art Advocate, CSUSM Student, and This Year's Cover Model





TURNING STEM INTO STEAM!



ART=OPPORTUNITY added an "A" for ART to this year's Cal State San Marcos Super STEM Saturday festival celebrating Science, Technology, Engineering and Math. More than 15,000 attendees visited over 100 booths at the annual event. Our booth featured a hands-on salt and watercolor activity and a crayon leaf-rubbing diagram. Over 500 **ART=OPPORTUNITY** stickers were handed out, thousands of proud kids went home with their artwork, and everyone discovered that STEM is BETTER when the ARTS are incorporated!

FUNDING AND GRANTS

ART=OPPORTUNITY received its initial investment and ongoing major funding from the **Stuart Foundation**. In addition, we receive support for our 3-day Bootcamp and literacy residencies for in-service and preservice teachers from **Panta Rhea**. We also partner with **Clare Rose Foundation** to support the leaders and organizations behind our *AAY! Summit: Arts Amplifying Youth.*

We are proud to have been selected to receive two grants from the California Arts Council.

Youth Arts Action (YAA)
With support from the California Arts Council, we will expand the relationship with the SOULcial Workers by supporting the eight-week after-school session of Camp AART (Attitudes, Awareness, and Relationships Training). SOULcial Workers will also play a leadership role at the third annual AAY! Summit: Arts Amplifying Youth led by youth for youth in April 2020.

Research in the Arts (RIA)
With support from the California Arts Council, we will conduct two studies to expand on the research component of the Art=Opportunity Public Awareness project: first, to gauge the parent resonance and response to the program; and second, to conduct a mixed-method analysis of youth mentorship in the arts to better understand how training in arts leadership promotes civic engagement.

We are proud to announce that we have also received a grant from the **San Diego County Board of Supervisors Community Enhancement Program** in support of Camp AART.

PROFESSIONAL DEVELOPMENT

We continue to ensure the strength of the field, engaging in leadership training, including providing professional development opportunities for education and arts administrators, teachers, arts partners, university partners, teaching artists, art teachers and parents.



> "It was empowering to learn how music, theater, and art are tools that can integrate with literacy in any subject to better engage my students."
>
> – Bootcamp Participant

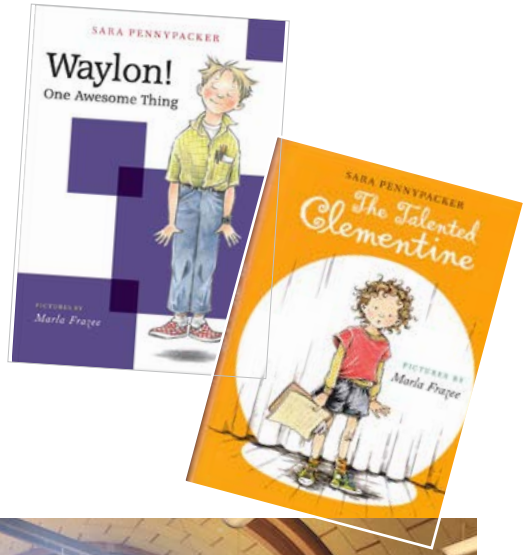




June 2019: Our Arts and Literacy Maker Space 3-Day Bootcamp was attended by more than 50 preservice and in-service educators who participated in sessions around literacy, empathy, arts integration and lesson plan curriculum.

LITERACY RESIDENCY

February 2019: In conjunction with the San Marcos Writing Project (SMWP), **ART=OPPORTUNITY** welcomed children's book author Sara Pennypacker and illustrator Marla Frazee for a full-day workshop discussing the crosses of literacy and arts. The duo created the popular *Clementine* and *Waylon!* book series. The day was designed to engage K-12 educators, promote the value arts integration has for student learning, and empower educators to integrate the arts into their daily classroom instruction.











SHARING ART AROUND CAMPUS

ART=OPPORTUNITY was invited to showcase elements of our campaign, including our **WHY ART?** cards and coffee sleeves as part of the *Juncture* art show in the CSUSM Arts Gallery & Performance Hall. This opportunity inspired us to add a Featured Art page to our own website.



