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To my fellow Arts Councils,

I'm writing to encourage you to learn more about the California Alliance for Arts Education's Arts Now Communities program.

Arts Council Santa Cruz County joined the program in 2012. Since that time, the California Alliance has proven to be absolutely invaluable in our process of developing our local arts education advocacy strategy and capacity, resulting in a substantial increase in arts education funding in the Pajaro Valley Unified School District.

This renewed commitment to the arts led the district to increase their VAPA teachers from less than 1 full time art teacher to 20 for elementary and middle schools!

The Arts Now Communities program is a statewide network of regional, district, and county advocacy groups who receive strategic coaching, training, communications support, and grant opportunities from the Alliance. In this role, I built a cross-sector coalition of advocates, assessed the current status of arts education in local schools, forged relationships with local school leaders, participated in arts education planning, and increased the visibility of the arts in Santa Cruz County.



By providing timely information on new opportunities and strategies for advocacy, the Alliance kept us up to speed on current trends so we were able to be proactive, rather than reactive, in our decisions. By also providing various communications platforms to highlight our success, they brought an added level of credibility and visibility to our work. The events and earned media of the Arts Now Campaign have offered us a chance to share our work before a statewide audience and build relationships throughout California.

The work of the California Alliance for Arts Education has had a significant impact in my community. To learn more contact Robin Hampton at Robin@artsed411.org

Yours truly,
Sarah Brothers

Arts Education Director
Arts Council Santa Cruz County