

Champion Creatively Alive Children™

ARTS-INFUSED EDUCATION ADVOCACY



Photo by John Pinderhughes



National Association of
Elementary School
Principals



PARTNERSHIP FOR
21ST CENTURY SKILLS



National Art Education Association

ARTS-INFUSED EDUCATION ADVOCACY

Champion Creatively Alive Children Series



Arts-Infused Education Advocacy

Championing the integration of the arts
across the curriculum and school-wide to build the 4 Cs

PLUS

21st Century Skills: The 4 Cs



Creativity

Discovering novel ways to think, learn and do



Critical Thinking

Using original ideas to solve problems



Communication

Expressing thoughts and feelings effectively



Collaboration

Working in partnership with others toward a common goal



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Why the 4 Cs?

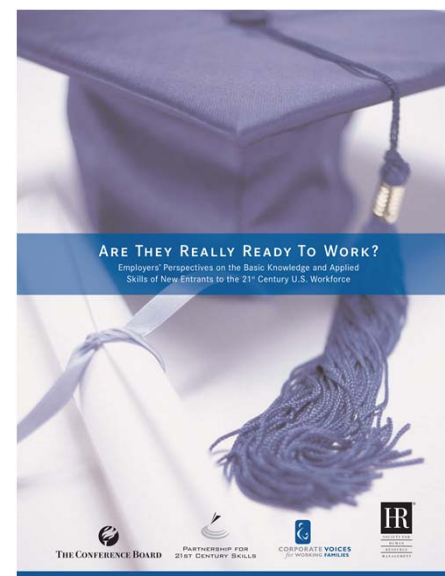
Which skills are growing in importance for employers?

Creativity
↑ 74%

Collaboration
↑ 74%

Critical Thinking
↑ 78%

Communication
↑ 81%



Source: The Conference Board, Corporate Voices for Working Families, Partnership for 21st Century Skills, Society for Human Resource Management. (2008). *Are They Really Ready to Work?*

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Advocacy Begins with Belief

“One person with a belief is
equal to a force of 99 who
have only interests.”

—John Stuart Mill (1806–1873),
philosopher, economist and civil servant



Photo by John Pinderhughes

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Photo courtesy of John D. Shaw Elementary School, Wasilla, AK

“Logic will get
you from A to B.
Imagination will
take you
everywhere.”

—Albert Einstein

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“A great employee is worth 1,000 times more than an average one. Why? Because of the quality of ideas.”

—Nathan Mhyrvold, former chief technology officer at Microsoft



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“Hire curious people. Hire eager-to-learn people, adventurous people, people who question things, people who want to understand, people who aren’t afraid to stumble or take risks. Then create a curious culture around them.”

—Herb Kelleher, CEO of Southwest Airlines



Photo by John Pinderhughes

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“Arts education aids students in skills needed in the workplace: flexibility, the ability to solve problems and communicate, the ability to learn new skills, to be creative and innovative, and to strive for excellence.”

—Joseph M. Calahan, Xerox Corporation



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one person with a
belief
is equal to a
force of ninety-nine
who have only
interest.

We believe ... Children are empowered by creative leaders.

We believe ... In celebrating children's uniqueness
and possibilities.

We believe ...
Creative thinking expands learning.



"It's cool how far away the planets are from the Sun because in pictures they look really close. They're really millions of miles away. I liked creating them the way I wanted. I wonder how the moon and stars are formed. There are other solar systems. I wonder whether they have life on them. Would they be different from ours?"
- Sheamus H., Grade 3

Children have a natural curiosity about everything. Their enormous capacity for creative thinking is ignited when they experience hands-on learning. Knowledge starts to grow, heights, new ideas are born. New experiments are launched. Supporting these amazing original thinkers is our goal. Join us in leading the mission to a creative future.



Together, we give colorful wings
to the invisible things that
grow in the hearts and
minds of children.



"Creativity gives us wings"
Emma Z., Grade 5
Cheney School, Massachusetts

Crayola believes in unleashing, nurturing, and honoring the colorful originality in every child. That's why we celebrate and support educators who inspire and value creative expression in their students. Like you, we know that arts-infused education helps kids acquire critical 21st century skills. So Crayola champions creatively alive children with you by offering free videos, grants and free professional development resources. To learn more, visit Crayola.com/creativelyalive.