Photography from Jake Northington along with *The Mountain Shadows: Painting Our World Radiantly* (M:POWR) mural project can be found on the Featured Art page of our website at csusm.edu/artopp. More exciting art to come!





We are again very proud of our San Diego youth (teen) leaders who organized, planned and implemented the 2019 **AAY! Summit: Arts Amplifying Youth.**



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

AAY!: ARTS AMPLIFYING YOUTH by Dairrick Hodges, AAY! Mentor

In April 2019, **AAY!: Arts Amplifying Youth** hosted its second annual youth summit, and this year things got personal. Coming together in year two was, in a word, exciting. Many young artists returned still riding the excitement from our inaugural summit in 2018, while other new faces joined the group, bringing with them the excitement of fresh perspectives, creativity and curiosity. They jumped in right away and began connecting and collaborating – sharing experiences and generating ideas they were passionate about. "Safety" quickly emerged as the theme.

The AAY! leaders chose to facilitate conversations around the issue of safety and the ways that having limited access to safe spaces directly affect youth. Understanding how textured a topic like safety can be, they spent over five months researching the different ways their generation defines this issue as well as exploring the various experiences that have helped to define it for themselves. The leaders wanted to create a more intimate experience in 2019. They examined the different challenges they've encountered when it came to feeling safe in their own lives, searching for opportunities to personally connect with this year's summit participants in a meaningful way. As they challenged each other to discover what it truly takes to create safe spaces for young people, they landed upon the title of this year's event, *"Safety: This Is Personal."*

The leaders worked to create a total of six workshops covering a range of topics where they saw safety impacting youth the most, including healthy relationships with self and others, mental and emotional safety, and safety in schools and on social media. They created performances and designed educational activities using art forms like dance, visual art and poetry to engage their peers in a deeper understanding of how the arts could be used to help realize, reclaim and reimagine safety for themselves.

AAY! Summit: Arts Amplifying Youth is created by youth, for youth. Over a hundred students from different schools across San Diego were invited to this year's summit. To create a more socially inclusive space, the leaders brought in a dj and turned the seating area into a dance floor with a stage. An open mic and an expressive arts room gave participants a safe space to just hang out and make art. Our leaders set an intention to not just create an event where these themes were being authentically spoken about, but to also create an experience that would demonstrate the types of safe environments they wanted to inspire their peers to co-create in their own communities.

It was an honor to serve a team of such powerfully beautiful souls. As an adult partner in the room, it was incredible to watch it all unfold. It is truly a gift to witness young people strengthening their voices, building authentic connections and stepping up to take charge of the changes they want to see. They are developing into these amazing self-actualized leaders who truly show up! In turn, they are making it safe for their peers to do the same.

Save the Date: AAY! Summit is already in the works for May 9, 2020



The AAY! leaders expanded their horizons and continued their work throughout the year.

August 2019: CSSSA (California State Summer School for the Arts) AAY! leaders shared their thoughts on arts advocacy as guest presenters. The California State Summer School for the Arts is a rigorous, preprofessional, month-long training program in the visual and performing arts, creative writing, animation and film for talented artists of high school age. The goal of CSSSA is to provide a supportive environment in which students acquire experience and training that extends beyond the practice and improvement of aesthetics and technique.

October 2019: MEGA ARTS Conference Youth Workshop Developed in partnership with the county's arts education organizations and Balboa Park arts and culture institutions, the Arts Empower MEGA ARTS Conference is a forum that unites teachers of all arts disciplines, elementary multiple-subject teachers, teaching artists, school administrators, and arts organization members. AAY! leaders led a workshop concerning arts and social justice in which they provided participants with hands-on experiences and activities.





AAY! ON THE ROAD!

October 2019: National Guild for Community Arts Education conference in Austin, Texas The National Guild for Community Arts Education is an organization that supports the creation and advancement of arts institutions and government agencies that ensure community-wide access to the arts. Their annual conference brought together leaders and educators from various backgrounds to share knowledge, build relationships and advance a common vision. The AAY!: Arts Amplifying Youth leaders performed, presented and attended workshops.





PRESENTING THE CASE FOR ART





Ivonne Chand O'Neal, Ph.D., Principal at MUSE Research,and Merryl Goldberg, Ed.D. greatly increased the dissemination of our message by making presentations at multiple conferences, below are just a few.

