



# Kennedy Center Alliance For Arts Education Network

## John F. Kennedy Center for the Performing Arts Schools of Distinction in Arts Education Awards

### Purpose

The John F. Kennedy Center for the Performing Arts Schools of Distinction in Arts Education awards program provides an important outlet for expanding recognition of the role individual schools play in providing a creative learning environment for outstanding student achievement. This awards program provides a platform for the KCAAEN and State Alliances to highlight schools that have developed exemplary arts education programs.

### How This Program Will Benefit Your State Alliance

The John F. Kennedy Center for the Performing Arts Schools of Distinction in Arts Education awards are designed to offer those with no awards programs a template for launching one, or may complement an Alliance's existing awards programs. The awards are also designed to provide additional visibility for Alliances on the state and national levels. Through these awards, Alliances can engage members in the selection process and involve them in recognizing multiple schools throughout the state. State Alliances will be able to generate publicity on a state level for arts education as an issue, for themselves and for selected schools.

### Key Outcomes of the Awards Program

- To keep State Alliances in the center of the dialogue regarding arts education and school excellence
- To recognize schools and programs that have done an outstanding job of making the arts an essential part of education in their district
- To illustrate students' and schools' success stories
- To garner local, state and national media coverage for state and national award winners
- To provide the winning schools at the national level with \$2,000 to further their arts education programs

### Guidelines for Nomination

Through the nomination of schools for the John F. Kennedy Center for the Performing Arts Schools of Distinction in Arts Education awards, exemplary arts education programs in district elementary, middle and high schools will be identified. To be considered for a John F. Kennedy Center for the Performing Arts Schools of Excellence in Arts Education award (the state level honor), the schools' arts education program should include **two or more** of the following characteristics:

- The school should **teach all the arts (music, visual arts, dance, and theatre) as specific disciplines as well as integrated** into other subject areas.
- The school should use **creative approaches to learning**, provide appropriate learning environments for teaching the arts, and recognize that the arts are critical and essential to education.
- The school should provide opportunities for **parental involvement** in the educational lives of their children through hands-on, creative, arts-based activities.
- The school should provide students various opportunities for **learning about other cultures** through the arts.
- The arts program should provide **community connections** that build value and respect for the community by offering students diverse experiences beyond the classroom. Students leave the school to attend artistic events in the community, and community artists and artistic venues also provide programs at the school.

**The John F. Kennedy Center for the Performing Arts Schools of Excellence in Arts Education awards are designed to honor individual schools exclusively.** Accordingly, certificates provided by the KCAAEN should be used only for the purpose of recognizing individual schools of excellence. **School DISTRICTS that exemplify these characteristics should be nominated for the KCAAEN and National School Boards Association Award.**

## How to Implement the Awards Program

The nomination process can be tailored to fit each state.

- Alliances may choose a school without implementing an application process.
- Alliances with other awards programs may use their existing nomination guidelines to implement this award at the state level, preparing the KCAAEN forms for those nominations selected to be moved forward to the national level John F. Kennedy Center for the Performing Arts National Schools of Distinction in Arts Education award.
- Alliances may develop a rotating selection process to identify schools in selected parts of the state over a period of years.
- Alliances may issue a “call for nominations” on their own or through partnering organizations across the state, convening an awards panel to make final selections.

**Below is an outline of a nomination process for those Alliances that would benefit from such a structure.**

1. State Alliances should launch the John F. Kennedy Center for the Performing Arts Schools of Excellence in Arts Education award program by sending information and nomination forms to Alliance members, district arts coordinators, arts department chairs, arts education leaders, curriculum coordinators and school principals. A letter from the State Alliance Chair, which encourages multiple nominations, should be included.

2. Nominations should be submitted to the State Alliances using the forms provided. Nominees may be identified by the following methods:

- Letter of recommendation from a representative of a parent group, PTA, honor society or similar organization, or a school administrator
- The State Alliance Board of Directors or Executive Director may select nominees
- A teacher, school principal, or other administrator familiar with the curriculum may submit the nomination to the Alliance
- Nominations may include one DVD and up to ten color JPEGs on CD showing examples of student work, exhibits, class activities and/or performances that demonstrate how arts education has been integrated into the curriculum. **For state award winners to be considered for the national honor, the visual documentation is required.**

