Get active on social media with #artsnowca
Dear Fellow Arts Education Supporters,

Across California and nationally, many county offices of education, school districts and individual schools are responding positively to research-based evidence demonstrating that arts education strategies transform student outcomes. In these areas, arts education has become a funding priority in addressing student needs and improving school-wide outcomes.

Through the Arts Now California campaign, the California Alliance for Arts Education (Alliance) and our partners will shine a light on these trailblazers and the strategic investments they are making to improve the quality of students’ educations. Our goal is to establish the expectation that every county, district and school 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 being implemented across the curriculum. Our campaign will celebrate those taking a leadership role in prioritizing arts education and will encourage others to prioritize arts education as well.

To learn more, please visit our Arts Now California website at www.artsed411.org/artsnow.

Thank you to all the organizers, sponsors, speakers and attendees who helped make this Arts Now Humboldt Summit and the huge success it is about to be.

Sincerely,

Joe Landon
Executive Director
California Alliance for Arts Education

Please post comments and photos from the Summit on social media and use the hashtags:

#artsnowca  #ArcataArtsInstitute  #artsed
8:30am  Registration, Breakfast & Networking

Student Performances:
• Harp solo by Annika Mauro, Sophomore, Arcata High School (AHS).
• Arcata Arts Institute (AAI) small ensemble performing contemporary pieces under the direction of Cassie Moulton.

9:00am  Summit Welcome & Recognition
• Joe Landon, Executive Director, California Alliance for Arts Education (Alliance)
• Anne Bown-Crawford, Director, Arcata Arts Institute & Innovation Design Institute (AAI & IDI)

9:10am  Chris Hartley, Superintendent, Northern Humboldt Union High School District (NHUHSD)
NHUSD’s vision for student success and the District’s decision to make an investment in the arts.

9:15am  David Navarre, Principal, Arcata High School (AHS)
Welcome & Background on what an emphasis on arts education has meant to the students and community of AHS.

9:20am  Colleen Toste, Board Member, NHUSD & Managing Director, Humboldt County Office of Education (HCOE) Rising Stars Foundation
Remarks & General Welcome to those from Humboldt and beyond.

9:25am  Panel 1: Strategies for Meeting the Challenge of Providing a Creative Education from Northern Humboldt
School leaders, teachers, and community partners share how they have increased opportunities for creative learning through collaboration and partnerships within Humboldt’s creative economy, as well as programs that engage local artists and arts organizations in classrooms.
• Jennifer Dojka, Art Educator/Local Artist/California Turnaround Arts/ Humboldt State University
• Tim Grey, Composer/Sound Designer, Dell’Arte International School of Physical Theatre
• Vivian Harp, Alumni, AAI & Student, California College for the Arts (CCA)
• Randy Mendosa, Parent, Rotary Member & Former Police Chief, Arcata Police Department
• Treyce Meredith, AAI Alumni/Interaction Designer, Carbon Five
• Praktik Motwani, Actor/Puppeteer, Dell’Arte International School of Physical Theatre
• Phil Ricord, Store Owner, Wildberries Marketplace
• Stacy Young, County & Regional Arts Lead, HCOE
• MODERATOR: Anne Bown-Crawford, Director, (AAI & IDI)

10:20am  Break

10:30am  Panel 2: The Arts Now California Campaign- Funding Opportunities and Resources to Build Creative Ed in Rural Districts
The California Alliance for Arts Education introduces the Arts Now California Campaign, which spotlights effective strategies being used by communities to advance arts education in local schools and provides strategic assistance with Arts Planning, Title I
funding for arts integration strategies and prioritizing the arts in district Local Control Accountability Plans.

- **Joe Landon**, Executive Director, Title I Arts, Alliance
- **Peggy Burt**, Senior Advisor, Arts Planning Initiative, Alliance
- **Hector Marquez**, Teacher Mentor, Burton School District
- **Robin Hampton**, Field Manager, Arts Now Communities, Alliance

11:10am **Presentation: Arts Ed Data Project**
Learn to identify and address education inequities across districts and counties using the Arts Ed Data Project’s interactive dashboard, which reports on school-level data on arts education courses and middle and high school enrollment across the state.