National Organization of Minority Architects, Brooklyn, NY
The Role of the Arts in Building Vibrant Communities.

The Arts and Creativity, Cultural Capital, and Economic Dynamism Organized Sessions at the 2019 Association of American Geographers Conference, Washington, DC
ART=OPPORTUNITY: A City-Wide Research Based Arts Initiative to Advance Economic Development.

Performing Arts in the City: Socio-Spatial Impacts, Hospitality and Community Building.

2019 National ESEA Conference, Kansas City, MO
Students in Emotional and Academic Crisis: How the Arts Increase Student Belonging.

Division 10 of the 2019 American Psychological Association (APA), Chicago, IL
The Effects of Arts Integration on Students from Immigrant Families Impacted by U.S. Deportation.

OUTREACH AND PARTNERSHIPS

ART=OPPORTUNITY joined forces with teachers, school administrators and philanthropic and business partners to form CREATE 78, a collaboration to enhance art education in the schools and communities that neighbor Cal State San Marcos. Our own research indicates participation in arts programs, including visual, music, dance and theater, improves student performance and attendance. Further, art instruction instills the creativity and teamwork 21st-century careers demand. According to data from Create California, just 39 percent of the state's middle and high school students participate in arts education. The schools along the route 78 corridor report a similar rate. Compare that to Ohio, where 73 percent of students study art or music, and it's clear that famously forward-thinking California is falling behind. This has become a social justice issue that needs to be addressed. Envisioned as a region-wide network for arts in school, CREATE 78 was established to increase access to the arts for all students across the 78 corridor, Create 78 is a good step in the right direction.

> "We have witnessed the power of **ART=OPPORTUNITY** as we engage with educators and stakeholders throughout the state focused on key research that underscores the importance of arts learning for our diverse students."
>
> – Sarah Anderberg, Director, CCSESA Arts Initiative

creatED by Crayola



Crayola's CreatED Professional Learning Team collaborated with our team to develop their own branded **WHY ART?** card packs in both English and Spanish to use as an extension of their training. Each card features a unique QR code that links directly to the specific research data on the **ART=OPPORTUNITY** website. CreatED offers teachers the opportunity to learn and share the techniques of creative thinking and leadership to boost achievement and accelerate transformation.

WHY ART? Spreads Across America!

We continue to receive requests for our research-based **WHY ART?** card packs from arts organizations and schools from across the country. This year we asked an important question: *"How you are using the cards?"*

A valuable resource for advocating with our school board.

We included the cards in a legal action presentation.

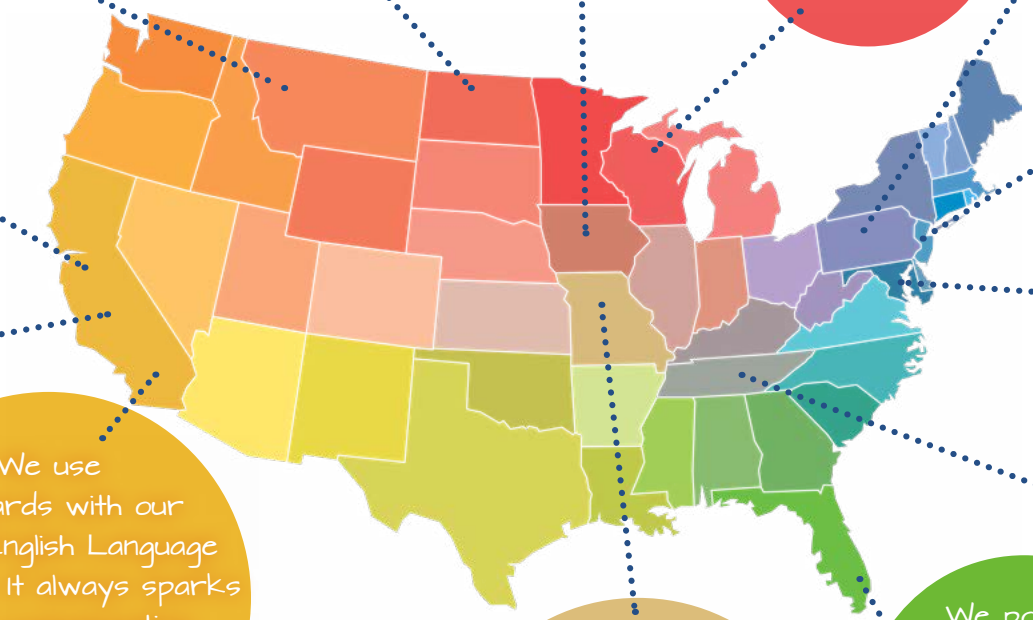
The cards help us promote our community arts non-profit.