Scan this code
with your
smart phone's
reader app to
learn more.

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Warm-Up Exercise

Advocacy Begins with Belief

-  Write two “I believe” advocacy statements.
-  Turn to the person sitting next to you.
-  Identify which of the four statements is **one** “we believe” statement.



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Photo courtesy of John D. Shaw Elementary School, Wasilla, AK

Concise



Translate your beliefs and passions about the power of the arts into a crisp, concise message.







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Photo by John Pinderhughes

4 Cs of Arts-Infused Education Advocacy




-  **Concise**
-  **Compelling**
-  **Collaborative**
-  **Change**

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Hands-On Exercise

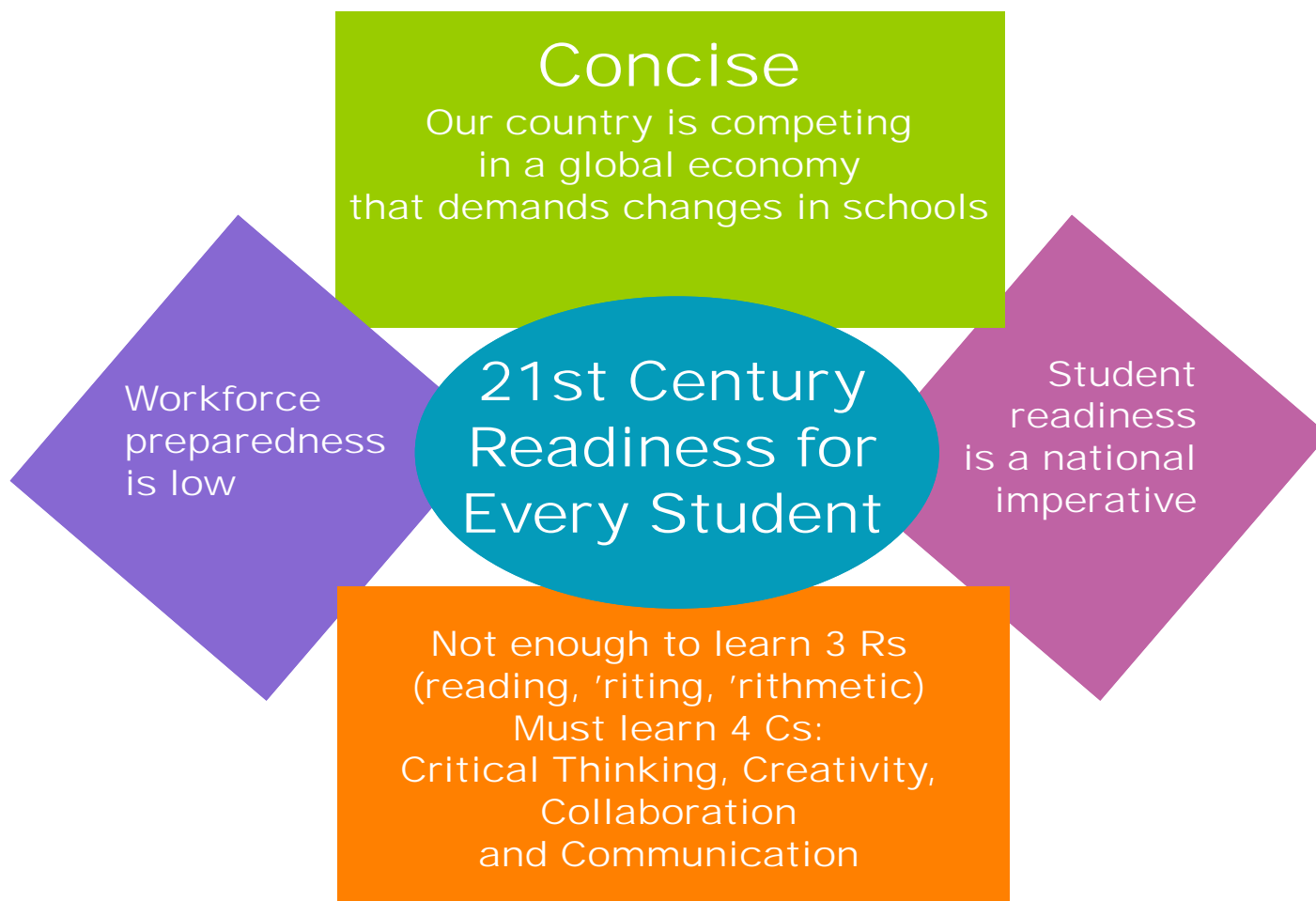
Be Concise— Too Many Benefits Are Hard to Remember

