

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT



Third grade Artist Teacher Partnership student, proudly standing in front of his artwork at the county-wide children's art exhibit.

TABLE OF CONTENTS

ABOUT THE ALLIANCE	PAGE 2
DESCRIPTION OF PROGRAM	PAGE 2
WHY ARTS ED DATA?	PAGE 2
DEFINING ARTS EDUCATION	PAGE 3
THE PROCESS	PAGE 3
CHALLENGES	PAGE 4
PRELIMINARY FINDINGS	PAGE 5
USING AND SHARING THE DATA	PAGE 6
LOOKING FORWARD: NEXT YEAR	PAGE 8
CA ARTS ED DATA PROJECT	PAGE 9
APPENDIX A:	PAGE 11
APPENDIX B:	PAGE 12
APPENDIX C:	PAGE 14

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

ABOUT THE ALLIANCE

The Santa Cruz County Alliance for Arts Education is a county-wide advocacy initiative, through partnership with the California Alliance for Arts Education. We formed in October of 2012.

The goal of our local advocacy network is to empower local community members to preserve and expand arts education in Santa Cruz County public schools through advocacy. The network represents a cross section of community interests, including business, community, parent, education and arts organizations. Our united message conveys that an investment in arts education is an investment in the well-being of the larger community.

Please see the attached 2012 White Paper, written by our executive director, Michelle Williams for more history and context around arts education in our county (see Appendix B).

DESCRIPTION OF PROGRAM

We, at the Arts Council Santa Cruz County, believe that the arts are an essential component of a complete education. We are committed to quality visual, performing, and literary arts opportunities that are both equitable and sustainable, for all youth of Santa Cruz County.

There are a lot of incredible arts education programs and arts experiences happening in the schools throughout the county, through credentialed school programs and various arts organizations and individual artists, but there is no clear picture of what is actually happening in each district and school. In some cases there are schools with a variety of different arts programs – of varying qualities and depths, and other schools with none.

There is a great need for a comprehensive assessment of Arts Education access - school by school, district by district in our county. We had attempted something similar through our County Office of Education in the past, but we were never able to get the full picture (see Appendix A). It seems even the principals are not aware of everything happening at their schools, and it is often challenging to get the data. We want to capture, not just credentialed arts specialists, but all community arts programs going into the schools as well as individuals - as best as possible.

During the 2015-2016 school year, we conducted a pilot county-wide arts education access survey in order to document, district by district, and school by school, the arts education opportunities that are available to students. We used a visual data mapping system to identify the overlaps and gaps in service, and to make this data more transparent and accessible. We believed this could be a great opportunity to start the conversation between all arts education stakeholders, whether school or district administrators, individual artists, or arts organizations leaders.

Read about it here from the perspective of the Santa Cruz Community Foundation's Jim Brown:

<http://www.cfsc.org/Philanthropy831Blog/TabId/114/PostId/325/arts-education-programs-on-healthy-city-dot-org.aspx>

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

WHY ARTS ED DATA?

Data allows us see where there are programs, and where there are gaps so we know where to go and what we need to do. Having data allows advocates to use the results to leverage support. For example, you can compare what is actually happening in schools to district Local Control Accountability Plans, or use the data as a baseline to suggest change via Local Control Accountability Plans.

We can document our progress if we find out our baseline data. Data creates accountability. Policies without accountability are often not implemented. And we have seen this with Arts Ed Code.

CA EDUCATION CODE

51210, 51220

“The adopted course of study for grades 1-12 shall include visual and performing arts, including instruction in the subjects of dance, music, theatre, and visual arts.”

DEFINING ARTS EDUCATION

We defined Arts Education in multiple ways. Optimally, we define arts education as on-going, sequential, standards-based curriculum that is learned and applied by students, and aligned with VAPA content standards. We collected data on multiple kinds of arts opportunities provided by school based Visual and Performing (VAPA) specialists, after school programs, resident artists, and single arts experiences like performances to paint a clear picture, mapping all assets. This led us to expand our definition to include opportunities like performances, museum visits, and residencies in the arts.

THE PROCESS

A Simple 10 question survey was designed in Survey Monkey to make sharing and completing it as simple as possible. Questions asked for information such as:

- Program name
- School name, address, and district
- Arts discipline
- Type – in school, residency, performance
- # students served
- Provider: credentialed VAPA specialist, individual artist residency, or arts organization service provider

Each individual program occurring through a school or afterschool site had to be entered separately in a new survey form. So, for example if a school had three different programs (a visual VAPA specialist in grades 1-3, an artist residency for grade 4, and a school wide arts performance scheduled) in a given year, then three separate survey forms had to be completed. For the few school sites or Arts Organizations that offered several separate programs, they had the option to complete an excel template instead to simplify the process.

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

We targeted the following groups to complete the information:

- District Administrators, VAPA coordinators
- School principals
- School-based VAPA specialists and other school contacts
- Arts organizations - including all Arts Council Santa Cruz County and Community Foundation Santa Cruz County grantees
- Individual teaching artists

During March and April 2016, the following strategies were used for sharing and promoting the Survey Monkey tool:

- The County Office of Education emailed all district and school administrators, requesting participation in the survey
- Arts Council grantees/Associates were sent a newsletter request to participate in and share survey widely
- Arts Council Teaching Artists were sent a newsletter request to participate in and share survey widely
- The survey was shared in Alliance and Teaching Artist monthly newsletters
- Community Foundation grantees were invited to participate in the survey via email
- The survey was posted on Arts Council and Alliance Facebook pages, and other social media
- community foundation grantees

One of the key strategies for getting a higher response rate was targeted follow up emails and calls which were done in May and June 2016.

