



## Arts Education: Creating Student Success in School, Work and Life

*"Why is learning in the visual arts essential to education in the 21st century?"*

- To strengthen **LITERACY**  
The arts are an essential language.
- To develop a **GLOBALLY COMPETITIVE** workforce  
The arts develop essential skills for global competitiveness in the 21st century.
- To nurture **ENGAGED LEARNERS**  
The arts promote active and complex learning.





Association

National Art Education

## **Advocacy Resources for Challenging Times**

### **Visualize a World Where Support for the Arts Abounds . . . Take Action!**

Have your voice heard in your backyard and on Capitol Hill. As professional art educators, we know and understand the essential value that visual arts education holds for learners. *But do others know and understand? Your school leaders? Parents? Your elected representatives? School Board members? Your local media? Who needs to hear your voice? What are the critical legislative issues affecting art education?* It's time we bring our knowledge and our voice to art education advocacy!

#### **Advocacy Opportunities**

1. Brush up your advocacy skills:

- Communicate a clear **MESSAGE**.
- Be **VISIBLE** to decision makers.
- Harness the influence of an advocacy **NETWORK**.

2. Use the [Unified Statement](#) to connect your community to Federal education policy that supports high quality art education. The statement was prepared by NAEA and other national arts education organizations to support the arts in the reauthorization of the [ESEA legislation](#).

3. Work with your state/regional NAEA organization to connect and partner with the [Americans for the Arts State Arts Action Network](#) that includes the Kennedy Center's state Alliances for Arts Education and state citizen arts advocacy groups.



## ADVOCACY made simple



Communicate a clear [MESSAGE](#).

⇒The message is the answer to the question: "Why is learning in the visual arts essential to education in the 21st century?"

⇒Use data.

⇒Tell compelling personal stories.

⇒Tap into your [NETWORK's](#) values and concerns.

⇒Make your message [VISIBLE](#).

(HINT: NAEA has developed key messages including the overall theme of [Learning in A Visual Age](#) 📄)



Be [VISIBLE](#).

⇒Make an advocacy plan.

⇒Get out of the art room/studio and into the community with your [MESSAGE](#).

⇒Capitalize on the "visual" part of the visual arts.

⇒Show your [NETWORK](#) what visual literacy, 21st century college and career readiness, and engaged learning look like through exhibitions, media stories and community events.

(HINT: The work and "voices" of your students are the most compelling.)



Activate an Advocacy [NETWORK](#).

⇒Identify and build an advocacy network. Action requires committed people. Include media, legislators, education decision makers and parents.

⇒Work with your state/regional NAEA organization to partner with your state Alliance for Arts Education affiliate and your state's arts advocacy citizens group.

⇒Communicate your [MESSAGE](#) to your network.

⇒Leverage your network to impact policy and budget.

⇒Keep your network engaged by being **VISIBLE**.

⇒Activate your network in times of crisis.

(HINT: A parent network can be your most effective advocacy tool. Think social networking.)