



Local Advocacy Network Project

In 2009, with funding from The James Irvine and William and Flora Hewlett Foundations, the California Alliance launched the Local Advocacy Network Project. The goal of the program is to empower local community members to preserve and expand arts education in the schools through a strong network of advocacy coalitions. The networks represent a cross section of community interests, including business, community, education and arts organizations. Their united message conveys that an investment in arts education is an investment in the well being of the larger community.

Phase One

During the first phase, completed in May 2009, local advocacy efforts were launched in ten California communities. Pilot program launch breakfasts were held and local alliances were established. The breakfasts raised public understanding and support for the critical role of arts education in the development of every student.

The participating communities included:

Bakersfield (Kern County)	San Mateo County
Saddleback Valley (Orange County)	Hayward (Alameda County)
Compton (LA County)	Sonoma County
Salinas (Monterey County)	Twin Rivers (Sacramento County)
Encinitas (San Diego County)	Tuolumne County

Phase Two

In the second phase of the project, the Alliance is building capacity in existing networks to ensure that they can work effectively and independently. We are also establishing coalitions in ten new communities in San Diego and Orange Counties in 2010. Ultimately, the Alliance envisions local coalitions of various configurations throughout the state, ensuring that arts education has a solid base of community support in all regions. Capacity building support from the Alliance will take the form of web tools and resources, advocacy and spokesperson training, coalition building and best practice guides, and rapid response mechanisms. For more information, contact Joe Landon, Policy Director, joe@artsed411.org.