-  Listen first to the list of words. (Don't write yet.)
-  Then, jot down as many words as you can remember.
-  How many words did you remember?



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Advocacy Begins with Belief and Results in Change



PARTNERSHIP FOR
21ST CENTURY SKILLS

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The Four Cs

CRITICAL THINKING

Using original ideas to solve problems



CREATIVITY

Discovering novel ways to think, learn and do



COLLABORATION

Working in partnership with others toward a common goal



COMMUNICATION

Expressing thoughts and feelings effectively

Arts experiences create memorable, engaged learning.





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Photo courtesy of Springville K-8 School, Portland, OR

Compelling

-  Figure out why the arts matter to your audience. Advocacy works when you convince others that the arts are important.
-  Use research/evidence to make your case. Share promising practices. Tell compelling stories about arts-infused education.



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PRESIDENT'S COMMITTEE ON THE ARTS AND THE HUMANITIES



Reinvesting in Arts Education

Winning America's Future Through Creative Schools

What Is Arts-Infused Education?

Arts-infused (or arts-integrated) education is the practice of teaching “through” and “with” the arts to build skills and teach classroom subjects across different disciplines, including reading, math, science and social studies.

—The President's Committee on the Arts and the Humanities, *Reinvesting in Arts Education*, 2011



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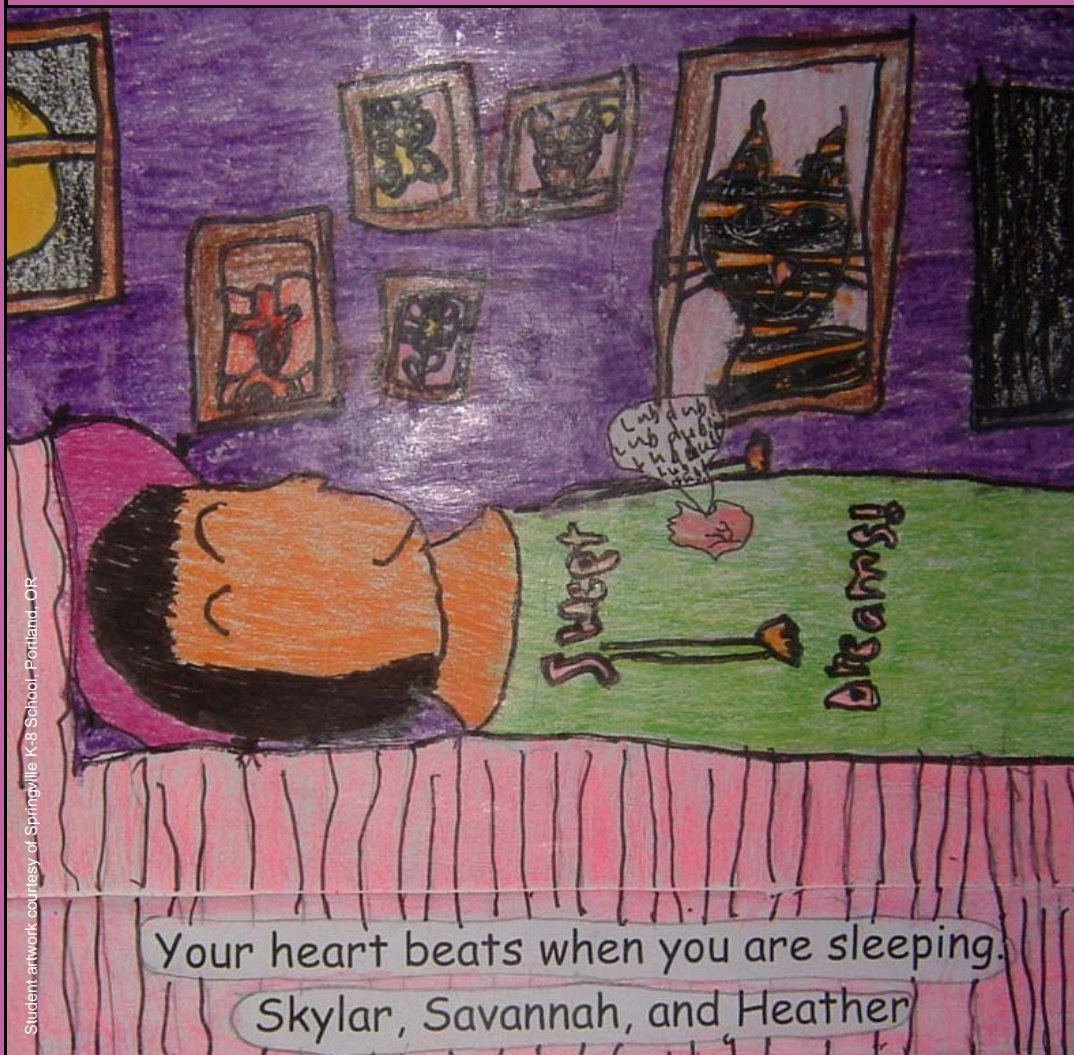
Benefits of High-Quality Arts Education