CHALLENGES

One very big piece we overlooked was capturing the duration and frequency that arts programs occurred. Were they on-going weekly classes, or just a one-time, one hour performance? This information can be implied in the program type: credentialed VAPA programs usually being on-going, residencies usually being 8-20 weeks, and performances usually a one-time thing. But we have no idea what the time or frequency is for each program this year.

Another challenge with this is that it is almost impossible to gather program information that is uniform across all program types, that equalizes all that outside work in a way that's countable – or consistent across the data.

That's our challenge for the future – how to deepen the information we collect in a way that creates a more comprehensive picture of what exists.

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

Another challenge we had was with response rate. We are not sure even what the rate is, since during the pilot year, we disseminated the survey widely, asking folks to share with anyone involved in arts education programs, without tracking who it was sent to. We do know the survey was sent to all district superintendents, school principals, local arts organization administrators, and teaching artists, and based on the responses we received, it appears we got a very good response with only 10 schools not reporting any programs. But we do know the data is incomplete – that there are programs missing, and some of the folks that did respond, did not include all of the requested information, like numbers of students served, when responding via excel sheet, rather than the survey tool with required fields.

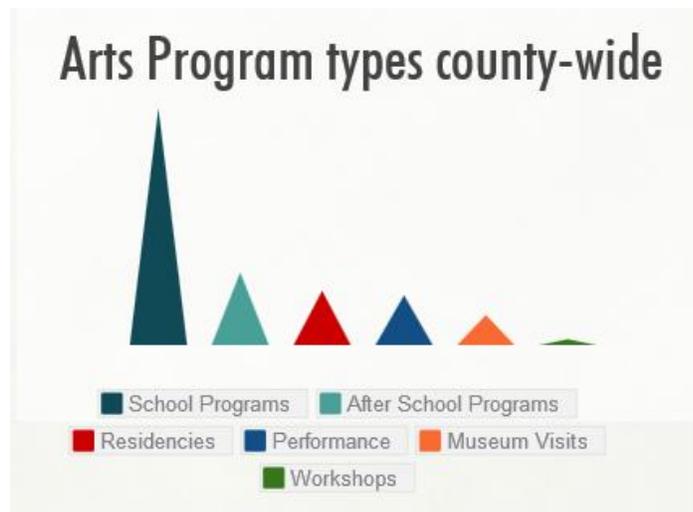
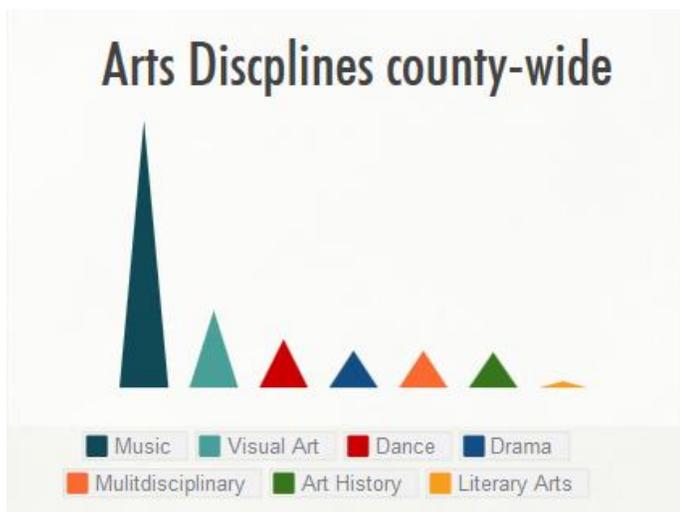
For the few school sites or Arts Organizations that offered several separate programs, they had the option to complete an excel template instead to simplify the process. This resulted in a higher response rate, but also resulted in us not having all data inputted directly in the Survey Monkey tool for simple infographics.

This is a partial picture. But it's a start, and it will raise the visibility of arts education data in our county.

PRELIMINARY FINDINGS

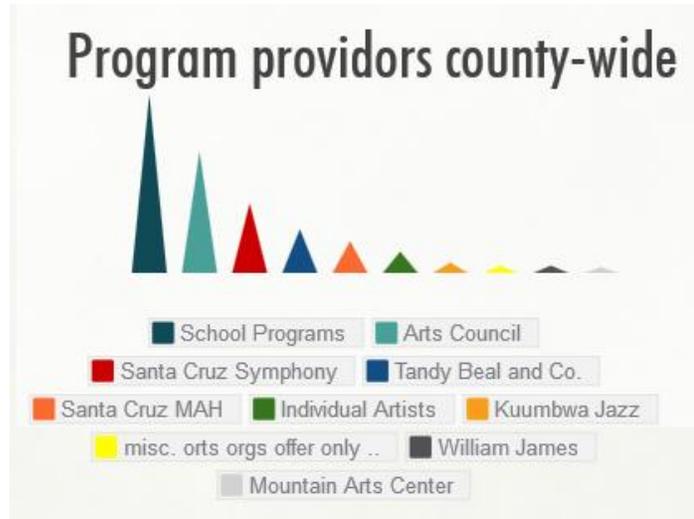
Based on our initial survey work, we are able to glean preliminary findings. Three main themes emerged:

1. Arts Education programs vary widely across the county. The programs vary in art discipline, type of program structure, implementation and funding. Surprisingly, music programs make up over 50% of all arts programs county-wide, with the rest of the program offerings being more evenly distributed. Likewise, over 50% of all arts programs county-wide are occurring on an ongoing basis in school programs, as opposed to afterschool, or one-time events such as museum visits, or performances. Residencies were defined as meeting on an on-going basis in school for a minimum of 8 weeks, and workshops as a brief 2-4 session project.



SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

- 63% of all arts programs in schools in our county are provided by arts organizations, and half of all arts programs are provided by just three organizations: The Arts Council, The Santa Cruz Symphony, and Tandy Beal and Co. It is important to note that the Santa Cruz County Office of Education also provides funding to support Tandy Beal and Co.



- There is a lot of uncertainty around what constitutes an 'Arts Education Program'. This is partially due to the study design, but also the ambiguity around what is viewed as an 'Arts Education Program' by participants. Although we do not want to discredit the value of opportunities for students to engage in performances, or have professional artists visit their classrooms to provide experiences beyond what their classroom teachers can, we need to make a clear distinction between the differences between true *arts education* and *arts experiences*.

USING AND SHARING THE DATA

All data was uploaded into three maps on the Healthy Cities website:

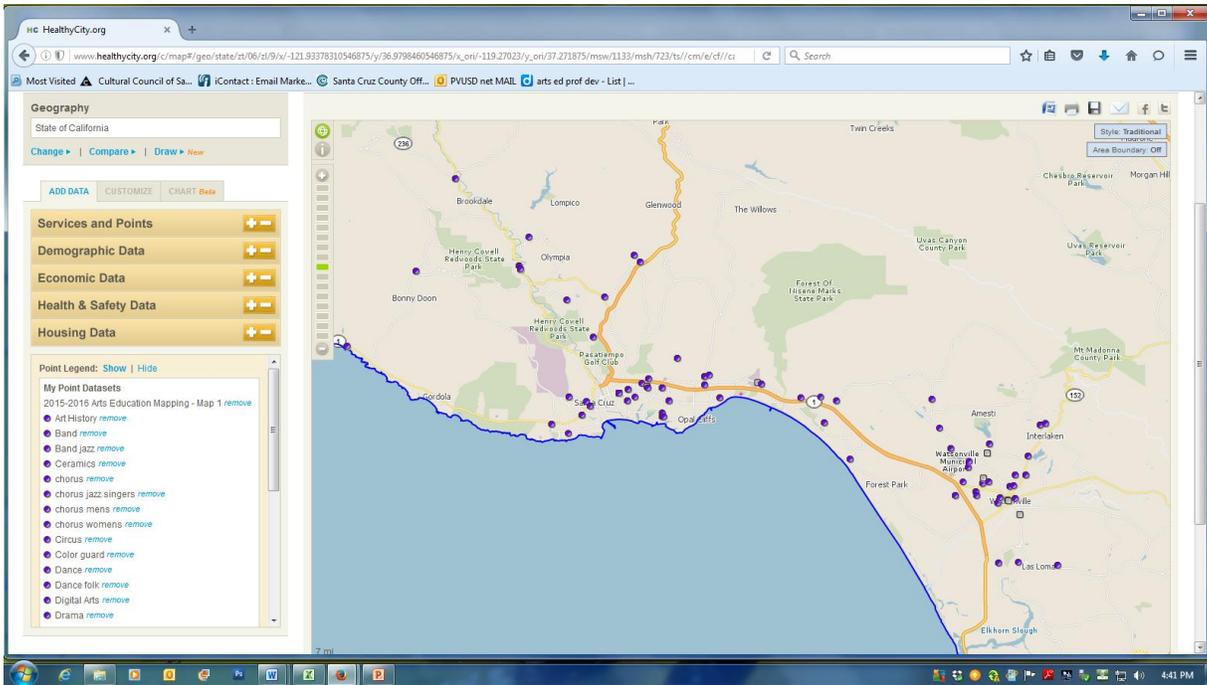
http://www.healthycity.org/c/myhcv2/sc/element_detail/element_type/project/element_item_id/290

Data is sorted by program and art discipline. Each marker represents a school. To identify specific schools, click "Show" next to "List Points" in the "Point Legend" to the left of the map. You may click on each to view what arts disciplines are offered at each school and by whom. Grey markers represent schools with no programs.

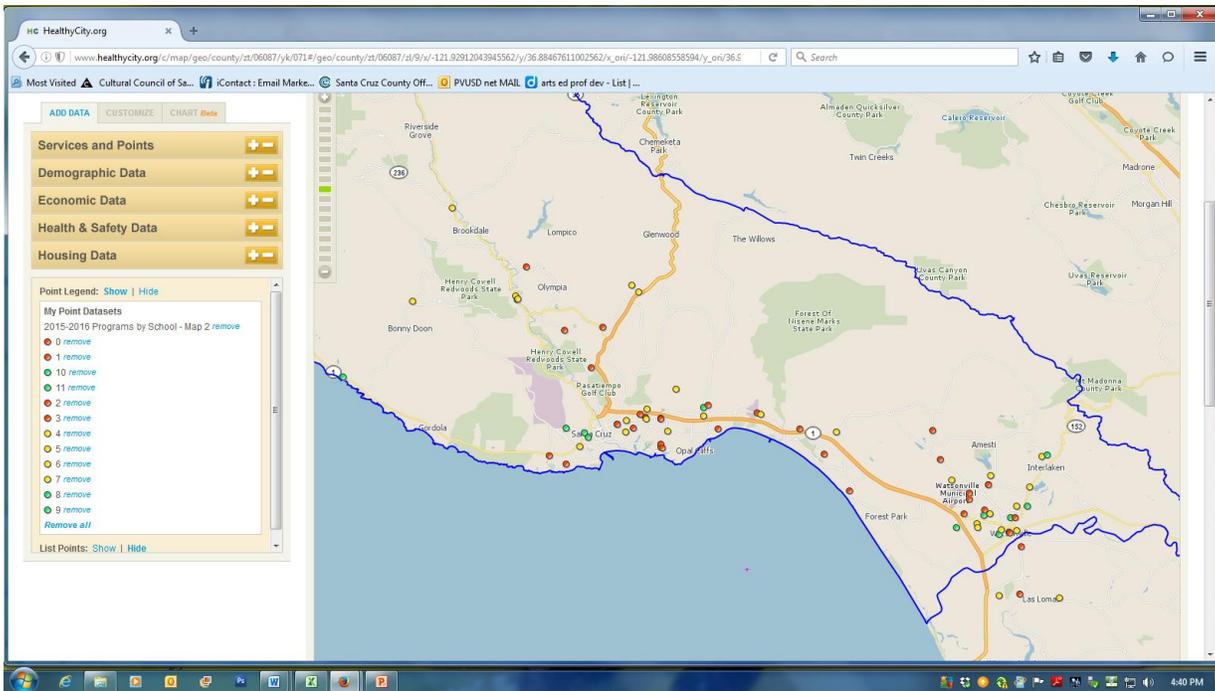
The following maps are included in this story:

