

# VISUAL, PERFORMING, *and* MEDIA ARTS STRATEGIC PLAN

**Creating Equity and Access  
to Arts Education for  
All Students in San Mateo  
County Public Schools**



**SAN MATEO  
COUNTY  
OFFICE OF  
EDUCATION**

# MESSAGE FROM

The San Mateo County Office of Education (SMCOE) believes the visual, performing, and media arts are essential to student success in education and in life.

I am honored to celebrate San Mateo County's inaugural strategic plan for the Visual, Performing, and Media Arts and am especially inspired by its focus on creating equity and access to arts education for every San Mateo County student regardless of life circumstances or exposure to systemic barriers.

Each and every student deserves equitable opportunities to explore creativity and to learn about their own rich historical narrative. Research shows that for students who have been historically underserved, access to a rich arts education program results in improved outcomes including better grades and increased rates of college enrollment and overall achievement and success.

A high quality, standards-based arts education can be integrated across the curriculum in every content area, as well as delivered as its own stand-alone pathway, but no matter the delivery approach, arts education is essential to our success as a nation. The challenges our students will face as future leaders are not yet known, but it is clear they will need a strong academic foundation that includes the ability to make connections across disciplines, identify and understand patterns, think outside the box, and ideate and innovate for solutions. Arts education for today's students is essential for us all.

# FROM THE SUPERINTENDENT

Our SMCOE lighthouse logo provides the perfect symbol for our Visual, Performing, and Media Arts Strategic Plan. A lighthouse illuminates dark or complex areas and provides a clear path forward. The beacon's powerful light also represents the creativity and inspiration that arts education can inspire in our students, giving them the confidence and tools needed to make our County and our world a better place.

My heartfelt thanks to Michelle Holdt, SMCOE's Visual and Performing Arts Coordinator, for her leadership on this project and to all those who shared their time, ideas, and resources to help make this plan a reality. It will take all of us together to bring this plan to life, but there is no limit to what is possible when we work together on behalf of our youth.



—Nancy Magee,  
San Mateo County Superintendent of Schools

## CALIFORNIA COUNTY SUPERINTENDENT'S ARTS INITIATIVE

The California County Superintendents Educational Services Association (CCSESA) has made a deep commitment to arts education through its California County Superintendent's Arts Initiative whose vision statement proclaims, "The visual and performing arts are an integral part of a comprehensive curriculum and are essential for learning in the 21st century. All California students—from every culture, geographic region and socio-economic level—deserve quality arts learning in dance, music, theatre, and visual arts as part of the core curriculum." The SMCOE shares this vision for arts education, and this plan represents our local commitment to action.

Read more about the plan at [ccsesaarts.org](https://ccsesaarts.org)

# THE VISION

**Every Student in San Mateo County Public Schools  
Receives an Engaging, Impactful Arts Education  
Delivered by a High Quality Instructor**

## THE GOAL

### **Equity And Access To Arts Education For All Students**

According to data from the Arts Education Data Project, only 44 percent of students in San Mateo County received some arts education at the secondary level. In schools with a high population of students facing socioeconomic challenges, that number goes down to 36 percent. These data points reflect the need to place equity and access to arts education at the forefront of our work.

This Visual, Performing, and Media Arts Strategic Plan was developed over nine months with input from district leaders, teachers, community arts education organizations, and SMCOE staff. It is organized around three strategic directions to accomplish its goal.



# THREE STRATEGIC DIRECTIONS

## Relevant Discipline Content

- Develop a more diverse, culturally responsive, and relevant arts education
- Provide arts education curriculum that enables students to deepen their connections to society and themselves

## High Caliber Instruction

- Expand professional development in both the arts and arts integration for educators and administrators
- Provide students with access to credentialed arts teachers and teaching artists at all grade levels

## Resilient Programs

- Create equitable access to arts education for all students
- Develop consistent, robust advocacy and visibility for arts learning that influences funding streams to support arts education
- Create a multilevel network of visual, performing, and media arts leaders and professionals
- Promote the visual, performing, and media arts as an essential and integral part of a public school education



# THE VALUE OF ARTS EDUCATION

*Research has repeatedly shown the important connections between an arts education and success in school, career, and life.*

