

# Making the Case for Investing in Arts Education

---

Sandra Ruppert  
Arts Education Partnership  
October 19, 2012



*New Hampshire State Council on the Arts  
2012 Arts Education Partnership Conference*



# A Few Facts about the Arts Education Partnership (AEP)

- A **national coalition** estab. 1995 through U.S. Dept. of Ed. and National Endowment for the Arts agreement
- An “**organization of organizations**” with 100+ educ., arts, cultural, business, govt., and philanthropic partners
- Dedicated to securing a high-quality **arts education for every young person** in America, both in and out of school
- **Administered in cooperation** with Council of Chief State School Officers and Natl. Assembly of State Arts Agencies

# A Little Bit About Me

Arts \* Culture \* Education

- AEP Director since 2008
- Student of the Arts
- Anthropologist
- Education Researcher
- State Policy Analyst
- Mom of Gen Y Artists



*States* have primary responsibility for the **education** and **well-being** of their citizens.



Direction

+

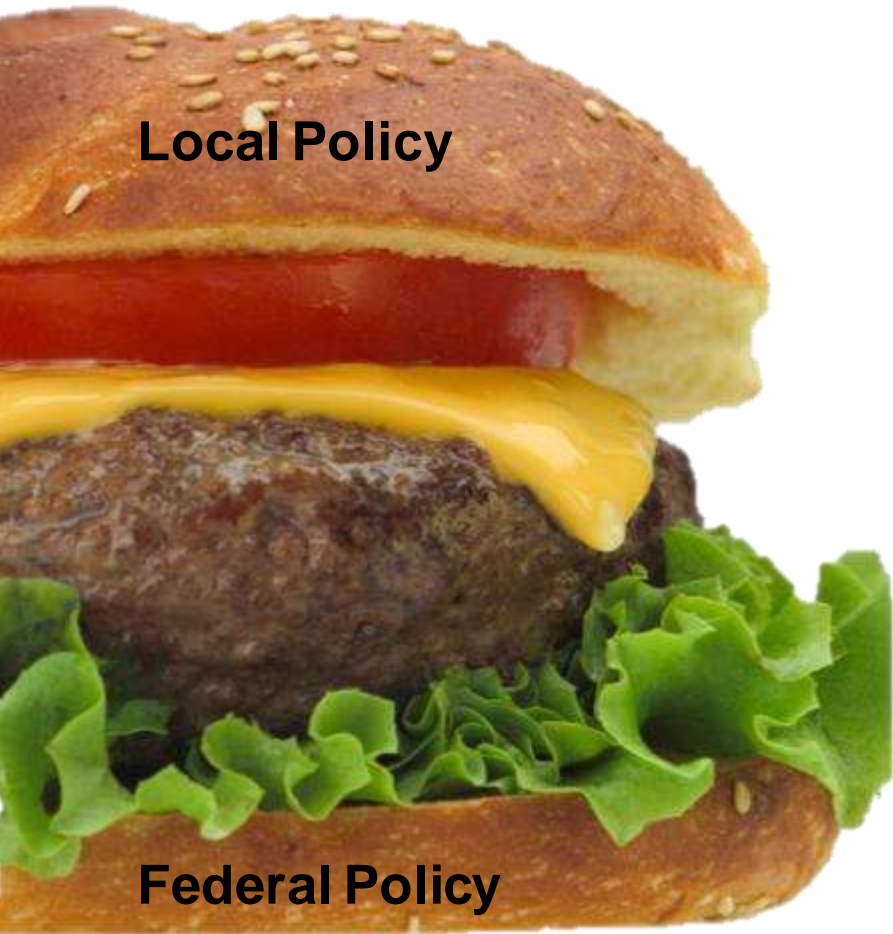


Legislation

+



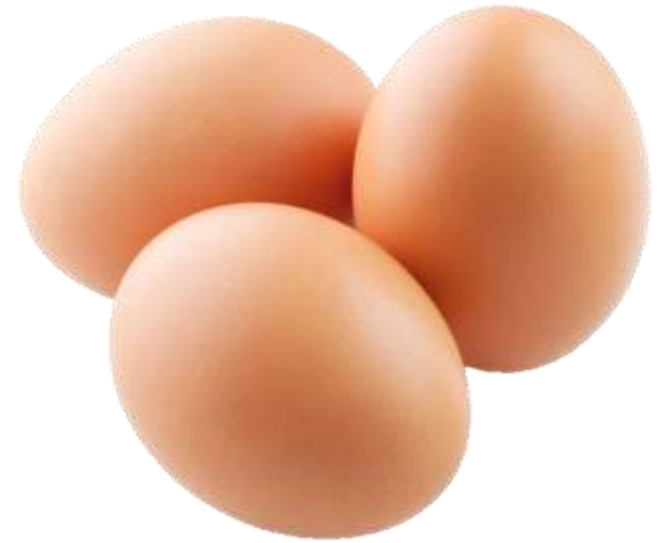
Resources



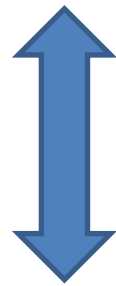
**Local Policy**

**Federal Policy**

*State policy*  
is the **meat** in  
the education  
policy sandwich.