Map 1 – This map reflects all collected data. Data is sorted by program and art discipline. Each marker represents a school. You may click on each purple marker to view what arts disciplines are offered at each school and by whom. Grey markers represent schools with no programs.

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT



Map 2 – This map reflects the number of arts programs each school has. Each marker represents a school. Schools in red only offer 0-3 programs, yellow schools offer 4-7 programs, and schools that offer 8 or more programs are seen as green.



Additionally, we have developed infographic report sheets for each district (see Appendix C). They highlight the following for each district:

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

- The over-all percentage breakdown of arts disciplines, program types, and program providers out of the total number of arts programs in each district. Note: this varied widely based on size of district and funding models - in one district there was 315 programs and in another, just 5.
- Overall enrollment for the district
- Unduplicated numbers of students on free and reduced priced meals and English language learners
- District dollar per student expenditures

Again, due to some of the challenges we had with data collection this year, what is missing is a clear ratio comparing the total number of arts programs in each district (which varied widely) to the number of students in the district.

LOOKING FORWARD: NEXT YEAR

We intend to conduct this county wide art education data mapping project again this year, with support from student interns from the University of California Santa Cruz. Based on the experience we had implementing the pilot, we plan to make the following adjustments this year:

- Start collecting data earlier. During the pilot year, we did not begin disseminating the survey until March and April. This year, we plan to do so no later than January in order to provide more time for following up with school personnel.
- Target a select group to participate in the survey and track response rate for validity.
- Add 'No programs' as an option on the survey.
- Provide an incentive for participation such as an entry to an arts education gift card raffle drawing. Similar surveys conducted in other counties have shown that incentives help increase participation.
- More clearly defining Arts Education as on-going, sequential, standards-based curriculum that is learned and applied by students, and aligned with VAPA content standards vs. other arts opportunities like residencies and performances.
- Capture duration and frequency of classes, workshops, and residencies, including number of unique sessions, and find a way to code and organize how they are presented through development of an index.
- We would like to create an additional index with data that reflects the number of students that receive arts programming vs. the total number of students at each school.

Other questions we would like to ask or items we wish we could address include:

- Dive deeper. Eventually, we want to start asking more qualitative questions – perhaps a phase II Qualitative assessment the following year.
- Adding parents as a stakeholder group to be surveyed.
- Look at the correlation between arts participation and student achievement in school.

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

- Look at the correlation between the number of credentialed arts teachers as a school vs. the number of students enrolled in arts classes.
- Determine whether classes are electives or a required part of the school day.
- Determine if and how often generalists incorporate arts integration strategies in the classroom, and if they receive professional development in the arts.
- Examine the cultural aspects of learning to express cultural heritages in school and if/how they are viewed as art making, as some cultural groups may not classify their cultural practices as art.

CA ARTS ED DATA MAPPING PROJECT

On October 20, 2016, Create CA, in partnership with the California Department of Education launched the California Arts Ed Data Project --a suite of tools designed to help increase participation in arts education across California.

The tools include an online user-friendly, color-coded dashboard, or 'visual data' system that helps us map out access to arts education across the state. The dashboard allows users to review school-level, district, county and statewide data and presents the statewide averages as the baseline for comparison. It draws from **HS/MS** data already being collected through the CA Dept. of Ed -- Cal-pass data that each district is required to submit to CA Dept. of Ed each October, based on student ID and course code, and teacher ID.

The Data Project also features A Roadmap for School Districts that guides leaders through the process of examining their data to better understand their unique circumstances and challenges. It outlines how to best:

- Navigate the dashboard site
- Determine the most critical/valuable reports
- and shares Questions to ask as you are reviewing the data
- and Guidelines and templates for discussing and sharing the data

The Data Project provides leaders at the state district and school level – as well as parents and advocates – with the information they need to determine the status of arts education access and what inequities exist. You may view the toolkit here: <http://www.createca.dreamhosters.com/artsed-dataproject/>

There are a few things this project does not capture:

- Elementary education - both discrete arts education classes by VAPA specialists and arts integration programs
- Arts residencies, workshops, and performances offered by community based arts organizations and individual artists

The Santa Cruz County Arts Education Data Mapping Project aims to collect elementary and arts provider data that will be able to supplement this powerful tool for sharing and analyzing middle school and high school arts education enrollment and offerings.

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

Thank you for your support by participating in this Arts Education Data Mapping project through this survey. Your feedback is important. Let's work together to ensure that all of our county's students receive equitable access to quality arts education in our schools.