*Examples of this research include the following:*

- Longitudinal data of 25,000 students demonstrate that involvement in the arts is linked to higher academic performance, increased standardized test scores, more community service, and lower dropout rates. Students regardless of their socioeconomic status reap these cognitive and developmental benefits. (Catterall, Dumais, & Hampden-Thompson, 2012)
- 1,500 Chief Executive Officers surveyed by IBM ranked creativity as the most important leadership quality they are looking for in their workers, and 85 percent of those same executives cannot find the creative applicants they seek. (IBM Corporation, 2010)
- One out of ten jobs in California is now in the creative industries and the creative economy is the second largest regional business sector. (Beacon Economics, 2019)
- The arts can help engender respect for cultural differences and honor all voices, while helping students embrace create their own unique identity. (CREATE CA, 2015)
- Arts-based programs reinforce second language acquisition for English Language Learners. (Spina, 2006)

**“... the arts have been an inseparable part of the human journey; indeed, we depend on the arts to carry us toward the fullness of our humanity. We value them for themselves, and because we do, we believe knowing and practicing them is fundamental to the healthy development of our children’s minds and spirits. That is why, in any civilization – ours included – the arts are inseparable from the very meaning of the term ‘education.’ We know from long experience that no one can claim to be truly educated who lacks basic knowledge and skills in the arts.”**

**—National Standards for Arts Education**

# WHAT THE ARTS CAN TEACH

Claudine Camacho-Felix, a fifth grade teacher at the Jefferson Elementary School District's Woodrow Wilson Elementary School, was excited to implement a new standards-based lesson on documentary photography.

After her students learned about American documentary photographers and basic vocabulary used in the industry, she gave her students disposable cameras to document their experiences outside of school.

Students took pictures of their surroundings, family, and friends to capture specific moments within their lives. Then, they chose their favorite photograph and wrote about it, considering prompts such as:

Why did they choose the specific photograph? What does the photograph say about them, their feelings, or experiences? What does the photograph say about their culture or their family's traditions? What emotions were they able to capture in their photograph?

After her students presented their photographs and narratives at an end-of-year art show, Ms. Camacho-Felix shared how impressed she was by their work.

"Some of my students shared their humor. Some used the opportunity to heal," she said. "I was amazed with how much each of the students truly spoke from their heart."

---

***"I was amazed  
by how much  
each of the students  
truly spoke from  
their heart."***

---

# MAKING IT HAPPEN

## **The San Mateo County Office of Education (SMCOE) Commits to: Provide Leadership and Support**

### **Relevant Discipline Content**

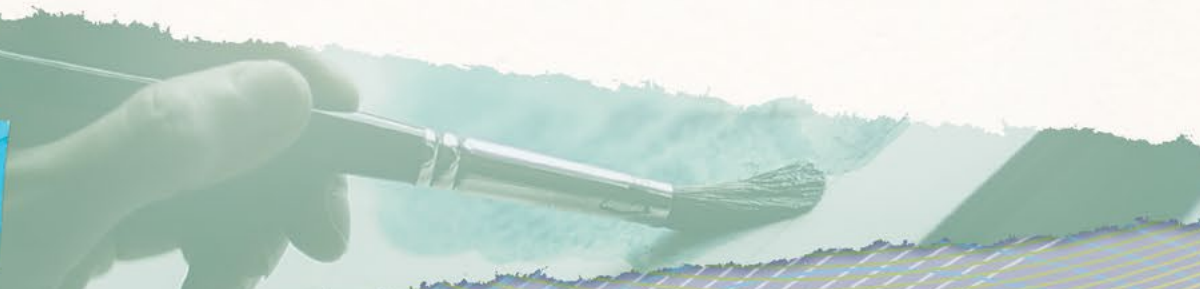
**SMCOE will partner with districts in transforming student experience through culturally responsive curriculum.**

- Adopt the 2019 California Visual, Performing, and Media Arts Standards
- Review and adopt the 2020 California Arts Framework (when released)
- Develop arts-integrated curriculum with content coordinators to share with districts and teachers
- Create a curriculum resource webpage for San Mateo County educators
- Create a shared definition and understanding of high caliber arts learning
- Explore the possibility of a countywide arts and social justice summit

