

# **San Diego County Arts Network**

## **Strategic Plan**

**2008-20013**

Ron Jesse, Arts Coordinator  
San Diego County Office of Education

Facilitated by Liz Lindsley and Karin Schnell  
Coach in Every Corner, California Alliance for Arts Education

# San Diego County Arts Network Vision 2013

In 2013, San Diego County we will have in place...

Sequential Arts for All K-Life	County Commitment to San Diego Arts Network	Rich Ongoing Professional Development	VAPA is Everywhere - Equity in the Arts	Student Learning - Quality - Depth - Mastery -	County and Community Partnership & Support	State of the Art Facilities & Instructional Equipment
<p>Established Sequential Curriculum</p> <p>Arts Electives <u>Accessible</u> to students – more slots in the scheduling</p> <p>Arts Electives at all secondary schools</p> <ul style="list-style-type: none"> <li>- dance</li> <li>- theatre</li> <li>- music</li> <li>- visual art</li> </ul> <p>Elementary → Middle → High School → College Articulation</p> <p>Sequential VAPA Arts – Weave K-12 All Students</p> <p>Increased enrollment &amp; high school grads by way of VAPA</p>	<p>District VAPA Coordinator</p> <p>Support Network Financially</p> <p>Superintendent Driven County-Wide Arts Compact (ex. CAHSEE)</p> <p>90% of Districts will join SD Arts Network &amp; have VAPA Director</p> <p>Board Member(s) Involved in SDAN</p> <p>SDAN Leadership Board to sustain network</p>	<p>Commitment by Community Partners to teach teachers</p> <p>Collaboration Time for Teachers</p> <p>VAPA Professional Development Integration Capacity Stand Alone</p> <p>Increased # on VAPA teachers involved in TCAP training.</p> <p>Professional Development Teachers &amp; Administration Consistent, in depth for all</p>	<p>SD County Office mandated time for VAPA instruction</p> <p>60 min./week of quality VAPA instruction K-6 (all disciplines during the year)</p> <p>E.L.D = Music, Dance, Theatre, Visual Arts</p> <p>Meaningful, Quality Integrated Arts Lessons in:</p> <ul style="list-style-type: none"> <li>- PE</li> <li>- Math</li> <li>- ELA</li> <li>- Science</li> <li>- Social Science</li> <li>- ELL</li> </ul> <p>VAPA is Core &amp; Evident in all Classrooms</p>	<p>Assessment</p> <p>Project learning integrating arts across curricula</p> <p>All students have foundational skills in the arts discipline K→ up</p> <p>Students can articulate about the arts</p> <p>Intense student engagement</p>	<p>County-wide Support Hub</p> <ul style="list-style-type: none"> <li>- research</li> <li>- Community partners</li> <li>- Professional Development</li> <li>- Counseling/parents</li> </ul> <p>More and Continued Community Arts Partnerships</p> <p>Collaboration between all entities of arts education</p> <p>Campus-Community Connection</p>	<p>Equal Access to Modernization for all VAPA teachers</p> <p>Art Supplies</p> <p>Instrument Repairs</p>

## San Diego County Environmental Scan

PAST		PRESENT	
SDAN Accomplishments	SDAN Weaknesses	SDAN Setbacks	SDAN Strengths
<p>Administrators learned arts content</p> <ul style="list-style-type: none"> <li>❖ Learned Instructional strategies</li> <li>❖ Linking with Art Education Roundtable and local universities</li> </ul> <p>Used map toolkit to evaluate programs</p> <ul style="list-style-type: none"> <li>❖ Longevity of engagement</li> </ul> <p>Networking</p> <ul style="list-style-type: none"> <li>❖ Web site: info on districts</li> <li>❖ 6 video examples → 31 of program how programs were built</li> <li>❖ 13 districts → 31 (42)</li> <li>❖ San Diego Unified at table</li> <li>❖ No more isolation</li> <li>❖ Mantra – Art Is Core - Rigor</li> <li>❖ Working through tough times</li> </ul> <p>Visited exemplary programs</p> <p>Retreat (ex. Looking at work)</p> <p>P.D. Admin. - Building Capacity</p>	<ul style="list-style-type: none"> <li>• We need all 42 school districts at the table</li> <li>• Administration Turnover</li> <li>• Always having to advocate</li> <li>• Running on very little money</li> <li>• We don't ask for commitments from members</li> <li>• Participation is voluntary</li> <li>• There's a lack of cultural/Ethnic diversity in the SDAN</li> <li>• Things come top down not from neighborhood culture</li> <li>• Poster child syndrome</li> <li>• Politics – block grant admin – audit</li> <li>• Seriousness of arts (being fun)</li> <li>• Outside the agenda</li> </ul>	<ul style="list-style-type: none"> <li>• We are often preaching to choir (nay – sayers?)</li> <li>• Superintendent and leadership turnover / continuity</li> <li>• Lack of tradition – consistency</li> <li>• Inconsistent funding</li> <li>• Caught in numbers game – (31 students) (90 in dance)??</li> <li>• Politics – NCLB</li> <li>• Economic forces in educational programs</li> <li>• Loosing 20% of students between grades 9 and 12</li> <li>• Lack of time – NCLB fear</li> <li>• PI compliance</li> <li>• Teach people arts are necessary</li> <li>• After school programs getting more arts attention</li> </ul>	<ul style="list-style-type: none"> <li>• <b>More people and districts are on board</b></li> <li>• Strong leadership</li> <li>• Resources for new districts</li> <li>• SDAN structure</li> <li>• Network of passionate people</li> <li>• 12+ districts have strategic plans (arts)</li> <li>• Speak our voices – constructive interactions</li> <li>• Quality Professional Development: Deb Broska TCAP Field Trips to schools</li> <li>• People state-wide know about us</li> <li>• CCSESA, 58 County Superintendents, and CISC, Assistant Superintendents, look to San Diego (How did it happen)</li> <li>• Interact with lots of organizations – ex. CMEA etc.</li> <li>• Community partners – AERO</li> <li>• Quality arts education a priority</li> <li>• Communicate (“Seal of Approval”)</li> </ul>