Sarah Brothers, Arts Education Manager
831.475.9600 x18 sarah@artscouncilsc.org



SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

APPENDIX A:

ARTS IN SANTA CRUZ COUNTY SCHOOLS (during school day)

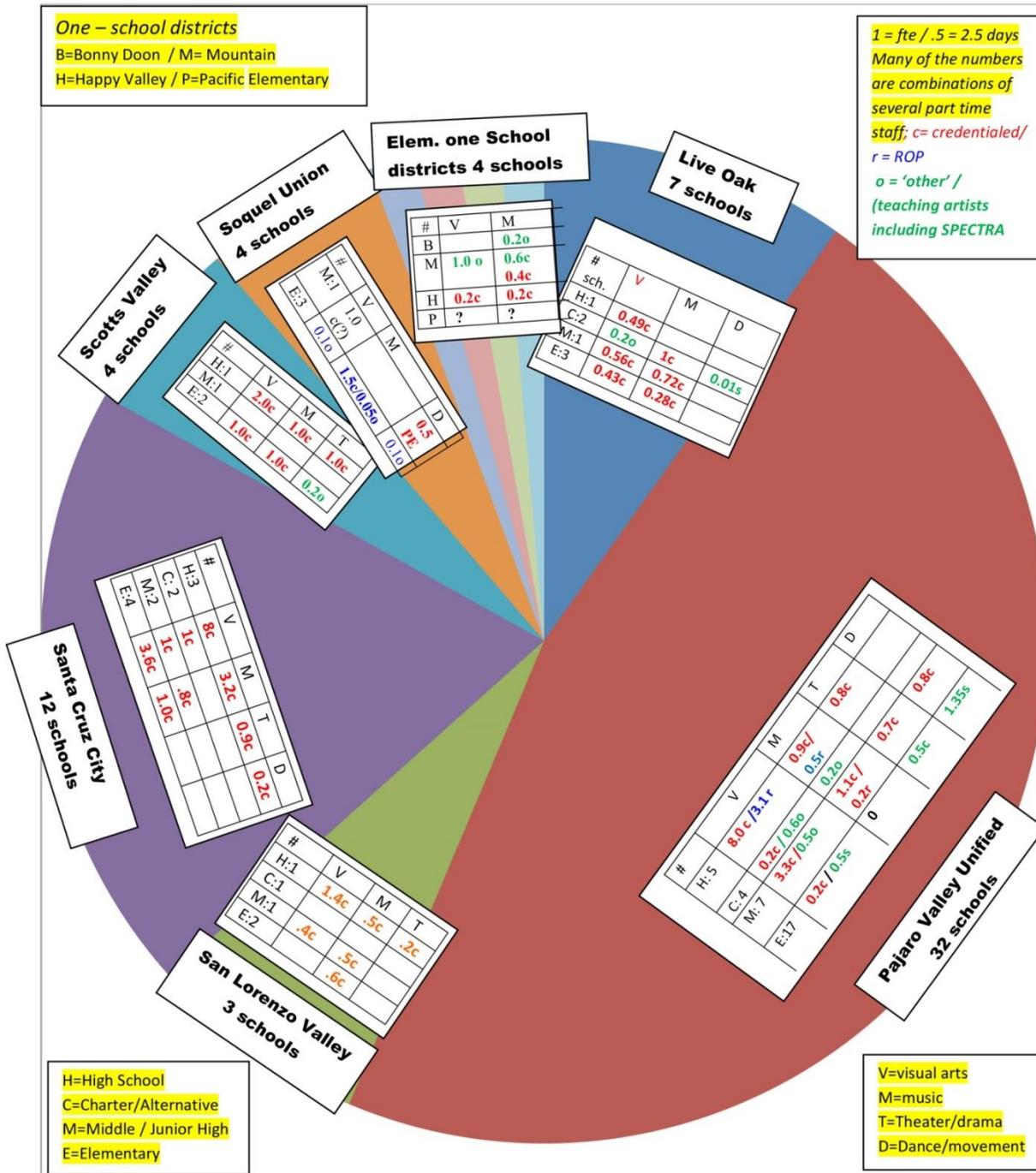


Chart created by Santa Cruz County Office of Education, Fall 2012

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

APPENDIX B:

2012 White paper, written by Michelle Williams, Executive Director of the Cultural Council of Santa Cruz County (now Arts Council Santa Cruz County)

ARTS EDUCATION POSITION PAPER

Arts for every child, every day.

The Cultural Council believes that quality arts education is the cornerstone of a healthy creative community, and that all children need and deserve access to performing, literary, visual, digital, media, and all other art forms. To that end, the Cultural Council is dedicated to promoting the value of arts education.

HISTORY

Our commitment to arts education stretches back to 1980, when SPECTRA (Special Teaching Resources in the Arts) was created in response to Proposition 13, which decimated funding for arts in the schools. This award-winning program created a generation of artists and creative thinkers. As SPECTRA evolved, it earned state-wide recognition and was supported by grants from the Packard Foundation and the National Endowment for the Arts. Renowned programs included the Advancing School Arts program and SPECTRA Plus. However, funding for SPECTRA greatly diminished and in 2008, SPECTRA transitioned into a re-granting program. The Council now provides matching grants for in-school SPECTRA classes as well as helps schools identify appropriate teaching artists for their needs.

Advocacy has been a fundamental component of the Council's strategy to promote and increase arts education in schools. In 2009, the Council convened a group of educators, teaching artists and arts organizations to hear Louise Music describe how Alameda County successfully built the Alliance for Arts Learning Leadership into one of the nation's most successful regional arts education advocacy organizations. Subsequently, a small and dedicated task force of arts educators met to lay the groundwork to establish an Arts Education Collaborative.

In 2010, the task force reconvened the larger group of educators and artists to present their framework which included the following mission statement:

We are committed to promoting equitable, sustainable, high quality Visual & Performing Arts Education opportunities for the benefit of Santa Cruz County youth.