### **High Caliber Instruction**

**SMCOE will offer consistent, high caliber professional development for arts teachers, multi-subject classroom teachers, and administrators to expand and deepen their understanding of arts.**

- Provide annual countywide professional development in arts standards
- Provide quarterly K-12 professional development in arts integration in partnership with core content coordinators
- Host an annual curriculum slam for San Mateo County educators
- Support school district arts leadership teams
- Share high quality arts integration strategies in partnership with core content coordinators and district leaders through local and statewide training opportunities
- Partner with SMCOE teacher and administrative credentialing programs to integrate arts education into their training



# MAKING IT HAPPEN

**SMCOE will support identifying and activating a professional arts education network.**

- Create a community of practice for credentialed arts teachers and teaching artists
- Develop a roster/email list of arts teachers
- Provide Teaching Artists with professional development around new arts standards
- Create an arts education resource fair where local arts organizations and district leaders network

## Resilient Programs

**SMCOE will support the celebration and showcasing of arts learning.**

- Continue to elevate and integrate the arts in The Next Big Think
- Continue to showcase student artwork in the hallways of SMCOE
- Continue to partner with SamTrans on Art Takes a Bus Ride

**SMCOE will support the development of leadership in arts education in every district.**

- Explore the possibility of an arts integration certificate program
- Host an arts leadership team to oversee the implementation of this plan
- Support school districts in writing arts plans

**SMCOE will support the development of communications and partnerships to advance arts education.**

- Continue communication and education with school administrators
- Adopt CREATE CA's Declaration of the Rights to All Students to Equity in Arts Learning
- Launch CREATE San Mateo County in partnership with San Mateo County Board of Supervisors, the County Arts Commission, local libraries, and CREATE CA
- Participate in arts education leadership at state level

# MAKING IT HAPPEN

## School Districts Can: Set Policy and Boost Resources

### Relevant Discipline Content

Districts can recognize and address the need for culturally relevant instruction in and through the arts.

- Adopt the 2019 California Visual, Performing, and Media Arts Standards
- Align arts curriculum to the 2020 California Arts Framework (when released)
- Invite arts faculty leadership teams to articulate a sequence of K-12 arts curriculum
- Include plans for arts curriculum in a district arts plan and the Local Control Accountability Plan (LCAP)
- Develop culturally responsive curriculum and student assessments
- Prioritize elementary arts instruction to ensure that all students have access to at least one or two arts disciplines each year
- Explore the creation of online student digital arts portfolios
- Include youth in foster care, students learning English, and students from low socioeconomic communities to ensure they are included in all arts instruction

### High Caliber Instruction

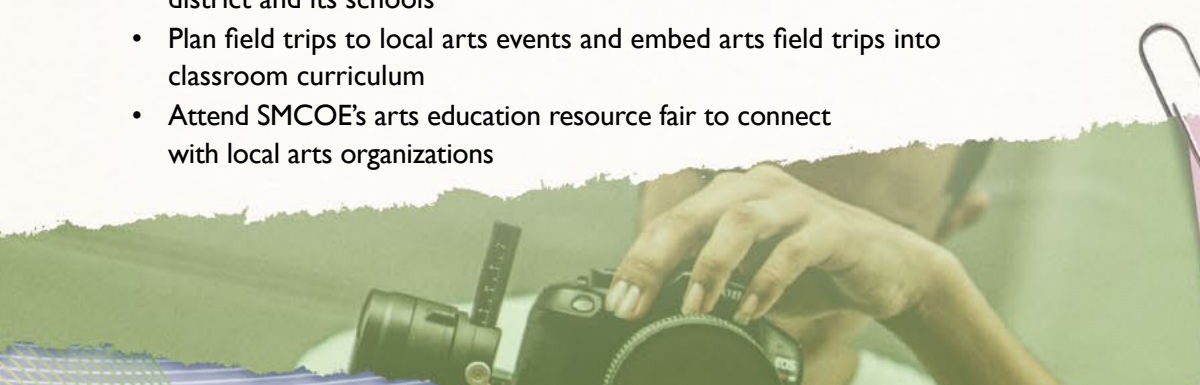
Districts can support ongoing learning for arts specialists and classroom teachers.