- Improved **student achievement** and **transfer of skills** from learning in the arts to learning in other academic areas
- Improved **student motivation and engagement**, including improved attendance, persistence, focused attention, heightened educational aspirations, and intellectual risk taking
- Development of **habits of mind**, including critical thinking, creative thinking and problem solving skills
- Development of **social competencies**, including collaboration and teamwork skills, self-confidence and social tolerance

—The President's Committee on the Arts and the Humanities, *Reinvesting in Arts Education*, 2011



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“More than **65 distinct relationships** between the arts and academic and social outcomes are documented.”

— National Assembly of State Arts Agencies, *Critical Evidence: How the Arts Benefit Student Achievement*, 2006



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Photo courtesy of John D. Shaw Elementary School, Wasilla, AK

“Studies have now documented significant links between arts integration models and **academic and social outcomes** for students, **efficacy for teachers**, and **school-wide improvements in culture and climate**.

“Arts integration is efficient, addressing a number of outcomes at the same time. Most important, **the greatest gains in schools with arts integration are often seen school-wide and also with the most hard-to-reach and economically disadvantaged students.**”

—The President’s Committee on the Arts and the Humanities,
Reinvesting in Arts Education, 2011



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Student artwork courtesy of Springville K-8 School, Portland, OR

93 percent of Americans believe the arts are vital to providing a well-rounded education

—Americans for the Arts, 2005



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Photo courtesy of John D. Shaw Elementary School, Wasilla, AK

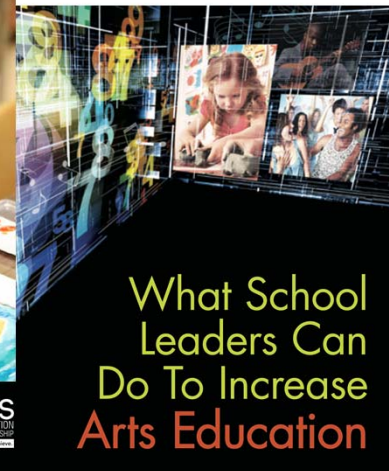
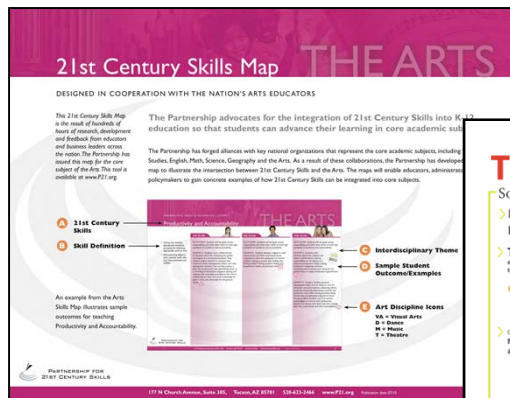
But ...

