

Memorandum

TO: ARTS COMMISSION

FROM: Paul Krutko

SUBJECT: Arts Education Recognition

DATE: April 5, 2007

RECOMMENDATION

Recommend that 1) the City implement a program of arts education awards to recognize excellence among programs and individuals that provide quality arts education to public school students in San Jose; and 2) the chair of the Arts Commission write to the Mayor and City Council on behalf of the Commission urging that improvement in arts education for San Jose schoolchildren become an ongoing part of the business of the City-Schools collaborative

BACKGROUND

The City has long advocated for arts education as an essential pillar in the educational foundation of children. It has been involved in the direct delivery of arts education opportunities since at least the late 1970s when the City, with the support of the then Fine Arts Commission, developed and implemented Arts Education Week. That week-long concentration of school-day arts activities for children evolved into Arts Express, an arts exposure program that presently serves 15,000–20,000 children in grades 4–12 throughout the school year. Over the years, Arts Express has been accompanied by a number of pilot projects and ongoing programs that have sought to ameliorate, in some small measure, the general absence of arts education from San Jose public schools. These included the incorporation of arts enrichment workshops for children in San Jose After School, the City's extensive after-school program. However, most of these efforts were small in scale and modest in reach, especially when compared to the community need.

The Arts Commission placed a renewed focus on arts education in 2006 when it conducted two retreats entirely on the subject, one a daylong retreat on arts education in May and the other a half-day retreat in October to follow up on the work of the first retreat.

In the meantime, City staff has commissioned an independent assessment of the existing arts education programs for which the Office of Cultural Affairs is responsible. That assessment is in its final stage and should be completed by mid-May.

Although there remains considerable fact-finding, discussion and deliberation before recommendations can be developed and considered as to whether the City should play a different role with respect to arts education than it has in the past and does presently, the Arts Commission, having a consensus that a greater public spotlight should be thrown on the subject,

assigned to the Programs Committee the task of developing a means for increasing civic awareness of arts education.

ANALYSIS

In an effort spearheaded by Arts Commissioner Dr. Lisa Gonzales, principal of Bachrodt Academy, a San Jose elementary school, the Programs Committee has developed a proposal for City Arts Education Awards, aimed at encouraging the arts in San Jose's K-12 public schools, recognize programs and individuals that provide quality programs to public school students, and demonstrate how support of the arts with recognition programs can help shape public policy.

The committee proposes annual awards in the following categories: Distinguished Arts Educator, Arts Education—School of Distinction, Distinguished School Administrator, Distinguished Parent Advocate, and Distinguished Corporate/Business Support of Arts Education. The awards would be selected through a jurying system and would be presented once a year at a regular City Council meeting by the Mayor and members of the Council.

Instead of adding significantly to the workload of City staff, the committee proposes that a consultant be hired each year to coordinate the distribution and gathering of applications or nominations, the jurying process and the preparation of student-designed award certificates. The committee estimates that doing so would require about \$3,000 a year.

In addition, as the Mayor's March Budget Message, since approved with changes by the City Council, draws attention to the City-School Collaborative (the message directs the City Manager to work through the Collaborative to evaluate the City's after-school programs), the Programs Committee also recommends that this is an apt opportunity to also request that the Mayor and Council use the Collaborative to work with the 19 public school districts serving San Jose children on the improvement of arts education for the City's children.

PUBLIC OUTREACH

The Programs Committee reviewed this proposal at its publicly noticed meeting on Mar. 28, 2007 and an earlier version at its public meeting on Feb. 21, 2007. In addition, the Executive Committee reviewed and commented on a version of this proposal at its publicly noticed meeting on Mar. 5, 2007.



PAUL KRUTKO
Chief Development Officer
City Manager's Office



Arts Education Awards

WHY ARTS EDUCATION AWARDS?

- encourage the arts in the City of San Jose's K-12 public schools
- recognize programs and individuals that provide quality programs to public school students
- demonstrate how support of the arts with recognition programs can help shape public policy



Background of "Awards" Proposal

- Fall 2005 Retreat
- Spring 2006 Retreat
- Fall 2006 Retreat
- Programs Committee discussions
- Arts Commission meeting discussions
- Executive Board meeting discussions
- Input from Arts Department personnel at SCCOE
- Input from Victoria Saunders, consultant for Arts Ed Assessment



Reviewed the BEST of the BEST

- [Encore Awards - ArtServe (Ft. Lauderdale, Florida) - National School Boards Association
- [Maine Alliance for Arts Education - New Hampshire Arts Council
- [Massachusetts Alliance for Arts Education - City of Pico Rivera's Arts & Culture
- [Mississippi Alliance for Arts Education
- [Milwaukee Institute of Art & Design/Wisconsin Art Education Association
- [Colorado Alliance for Arts Education, Colorado Arts Education Association
- [Association of Performing Arts/ MetLife Foundation Awards
- [The Association of Teaching Artists

More of the BEST...

- [Broward Cultural Division - Broward County, Florida
- [Kennedy Center Partners in Education Center Program
- [Houston K-5 Fine Arts Initiative - City of Spokane Arts Awards
- [Texas Cultural Trust - Orange County Department of Education
- [Americans for the Arts - Palm Beach Cultural Council Awards
- [Wake Educational Partnership Initiative - North Carolina
- [Friends of the Arts - Pinellas County Cultural Affairs Department - Clearwater, Florida
- [Champaign County Arts, Council, and Entertainment Council

AWARD CATEGORIES

- [Distinguished Arts Educator
- [Arts Education - School of Distinction
- [Distinguished School Administrator
- [Distinguished Parent Advocate
- [Distinguished Corporate/Business Support of Arts Education

Who will judge?

Panel of 5-6 unbiased people including but not limited to....

- Arts Commissioner
- Representative from City Council or a Council Office
- Art teacher
- School administrator
- Representative(s) from community arts organizations



Methods for Outreach

- * OCA
- * SCCOE (via Superintendents)
 - * School Districts
 - * Council Offices
- * Neighborhood Newspapers
- * SJ Mercury News



Timeline

- [Publicize awards program - October, November, December, January
- [Applications due - mid January
- [Review - February/March
- [Awards - April



HOW WILL THEY BE AWARDED?

- [Presented at an April City Council Meeting - televised
- [Presented by City Council and Arts Commissioners
- [Willingness to present at local school award ceremonies, school board meetings if requested

The Award Itself

- [Framed certificate
- [Design that is student-created and can be used for many years
- [Contains a meaningful arts-related quote
- [Signed by Mayor Reed, approved by City Council

Proposed Budget

- \$2,000 consultant to manage gathering of applications, scheduling of judging, managing judging process
- \$200 - photocopies
- \$200 - food for lunch - judging
- \$200 - awards

- **not to exceed \$3,000**