TODAY

In 2011, the Council took another significant step forward in its work to support arts education by acquiring Mariposa's Art, a successful after-school arts and leadership program with a 12-year history. With the addition of this new program, the Council now supports arts instruction during the school day, through SPECTRA, and after school, through Mariposa's Art.

While SPECTRA and Mariposa's Art are actively bringing the arts to the children of Santa Cruz County, the Council is reenergizing its advocacy efforts around arts education. In 2012, the Cultural Council was accepted to join the California Alliance for Arts Education, which is sponsoring the creation of a *Local Advocacy Network (LAN)* in Santa Cruz County. The goal of the *Local Advocacy Network* is to empower local community members to preserve and expand arts education in county public schools through a strong network of advocacy coalitions. In Santa Cruz, this advocacy work will build upon the framework developed through our earlier Task Force and Collaborative efforts.

CHALLENGES

Arts education in Santa Cruz faces two familiar obstacles: *lack of time, and lack of funds*. General education teachers are already overtaxed as they necessarily focus on scores and "teaching to the test". Many feel they simply don't have the

SANTA CRUZ COUNTY ARTS ED DATA MAPPING PROJECT PILOT

time to fit arts education into the day. Even those teachers and schools that understand the value of arts education, and that are very motivated to provide programming for their students, often do not have the support they need to help find ways to prioritize and support the arts opportunities which currently exist. The funding piece is simple: most schools do not have the budget to pay for artists and materials. And the schools that do have funding rarely have the budgets to support sequential, high-quality arts education for all grades.

VISION: WHAT'S NEXT

It is a critical time in arts education in Santa Cruz County. As the Council embarks on our 33rd year, we move forward with a solid foundation and many strengths and opportunities:

- We have the local expertise and skills needed to make a major impact in this field.
- We have numerous communities, consultants and case studies from which we can learn.
- We have like-minded teachers, parents, school administrators, community organizations, arts organizations, businesses, and County Office of Education representatives who support arts education and who are willing to take action.
- We have hundreds of teachers, artists, and administrators who have received quality professional development in arts education.
- We have over 30 years of experience and success in arts education in county schools.

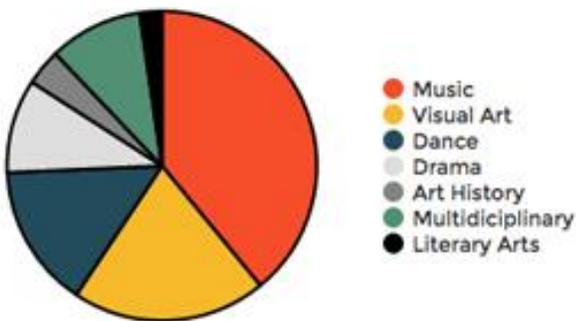
With the *Local Advocacy Network*, we can build on this incredible foundation and launch a movement to turn the tide on arts education in this county. We have a unique opportunity and opening to envision and create a sustainable and strategic **action plan** for arts education. Please join us in this work. Help us create the next generation of artists, creative thinkers, and healthy community members.

PAJARO VALLEY UNIFIED SCHOOL DISTRICT

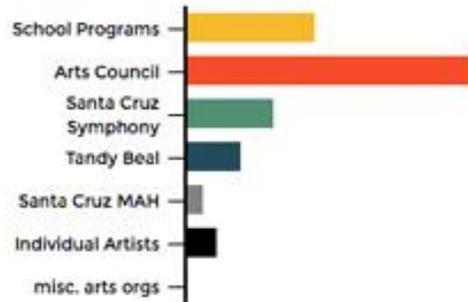
SANTA CRUZ COUNTY ARTS ED DATA PROJECT 2015-2016



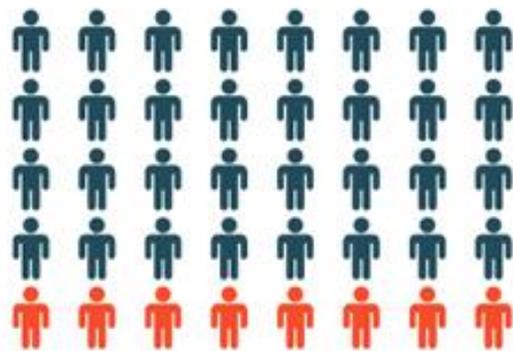
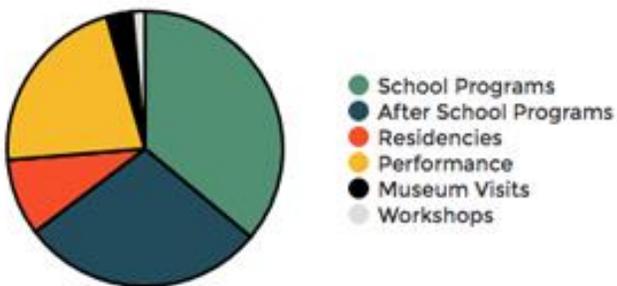
ARTS DISCIPLINES



ARTS PROGRAM PROVIDERS



ARTS PROGRAM TYPES



79.9% are on Free Reduced Priced Meals or are English Language Learners

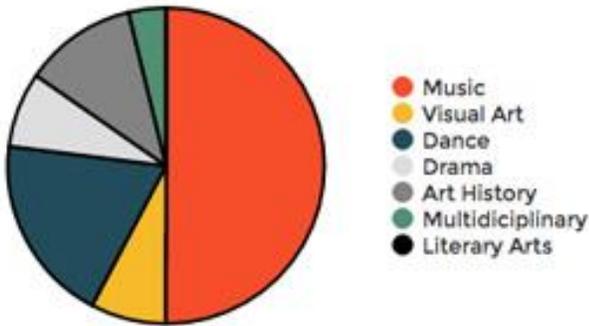
\$11,224 dollars per student

LIVE OAK SCHOOL DISTRICT

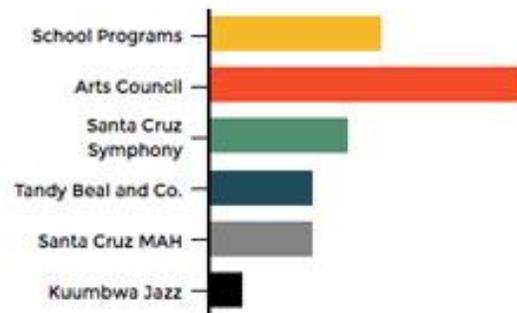
SANTA CRUZ COUNTY ARTS ED DATA PROJECT 2015-2016