There is a “growing disparity between those who are able to take advantage of the benefits of arts education, and those who are not.”

—The President’s Committee
on the Arts and the Humanities,
Reinvesting in Arts Education, 2011



Compelling Messages and Evidence



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Collaborative



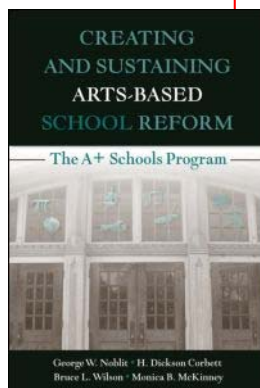
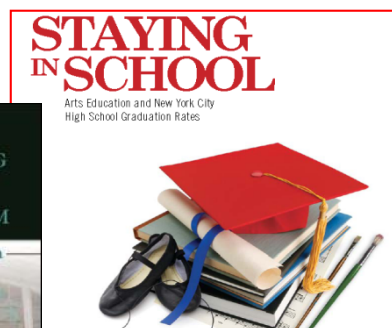
-  Find partners who care about the arts in education (just like we teach students to collaborate to reach a common goal.)
-  Join voices with partners in your community to increase your strength and influence.



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GAO
United States Government Accountability Office
Report to Congressional Requesters

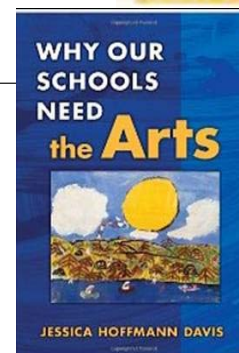
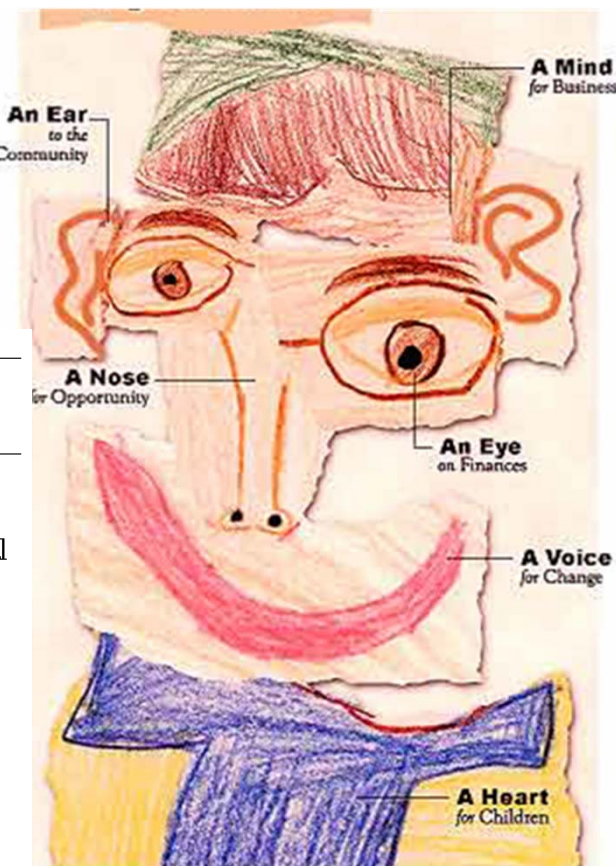
February 2009

ACCESS TO ARTS EDUCATION

Inclusion of Additional Questions in Education's Planned Research Would Help Explain Why Instruction Time Has Decreased for Some Students



GAO-09-286



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Grants and Professional Development Resources



Champion Creatively Alive Children™ Grants 2012

APPLY NOW!

Crayola® and NAESP are the proud sponsors of Champion Creatively Alive Children, a grant program that supports educators in implementing innovative, arts-infused education experiences in their schools.

Champion Creatively Alive Children™ 2012 Request for Proposals

Champion Creatively Alive Children supports the best ideas for integrating the arts across the curriculum to build 21st century skills, or the 4 Cs: Creativity, Critical Thinking, Communication and Collaboration.

We welcome proposals from elementary schools in the United States and Canada. Up to 20 elementary schools will receive grants to implement, document and share results of an innovative project. Each grant includes \$2,500 and Crayola products valued at \$500.