Policy



Research

# 6 Tips for Making a Case for Arts Education

-  1 Get the facts
-  2 Tell a story
-  3 Keep it simple
-  4 Learn to listen
-  5 Find allies
-  6 Spread the news

**Tip #1.**

**Get the facts**

about the benefits of  
learning in and  
through the arts.

*No B.S. Just  
the facts.*





 ArtsEdSearch.org

Open

Imagine a **One-Stop Shop** that could meet all your arts education research and advocacy needs.

The nation's  
"hub" for Arts  
Ed research &  
policy info.

ArtsEdSearch is a first-of-its-kind clearinghouse of arts education research. Not sure where to start? Visit "[Using ArtsEdSearch](#)."

### Recent discussions

- Using research to advance practice
- How California is using ArtsEdSearch to inform state education policy
- Research and effective policy

**SUPPORT**  
ArtsEdSearch

ArtsEdSearch was made possible by the generous support of our sponsors:



print page

|                                  | Outcomes                     |                                | Setting   |               |
|----------------------------------|------------------------------|--------------------------------|-----------|---------------|
| Click on any cell to get started | Engaged, Successful Students | Committed, Effective Educators | In-School | Out-of-School |
| Early Childhood                  |                              |                                |           |               |
| Elementary School                |                              |                                |           |               |
| Middle School                    |                              |                                |           |               |
| High School                      |                              |                                |           |               |
| Postsecondary                    |                              |                                |           |               |
| Adult and Lifelong               |                              |                                |           |               |



“

Implementing the Common Core requires a ‘**sea change**’ in the way education is delivered in the states.

Gene Wilhoit

Executive Director

Council of Chief State School Officers



**Persistence + Resilience =**

**GRIIT**

# Outcomes of Arts Learning

|              |   |
|--------------|---|
| Academic     | <ul style="list-style-type: none"><li>■ Literacy and Language Development</li><li>■ Math and Overall Achievement</li><li>■ Underserved Students</li></ul>   |
| Cognitive    | <ul style="list-style-type: none"><li>■ Creative Thinking</li><li>■ Critical Thinking</li><li>■ Problem Solving and Reasoning</li></ul>   |
| Personal     | <ul style="list-style-type: none"><li>■ Engagement and Persistence</li><li>■ Self-Awareness and Self-Expression</li><li>■ Self-Efficacy and Self-Confidence</li></ul>                             |
| Social/Civic | <ul style="list-style-type: none"><li>■ Arts Participation</li><li>■ Collaboration and Communication</li><li>■ Community-Building and Engagement</li><li>■ Cross-Cultural Understanding</li></ul> |

**Tip #2.**

**Tell a  
Story.**

Facts alone  
are not  
enough.