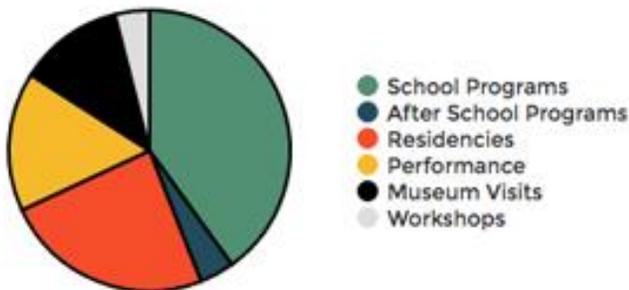
ARTS DISCIPLINES



ARTS PROGRAM PROVIDERS



ARTS PROGRAM TYPES



2,108 STUDENTS ENROLLED
71.4% are on Free Reduced Priced Meals
or are English Language Learners

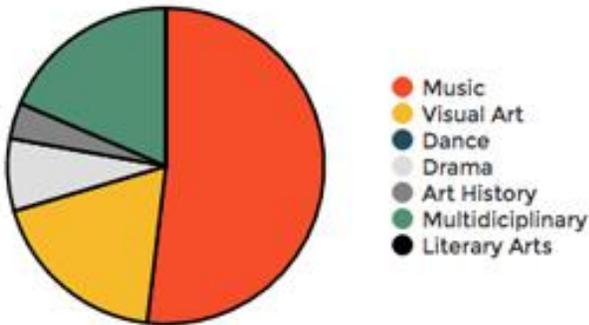
\$9,471 dollars per student

SAN LORENZO VALLEY UNIFIED SCHOOL DISTRICT

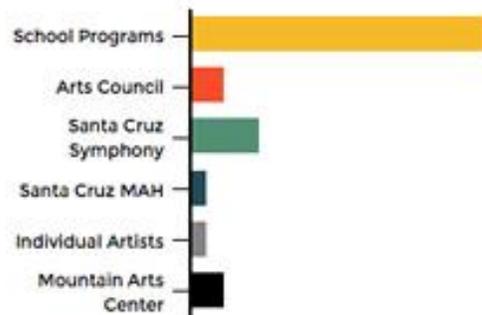


SANTA CRUZ COUNTY ARTS ED DATA PROJECT 2015-2016

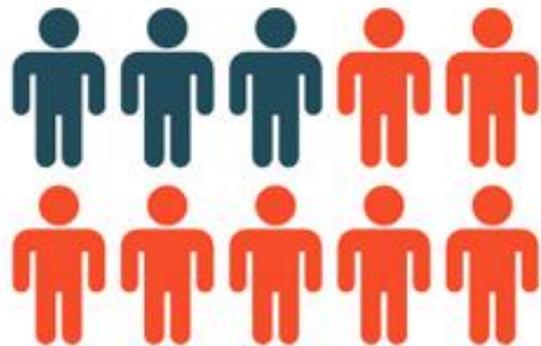
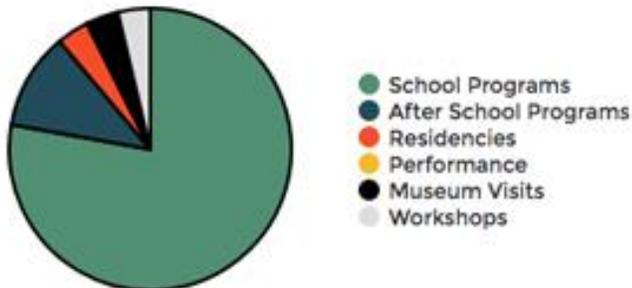
ARTS DISCIPLINES