Proposals accepted from December 1, 2011, to June 15, 2012.

Go to www.crayola.com or www.naesp.org for more information.

Eligibility:
Proposals must be submitted by principals who are members of NAESP. Educators whose schools received a grant in 2011 are not eligible to apply in 2012. Instead, we urge educators in these schools to become judges of 2012 proposals.

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Together, we can Champion Creatively Alive Children. Crayola supports you with FREE resources.

Arts-infused education is critical for 21st century learning.

Our Champion Creatively Alive Children™ series helps you implement arts-infused education in your school. Visit Crayola.com/CreativelyAlive and download a free professional development program that includes five videos and guides. These resources will help you facilitate workshops and arts-infused education advocacy meetings with fellow educators, parents and community members. This program will help you transform school culture and teaching practices. Crayola is with you every step of the way as you champion creatively alive children.

Watch online and download a professional development program FREE at Crayola.com/CreativelyAlive

- Creativity
- Critical Thinking
- Collaboration
- Communication
- Arts-Infused Education Advocacy

© 2011 Crayola. Photo courtesy of John F. Hughes

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Partnership for 21st Century Skills (P21) Members



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Change

-  Picture what success will look like.
-  Plan the change you want to create.
-  Take steps together to reach your goal.



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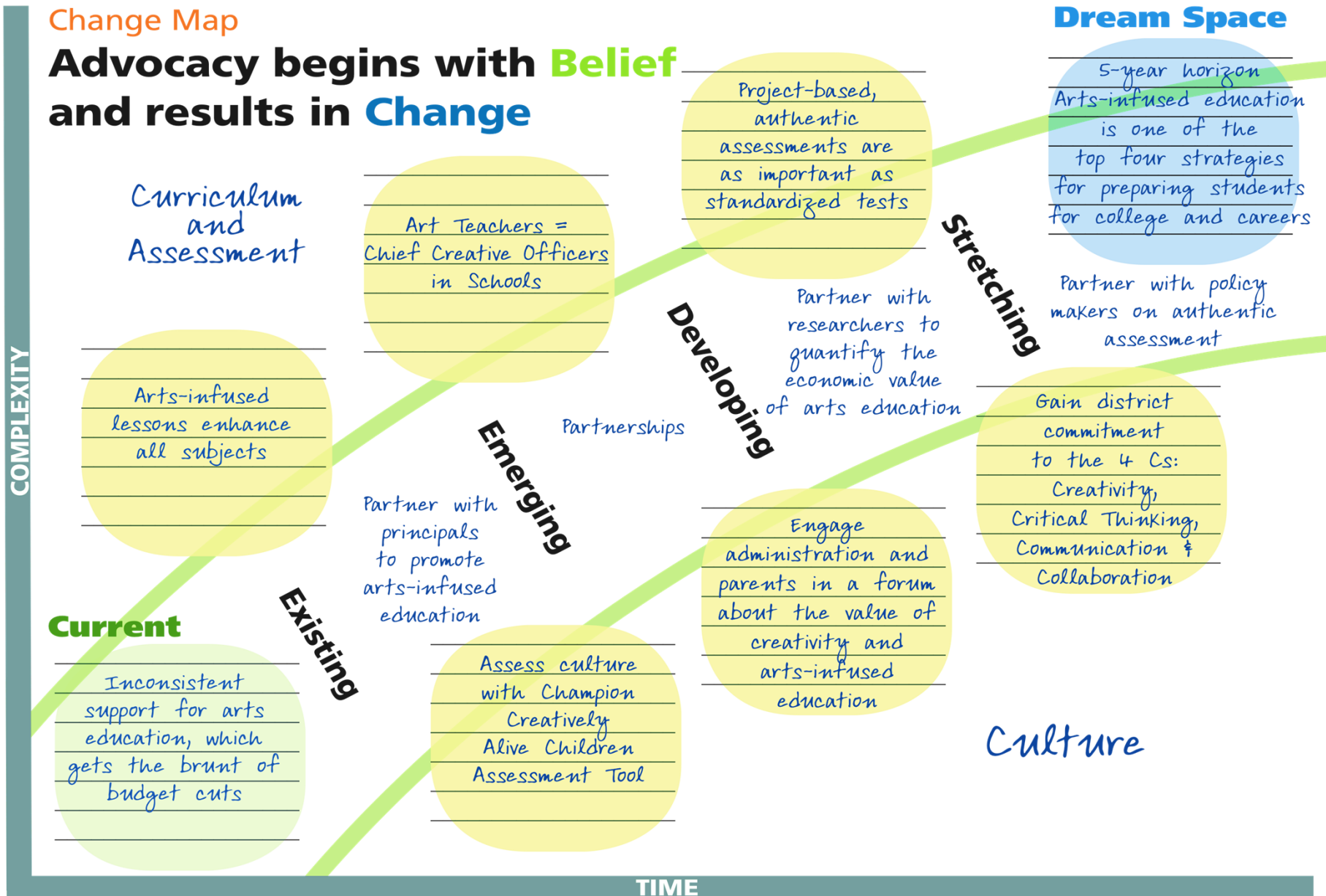
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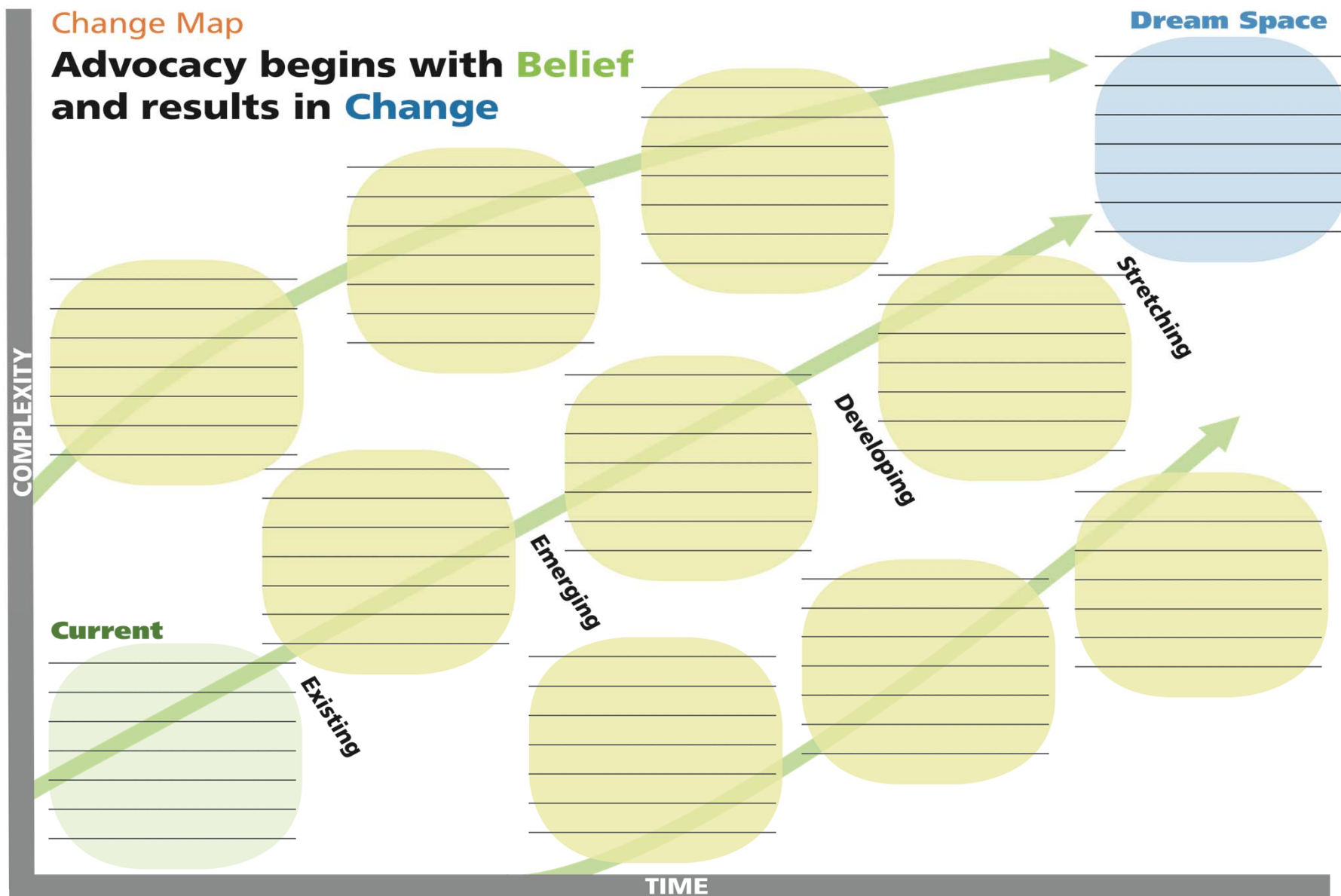
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Change Map