- **Pat Wayne**, Program Director, CREATE CA

11:25am **Arts Ed Data Project Data Review & Pair Share**
Summit Participants will break up into pairs to review and discuss regional data followed by large group conversation.

12:00pm **Lunch, Performance & Keynote Address**
Lunch presented by **Culinary Arts Students** under the direction of **Neil Kalson**

**Student Keynote**
- **Leo Stafsnes**, Senior, Theater Arts, AHS
- **Johanna Turney**, Senior, Theater Arts, AHS

**Student Voices Campaign video: “Creative Oasis”**
- **Zoey Knox**, Animation, Senior, AHS
- **Melody Hardwick**, Director, Senior, AHS

Video features originally composed student music, animation, and videography.

**Student Theater Performance of “Dumpster Dan”**
- Director and Lighting Design: **Talia Mueller**, Junior, Theater Arts, AHS
- Dan: **Noah Thorwaldson**, Junior, Theater Arts, AHS
- Dan’s Father: **Jackie Hessler**, Junior, Theater Arts, AHS
- Author: **Christopher Wall**

Performance is entirely student directed, produced and performed.

1:00pm **Break**

1:10pm **Gather and Depart for Classroom Visits**
Attendees will break-up into 4 small groups using the colored sticker on your nametag. At the direction of Student Ambassadors all attendees will have the opportunity to observe Fashion Design, Figure Drawing, Audio Recording, and Shadow Puppetry classes.

2:05pm **Return to AHS Fine Arts Center**

2:10pm **Classroom Visit Moderated Q&A**
After all the participants have cycled through each class we will reconvene in the main auditorium with staff and students of the arts classes for a moderated Q&A.

2:25pm **Conclusion & Invitation to Further Classroom Visits**
All participants are invited to engage in additional classroom visits post adjournment.
- **Joe Landon**, Executive Director, Alliance
- **Anne Bown-Crawford**, Director, (AAI & IDI)
- **Stacy Young**, County & Regional Lead, HCOE

2:30pm **Adjourn**

4:00pm **STEAM Conference**
SMALL GROUP SCHOOL SITE VISITS

Fashion Design
This course is a prerequisite to our annual student fashion show, Flow. Beginning sewing students learn basic functions of domestic sewing machines as well as the comprehensive skills need to follow a ready-made pattern. Returning Flow designers will refresh their sewing skills while learning to draft their own patterns, and accomplishing patterns assigned by instructors as well as creating their own fashion lines. This class is taught by industry experts Annie Liedstrand, who is trained in professional sail manufacturing, and Margaret Uemura. Margaret has been working with AAI students for the past nine years since returning from Woodbury University where she studied Apparel Design and Marketing. She specializes in industrial sewing techniques, pattern drafting, textile design experimentation, and using these mediums to foster an empowering and conscientious workshop experience.

Painting with Shadows
Using shadow projectors, flashlights, cake boxes and other found materials students investigate the realm of contour shadows, 2d shadows, 3d shadows, and dual images. Students learn to make their own shadow puppet and discover how the shadow images link together to communicate a thought, idea, or feeling in this most visceral and primal more of storytelling. This class will be working on a rendition of Alice in Wonderland. This class is taught by artist expert and panelist Pratik Motwani.

Figure Drawing
Students hone their drawing skills. Learning to handle light, shadows, form, shape, and depth. Figure drawing is a crucial part to arts education and brings together the principles of art and design. This class is taught by Joyce Jonte. Joyce is a local artist who moved to Arcata in 1974 to study art at HSU. She graduated in 1979 with an emphasis in life drawing, representational drawing, and watercolor painting. Her paintings have always been inspired by the exquisite world we live in. The subject matter varies, but her response to form, contour, light and shadow remains constant.

