Ayers' Air

Happy New Year! For nearly two years, I have had the pleasure to put forth some ideas and comments through Ayers’ Air. I hope that many of you found the writings to be of some value and interest. With the beginning of a new year, various guests will be writing this column. Today there is so much information available and I think it is important that we hear from different voices.

Sifting through which is good and worthwhile and what is not worth our time is difficult. One of the things we will be working to do for future columns is to find people that can give good information and perspectives that can help and assist all of us (or at least pique our curiosity about a particular area).

Thank you for following my writing. May 2010 be a great year for all of us and even though the challenges to providing arts education for young people seems insurmountable at times, we must continue working to ensure that every child has the opportunity to experience music, theater, dance, and visual arts in all their various and exciting forms!

Darrell

Teaching Artist Seminars Improve Instruction in Your Community

The demand for teaching artist professional development is growing and the Kennedy Center is working to meet the demand. Kennedy Center Seminars are available to any local community.

More than ever, partner organizations must demonstrate that precious time in the school day and money from the school budget are being spent on rigorous, high-quality instruction. The Kennedy Center Artists-as-Educators Seminars can increase the quality of teaching artists’ instruction and help arts organizations demonstrate a commitment to the demands that schools must meet.

Seminars are available on four topics.

- Defining high-quality arts integration
- Planning and presenting a residency
- Presenting workshops for teachers
- Developing performance materials for students

Each Seminar draws on decades of Kennedy Center experience helping teaching artists develop their knowledge and skills. Seminars are delivered through live demonstrations, presentations, and video examples. To support our local hosts, the Kennedy Center provides follow-up strategies.

To find out more, visit www.kennedy-center.org/touringresources or contact our team at jmabodeely@kennedy-center.org.

One-on-One Advice from Industry Experts at the Annual Meeting

This year’s KCAAEN Annual Meeting will feature eight Curbside Consultants, with expertise in board development, marketing, fundraising, technology, and not-for-profit management. There will be 42 time slots of 50 minutes each, available to KCAAEN members during the course of the Annual Meeting. A list of the consultants, their biographies, areas of expertise, and slots to sign up now are available at http://www.bit.ly/Curbsides. Sign up today for your expert consultation!

Arts in Crisis 50 State Tour: January and February

During January and February, Kennedy Center President Michael Kaiser will travel to Mississippi, Alabama, Puerto Rico, South Carolina, and Georgia to address the challenges facing not-for-profit arts organizations in such areas as fundraising, building more effective boards of trustees, budgeting, and marketing. Visit www.ArtsinCrisis.org for details.

| January 21 | Meridian, MS | MSU Riley Center for the Performing Arts, 12:00 PM |
| January 22 | Birmingham, AL | Birmingham Children’s Theater, 10:00 AM |
| February 5 | San Juan, Puerto Rico | Museo de Arte de Puerto Rico, 10:00 AM |
| February 23 | Charleston, SC | Recital Hall—Simmons Center for the Arts at the College of Charleston, 10:00 AM |
| February 24 | Atlanta, GA | Ferst Center for the Arts, 10:00 AM |

"In times of war and sacrifice, the arts—and these artists—remind us to sing and to laugh and to live. In times of plenty, they challenge our conscience and implore us to remember the least among us. In moments of division or doubt, they compel us to see the common values that we share; the ideals to which we aspire, even if we sometimes fall short. In days of hardship, they renew our hope that brighter days are still ahead. So let’s never forget that art strengthens America. And that’s why we’re making sure that America strengthens its arts. It’s why we’re reenergizing the National Endowment of the Arts. That’s why we’re helping to sustain jobs in arts communities across the country. It’s why we’re supporting arts education in our schools, and why Michelle and I have hosted students here at the White House to experience the best of American poetry and music.”

— President Barack Obama
at the Kennedy Center Honors
Performing Arts Series offers Distance Learning

The Kennedy Center Performing Arts Series presents two distance learning programs in February. On Thursday, February 4 from 11 AM-12 PM EST, two-time Newbery Medalist Lois Lowry discusses the universal themes in her stories that deal with relationships between people and their impact on the world. On Wednesday, February 19 from 11 AM-12 PM EST, Grammy winner Dee Dee Bridgewater, Janis Siegel of The Manhattan Transfer, and members of the Dizzy Gillespie All-Star Band pay tribute to Ella Fitzgerald. A study guide containing background information, resources, and instructional activities is included online with each program. Of special interest to upper level students and adults is the new series, “Up Close and Personal”, which, on Thursday, February 4 from 1 PM-2 PM EST, will feature Tony Award-winning lyricist Sheldon Harnick’s discussion of his musicals, including Fiddler on the Roof, She Loves Me, and The Apple Tree. All of these programs are available via satellite, cable, and on the Performing Arts Series website at www.kennedy-center.org/pwtv.