**STORIES CAN BE MORE POWERFUL  
THAN DATA.**



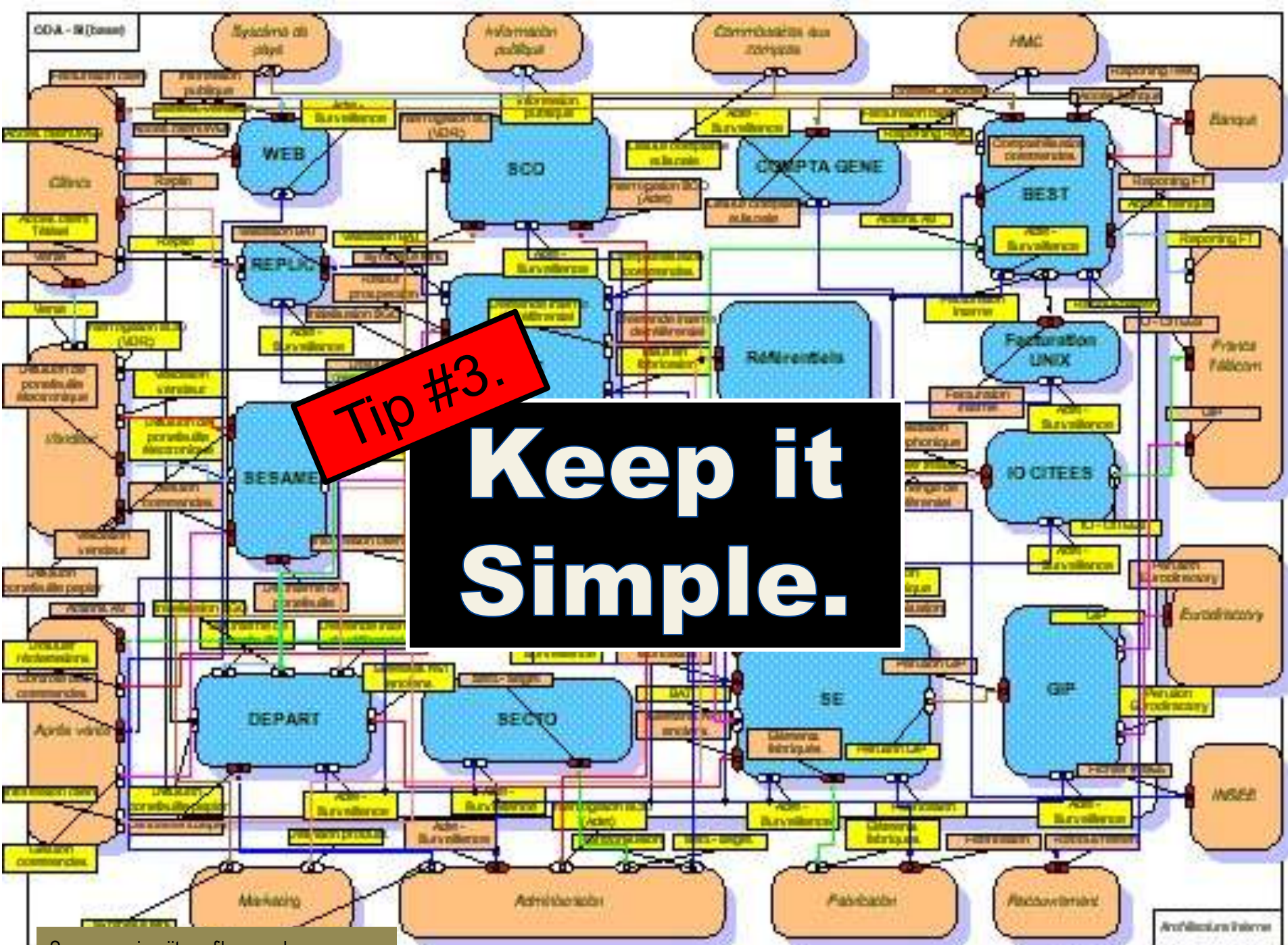
People connect emotionally to ideas.





Use stories to put a face on the arts.





Tip #3.

**Keep it Simple.**

“

Eat food. Not too much.  
Mostly plants.

Michael Pollan  
*Food Rules*



**MICHAEL POLLAN DISTILLED YEARS OF  
RESEARCH INTO **7** SIMPLE WORDS.**



How do we simplify our words?