- Enable arts teachers to attend content specific professional development in partnership with SMCOE
- Align district professional development days so that arts teachers can build professional learning communities with subject-alike colleagues
- Build a district arts leadership team to plan and deliver professional development in partnership with the SMCOE Visual and Performing Arts Coordinator
- Provide annual arts integration professional development for all K-8 teachers
- Share methods and information on how to include the arts in classrooms

### Resilient Programs

Districts can identify and collaborate with local arts organizations.

- Invite local arts partners to bring residencies and performances to the district and its schools
- Plan field trips to local arts events and embed arts field trips into classroom curriculum
- Attend SMCOE's arts education resource fair to connect with local arts organizations



# MAKING IT HAPPEN

**Districts can serve as lead advocates for the Visual, Performing, and Media Arts.**

- Conduct an asset mapping for art supplies and facilities to prepare for arts instruction
- Investigate ways to fund and assign a districtwide arts coordinator position
- Designate an Arts Lead at every site
- Create site-based arts leadership teams

## **Families Support: Advocacy and Engagement**

### **Resilient Programs**

**Families can support the celebration and showcasing of students' arts learning.**

- Plan and offer family art making events
- Highlight "Arts Stories" in school newsletters
- Create a "Parents for the Arts Team" to hang art and support showcases and performances
- Host Parent Education Night on the arts with incentives for participation

**Families can support equitable arts education for all students.**

- Join with other parents through school site councils, parent-teacher organizations, Special Education Local Plan Area (SELPA), English Learner Advisory Committees
- Review LCAPs and encourage funding to be specifically allocated to the arts
- Explore opportunities to raise funds for the arts
- Engage Parent-Teacher Association and district board members
- Share CREATE CA campaign for arts education with school board members, Parent-Teacher Association, and parent-teacher organizations

**Families can support increased visibility for the arts.**

- Invite school board members to schools to experience arts program, showcases, and performances
- Invite elected officials to tour and view school arts programming
- Share arts education videos and/or stories with community, board, and families
- Develop district-level *Arts Now Community* to promote visibility for the arts
- Participate in the California Alliance for Arts Education's Arts Now Communities program to promote visibility for the arts



# SAN MATEO COUNTY OFFICE OF EDUCATION

Nancy Magee, County Superintendent of Schools

## San Mateo County Board of Trustees

Susan Alvaro..... Trustee Area One  
Beverly Gerard..... Trustee Area Two  
Hector Camacho, Jr..... Trustee Area Three, President  
Rod Hsiao..... Trustee Area Four  
Jim Cannon..... Trustee Area Five  
Ted Lempert..... Trustee Area Six, Vice President  
Joe Ross..... Trustee Area Seven

## Visual, Performing, and Media Arts Strategic Planning Team Members

### SMCOE Representatives

Michelle Holdt..... Visual and Performing Arts Coordinator  
Modell Marlow Andersen..... Consultant  
Sibané Parcels..... Principal, Court and Community Schools

### District Representatives

Kristina Ayala..... Visual Arts Teacher, San Mateo-Foster City School District  
Graciela Eulate..... Visual Arts Teacher, Jefferson Union High School District  
Bonnie Hansen..... Assistant Superintendent of Educational Services,  
Sequoia Union High School District  
Angela Karamian..... Visual Arts Teacher K-8, Ravenswood City School District  
Maggie MacIsaac..... Superintendent, Burlingame School District

### Partners

Lisa Edsall Giglio..... Director Education, TheatreWorks  
Ben Frandzel..... Community Engagement Officer, Stanford Live  
Mara Grimes..... Arts Education Consultant  
Linda Janklow..... Founder, Director, and Educator, Peopleologie  
Patrick Oshlund..... Executive Director and Co-Founder, Bay Area Creative  
Patty Owyang..... In-School Visual Arts Educator, Community School  
of Music & Arts  
Nadine Rambeau..... Executive Director, EPACENTER arts  
Mike Taylor..... Founding Executive Director, SPARC Poetry  
Andrea Temkin..... Founder/CEO, Transition Solutions Group  
Amanda Vaughn..... Teaching Artist

### Consultant/Advisor

Peggy Burt..... Arts Now Planning Director, CA Alliance for Arts Education