

2010 FINAL REPORT EXECUTIVE SUMMARY

The Role of the Arts in Educating America for Great Leadership and Economic Strength

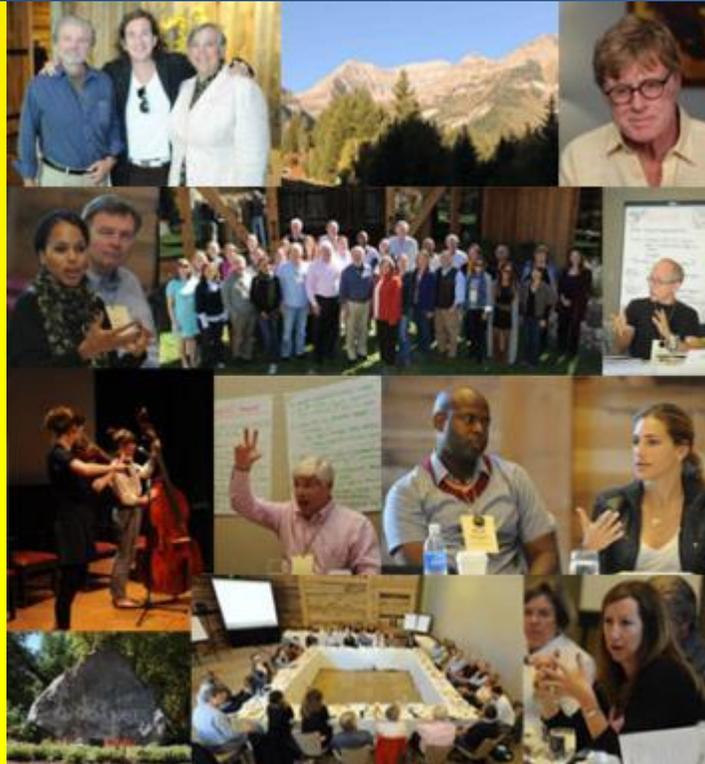
Consensus is building by the business, philanthropic and public policy communities that if the nation is to succeed in the 21st century global economy, an education steeped in the 4 “C’s” (Creativity, Collaboration, Communication and Critical Thinking) is not a luxury but a necessity. Missing from the consensus however, is the connection between the acquisition of these skills and the study and practice of the arts in schools.

To address this challenge, 30 leaders gathered at the Sundance Resort and Preserve for the fifth annual Americans for the Arts National Arts Policy Roundtable on September 23 – 25, 2010, to discuss *The Role of the Arts in Educating America for Great Leadership and Economic Strength*.

The convening examined how to more effectively draw the connection so leaders in business and government, as well as the general public, could be motivated to support the arts in education reform as a critical tool to our national success.

Agreement on why the arts must be part of our nation’s priorities in education—and how we can make it happen— was forged by a diverse group of leaders from government, business, education and the arts. Among the organizations and agencies represented at the table included The Conference Board, the U.S. Department of Education, the President’s Committee on the Arts and the Humanities, American Express Foundation, YoungArts, The NAMM Foundation and the CAA (Creative Arts Agency) Foundation, along with artists Kerry Washington, Bob Balaban, and Ian Brennan (co-creator/writer, *Glee*).

The recommendations offer insights from this cross sector group on how we can better work together to ensure policies and practices are in place to increase arts in our schools by: (1) engaging in more effective **messaging** that highlights the arts’ role in developing 21st century skills and motivating achievement; (2) calling for new **research** on how the arts prepare creative and innovative thinkers and compares the US to other countries in its commitment to developing globally competitive workers; (3) strengthening **strategic alliances** among business, philanthropy and arts education proponents to influence positive educational change, and; (4) working to reform federal **public policy** that supports the arts in education down the state-to-local pipeline.



Americans for the Arts thanks the Sundance Institute, the William and Flora Hewlett Foundation, the NAMM Foundation, and the Ruth Lilly Fund of Americans for the Arts for support of the 2010 National Arts Policy Roundtable.



Summary of Recommendations:

Four key action areas emerged from the discussions which represent opportunities for improving public and private sector cooperation on the arts in education reform. These include (1) **Messaging and Casemaking**; (2) **Research**; (3) **Strategic Alliances**; and (4) **Public Policy**.

Messaging and Casemaking—*Demonstrate the link between the arts and other reform priorities, such as creativity, innovation, and global competitiveness*

To build stronger support for the arts as part of education reform, stakeholders must understand the link between the arts and critical reform priorities. Helping others understand how the arts contribute to creativity and innovation and prepare students to be “career ready” and “college ready” is essential. Artists who are already engaged as spokespersons for education campaigns can be encouraged to heighten awareness of the arts as a critical element of student learning.