ARTS PROGRAM PROVIDERS



ARTS PROGRAM TYPES



**21.6% are on Free Reduced Priced
Meals or are English Language
Learners**

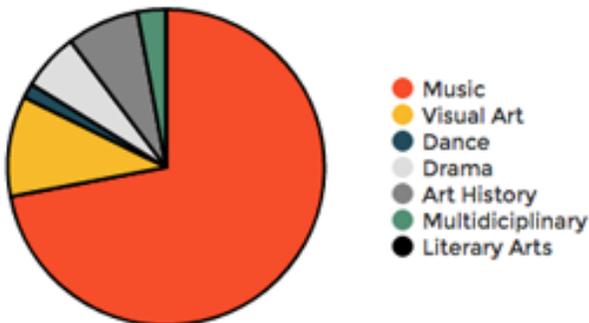
\$9,792 dollars per student

SANTA CRUZ CITY SCHOOLS

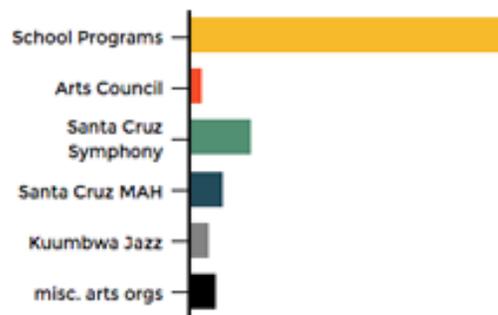


SANTA CRUZ COUNTY ARTS ED DATA PROJECT 2015-2016

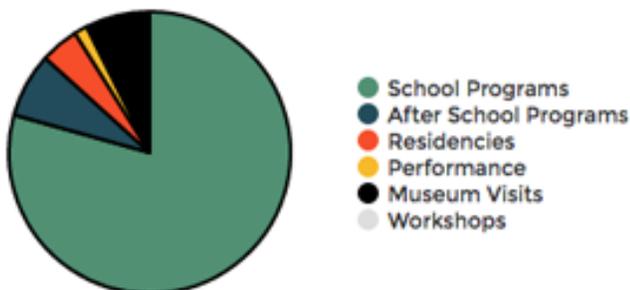
ARTS DISCIPLINES



ARTS PROGRAM PROVIDERS



ARTS PROGRAM TYPES



7,092 STUDENTS ENROLLED
**46.5% are on Free Reduced Priced
Meals or are English Language
Learners**

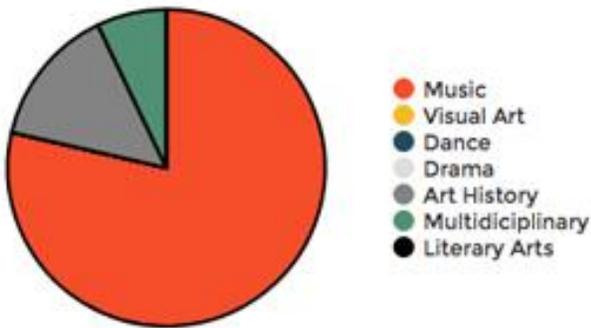
\$10,246 dollars per student

SCOTTS VALLEY UNIFIED SCHOOL DISTRICT

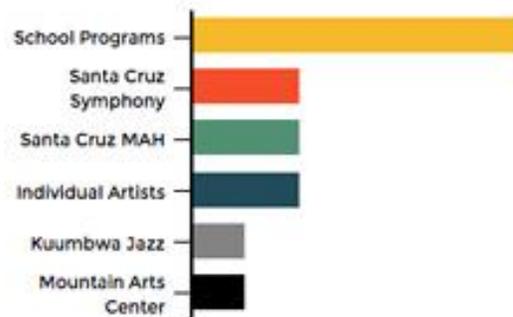


SANTA CRUZ COUNTY ARTS ED DATA PROJECT 2015-2016

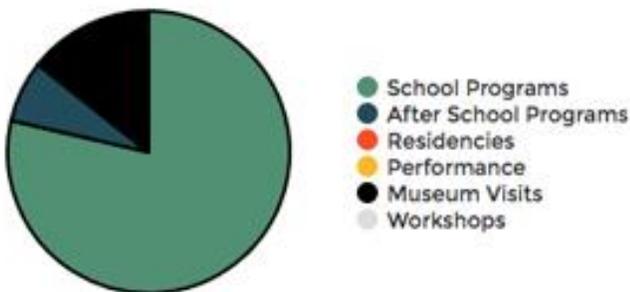
ARTS DISCIPLINES



ARTS PROGRAM PROVIDERS



ARTS PROGRAM TYPES



2,482 STUDENTS ENROLLED

12.4% are on Free Reduced Priced Meals or are English Language Learners

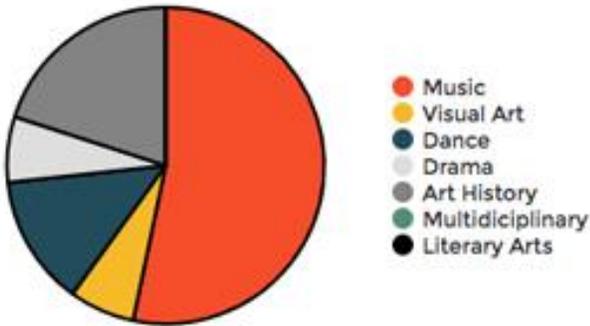
\$8,576 dollars per student

SOQUEL UNION SCHOOL DISTRICT

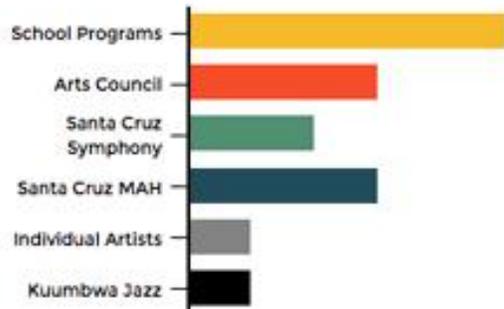


SANTA CRUZ COUNTY ARTS ED DATA PROJECT 2015-2016

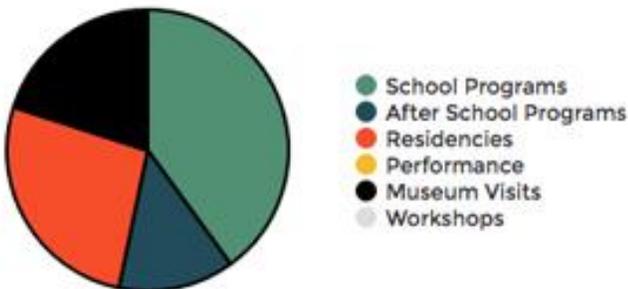
ARTS DISCIPLINES



ARTS PROGRAM PROVIDERS



ARTS PROGRAM TYPES



2,054 STUDENTS ENROLLED

37.3% are on Free Reduced Priced Meals or are English Language Learners

\$8,539 dollars per student