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## In This Issue

### [NEWS](#)

What the Election Results Mean for the Arts

Integrating Dance Across the Curriculum

Los Angeles' Creative Economy is More than Movies?

### [ANNOUNCEMENTS](#)

Results Released for Teaching Artists' Survey

### [CONFERENCES, PROFESSIONAL DEVELOPMENT](#)

Call for Proposals for the American Alliance for Theatre and Education National Conference

### [RESOURCES, FUNDING](#)

The Kennedy Center NSO Summer Music Institute

National Arts and Humanities Youth Program Awards

### [EMPLOYMENT](#)

November 30, 2010

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## A Message from the Alliance

### Celebrating the Arts

The holidays are now in full swing. No matter how you celebrate the season, time seems to fly by. So, advocating for the arts might feel like one more thing that you don't have time for. But the arts -- dance, music, theatre and visual arts-- are an intrinsic part of our most cherished holiday traditions.

Upcoming holidays concerts and performances provide a perfect occasion to share the power of the arts with leaders in your community. In recent issues of ArtsEdMail we've encouraged you to [reach out to your newly elected officials](#). Inviting new school board members or a local business leader to a holiday event is a great way to begin a relationship and let the benefits of arts education speak for themselves. For more on this seeing-is-believing approach to advocacy, read Associate Director of Young Storytellers Foundation Jason Pugatch's [guest blog](#).

Check out the [advocacy tools](#) NAMM has put together for promoting a holiday concert. You can also read up on your newly elected school board members on our [online district election survey](#), which asked candidates about how the arts have influenced them. It may be that you have a trumpet player or former Romeo serving on your school board. So share some holiday cheer before the difficult work of budgets arrive in January.

Laurie T. Schell, Executive Director  
California Alliance for Arts Education

## News

### What the Election Results Mean for the Arts

The results of the November 2nd election will have a far-reaching impact on arts and arts education organizations throughout the country. Nina Ozlu Tunceli, Chief Counsel of Government and Public Affairs at Americans for the Arts and Executive Director of the Arts Action Fund, shares her insights on what the results mean and next steps for advocates for arts and arts education in this [podcast](#).

### Integrating Dance Across the Curriculum

Photosynthesis may be an unlikely topic to inspire an opera or ballet, but in a 2nd grade classroom, the children were asked to use dance to help them learn about that process. The idea of integrating the arts, including dance, into the broader curriculum is not new, but it appears to be one way that schools facing limited resources are introducing students to dance as well as other subjects. But according to Arts Integration in the Curriculum: A Review of Research and Implications for Teaching and Learning, in order for arts integration to succeed, it requires a strong commitment from classroom teachers and close collaboration with arts specialists. [Read more.](#)

### Los Angeles' Creative Economy is More than Movies

The [2010 Otis Report](#) released in November shows that the "creative economy" generated \$113 billion in revenue and provided 304,400 jobs in Los Angeles last year. Although this was a decline from the previous year, it was still the second-largest business sector in Los Angeles County. The report shows that Los Angeles is not the one-industry town some assume it to be. "From the outside looking in, many people think of Los Angeles as being equal to Hollywood, but entertainment is only 40% of the creative economy," Otis College of Art and Design President Samuel Hoi says. "The report is an advocacy tool. It is not meant to provide a rosy picture, but to call to attention and to action efforts to sustain and strengthen the creative economy of the region."

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## Announcements

### Results Released for Teaching Artists' Survey

The results of *Teaching Artists and Their Work Survey: ATA's Survey on What are Meaningful, Supportable, and Sustainable Environments for the Work of a Teaching Artist* are now available. The focus of the survey, conducted between September 2009 and March 2010 was Teaching Artists' experiential knowledge. [Read the results.](#)

### Call for Proposals

The American Alliance for Theatre and Education (AATE) is seeking session proposals for its 2011 National Conference on July 26-31, 2011 in Chicago. The conference offers theatre artists, educators, and scholars from across the country the opportunity to connect with each other within their areas of expertise, as well as across disciplines. The conference will showcase best practices at the intersection of theatre and education. [Learn more.](#)

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## Resources, Funding

### The Kennedy Center NSO Summer Music Institute

The Kennedy Center/National Symphony Orchestra Summer Music Institute is a 4-week summer music program at the John F. Kennedy Center for the Performing Arts in Washington, DC, for serious student instrumentalists. Each student accepted into the Program attends on full scholarship, which includes housing, food allowance, and local transportation during their stay in our Nation's Capital. Deadline January 28, 2011. [Learn more.](#)

### National Arts and Humanities Youth Program Awards

The President's Committee on the Arts and the Humanities, in partnership with the National Endowment for the Arts, the National Endowment for the Humanities, and the Institute of Museum and Library Services, is now accepting applications for the 2011 [National Arts and Humanities Youth Program Awards](#), formerly the Coming Up Taller Awards. This award program recognizes the accomplishments of exceptional arts and humanities after-school and out-of-school programs with a \$10,000 prize. Applications due January 31, 2011. [Learn more.](#)

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## Employment

### Individual Giving Coordinator, Performing Arts Workshop

Performing Arts Workshop, a nonprofit arts education organization based in San Francisco, is dedicated to helping young people develop critical thinking, creative expression, and basic learning skills through the arts. The [Individual Giving Coordinator](#) designs, implements and tracks all fundraising efforts related to individual donors.

### Arts Education Manager, National Assembly of State Arts Agencies

The National Assembly of State Arts Agencies (NASAA) in Washington, D.C. seeks an arts education manager to administer the state arts agency (SAA) arts education managers' professional development program, to assist in the coordination of the National Arts and Humanities Youth Program Awards, formerly known as Coming Up Taller, and to advise and assist in implementation of arts education programs and policies. Application deadline is December 10, 2010. [Learn more.](#)

### Choral Director, Music in Schools Today

Music in Schools Today, a San Francisco Bay Area non-profit organization with national impact, seeks a Choral Director for the Exploring Music program, which provides hand-tailored music programming to schools and community centers throughout the Bay Area. [Learn more.](#)

### Executive Director, Yuba Sutter Regional Arts Council

The Yuba Sutter Regional Arts Council, in Marysville, California seeks an Executive Director to oversee strategic planning and implementation, fundraising, financial management, Board relations, administrative oversight, and community and public relations. [Learn more.](#)

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