Music Theory and Recording
Students learn the essentials of western music theory, from reading and writing music to studying music notation, and terminology. Students also get the opportunity to examine the fundamentals of audio recording. They learn how to hone listening skills, the importance of microphone selection, and software techniques for recording, mixing and editing. The goal of this class is to give the students the opportunity to make the best quality recording possible. Taught by sound master, and panelist, Tim Grey and lead AAI music director Cassie Moulton. Cassie has been a music educator for six years both locally and in Central California. Her experience as an educator includes: Beginning and Advanced Orchestra, Beginning and Advanced Band, Beginning and Advanced Vocal Ensembles, Guitar, and Music Appreciation. During her undergraduate work at HSU she helped bring music to rural schools through the Northcoast Music Mentors. As a Humboldt County native, Cassandra grew up participating in many ensembles and was a product of the Humboldt Music Academy.

Summit Sound & Lighting provided by
Lighting and design for this event has been produced by Talia Mueller, Johanna Turney, Holly James and Clare Rockwood under the direction of Melanie Zapper. Melanie received her undergraduate degree from Occidental College in psychology and theatre while working both onstage and backstage for theater and film companies. In 2002 she found her way to Arcata and shortly after began to perform within the local theater, dance, spoken word and performing arts circles. She has been involved in performances with North Coast Repertory Theatre, Redwood Curtain Theatre, A Reason to Listen Poetry Collective, 2Left Feet Dance, Big North West Dance, Chakra Nation Hoopers, Circus of the Elements, Nightshade Serenade, and Free the Beasts. Melanie has been teaching math and performing arts since receiving her credential from HSU in 2003. She is a certified Chakra Nation Hoop Dance Instructor who may currently be seen with the Redwood Rings Hoop Troupe and Kitty Inferno Fire.
Integrated holistically into the culture of the school, programming that is rigorous, effective and closely with each school to help build arts education of the three-year partnership, the program works to address larger school challenges. Over the course of the program is a collaboration with school communities that strategically targets services and resources to schools that are “priority-designated,” as defined by the U.S. Department of Education, and identified by the California Department of Education as performing in the lowest 5% in the state during the application period. The heart of the program works to rethink and create an educational environment for all California students that features arts education as a central part of the solution to the crisis in our schools. In this capacity she was appointed by Superintendent Torlakson to help write his Blueprint For Creative Schools.

Stacy Young, County & Regional Arts Lead, Humboldt County Office of Education • Stacy is the Arts Learning Specialist for the Humboldt County Office of Education. The California County Superintendents Educational Services Association (CCSESA), with a generous grant from the William and Flora Hewlett Foundation, launched an Arts Education Initiative in 2006. The goal of this initiative is to help ensure that all students receive high quality, standards-based arts education as part of a comprehensive public school education.

Jennifer Dojka: Local Artist/Art Educator/ California Turnaround Arts/ HSU • Jennifer co-created San Francisco State University’s Art Education and International Service Learning Project in Colima, El Salvador, and directs HSU’s Art Education and Service Learning Program. An award-winning artist and art educator, Jennifer has received multiple grants and two Service Learning Fellowships. She currently works as an art educator with California Turnaround Arts at Hoopa Elementary.

California Turnaround Arts is a program directed towards schools that are “priority-designated,” as defined by the U.S. Department of Education, and were identified by the California Department of Education as performing in the lowest 5% in the state during the application period. The heart of the program is a collaboration with school communities that strategically targets services and resources to address larger school challenges. Over the course of the three-year partnership, the program works closely with each school to help build arts education programming that is rigorous, effective and integrated holistically into the culture of the school.

Anne Bown-Crawford, Director, Arcata Arts Institute & Innovation Design Institute (AAI & IDI) • Anne has been a teacher for almost 40 years on a Secondary level. She teaches visual and media arts classes. She is the Founder and Director of the Arcata Arts Institute and the Innovation Design Institute, both are programs within Northern Humboldt Union High School District. She is the Fine Arts Department Chair at Arcata High School as well as Chair of the CREATE CA leadership council, a coalition of organizations, CCSESA, CAEA, CDE, and CAC, whose mission is to is to rethink and create an educational environment for all California students that features arts education as a central part of the solution to the crisis in our schools. In this capacity she was appointed by Superintendent Torlakson to help write his Blueprint For Creative Schools.

