



ALAMEDA COUNTY
ARTS COMMISSION



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BAY AREA ORGANIZATIONS MAKE A CREATIVE IMPACT FOR CALIFORNIA PUBLIC EDUCATION

SAN FRANCISCO BAY AREA—August 29, 2012: Public education in California is facing a crucial time—resources are low and high-stakes testing has nearly eliminated classroom time for the arts and creativity. In response to this reality, Bay Area arts and education organizations have created an innovative coalition to champion the essential role that the arts play in transforming young people and communities. On September 13, this coalition, **Creative Impact**, will kick off a year-long celebration of art in education throughout the Bay Area.

Creative Impact is an alliance of arts and education organizations representing individuals and communities across the San Francisco Bay Area dedicated to strengthening, enriching, and improving the social fabric of our community through arts education. The alliance is endorsed by Director of Cultural Affairs for the **San Francisco Arts Commission Tom DeCaigny** and **Alameda County Arts Commission** Executive Director **Rachel Osajima** and includes a variety of high-profile arts organizations, including **American Conservatory Theater, Berkeley Repertory Theatre, Cal Performances, KQED, San Francisco Ballet, and San Francisco Opera** (a complete list of organizations is below). Creative Impact also includes the **San Francisco Unified School District** and the **Alameda County Office of Education**.

“The creativity of California’s students and educators is an all-too-often untapped resource. We are working with artists and the arts community to engage each and every student, and to restore the joy of

teaching in our schools,” says **Craig Cheslog**, principal advisor to the State Superintendent of Public Instruction at the **California Department of Education** and co-director of California State Superintendent of Public Instruction Tom Torlakson’s **Blueprint for Creative Schools**, a 75-member statewide task force established by the California Department of Education and the California Arts Council to guarantee learning in and through the arts in California for every child in every school, every day.

Malissa Ferruzzi Shriver, the other half of the Blueprint task force leadership team and chair of the **California Arts Council** adds, “This is an equity issue. In affluent communities, parents are paying to assure a complete, engaging, and inspiring education. It is our job to assure that what is best for children in our most affluent communities is best for each and every child.”

The Creative Impact collaboration among major arts and education organization comes at a critical time. In just two months, California voters will go to the polls and weigh in on Proposition 30, Governor Jerry Brown’s tax initiative to bring resources to California’s budget, and Proposition 38, Molly Munger’s Our Children, Our Future initiative to fund K–12 public schools. Creative Impact has planned a series of activities, including family-accessible events, to celebrate the third annual **National Arts in Education Week, September 9–15, 2012**, with the ultimate goal of building broader support for education through the arts. Scheduled events include:

- **Sept. 12** (10 a.m.): ***Stand Up for Our Children***, an education forum sponsored by the Alameda County Office of Education to educate the community about the upcoming statewide ballot initiatives. Hosted at the Oakland School of the Arts. (*Open to the public*)
- **Sept. 13** (4–8 p.m.): An **Arts Education Resource Fair and Celebration** hosted at San Francisco’s Asian Art Museum. Honored speakers include California Arts Council Chair **Malissa Ferruzzi Shriver**, CAC Director **Craig Watson**, San Francisco Board of Supervisors President **David Chiu**, San Francisco Board of Education Commissioner and San Francisco Mayor’s Education Advisor **Hydra Mendoza**, San Francisco Unified School District Superintendent **Richard Carranza**, and California State PTA President **Carol Kocivar**. Performers include internationally known musician **Martin Luther**

McCoy, students from SFUSD elementary schools, and more to be confirmed. (*Open to the public; includes a reception 6–8 p.m.*)

- **Sept. 13: Blueprint for Creative Schools** task force convenes at the San Francisco Museum of Modern Art. (*Invitation only*)
- **Sept. 15: Family Day** events take place at multiple art and community venues throughout the Bay Area. (*Open to the public*)

During National Arts in Education Week, Creative Impact will also launch a **year-round online calendar** (www.artiseducation.org/calendar) that will be the go-to place to find arts education activities across the Bay Area. In addition, the San Francisco Arts Commission will launch the **artIMPACT poster series**—featuring such well-known artists as the rock band **Journey**, actress **Margaret Cho**; dance choreographers **Alonzo King** and **Sean Dorsey**; performance artist **Rhodesa Jones**; visual artist and arts education pioneer **Ruth Asawa**; and Bayview native, soul sensation **Martin Luther McCoy**—which will be on display along the Third Street T-line (MUNI) from Embarcadero to Carroll Street through the end of the year.

Creative Impact: The mission of **Creative Impact** is to provide a central platform for San Francisco Bay Area educators, artists, and arts organizations to engage and connect young people, families, and communities with the wealth of creative experiences available throughout the region. Creative Impact Partners: Alameda County Arts Commission, Alameda County Office of Education, American Conservatory Theater, ArtsCool Gallery , Arts Ed Matters, Arts Providers Alliance of San Francisco, Asian Art Museum, Berkeley Repertory Theatre, Berkeley Unified School District, Cal Performances, Intersection for the Arts, KQED, Leap: Arts in Education, Museum of the African Diaspora, Pacific Boychoir Academy, Parents for Public Schools of San Francisco, Performing Arts Workshop, San Francisco Alliance for Arts Education, San Francisco Arts Commission, San Francisco Ballet, San Francisco Opera, San Francisco Performances, San Francisco PTA, San Francisco Symphony, San Francisco Unified School District, Young Audiences of Northern California, and Youth in Arts.

For more information, visit CreativeImpactSFBay.wordpress.com.

San Francisco Arts Commission & San Francisco Unified School District: The *San Francisco Arts Commission (SFAC)* is the City agency that champions the arts in San Francisco. Established by charter in 1932, the SFAC integrates the arts into all aspects of City life. The agency's core values are committed to the principle that all residents have equal access to arts experiences in all disciplines, that programs are provided comprehensively and evenly throughout the City, and that they are innovative and of the highest quality. In 2004, the *San Francisco Unified School District (SFUSD)* founded the Arts Education Resource Fair, in partnership with the Arts Providers Alliance of San Francisco and the SFAC. The SFUSD's Visual and Performing Arts Department also partnered with the SFAC and multiple City and community agencies to create its landmark Arts Education Master Plan, which launched in 2006 after unanimous approval by the Board of Supervisors and School Board. The Arts Education Master Plan's promise of equity and access in arts education for every student during the curricular day is made visible at the annual SFUSD Arts Festival. This festival is the culminating event in Creative Impact's year-long celebration of art and education in the Bay Area and will be held March 2–10, 2013, at San Francisco's Asian Art Museum.

Alameda County Arts Commission & Alameda Alliance for Arts Learning Leadership: The *Alameda County Arts Commission* is a County agency that was founded in 1965 to support arts and cultural activities throughout the County's 14 cities and other unincorporated areas. The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts and for cultural activities; promoting economic opportunities for Alameda County's artists and arts organizations through programs such as arts and cultural funding, public art, and arts education; encouraging public participation in the arts; and actively advocating for the arts. All of the Arts Commission's programs and services are based on the belief that the arts and creativity are an essential part of every successful and thriving community (www.acgov.org/arts). The *Alliance for Arts Learning Leadership*, founded by the Alameda County Office of Education, is a collaborative network of the Alameda County Office of Education, the Alameda County Arts Commission, 18 Alameda County school districts, their administrators, teachers, and arts specialists, community arts partners, representatives from higher education, and parents. The Alliance works together to create systemic change and develop public understanding about the essential role of arts learning in a high-quality education for every child, in every school, every day (www.acoe.org; www.artiseducation.org).