



For Immediate Release  
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## **ARTS NOW CAMPAIGN PLANS STATEWIDE INITIATIVES TO IMPROVE QUALITY OF STUDENT EDUCATION THROUGH THE ARTS**

Focus on Moreno Valley (Riverside County), September 21 & 22

School leaders all over California are investing in arts education in innovative ways to improve schoolwide outcomes. The **Arts Now Campaign**, launched by the **California Alliance for Arts Education**, shines a light on districts and counties that are working to improve the quality of students' educations through the arts and encourages other districts to prioritize arts education.

**Arts Now Communities** is a growing statewide network of regional/district/county advocacy groups who receive strategic coaching, training, communication supports and grant opportunities to pursue campaign objectives. The campaign combines outreach, education and recognition of local leaders and communities through planning, training and regional summits.

On **September 21 & 22**, all eyes will be on Moreno Valley as they move from a successful arts planning process to action. Two events are planned for arts and education leaders and advocates to focus on securing funding, education policy and a [Student Rights to Arts Learning](#).

"Our goal is to establish the expectation that every district is responsible for providing their students with a high quality, comprehensive education that includes a robust arts program, complete with instruction by credentialed arts teachers as well as arts integration strategies implemented across the curriculum," explained Sibyl O'Malley, California Alliance for Arts Education.

The Alliance is spearheading efforts to achieve three goals:

### **Arts Now Objectives:**

1. Support the development of district and county arts plans
2. Provide education about how districts can use arts strategies to improve outcomes for low incomes students through Local Control Funding Formula (LCFF) and the Title I program
3. Empower community members to advocate for arts education through Arts Now Communities
4. Promote student voices in school decision-making and arts education advocacy

"From improved student engagement to increased academic achievement, the benefits of a creative education have profound and lasting impact on K-12 students," explained Alliance Executive Director Joe Landon. "The creativity and innovation cultivated by an arts education develop into skills essential for success in the workforce. Together we will demonstrate the success of arts education learning in districts that have embraced a robust investment and determine how these practices can be replicated throughout California."

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To Learn More Please Visit: [www.artsed411.org/artsnow](http://www.artsed411.org/artsnow)

## **Moreno Valley ARTS NOW Calendar of Events**

### **Moreno Valley (Riverside) Unified School District Launch Event** **Thursday, September 21, 2017 at 7:30am**

**Description:** Success story of Arts Planning to Arts Now Community. Launch of the Moreno Valley Arts Now Community, a breakfast for school, business, and community leaders to strengthen support for arts education. This event is an opportunity for all stakeholders to have a voice in the education of our children.

Last year, Moreno Valley USD completed an arts plan through the arts planning initiative. Through the arts planning process, they formed a leadership team of community members and school leaders and they are now launching a new Arts Now Community. In addition, the district has adopted the [Declaration of the Rights of All Students to Equity in Arts Learning](#). Moreno Valley USD is the 5<sup>th</sup> local advocacy group started in Riverside country and the 2<sup>nd</sup> arts plan completed.

### **Local Advocacy Retreat, Riverside County** **Thursday afternoon and Friday, Sept. 21 & 22**

**Description:** This annual event gathers local organizers from Arts Now Communities across the state to share their success stories and challenges, receive policy briefings and professional development, and help build a stronger statewide network. It's a great way to for advocates to get energized and equipped for the coming year.

Event includes a student keynote, a panel of speakers including Jesus Holguin (School Board Member) and Pat Wayne (CreateCA.) Eight new groups will be attending the retreat this year.

**If you would like to attend one of the events or to learn more about the Arts Now Campaign, please contact:**

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### ***The California Alliance for Arts Education***

*The California Alliance for Arts Education was established as a volunteer-driven grassroots organization in 1973, aimed at ensuring that arts education is at the core of every child's education. The mission of the Alliance is to promote, support and advocate for visual and performing arts education for preschool through post-secondary students in California schools. Our efforts focus on three key areas: public advocacy, statewide policy and partnerships.*

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