Nine Schools Selected for On Location

The Kennedy Center, in conjunction with Daimler Financial Services, recently selected nine schools from across the country for On Location: Spotlight On Your Community. Now in its second year, the program helps students to produce a documentary about an arts organization or artist in their community. In addition to sharing each documentary worldwide on the Internet, participating schools receive a three-week visit by the On Location media bus; an installed media lab; $1,000 for the school to support the project; curriculum materials and support to develop arts media projects in the community; training for teachers and students; and an ongoing relationship with the Kennedy Center on related projects.

The following schools have been selected for 2010:

- January 4-21: Muskegon, OK
- January 25-February 10: Austin, TX
- February 15-March 4: Decatur, AL
- March 8-24: Hometown, WV
- March 29-April 14: Bureau, IL
- April 19-May 5: Denver, CO
- April 19-May 5: Portland, OR
- May 10-25: Sacramento, CA
- June 1-17: Huntington Park, CA

Sadler Arts Academy
Hill Country Middle School
Cedar Ridge Middle School
Hometown Elementary School
Leepertown Grade School
Kunsmiller Creative Arts Academy
Open Meadow Middle School
Martin Luther King Jr. Technology Academy
Henry T. Gage Middle School

For more information and to view completed videos, please visit www.onlocationproject.org.

Theater for Young Audiences on Tour

The Kennedy Center Theater for Young Audiences (KCTYA) begins the New Year with the re-launch of Chasing George Washington: A White House Adventure. KCTYA on Tour is thrilled that the following Partners in Education teams will be presenting the spring leg of this tour:

- February 1: Boise, ID
- February 4: Gillette, WY
- February 10-11: Ft. Worth, TX
- February 11: Morrison Center for the Performing Arts
- February 10-11: CAM-PLEX Heritage Center
- February 11: IMAGINATION CELEBRATION of Fort Worth, Inc.

KCTYA on Tour will also be at two upcoming booking conferences, representing the program at Arts Presenters (APAP) in New York from January 8-11 (Americas Hall I, Level 2, Booth #522), and attending the International Performing Arts for Youth (I(PAY) Showcase in Pittsburgh, PA from January 20-23 (Booth #005). If you are planning to attend these conferences, please stop by our booth, or let us know in advance at kctyaontour@kennedy-center.org to set up an appointment.

Finally, there will be a special Annual Meeting event for Partners in Education members on February 13, 2010 at 10 AM at the Hyatt Regency. A workshop/reading of Locomotion by Jacqueline Woodson will be presented—a work that is currently in development for a future production and tour. We hope to see you there! If you have any questions or would like more information about KCTYA programs, please contact (202) 416-8840 or kctyaontour@kennedy-center.org.

Introducing Kennedy Center Teaching Artist Imani Gonzalez

When Kennedy Center Teaching Artist and CETA Arts Coach Imani Gonzalez leads her workshops, “Exploring World Cultures Through Music and More,” she uses her voice to remind people of the beauty of culture and the value of diversity. Her two workshops—the first which focuses on the music of India, Senegalambia, and Brazil and the second which focuses on the Yoruba people of Cuba, the Ga people of Ghana, and the Shona people of Zimbabwe—allow participants to experience different cultures through the power of music. “We need to bring out what’s inside of our students. When their voices can be heard through music, conversation, and movement, we know they have power over their learning and expression.”

Through Imani’s two workshops, teachers of grades 2-6 learn how to expose students to traditional cultures by using songs, rhythms, stories, and artifacts. In each workshop, teachers learn songs and experiences that affect and unite a diverse classroom. Participants of the first workshop receive Imani’s debut book and CD, Dhimiki, which highlights three indigenous, call-and-response songs from each featured culture. Participants of the second workshop receive her latest CD, Iyipo Ayé, which comes with a sing-a-long compact disc to enable easy learning and teaching in the classroom. Teachers of both workshops receive a study guide with each culture’s salutations, country facts, traditional manners, pictures, artifacts, and other supplemental materials that enhance learning.

As an avid performer and teacher, Imani strives to unite people through the power of music. “When teachers and students remember where they come from, they recognize that we are all really one people.” For more information on Imani’s workshops, visit www.globalvoices.info or contact her at imani9@acninc.net.
New Year...New Time to Get Organized

For everyone attending the Kennedy Center Annual Meeting in February, you know how exciting it is to make the trip to Capitol Hill. We love to call on our legislators with words of wisdom, data and research, and ask a question or two about healthy funding and good policy for arts education. It’s time to get organized for those visits! Consider putting together a packet of materials for each legislator you plan to visit. Compile a select and succinct set of materials—relevant print materials that create a snapshot of your work and your community.

