



ART=OPPORTUNITY

ART=OPPORTUNITY is a campaign started and implemented in San Diego County, funded with a grant from the Stuart Foundation, and highlighting *arts literacy* as vital to student success. Arts Education matters for “every child, not just mine.”

ART=OPPORTUNITY is based on three related strategies: Leadership, Literacy and Sustainability.

The **ART=OPPORTUNITY** campaign is facilitated by Center ARTES at California State University San Marcos (CSUSM), Merryl Goldberg, Director, with the Center for Leadership Innovation and Mentorship Building, and the San Marcos Writing Project both also at CSUSM.

The campaign is rooted in research and includes several key components including summits for stakeholders, community anchor events celebrating arts literacy, leadership training for arts advocacy, and the development of university certificates in arts integration and arts education leadership. Participants in the campaign will range from teens to parents, classroom and arts teachers, school administrators, teaching artists, university students and professors, business leaders, and non-profits arts organizations.

WHY?

Students who are arts literate have more opportunities than those who do not. Arts literate students make a difference in our community.

WHAT IS ARTS LITERACY?

Literacy is more than being able to read word-based texts. For example, 21st century life is filled with visual symbols we read and interpret on a daily basis from apps on our smartphones to signs on the road. The visual and performing arts are texts we read and interpret giving us insight into culture and history as well as a forum to communicate our humanity.

ART=OPPORTUNITY/Workforce:

Arts literate students are creative students who can think outside the box, take risks, be flexible, and work cooperatively.

Arts literate students know how to innovate.

Arts literate students have access to better careers and higher paying jobs.

ART=OPPORTUNITY/Society:

Arts education develops students' empathy and kindness.

Arts literate students develop confidence.

Arts education provides students with hope and resiliency.

Arts literacy opens possibility to ensure students are *not* invisible.

Arts Education gives students *voice* to participate in learning and to tell their stories.

ART=OPPORTUNITY/Education:

Arts literate students consistently have higher test scores in reading and math.

Arts literate students consistently have better attendance in School K-12.

Students who have studied arts have a better retention rate in college.

Arts Education provides purpose, reason, and individual exploration to children to influence better decision-making.

ART=OPPORTUNITY builds upon important and ongoing work supporting arts in education in San Diego County (and beyond). Founding partners and stakeholders of ART=OPPORTUNITY include San Diego County Office of Education, the Center for Leadership Innovation and Mentorship Building (CLIMB) in the College of Business Administration at CSUSM, San Marcos Writing Project at CSUSM, School of Arts at CSUSM, North County Professional Development Federation, San Diego Arts Network, San Diego Unified School District's Learning Through the Arts program, Chula Vista Elementary School District VAPA, Arts for Learning San Diego, La Jolla Playhouse, The New Children's Museum, A Reason to Survive (ARTS), and the California Center for the Arts, Escondido.

We want to include you.

How can I help?

- Attend a Summit or Special Event
- Adopt the ART=OPPORTUNITY logo and place it on your social media, letterhead, and other communication pieces you have.
- Encourage others in your community to participate.
- Get engaged in our online community and stay updated on upcoming events and news. Share your own successes and involvement in Art=Opportunity on your social media platforms.
- Sign up for events, opportunities, and classes beginning in 2017.

Key Websites:

Center ARTES: <http://www.csusm.edu/centerartes/>

CLIMB: <http://www.csusm.edu/climb>

The Writing Project:

<http://www.csusm.edu/soe/collaborationandoutreach/smwp.html>

Email: artopp@csusm.edu

Facebook: <https://www.facebook.com/artopportunity/>

Phone: 760.750-4431

Arts Integration Blog : <https://artsintegrationgoldberg.wordpress.com/>

Who are among the Leaders in Arts Education in San Diego and the state?

San Diego is rich with arts education advocates, providers, and supporters. We aim support the work of numerous organizations already in existence including:

San Diego County Office of Education: Arts Empower – A coalition of non-profit arts education organizations and school districts to champion arts education through strategic planning at the district level and professional development for K-12 educators.

<https://artsempowersd.sdcoe.net/>

San Diego County Office of Education with Arts For Learning: AERO (Arts Education Resource Organization) AERO San Diego is a community of arts organizations that collaborate to provide resources for educators, arts organizations and artists to ensure an arts-inclusive curriculum for San Diego County students.

<https://aerosd.sdcoe.net/>

California Alliance for Arts Education – statewide advocacy for quality, equitable and accessible arts education for all K-12 public school students

<http://www.artsed411.org/>

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