## San Diego County Arts Education Strategic Plan County Wide Assets

*(not in any particular order-- \*items are considered key leverage points)*

<p>PTA          Booster groups          *Service Clubs          Churches          Community Council for Music in Schools          Tribes- Casinos          City Governments          Young Audiences          *XLNC 7 (Air Time)          Fallbrook Music Society          Live Nations—Coors Venue Amphitheater          David Knoll Kiwanis          Senior Centers          Cultural Organizations          Operation Education, African American Hip Hop          *Starbucks Volunteers (literacy and the arts)          Woman's Club          El Capitan Stadium Association          *Bill Virchis – Key note, well connected, High Profile, Orator</p>	<p>City Arts Commissions          County Board of Supervisors          Jazz 88 Mark De Boskey (\$, Jazz, Free Advertisement)          ROP (need credentialed teachers; \$5,000 per class)          *Susan Davis NCLB          HP in RB (marketing)          Retired Arts Teachers (Roy Anthony teacher of the year)          Qualcom          *Rotary          *KPBS          *SDCOE Board Pres. Robert Watkins          *SDCOE Superintendent Randy Ward          *Diane Jacobs (County Supe??)          Cal State San Marcos, Merryl Goldberg Suave Program          Rotary Man (used to be President of Grossmont College)          El Cajon Performing Arts Center</p>	<p>*Bob Filner USDOE grants          San Diego Museum of Art          High School students in the arts          Americans for the Arts (Advocacy)          Trade type colleges (design etc.)          Escondido Children's Museum          *Paula Cordeiro USD Dean          Chambers of Commerce (Cause Marketing)          Joe's Crab Shack (fund raiser)          *Lincoln Financial (concerts)          98.1 Grants          Community Resource Center Encinitas          SDUSD Grade Level Arts Experience          Project Members:              1- Puppet Guild,              2- Malachoch,              3- Timken,              4- SD Symphony,              5- Balboa Park,              6- Mingei,              7- SD Opera,              8-9 International House of Blues</p>
---	--	--

# Strategic Directions | March 2008

What innovative substantial actions will move us toward our vision?