- An Alliance newsletter
- Partners in Education team brochures
- Statements that outline your arts education goals for the year
- Bytes of arts education research that is hot off the press
- Media clippings about the status of arts education in your state
- A list of NEA and USDE grants received by organizations in your state

Being prepared with a packet of materials to leave in each office provides a file of information about your Alliance and Partners in Education team for the legislators to review and use in the future. If your New Year’s resolution included ‘getting organized,’ the task of preparing your Hill visit packets will help realize your resolve!

A recent poll by the National Endowment for the Arts found that an increasing number of people are using the Internet to access the arts. The study found that about 47 million people watched or listened to an arts performance online at least once a week. These statistics show just how important it is for arts organizations not only to have a presence on the Internet, but interesting content for users. As we begin a new year, now might be a good time to review your organization’s website. Is all the information up-to-date? Do you post new information frequently? Can users donate online? Can site visitors easily contact you with questions or comments? Does your site offer interactive content? Look for more tips in Arts Marketing Insights: the Dynamics of Building and Retaining Performing Arts Audiences by Joanne Scheff Bernstein.

Annual Meeting Update

The Annual Meeting—Arts Education in Motion: Taking Bold Strides—is fast approaching! Bring your creativity, passion, and winter coat to Washington, D.C. this February as we take bold strides into arts education events. Attendees can look forward to Liz Lerman’s “Animated Keynote,” a performance of The Sleeping Beauty by the Mariinsky Ballet, and unforgettable sessions with Eric Booth, Deborah Brzoska, a National PTA Representative, and other experts. KCAAEN members will have the opportunity to expand their skills with other Alliance members and special sessions on positioning the arts and organizational health, while Partners in Education members will be able to learn more about arts integration, professional development, and bettering the arts in their communities. We look forward to seeing you in February!

Partners in Education News

Partnership Team Updates

FL 1997—This team welcomes Angela Hartvigsen, Fine Arts Curriculum Supervisor for Sarasota County Schools, who replaces Linda Crane. Angela can be reached at (941) 927-9000 or angela_hartvigsen@sarasota.k12.fl.us.

HI 2007—Roosevelt High School Principal Ann Mahi joins this team, replacing Raeleine Chock and Clayton Kanianu. Ann’s contact information is ann_mahi@notes.k12.hi.us and (808) 487-4600.

Kennedy Center Teaching Artist Eric Johnson’s new e-mail address is johnsoneric7@q.com.

KCAAEN News

Arts Education in Maryland Schools Hosts Daniel Pink

The recent conference hosted by the Maryland Alliance for Arts Education (MAAE) entitled, “DRIVING THE FUTURE: Creativity and Motivation in the 21st Century,” featured Daniel Pink, who redefines American education to include the arts in his book, A Whole New Mind: Why Right-Brainers Will Rule the Future. Six hundred government officials were in attendance.

Donna Collins Re-elected to National Council

Three new members and two returning members—including Donna Collins, Executive Director of the Ohio Alliance for Arts Education (OAAE)—were elected to the Arts Education Council of Americans for the Arts. Donna began her second, three-year term on January 1. Congratulations, Donna and OAAE!

Appalachian Education Initiative Joins Greenbrier Classic

The Appalachian Education Initiative (AEI) is partnering with The Greenbrier Classic to sell weekly badges for the biggest golf event in West Virginia’s history. The Greenbrier Classic, July 26 – August 1, 2010, will be played on the historic Old White, Greenbrier’s first 18-hole course. AEI ensures quality arts education is a central part of the education of every public school student in West Virginia.
Obama’s Arts Spending
President Barack Obama has marshaled the largest infusion of cultural funding in decades, all in his first year, from the variety of musical performances and workshops held at the White House this year to a 16-year high in funding levels for the arts and humanities endowments.

Arts Education Budget Increase
The Arts in Education program at the U.S. Department of Education will receive a $2 million increase, from $38.1 million to $40 million. Most of this increase is directed to the Model Development & Dissemination Program, to provide a new round of their competitive grants each year. Grants will be announced in the Federal Registry in January. The Office of Museum Services at the Institute of Museum & Library Services also received an increase of approximately $200,000.