3. Alliances should establish appropriate deadlines in advance of the April 2<sup>nd</sup> national deadline for considering state level nominations and establish a committee to review the nominations to ensure the accuracy of information. **(Please note that the cover page of the nomination form is different for submitting the national level nomination. Please create a new cover page with your national submissions so that your nominations will be complete.)**

## Recognizing Nominees on the State Level

### *Media Coverage*

State Alliances may wish to create a press release to recognize those schools that have won a John F. Kennedy Center for the Performing Arts Schools of Excellence in Arts Education award. The press release should include all pertinent information regarding the nominees and the award. If follow-up calls to the media are made, a designee should be available for interviews about the awards program. Completed press releases—both print and electronic—should be sent to all local media. **Please also send a copy of any press release to the Kennedy Center.**

### *Community Event/Activity*

Alliances are encouraged to plan activities to honor the selected schools during the school year and to present the John F. Kennedy Center for the Performing Arts Schools of Excellence in Arts Education certificate(s). Alliances may honor individual schools at any time throughout the year. If an event is planned, it should recognize and highlight the schools, arts program(s) and teachers. Some options to consider when planning an event include:

- Schools may be honored at a school program, an appearance before the school board, a day at the legislature, or a community event.
- Alliances may honor schools collectively or individually.
- If an event is planned, invitations may be sent to school board members, community and business leaders, legislators and other local elected officials, parents, parent organizations and local news media.
- If arts education programs are presented as part of the awards ceremony, they should be done in an entertaining and informative manner, including participation by students, teachers and parents.
- Student groups may also demonstrate arts education programs through exhibits or performances as a means of highlighting the featured school.
- It is important to introduce and recognize any officials who attend and to allow brief remarks by participants, teachers or students to enhance news coverage.

## Nominating for the National Level Award

State Alliances may nominate schools that have been selected as John F. Kennedy Center for the Performing Arts Schools of Excellence in Arts Education at the state level for consideration to receive the John F. Kennedy Center for the Performing Arts National Schools of Distinction in Arts Education award.

- Alliances may submit up to five (5) schools from their state to compete for this honor.
- Schools nominated on the National Level must teach all the arts (music, visual arts, dance, and theatre).
- **Be sure to use the National forms rather than the State-level forms.**
- DO NOT bind, staple or hole punch submissions.
- State Alliances should submit all background information requested for selected schools to the Kennedy Center by: **April 1, 2011.**
- Visual documentation—**Two copies** of all work samples are required: DVD and up to ten color JPEGs on CD showing examples of student work, exhibits, class activities and/or performances that demonstrate how arts education has been integrated into the curriculum—**must** accompany any nomination for the National Schools of Distinction awards. **The strongest work samples show students being instructed or coached in the arts as well as the final product (performance/exhibit). To be considered on the national level, support material should provide examples of all four major artistic disciplines (dance, music, theatre, and visual art).**

## **Recognizing the John F. Kennedy Center for the Performing Arts National Schools of Distinction in Arts Education Winners**

### ***National Media Attention***

The KCAAEN will issue a press release announcing the winners that can also be used by State Alliances to announce National Schools of Distinction winners locally. Award winners will also be asked for their consent in sharing their applications on the KCAAEN website for the reference of future applicants.

### ***Recognition of Principals of The John F. Kennedy Center for the Performing Arts National Schools of Distinction in Arts Education Winners***

The KCAAEN is proud that the National Association of Elementary School Principals (NAESP) and the National Association of Secondary School Principals (NASSP) are collaborators on the John F. Kennedy Center for the Performing Arts Schools of Distinction in Arts Education awards program. NAESP also recognizes the principals of the National Schools of Distinction at the K-8 grade levels. Recognition has included participation in the Arts and Learning Forum at NAESP's national meeting. State Alliances are asked to have school principals indicate their membership in these associations within their letter of support for their school's nomination.

### ***Culminating Event***

**State Alliances are required to make plans for a state or local presentation of the national level award for any schools that receive the John F. Kennedy Center for the Performing Arts National Schools of Distinction in Arts Education award.** Alliances may invite a school board member, legislator, State Superintendent of Education or other appropriate official to present the awards to winning schools. A media outreach plan may be developed to gain exposure for the State Alliance and award winners at the state level. Please note that there is no "national" award ceremony as it is most suitable to celebrate this honor where local media can cover it. The Kennedy Center provides the State Alliance with the materials to present the award.