<p><b>Cross Pollination: Finding Common Ground Across Disciplines and Agencies</b></p> <ul style="list-style-type: none"> <li>❖ Find the common ground of all VAPA disciplines</li> <li>❖ One Vision: What is it? What is our role? Communicate this. (like ants)</li> <li>❖ Integrate the arts responsibly</li> <li>❖ Create heterogeneous PLC's at District level</li> </ul>	<p><b>Create a County Arts Compact</b></p> <ul style="list-style-type: none"> <li>❖ Arts Strategic Plans in all districts creates sustainability</li> <li>❖ County Superintendent Randy Ward to initiate County Arts Compact</li> <li>❖ Superintendent Compact; reduce dropouts, increase attendance</li> <li>❖ Show how arts can increase academic achievement</li> <li>❖ Open dialog with Key district administrators</li> <li>❖ ADA (attendance) connection = Arts implications</li> </ul>	<p><b>Reduce Boredom-Empower Educators</b></p> <ul style="list-style-type: none"> <li>❖ "Don't teach more, teach smarter!"</li> <li>❖ Allow people to have creative ideas</li> <li>❖ Smarter testing</li> <li>❖ Explore alternative schooling models</li> <li>❖ Provide PD to classroom generalists</li> <li>❖ Drop out /Tune out: No routine</li> </ul> <p style="text-align: center;"><del>Routine</del></p>	<p style="text-align: center;"><b>Maximizing the Impact : Leadership, Professional Development, &amp; Collaboration</b></p> <p style="text-align: center;">Clint, Liz, Kasey, Janice</p>
<p><b>Advertise -- Educate – Advocate</b></p> <ul style="list-style-type: none"> <li>❖ Non Believers + Cheerleaders = Arts Awareness</li> <li>❖ Create a \$ Impact VAPA plan for District decision makers. (we save you money)</li> <li>❖ Speakers Bureau- Students tell stories</li> <li>❖ Arts Political action committee: Politicians, Community leaders</li> <li>❖ Advertise, Advocate, Educate all levels</li> <li>❖ Arts classes for parents</li> <li>❖ Advocacy: Series of profile Article</li> <li>❖ Strategic Partnership to advocate for arts education</li> </ul>	<p><b>Expand Circles of influence: Parents, Community, Business, Educators</b></p> <ul style="list-style-type: none"> <li>❖ Bring New Board members to SDAN</li> <li>❖ Culturally diverse Arts Advocacy Council</li> <li>❖ New Blood needed: feeder schools, PTA, School Board, Non- profit, Business, Clubs</li> <li>❖ County Arts support committee: PTA- Boosters, Retired teachers, Service Clubs</li> <li>❖ Target Culturally Diverse leadership for SDAN</li> </ul>	<p style="text-align: center;"><b>Broadening &amp; Strengthening Our Support Base</b></p> <p style="text-align: center;">Russ, Kathy, Hilliard, Clint, Janice</p>	
	<p><b>Secure Funding for Quality Arts Education</b></p> <ul style="list-style-type: none"> <li>❖ Grant writer for the arts only (all levels)</li> <li>❖ Budget cuts on the backs of Administration &amp; Classified</li> <li>❖ Funding: Lincoln Financial ↔ Starbucks</li> </ul>	<p><b>Identify and Use Existing Resources</b></p> <ul style="list-style-type: none"> <li>❖ Identify and use existing resources</li> </ul>	<p style="text-align: center;"><b>Developing the Resources to Sustain Quality Arts Education</b></p> <p style="text-align: center;">Karen, Hilliard</p>

## Brainstorm of One-Year Accomplishments

	Current Reality	Year One Accomplishments	Success Indicators
<b>MAXIMIZING THE IMPACT: LEADERSHIP, PROFESSIONAL DEVELOPMENT &amp; COLLABORATION</b>	<p><u>What is in place?</u></p> <ul style="list-style-type: none"> <li>• SDAN – 4 asst. superintendents involved NCPDF</li> <li>• TCAP Workshops</li> <li>• Center Artes</li> <li>• Standards 101-102</li> <li>• SAUSD training</li> <li>• National &amp; SDUSD collaborations</li> <li>• Sweetwater lessons</li> <li>• Encinitas training 9 months</li> <li>• AERO Professional Development with Arts community and Education Community</li> <li>• TA Project Elementary training</li> </ul> <p><u>What is Missing?</u></p> <ul style="list-style-type: none"> <li>• Money</li> <li>• Resource Directory on Professional Development</li> </ul>	<ol style="list-style-type: none"> <li>1. Publish Resource Directory – Professional Development – Assemblies</li> <li>2. On the agenda at Area Councils Share information on Professional Development talk about AERO</li> <li>3. Web site provides more resources – on line field trips. Link to SDUSD vignettes of professional development</li> <li>4. Summit – earlier in September Sharpen focus – widen audience</li> <li>5. Highlight district plans that include arts – publish online – tell the story</li> <li>6. TCAP- professional development</li> <li>7. VAPA standards 104</li> </ol>	<ul style="list-style-type: none"> <li>• Thru compact have information on professional development delivered in district</li> <li>• Specified professional development days for arts</li> <li>• Arts on NCPDF agenda</li> <li>• ECEN – South County has professional development association SDUSD for Admin. – C &amp; I – principals</li> <li>• Every district in network</li> <li>• Half of the districts with assistant superintendents at SDAN meetings</li> <li>• Number of (district) Strategic Plans that include the arts</li> </ul>
<b>BROADENING &amp; STRENGTHENING OUR SUPPORT BASE</b>	<p><u>What is in place?</u></p> <ul style="list-style-type: none"> <li>• People meeting – talking about Hub</li> <li>• Writing on Arts – media</li> <li>• Data Foundation/research (online)</li> <li>• Assessment Resource Guide (online) – will be up 9/08</li> <li>• PTA – Reflections/SmARTS programs</li> </ul> <p><u>What is Missing?</u></p> <ul style="list-style-type: none"> <li>• Ongoing arts advocacy to key people – superintendents/board members</li> </ul>	<ol style="list-style-type: none"> <li>1. County Arts Compact</li> <li>2. Superintendents' Forum</li> <li>3. Survey of all School Board candidates (arts education stance)</li> <li>4. Target a specific SDAN meeting date to get board members to attend</li> <li>5. Hub formed</li> <li>6. Presentation to Education Committee of Chamber of Commerce</li> </ol>	<ul style="list-style-type: none"> <li>• Compact</li> <li>• Board members (2) part of SDAN Information to them</li> <li>• Advocacy – ‘Speakers Bureau’ –people who are trained give 6 talks in three years</li> <li>• 10 new relationships with businesses</li> <li>• 90% districts with Arts Plans</li> </ul>
<b>DEVELOPING THE RESOURCES TO SUSTAIN QUALITY ARTS EDUCATION</b>	<p><u>What is in place?</u></p> <ul style="list-style-type: none"> <li>• SDAN has done a lot – Y’all come</li> <li>• People resources – sharing spirit</li> <li>• Hewlett support – Keeping in touch CCSESA/CAAE</li> <li>• San Diego Foundation – mini grants</li> </ul> <p><u>What is missing?</u></p> <ul style="list-style-type: none"> <li>• Resource Directory</li> <li>• No charge for service</li> </ul>	<ol style="list-style-type: none"> <li>1. Fee \$20 per year per person – to be involved</li> <li>2. ? Pay for grant writer</li> <li>3. Foundation supports SDAN</li> <li>4. Enhanced data/Resource guides arts partners to who is certified, etc. What is happening – helps granters know who is funding what.</li> </ol>	<ul style="list-style-type: none"> <li>• More funding from General Fund</li> <li>• Support from 3+ foundations</li> <li>• Local philanthropists support</li> <li>• Major funder – several year</li> <li>• Look at membership amount for SDAN</li> </ul>