Arts Students Excel
The Florida Department of Education reports that Florida high school students who took art, dance, and music classes had higher GPAs, graduation rates, and FCAT and SAT scores than their classmates who did not study the arts. Benefits for the nearly 200,000 12th graders studied were seen across all ethnic, racial, and economic groups.

Arts Education Partnership Requests Session Proposals
Arts Education Partnership (AEP) is now accepting proposals for Small Group Sessions for the AEP National Forum, States of Change: New Leadership in Arts and Education. The forum will take place April 9–10, 2010, in Washington, D.C. The deadline to submit Small Group Session Proposals is January 11.

Los Angeles School District to Cut All Elementary Arts
Half of the Los Angeles Unified School District’s 355 elementary arts and music teaching positions are set to be cut next year—and completely eliminated by 2012—as the district looks to close a nearly $500 million budget deficit. These cuts would leave thousands of students with no arts education.

NEA Chairman’s First Grants
National Endowment for the Arts Chairman Rocco Landesman recently announced the first round of NEA FY2010 Grants, the first under his leadership. In total, the Endowment will distribute $26,968,500 to support 1,207 projects nationwide.

Stimulus Funds for D.C. Arts Organizations
About $240,000 in stimulus funds are keeping D.C.’s arts organizations afloat, through a re-granting program at the D.C. Commission on the Arts and Humanities. Groups were eligible if they had recently lost a critical position from their administrative, educational, or technological staffs and if they had received funds from the Commission in 2008 or 2009.

Tennessee Arts Education Initiative
Imagine!, an arts education initiative announced by Allied Arts of Greater Chattanooga (a partner in Education team member and Alliance site) will provide every Hamilton County public elementary school student an unprecedented introduction and exposure to the arts through activities presented by local arts organizations. The Imagine! initiative will be phased in over five years with grade levels and arts experiences added each year.

Coming Up Taller Award Nominations Due January 29
The Institute of Museum and Library Services invites nominations for the 2010 Coming Up Taller Awards, which honor excellence in afterschool, out-of-school, and summer arts and humanities programs for underserved children and youth. Award recipients receive $10,000 each, a spot at a ceremony at the White House, an individualized plaque, and an invitation to attend the annual Coming Up Taller Leadership Enhancement Conference.

Scholarships Available for 2010 Half-Century Summit
Americans for the Arts is offering a limited number of scholarships to help arts professionals to join the 2010 Americans for the Arts Half-Century Summit. Scholarship applications are due by January 22, 2010 at 5:30 PM.

Ten Tips for Advocates
Pyramid Communications in Seattle, WA hosted a focus group on how the Human Service sector can protect their policies in a tough economy. These ten tips are useful for any policy effort (PDF).

Planning to Collect Arts Education Data
The Council of Chief State School Officers (CCSSO) has endorsed the collection of key data in all core subjects as defined by the Elementary and Secondary Education Act (ESEA, aka NCLB). The arts are one of ten core subjects as defined by NCLB. This recommendation, approved by CCSSO’s Board of Directors, provides guidance to states for the development of Statewide Longitudinal Data Systems, which has been funded by the federal stimulus bill.

Jobs Bill Includes Teachers
House Democratic leaders introduced a jobs bill to jump-start the economy, including a $23 billion “education jobs fund.” Districts are required to use the funds for compensation, benefits, and modernizing or repairing schools.

Dr. Phil’s Music Education
The Dr. Phil Foundation recently launched Little Kids Rock Across America, a $500,000 donation designed to restore, revitalize, and enhance music programs in schools in ten U.S. cities.

Seoul to Host Second UNESCO World Conference
The second UNESCO World Conference on Arts Education, the largest global event in the field, will take place in Seoul, South Korea, from May 25–28, 2010. While the first conference focused on creating a “Road Map for Arts Education,” the second conference will focus on implementation of the “Map.”

Louisiana is a Model for High-Stakes Teacher Assessment
Louisiana has begun assessing teacher training colleges based upon student test scores. This practice is encouraged by Secretary of Education Arne Duncan and is mandated for certain federal stimulus dollars. In this system, a first or second year teacher’s student test scores are sent to the college at which they received their certification. The college is required to change its teacher training programs according to those test scores.
Partners in Education Advisory Committee
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Ray Gargano
Eileen Manganaro
David Platts
Michael Sandner
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KCAAEN Network Leadership Committee
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Sources for this issue of UPDATE include:
Artsedu2010.kr, Allied Arts Chattanooga, Americans for the Arts, Arts Education Partnership, Associated Press, Dailybreeze.com, Education Week, National Endowment for the Arts, Orlando Sentinel, President’s Committee on the Arts and Humanities, PR Newswire, State Education Agency Directors of Arts Education, and The Washington Post