

Thank you for being part of the Turnaround Arts: California Network!

We are so grateful to be working with you.

Let's share about our work together!

In this document, you will find various options and templates for sharing about your school's partnership with Turnaround Arts: California and why the arts are so important for your students and school community. Click the links below to jump to various sections.

In this document:

1. [Email to school staff to re-introduce partnership](#)
2. [Flyer to share with school staff \(print and email\)](#)
3. [Letter to families](#)
4. [Newsletter blurb](#)
5. [Website blurb](#)
6. [Social posts](#)
7. [Logos and additional resources](#)

Questions? Ideas? Need help?

Email Jaime Reed, Associate Director of Development and Communications, at jaime@turnaroundartsca.org.

Email to school staff

A sample email to adapt as you see fit and send around to your school staff to remind them of your work with Turnaround Arts: California and offer ways to learn more and engage with the partnership.

Dear [SCHOOL NAME] team,

At [SCHOOL NAME] we believe the arts are essential to a well-rounded and equitable education for our students. To help bring this belief to life, we partner with Turnaround Arts: California, a nationally recognized and award-winning program that supports schools in integrating the arts into core curriculum and across the broader school environment.

The Turnaround Arts program is based on a landmark federal study demonstrating that early arts experiences for children have an outsized impact on their development and life outcomes. Students engaged in the arts are 5x less likely to drop out of school, 4x more likely to be recognized for academic achievement, and 4x more likely to earn a bachelor's degree.

Our work with Turnaround Arts: California focuses on four key areas: 1) building shared leadership among our school team, 2) supporting our teachers to integrate the arts into everyday classroom instruction, 3) building family engagement through the arts, and 4) creating a more positive school culture and climate. Our Arts Leadership Team meets monthly to plan for and advance goals in these four areas.

Through our partnership with Turnaround Arts: California, our school staff has access to professional development trainings throughout the year to learn more about arts integration and culturally responsive teaching and learning. You can read more about the resources our school has access to in the attached flyer. Chelsey Brunelle, Program Manager at Turnaround Arts: California (copied), also welcomes the opportunity to chat with anyone who is interested in learning more!

Sincerely,
[PRINCIPAL NAME]

Flyer to share with school staff

This flyer, pictured below and available for [download here](#), can be printed and posted at your school and/or attached to the above email message. It shares more about the Turnaround Arts: California partnership and resources available to your teachers.



Letter to Share with Families

A sample letter to adapt as you see fit and send home to students' families. If you would like to translate this letter into Spanish or other languages, we welcome you to do so. If you need support or resources to do this, please let us know.

[DATE]

Dear [SCHOOL NAME] families,

At [SCHOOL NAME] we believe the arts are essential to a well-rounded education for our students. To help bring this belief to life, we partner with Turnaround Arts: California, a nationally recognized and award-winning program that supports schools in integrating the arts into core curriculum and across the broader school environment.

The Turnaround Arts program is based on a landmark federal study demonstrating that early arts experiences for children have an outsized impact on their development and life outcomes. Students engaged in the arts are 5x less likely to drop out of school, 4x more likely to be recognized for academic achievement, and 4x more likely to earn a bachelor's degree.

"Arts education isn't something we add on after we've achieved other priorities like raising test scores and getting kids into college. It's actually critical for achieving those priorities in the first place. That's what the Turnaround Arts program is all about."

- Former First Lady, Michelle Obama

Through our partnership with Turnaround Arts: California, we are working to expand access to the arts across the school, providing more opportunities for students, families, and teachers to learn through art forms such as dance, theater, music, and the visual arts. [SCHOOL NAME] is one of 22+ other Turnaround Arts schools across the state. We meet with these other schools regularly to learn and share best practices for using the arts to support the success of our students and teachers. If you'd like to learn more about how you can be a part of this exciting work, I welcome the opportunity to connect with you anytime!

Sincerely,

[PRINCIPAL NAME & SIGNATURE LINE]

Newsletter Blurb

A short excerpt to adapt and add to a school newsletter.

[SCHOOL NAME] is a Turnaround Arts: California partner school!

A nationally recognized, award-winning program, Turnaround Arts: California helps California's public schools integrate the arts across the school environment, building access and opportunity, supporting student and teacher success, engaging families, and creating a positive school culture and climate. The Turnaround Arts program is based on a landmark federal study demonstrating that early arts experiences for children have an outsized impact on their development and life outcomes. Students

engaged in the arts are 5x less likely to drop out of school, 4x more likely to be recognized for academic achievement, and 4x more likely to earn a bachelor's degree.

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Through our partnership with Turnaround Arts: California, we are working to expand access to the arts across the school, providing more opportunities for students, families, and teachers to learn through art forms such as dance, theater, music, and the visual arts. If you would like to share ideas or assist with this initiative, please contact [SCHOOL STAFF NAME & CONTACT INFO- e.g. family coordinator or Art lead]

Website Blurb

A short excerpt to adapt and add to your school's website, along with the logos below.