## San Diego County Office of Education: Arts Implementation Calendar 2008-2009

	July- Sept 08	Oct.-Dec. 08	Jan-March 09	April-June 09
<p><b>MAXIMIZING THE IMPACT: LEADERSHIP, PROFESSIONAL DEVELOPMENT &amp; COLLABORATION</b></p> <p>Meryl, Karen, Kathie, Liz, Janice</p>	<p>Develop Arts Integration Presentation :5 examples in 3 min (Meryl)</p> <p>Publish Resource Directory of Prof. Development Providers and Assemblies (Meryl, Ron, Karen)</p> <p>Get on Agendas of Area Consortia to provide info on PD and AERO (Liz ECEN, Meryl NCPD, Ron South)</p> <p>TCAP Professional Dev. Workshops (Helena)</p>	<p>Summit :Sharpen Focus Widen (Meryl)</p> <p>Expanded Website: provides online fieldtrips &amp; link to district websites, lesson plans (Ron ongoing)</p> <p>Focus SDAN meeting on integration practice (clearing house) Ron</p>		<p>Strategic Arts Plans in 3 more districts</p>
<p><b>BROADENING &amp; STRENGTHENING OUR SUPPORT BASE</b></p> <p>Russ, Ron Hiliard, Clint, Kasey</p>	<p>Survey of School Board Candidates: Do they support the arts (Hiliard)</p> <p>Develop Speaker's Bureau (Russ)</p>	<p>Hold a SDAN Meeting for School Board members (Kasey)</p> <p>Superintendent's Forum (Ron)</p>	<p>Speaker's Bureau presentation to Chamber of Comm. and others</p>	<p>Arts Ed Compact (Ron, Clint)</p> <p>Hub Developed (Meryl)</p> <p>Ongoing Speaker's Bureau presentations</p>
<p><b>DEVELOPING THE RESOURCES TO SUSTAIN QUALITY ARTS EDUCATION</b></p> <p>(Sam, Ron, Karen, Hilliard, Jenn)</p>	<p>Value added \$20/yr fee for SDAN, notify and collect (Ron)</p>	<p>Foundation funds SDAN Hewlett or SD Foundation (Ron)</p> <p>Enhanced Database- guide to education and arts partners- Granters see who is funded.</p> <ul style="list-style-type: none"> <li>• Home YASD</li> <li>• Resources</li> <li>• Nancy Taylor Science Alliance</li> </ul>	<p>Secure salary for Grant writer (Karen) gathers info about grants)</p>	

Created 4/16/2008