Advocacy begins with **Belief** and results in **Change**



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Crayola honors art teachers and knows that you serve as the Chief Creative Officers in your schools. For more information about how to inspire your colleagues and be your school's Chief Creative Officer, visit Crayola.com/educator.



Arts-infused education is not just the flower that beautifies schools, but also the wrench that fixes them. Art transforms education.
Visit Crayola.com to find new ideas, lessons and techniques.



Champion Creatively Alive Children™

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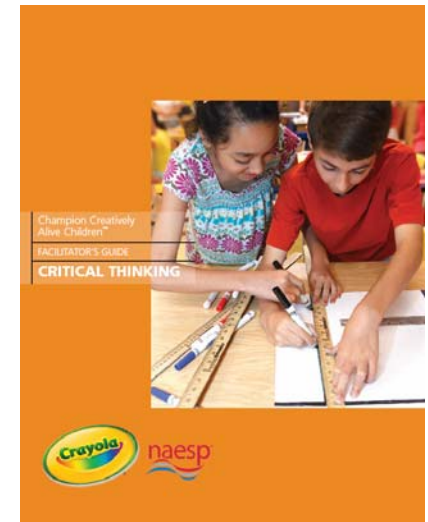
Professional Development Videos and Guides



Creativity



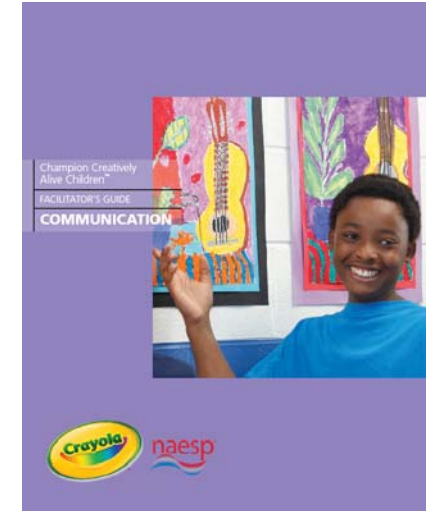
Critical Thinking



Collaboration



Communication



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Creativity connects the world



2011-2012 Creativity Connects Us™ Art Exhibition

Creativity Connects Us is open to K-12 students around the world. Students create a piece of 2-D artwork and develop a written statement of 50 words or less on "What creativity means to me and others around the world." Thirty-six pieces of artwork will be selected as finalists. Finalists' original artwork will be exhibited at the U.S. Department of Education national headquarters in Washington, D.C., and its regional offices across the country.

Exciting prizes: Finalists and their submitters will each win Crayola product prize packs (\$100 retail value). One Grand Prize, a 7-night Caribbean cruise onboard Royal Caribbean International® for the student's family and the submitter's family (up to 4 people per family), will be awarded. For official rules and submission instructions visit Crayola.com/artexpo. Submission deadline is April 16, 2012. No purchase necessary.



Grand Prize provided by our partners at






The only cruise line with Crayola programs at sea

Creativity Connects the World Global Art Exhibition

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Key Points

-  Arts-infused education builds 21st century skills—the 4 Cs of Creativity, Critical Thinking, Communication and Collaboration—and improves learning.
-  With advocacy, champions of arts-infused education can turn their vision into a reality. Advocacy begins in belief and results in change.
-  Concise messages
Compelling evidence
Collaboration with partners
Change—plan steps



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Thank you!

Crayola.com/CreativelyAlive