Research—*Demonstrate the impact of arts learning on the development of 21st-century skills*

Compelling evidence must be gathered that demonstrates how arts learning and experiences create better students, more productive workers, and happier, healthier human beings. New research should be undertaken to explore what kinds of arts education experiences and practices lead to developing critical 21st-century skills, as well as how the arts impact outcomes such as graduation and retention rates, drop-out prevention, or competitiveness in college. Research should be done to compare the investments in arts education our competitor countries make versus our own to enhance global competitiveness by developing creativity and innovation skills. Advocacy is needed for additional resources to enhance arts education research efforts that could be conducted by entities such as the National Science Foundation and the federal Institute for Education Sciences to demonstrate the link between arts instruction, cognitive development, and learning.



The Americans for the Arts National Arts Policy Roundtable was established in 2006 on the premise that issues important to the arts are also important to society. The Roundtable is co-convened annually at the Sundance Preserve by President and CEO of Americans for the Arts Robert L. Lynch and Robert Redford, Founder of the Sundance Institute. It provides a high-level forum for leaders to discuss issues critical to the advancement of American culture and recommend the public policies, private sector practices, and research initiatives that are necessary to successfully move from thought to action. Since its founding, more than 100 leaders have convened to address issues such as the future of private sector funding for the arts and the role of the arts in nurturing civic engagement and dialogue, developing a more creative and innovative workforce, and building connected global communities.

Strategic Alliances—*Strengthen connections with key influencers in business, philanthropy, and the millennial generation*

Encourage millennials to promote the importance of the arts in their everyday lives through their social networking. Create local opportunities for members of the private sector—business, foundations, and individuals—to discuss and support the arts as part of the local school reform agenda. Engage with individuals and entities that are interested in educating the “whole child,” even if such groups are not typically focused on



the arts, to determine mutual agendas and ways of working together. Examples include child mental health experts, neuroscientists, behaviorists, and the U.S. Military. Form new partnerships with volunteer associations that can mobilize quickly around a cause to develop more citizen activists willing to speak up on behalf of increasing arts in the schools.

Public Policy—*Focus on reforming federal policy to leverage change down the state-to-local pipeline*

Advocate for more interagency discussions and investments at the federal level that support the arts in the broader education agenda, including issues of equity, improving college and career-readiness, and workforce development.



Encourage the **U.S. Department of Education** to:



Focus on state/school district compliance with regulations already in place that support arts education.



Make existing revenue streams, e.g. innovation, school remediation, available to support the arts.

Encourage the **United States** to:



Join UNESCO’s global arts education campaign to enhance America’s ability to compete in the global economy, thus advancing domestic policy goals. UNESCO’s “Road Map for Arts Education,” is enabling a global community of experts to develop policies, conduct research, exchange best practices, and set new priorities for 21st-century learning throughout the world.

For more information about the Americans for the Arts National Arts Policy Roundtable, visit www.AmericansForTheArts.org/go/policyroundtable

2010 Roundtable Participants:

Rebecca Anderson, 2008 YoungArts Winner in Music (Gold) and Presidential Scholar in the Arts

Lin Arison, Writer

Bob Balaban, Actor/Director/Author

Nolen V. Bivens, Brigadier General, US Army (Retired)

Jill Braufman, Chairman of the Board, Center for Arts Education

Ian Brennan, Co-Creator/Writer, Glee

Randy Cohen, Vice President of Local Arts Advancement, Americans for the Arts

Kate Davis, 2009 YoungArts Winner in Jazz (Silver) and Presidential Scholar in the Arts

Christina DePaul, President & CEO, National Foundation for Advancement in the Arts

Ken Ferguson, Chairman, NBC Oklahoma

Susan Fredston-Hermann, Utah Advisory Board, Sundance Institute

Marian Godfrey, Senior Director, The Pew Charitable Trusts; Chair, National Arts Policy Roundtable

Rachel Goslins, Executive Director, President's Committee on the Arts and the Humanities

Nora Halpern, Vice President of Leadership Alliances, Americans for the Arts

Frank Hodsoll, Hodsoll and Associates

Fred Lazarus, President, Maryland Institute College of Art

Helen Littlejohn, Senior Regional Public Affairs Specialist, US Dept of Education

Mary Luehrsen, President, NAMM Foundation

Robert Lynch, President & CEO, Americans for the Arts

Tim McClimon, President, American Express Foundation

Jill Miller, Managing Director, Sundance Institute

Benjamin Pila, 2002 YoungArts Winner in Music (Silver) and Presidential Scholar in the Arts

Keri Putnam, Executive Director, Sundance Institute

Eulynn Shiu, Consultant, Robert Bosch Foundation Fellow

Jonathan Spector, President, The Conference Board

Ryan Tarpley, Executive, CAA Foundation

Lucy Walker, Film Director

Kerry Washington, Actor, Member of the President's Committee on the Arts and the Humanities

Harvey White, Chairman, (SHW)2 Enterprises

Mary Wright, Program Director, Human Capital, The Conference Board