Can  
we explain

**Arts Integration**

in 25 words —  
or less

- to our neighbor
- to our hairdresser
- to a parent
- to a policy maker







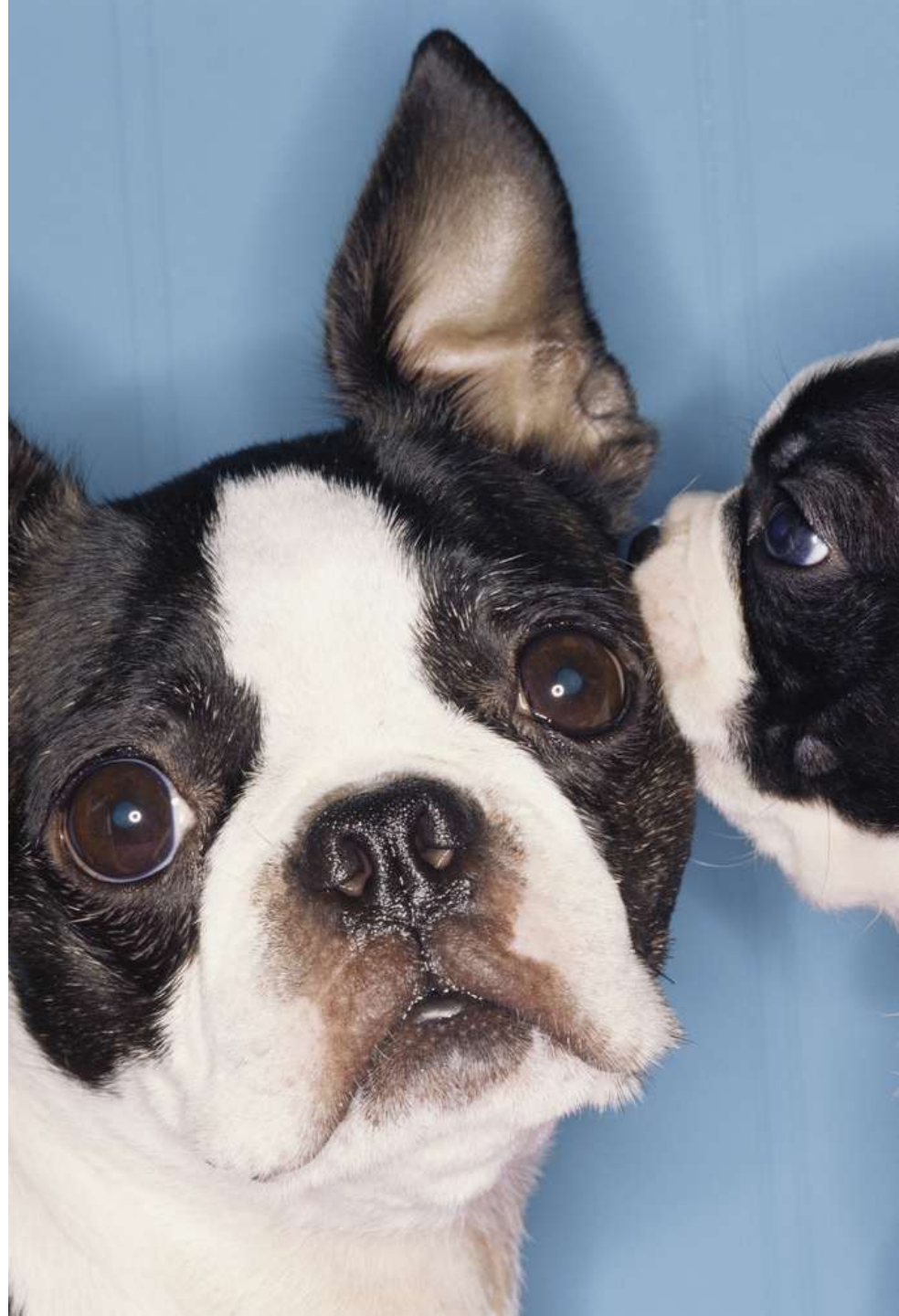
## ARTS INTEGRATION: A DEFINITION

“ Instruction that combines content and skills from the arts with that of other subjects to increase learning in both areas.

**Tip #4.**

**Learn to  
listen.**

You might be  
surprised by what  
you hear.



**LISTENING — LIKE READING, WRITING AND  
SPEAKING — IS A BASIC COMMUNICATION SKILL.**

---

Of them all, listening is the earliest learned, the most frequently used, and the hardest to master.

“

Seek first to understand,  
then to be understood.

Dr. Stephen Covey

*7 Habits of Highly Effective People*





# Find allies. Join forces.

When it comes to advocacy, there is power in numbers.

**Tip #5.**



# How Some Decisionmakers View Arts Ed Advocates



|                     |          |                                |
|---------------------|----------|--------------------------------|
| <b>1 Advocate</b>   | <b>=</b> | <b>A fruitcake</b>             |
| <b>2 Advocates</b>  | <b>=</b> | <b>Fruitcake and a friend</b>  |
| <b>3 Advocates</b>  | <b>=</b> | <b>Troublemakers</b>           |
| <b>5 Advocates</b>  | <b>=</b> | <b>Let's have a meeting</b>    |
| <b>10 Advocates</b> | <b>=</b> | <b>We'd better listen</b>      |
| <b>25 Advocates</b> | <b>=</b> | <b>Our dear friends</b>        |
| <b>50 Advocates</b> | <b>=</b> | <b>A powerful organization</b> |