I hand them out at Parent-Teacher Conferences.

The posters are hung in the hallways of our school. I especially appreciate having these materials in both English and Spanish, as we have a 60 percent Spanish-speaking population.

As a teaching artist, I use these cards in my professional learning workshops.

I plan to promote the importance of the 2020 Census using the cards.



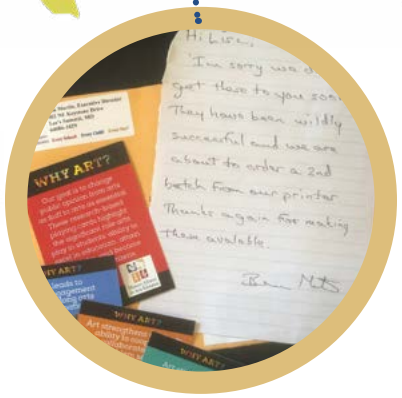
The cards are being used to inform the Academic and Administrative Program Review currently underway at Oberlin College.

I use the research from the cards to write grants.

We use the cards with our parent English Language Learners. It always sparks a lively conversation about how art has impacted their lives.

We posted them on our website to share the value of art education with our parents.

These are some of the best advocacy tools I have seen. The visuals combined with the relevant research points make the message approachable and memorable.



The Missouri Alliance for Arts Education took advantage of our offer to prepare art files with their logo. With the generous resources of a local printer, they have distributed hundreds of customized **WHY ART?** card packs in their community.

CONSTELLATION OF IMPACT: YEAR 3

With the initial grant that funded the **ART=OPPORTUNITY** campaign three years ago, the Stuart Foundation became the catalyst for a literal explosion of arts-related organizations, causes and events.

- **ART=OPPORTUNITY cornerstone activities**
- **ART=OPPORTUNITY resources invested into other Stuart-funded projects**
- **ART=OPPORTUNITY resources leveraged into new projects and organizations**
- **ART=OPPORTUNITY's lasting impacts to the system**