Praktik Motwani, Actor/Puppeteer, Dell’Arte International School of Physical Theatre • Praktik is an actor, theatre deviser, and educator originally from Mumbai, India with a specialization in eastern and western forms of physical theatre, mask performance and devised work. He holds an M.F.A. in Ensemble Based Physical Theatre from Dell’Arte International School of Physical Theatre, Blue lake, CA. Praktik is currently one of the masterclass teachers for AAI and will be demonstrating his shadow puppetry class during classroom tours.

Randy Mendosa, Rotary Member/Former Police Chief/Parent, Arcata Police Department • Randy is the father to current AAI student, Janie Mendosa. He is a large supporter of local arts. Mendosa began working for Arcata as a bus driver after moving to Arcata in 1978 to attend school at College of the Redwoods and Humboldt State University. He then served for many years as the chief of police for Arcata Police department. Randy also served a few terms on the Arcata city Council and as city manager for six years. He has since retired, but continues to support the community her loves.

Tim Grey, Composer/Sound Designer, Dell’Arte International School of Physical Theatre • Tim wears many hats as a composer, sound designer, audio engineer and musician. Tim is the resident composer and sound designer for the Dell’Arte Company in Blue Lake. His recent credits with the company include Mary Jane: The Musical, Blue Lake: The Opera and Three Trees. Tim is also one of the Masterclass teachers at AAI and will be demonstrating his audio recording class during our classroom tours.

Phil Ricord, Store Owner, Wildberries Marketplace • Phil is the father to AAI alumni student, Gabby Ricord, who spent many years with the program. Phil also owns Wildberries Marketplace a local natural foods grocery store located in the center of Arcata. Phil Ricord has been a large supporter of the Arcata Arts Institute. His store continues to be a space to feature student showcases. Phil’s largest involvement with the program takes place during AAI’s annual ‘Flow’ Fashion show.

Treyce Meredith, AAI Alumni/Interaction Designer, Carbon Five • Treyce is an AAI alumni and was a part of the program for three years during high school. Treyce went on to graduate from California College of the Arts, in Oakland. He is currently working for Carbon Five, the website creation company out of San Francisco. His most recent web design project was for the Contemporary Jewish Museum.
Joe Landon, Executive Director, Alliance
- Joe Landon is the Executive Director of the California Alliance for Arts Education, a nonprofit organization that advances visual and performing arts education in K-12 public schools. Prior to joining the Alliance staff in 2006, Joe worked for four years as a senior consultant for Assemblymember Wilma Chan, focusing on early childhood education and health issues. Prior to that he worked as a principal consultant and speechwriter for Assembly Speaker Emeritus Robert Hertzberg.

The bulk of Landon’s professional career was spent as a practicing artist. Joe was a Playwright in Residence at the American Conservatory Theater in San Francisco, and his plays and musicals were produced there as well as at the Manhattan Theater Club in New York and the Z Space in San Francisco. He also spent 15 years writing for television in Los Angeles, with credits that include the movie “The Comeback Kid” and the award-winning series “The Paper Chase.” He lives in Davis with his wife Laura, and the comings and goings of three fully grown children.

Robin Hampton, Field Manager, Arts Now CA, Alliance
- Robin engages advocates around the state, providing coaching and best practices for local advocacy. Robin previously served as the local organizer for the Arts Council Napa Valley Education Alliance, a cross-sector coalition that successfully completed a county-wide assessment and an Arts Education Master Plan with the Napa Valley Unified School District, which will give unprecedented arts education opportunity and equity to every student from pre-K through high school.

Peggy Burt, Senior Advisor, Arts Planning Initiative, Alliance
- Peggy brings over a decade of experience working with districts on arts plans, as well as training planning coaches for the Los Angeles County Arts Commission’s Arts for All. She started her work as a planning coach for the California Alliance for Arts Education in 2003, and has served as the VAPA coordinator for the Wiseburn School District. She is a co-author of the forthcoming 3rd edition of the Insider’s Guide to Arts Education Planning.