**Tip #6. Spread the news.**



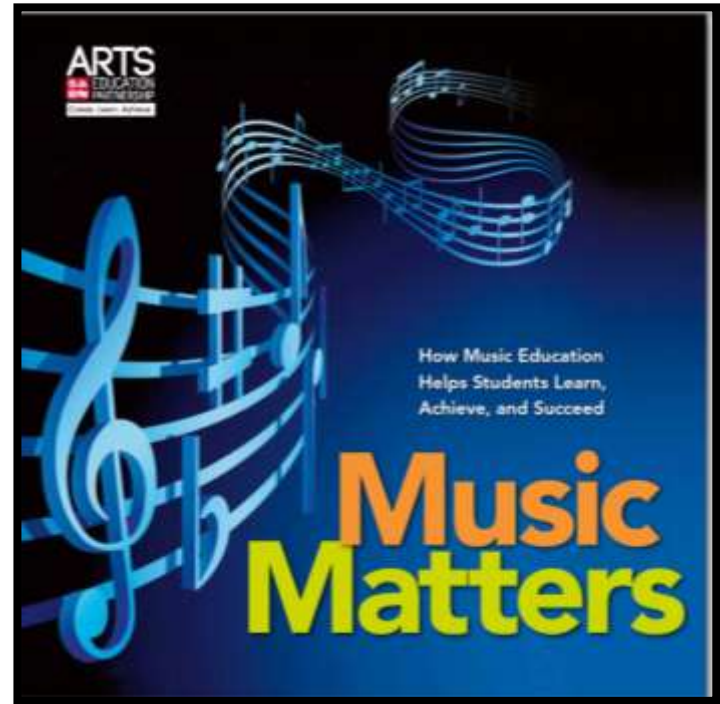
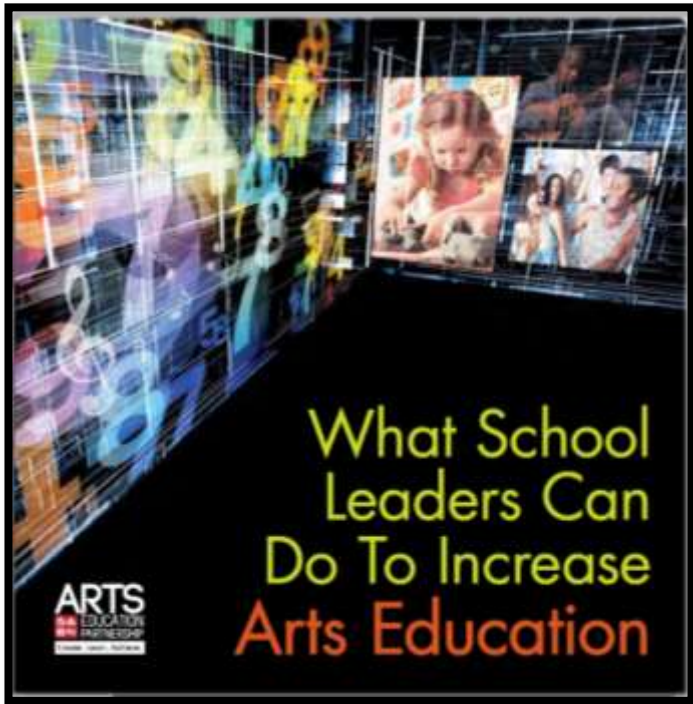
**Our Message**

- Twitter
- Webinars
- Facebook
- Direct Mail
- Website
- e-newsletters
- Meetings and Conferences
- Publications
- Word of Mouth
- Presentations

**It's never been easier.**



**AEP PUBLICATIONS:** Concise, research-based, and written in everyday language.



AEP signature tri-fold bulletins available at [aep-arts.org](http://aep-arts.org)







“

Social media sites and blogs reach 80% of all U.S. internet users.

Mindjumpers.com  
2012



# A Few Stats on Social Media

|  Twitter |  Facebook |  YouTube |  LinkedIn |
|---|--|--|--|
| Over 465M accounts  | 850M active users monthly  | 2B views per day   | 57M members in U.S. alone  |
| 8% of U.S. population   | 100B connections worldwide   | 829K videos uploaded a day   | 2 new members join every sec.  |
| 175M tweets a day   | Integrated with 2.5M websites  | Avg. video is less than 3 mins.  | 4.2B professional searches in 2011   |
| 25% check-in mult. times a day  | 20% of all page views on the web   | 10% of the internet's traffic  | 36th most visited website in world   |



RECAP

# 6 Tips for Making a Case for Arts Education

- 1 Get the facts
- 2 Tell a story
- 3 Keep it simple
- 4 Learn to listen
- 5 Find allies
- 6 Spread the news



# THANK YOU!

Visit AEP at:

[www.aep-arts.org](http://www.aep-arts.org)

[www.ArtsEdSearch.org](http://www.ArtsEdSearch.org)