ARTS ED LEADERSHIP COHORT

CALIFORNIA STATE SUMMER SCHOOL FOR THE ARTS

AAY! SUMMIT

PANTA RHEA FOUNDATION

boost CONFERENCE

youth will

ARTS AMPLIFYING YOUTH! YOUTH LEADERS

ARTS EMPOWER MEGA ARTS CONFERENCE

San Diego Creative Youth Development Network

CLARE ROSE FOUNDATION

GRANT

GRANT

STUART FOUNDATION THE CATALYST

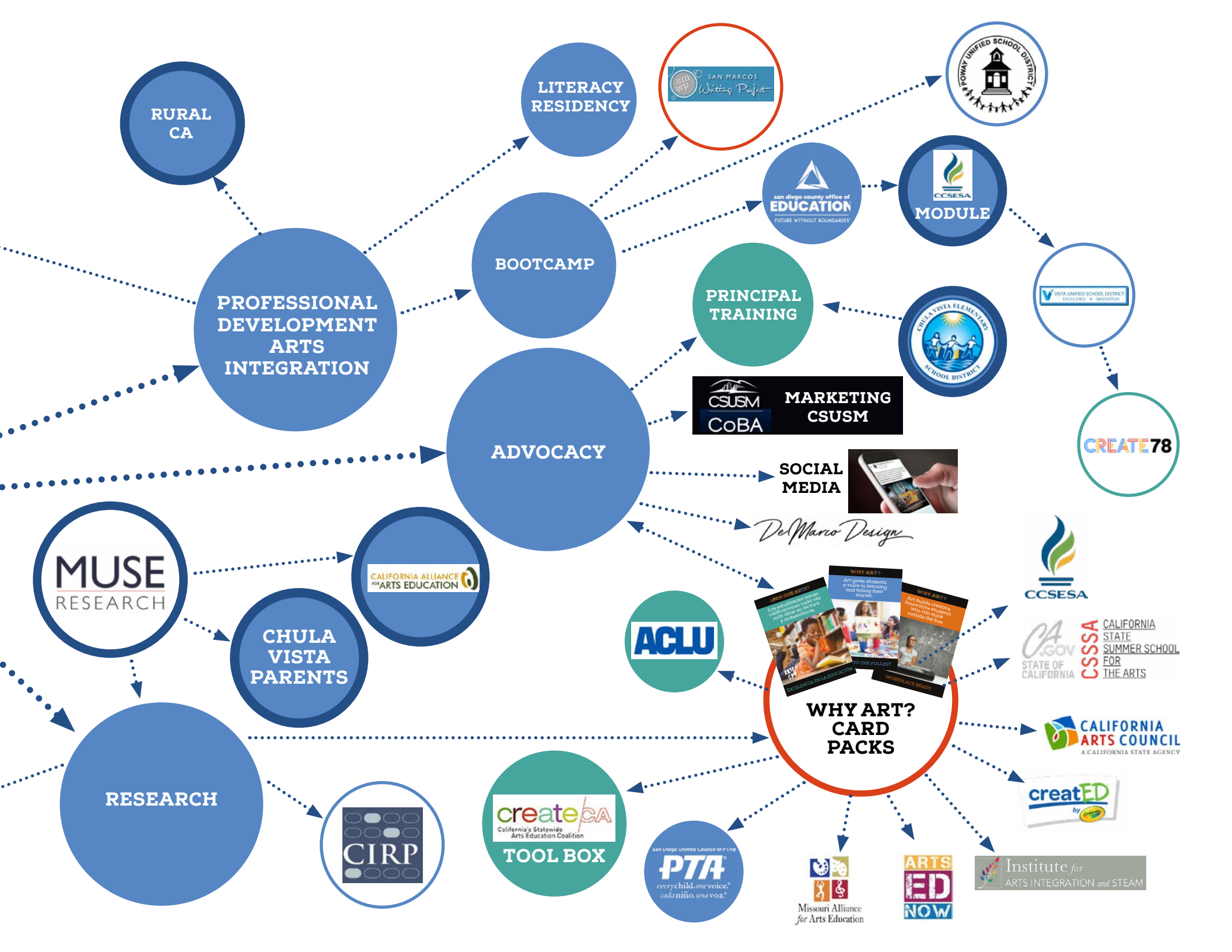
CSUSM ACE SCHOLARS COBA, SOFA

CSUSM CYD FUND

CSUSM RECRUITMENT LATINO GIRLS

GRANT

Many of these logos are hyperlinked, click to learn more about each organization.


RURAL CA
LITERACY RESIDENCY
SAN MARCOS Writing Project
POWAY UNIFIED SCHOOL DISTRICT
PROFESSIONAL DEVELOPMENT ARTS INTEGRATION
BOOTCAMP
san diego county office of EDUCATION
FUTURE WITHOUT BOUNDARIES
CCSESA
MODULE
PRINCIPAL TRAINING
CHULA VISTA ELEMENTARY SCHOOL DISTRICT
VISTA UNIFIED SCHOOL DISTRICT
CREATE78
CSUSM CoBA
MARKETING CSUSM
ADVOCACY
SOCIAL MEDIA
DeMarco Design
MUSE RESEARCH
CALIFORNIA ALLIANCE for ARTS EDUCATION
CHULA VISTA PARENTS
ACLU
WHY ART? CARD PACKS
CCSESA
CA.GOV STATE OF CALIFORNIA
CSSSA CALIFORNIA STATE SUMMER SCHOOL FOR THE ARTS
CALIFORNIA ARTS COUNCIL A CALIFORNIA STATE AGENCY
creatED by Crayola
RESEARCH
CIRP
createCA California's Statewide Arts Education Coalition
TOOL BOX
PTA everychild.onevoice. cadaniño.unavoz.
Missouri Alliance for Arts Education
ARTS ED NOW
Institute for ARTS INTEGRATION and STEAM

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 28-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 17,000 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.

Report Design: DeMarco Design

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.