Hector Marquez, Teacher Mentor, Burton School District
- Hector comes from the heart of California. He grew up in Lindsay, CA where he graduated valedictorian from Lindsay High School. As a Gates Millennium Scholar, Mr. Marquez attended UCLA as an undergraduate student, graduating in 2010. In 2012 he received his teaching credential from Fresno Pacific University, and thereafter taught for two years at an IB World School in Fresno. Mr. Marquez then accepted a teaching position in Porterville where he currently supports Oak Grove Elementary teachers as a Mentor Teacher and District arts initiatives as the VAPA Coordinator. The Arts have always been an integral part of Mr. Marquez’s personal and professional life. He is currently vibing to a Hamilton track list, working on a Master’s in Administrative Services and organizing various arts projects at Burton School District, including developing the first Strategic Arts Plan in Tulare County.

Pat Wayne, Program Director, CREATE CA
- Pat is the Program Director of CREATE CA, California’s Statewide Arts Education Coalition. CREATE CA works to ensure all students are able to reach their full potential by advancing an educational model that promotes innovation and creativity. Prior to joining CREATE CA, Pat served as Deputy Director of Arts Orange County, the county-wide arts council. She has held the positions of Manager of Community Programs for the Segerstrom Center for the Arts, Deputy Director of the Columbus Arts Council (Ohio), and Managing Director of MoMing Dance Center (Chicago) and Merrimack Regional Theatre (Boston). Pat has a teaching credential and a Master’s degree in Performing Arts Administration.
The mission of California Alliance for Arts Education is to promote, support, and advocate for visual and performing arts education for preschool through post-secondary students in California schools. The California Alliance is in its fifth decade of working to build a brighter future for our state by making the arts a core part of every child’s education. A statewide leader and convener, the Alliance galvanizes California’s educators, artists and other experts in arts and culture to advocate for quality arts education for all students. Our efforts focus on three key areas: State Policy, Coalition Building and Public Advocacy.

Through the ARTS NOW CALIFORNIA campaign the California Alliance for Arts Education (Alliance) and our partners will shine a bright light on these districts and the strategic investments they are making to improve the quality of students’ educations. 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 being implemented across the curriculum. Our campaign will celebrate districts taking a leadership role in prioritizing arts education and will encourage other districts to prioritize arts education.

The California County Superintendents Arts Initiative (CCSAI)

The California County Superintendents Arts Initiative believes that the visual and performing arts are an integral part of a comprehensive curriculum and are essential for learning in the 21st century. All California students—from every culture, geographic region and socio-economic level—deserve quality arts learning in dance, music, theatre, and visual/media arts as part of the core curriculum. The program creates a safe, affirming, and enriched environment for participatory and inclusive learning in and through the visual and performing arts for every group of students.

Humboldt County Office of Education

Humboldt County Schools are rich in Visual and Performing Arts endeavors from events to education. Arts specialists, artists in residence, teaching artists and general teachers integrating arts. The Visual and Performing Arts consist of Dance, Digital Media, Music, Theatre and Visual Arts. The 21st Century Learning Skills of the 4 C’s: Creativity, Communication, Collaboration, and Critical Thinking are embedded in the very nature of participating in the arts. Beyond the research of improved brain function and academic success, the arts are intrinsic to human nature. Whether as a participant, an educator or an enthusiastic supporter, we continue to strive to bring arts to every student in Humboldt County.

Northern Humboldt High School District

The Northern Humboldt Union High School District focuses on developing caring, engaged and adaptable individuals who embrace opportunities and are empowered to meet challenges in their future. The mission of the Northern Humboldt Union High School District is to provide the highest quality, comprehensive education in a safe, supportive environment. They do so by, promoting a culture of academic excellence, innovation and creativity, ensuring a passionate staff committed to student achievement, encouraging acceptance of and appreciation for diversity, and of course offering a wide range of curricular and extracurricular activities for all students.

The Arcata Arts Institute

The Arcata Arts Institute is a “school within a school” for advanced art study at Arcata High School. The program provides an interdisciplinary, pre-professional arts program within visual, performing and theater arts; within an exemplary, comprehensive public high school. AAI offers a unique balance of tradition and innovation. Through liberal arts and visual arts, technology and touch, fine art and design. For over 10 years, the Institute community has been committed to expanding boundaries and vision through rigorous study. Students from the program have gone on to develop their personal and professional skills to become innovators within the industry.

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