[SCHOOL NAME] is proud to be a nationally recognized Turnaround Arts: California partner school. Our teachers are supported in utilizing the arts and creativity to engage and empower students, build critical thinking, and help them succeed in their learning.

Social Media Posts

Options for post copy are included below, along with an image you can post on Facebook, Instagram, and Twitter.

Sample Copy:

[SCHOOL NAME] is proud to be a part of the Turnaround Arts: California statewide network!

Did you know that students engaged in the arts are 4X more likely to be recognized for academic achievement and 4X more likely to receive a bachelor's degree? We are committed to ensuring that our students have access to the arts and creativity in school to support self-expression, fun, and success in their learning.

OR

[SCHOOL NAME] is proud to be a part of the Turnaround Arts: California statewide network! We believe that the arts are essential to a well-rounded education for our students. We invest deeply in the arts to support the success and well-being of our students and teachers.

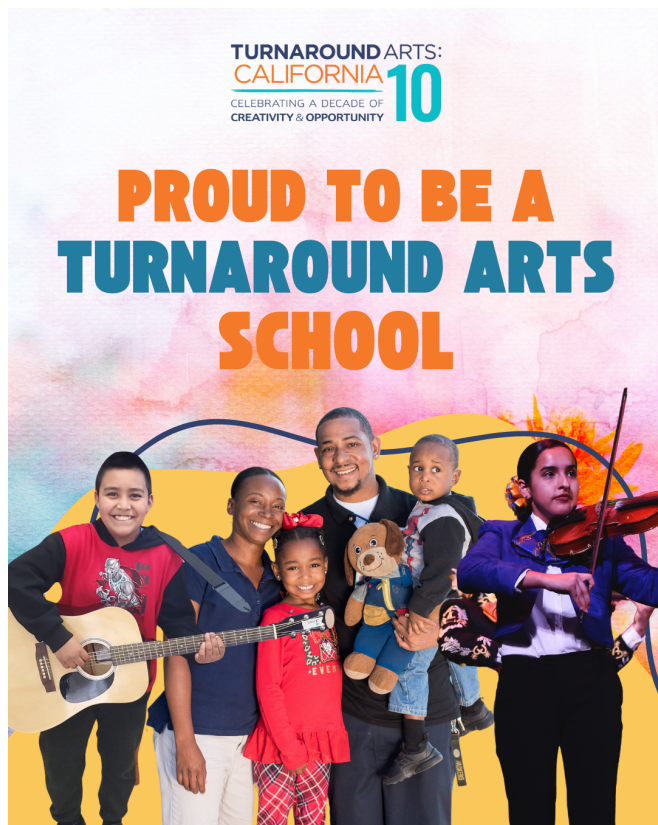
Be sure to tag Turnaround Arts: California!

Facebook: [@TurnaroundArtsCA](https://www.facebook.com/TurnaroundArtsCA)

Instagram: [@TurnaroundArtsCA](https://www.instagram.com/TurnaroundArtsCA)

Image:

Click here to download



Logos and Additional Resources

Turnaround Arts: California logo options:

Standard

[Download](#)

TURNAROUND ARTS:
CALIFORNIA

For dark backgrounds

[Download](#)

TURNAROUND ARTS:
CALIFORNIA

Black

[Download](#)

TURNAROUND ARTS:
CALIFORNIA

Square

[Download](#)

TURN
AROUND
ARTS
CALIFORNIA
A PROGRAM OF THE KENNEDY CENTER

Why the Arts Fact Sheet

District Advocacy

About Turnaround Arts: California:

Founded in 2014 by renowned architect Frank Gehry and arts education advocate Malissa Shriver, Turnaround Arts: California helps California's public schools integrate the arts across the school environment, building access and opportunity, supporting student and teacher success, engaging families, and creating a positive school culture and climate. Turnaround Arts: California works in partnership with nine other Turnaround Arts programs across the country.

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Former First Lady, Michelle Obama

Why the Arts:

Decades of research have found that early arts experiences have an outsized impact on our development and life outcomes. Students engaged in the arts show better attendance, fewer discipline problems, increased graduation rates, and improved test

scores. Arts-engaged students, from low-income backgrounds, are more likely than their non-arts-engaged peers to have attended and done well in college, obtained employment in higher-paying jobs, volunteered in their communities, and participated in the political process by voting.

The arts also foster empathy and help build connections between students and teachers from different backgrounds. They lead to more ambitious and innovative instruction and create a more supportive environment for all.

Links to our social media pages:

Please follow and engage with us!

Facebook: <https://www.facebook.com/TurnaroundArtsCA>

Instagram: <https://www.instagram.com/turnaroundartsca/>

- Ways/ideas to promote our partnership and the importance of the arts w/ broader community
 - Fact sheet of arts stats
 - Sample social posts
- Video - what is turnaround arts
- What about district promotion?
 - Can create individualized school reports based on teacher survey data
 - Strategy support, attendance for board meetings
- Google drive documents - refresh some key docs
- Flyer/Poster
- Incorporating a new website landing page that takes ALT to their Google Drive folder/the TACA Google Drive
- One Sheet