The Kennedy Center's Definition for Arts Integration

Arts Integration is an **APPROACH** to **TEACHING** in which students construct and demonstrate **UNDERSTANDING** through an **ART FORM**.

Students engage in a **CREATIVE PROCESS** which **CONNECTS** an art form and another subject area and meets **EVOLVING OBJECTIVES** in both.

The Kennedy Center

C E T A
Changing Education Through the Arts
What is Arts Integration?

an **APPROACH** to **TEACHING**
in which students construct and demonstrate **UNDERSTANDING**
through an **ART FORM**.
Students engage in a **CREATIVE PROCESS**
which **CONNECTS** an the art form and another subject area and meets **EVOLVING OBJECTIVES**
in both where they naturally fit.

SAI155: Supporting Arts Integrated Learning
for Student Success / Bates MS-PKloc
Art in the Classroom

Three formats

• about the arts (by studying an artist such as Picasso),
• with the arts (using songs to signal transition to another activity, drawing illustrations to accompany their writing,) or
• through the arts (students use drama to show what they know about the dangers encountered while traveling along Underground Railroad).

Teaching through the arts (using an artistic medium for learning) is our goal! In this way, the arts becomes the methodology, the process for learning.
Integrated Arts in the Classroom

- Visual Arts
- Music
- Drama
- Dancing
- Puppetry
- Poetry

Increases motivation, engagement, and challenge for diverse learners from delayed to gifted.

Facilitates differentiated instruction.

Connects to brain research: students make more connections by incorporating the multiple intelligences.

Increases rigor through critical thinking.

Makes the curriculum more authentic, hands-on and project based, interdisciplinary.

Fosters collaboration between teachers and content areas.

Creates opportunities for varied assessment.

From: David Sousa’s “How the Arts Develop the Young Brain” in The School Administrator, Dec. 2006
In an Integrated Arts Classroom

Students ...

- Visual Arts
  - Create contour line observational drawings of the parts of a flower in their SCIENCE sketchbooks.

- Music
  - Create fraction songs by using equations involving $\frac{1}{4}$, $\frac{1}{2}$, 1/8 and whole notes in MATH class.

- Drama
  - Perform a tableau (frozen moment) to demonstrate the character’s point of view or present/past and future tense in FRENCH.

- Dancing
  - Demonstrate MATH rotations, reflections and translations with a hip hop dance along a coordinate grid taped on the floor.

- Puppetry
  - Retell a folktale by writing a script, creating shadow puppets and performing for their peers in ESOL/Language Arts.
Top 10 Reasons TO SUPPORT THE ARTS

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1. ARTS IMPROVE HEALTHCARE
The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is safe for the soul.

2. ARTS PROMOTE TRUE PROSPERITY
The arts are fundamental to our humanity. They enrich and inspire us—fostering creativity, growth, and beauty. The arts help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age. When times are tough, art is safe for the soul.

3. ARTS STRENGTHEN THE ECONOMY
The U.S. Bureau of Economic Analysis reports that the arts and culture sector is a $699 billion industry (2012), which represents 4.3 percent of the nation's GDP—a larger share of the economy than transportation and agriculture. The nonprofit arts industry alone generates $138 billion in economic activity annually (measured by organizations and their audiences) that supports 4.1 million jobs and generates $22.3 billion in government revenue.

4. ARTS ARE GOOD FOR LOCAL MERCHANTS
Attendees at nonprofit arts events spend $24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and souvenirs. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts ($30.96 vs. $17.49) in valuable revenue for local businesses and the community.

5. ARTS ARE AN EXPORT INDUSTRY
U.S. exports of arts goods (e.g., movies, paintings, jewelry) grow to $76 billion in 2012, while imports were just $2 billion—an arts trade surplus of $74 billion.

6. ARTS SPARK CREATIVITY AND INNOVATION
The Conference Board reports that creativity is among the top five skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The biggest creativity indicator? A college arts degree. The Ready to Innovate report concludes, "The arts—music, creative writing, drawing, comedy—enhances skills sought by employers of the 21st millennium." Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.

7. ARTS DRIVE TOURISM
Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. The European Commission reports that the percentage of international travelers including museum visits on their trip grew steadily between 2003-2011—from 12 to 26 percent—while the share attending concerts and theater performances grew from 14 to 16 percent.

8. ARTS IMPROVE ACADEMIC PERFORMANCE
Students with an education rich in the arts have higher SAT scores and standardized test scores and lower drop-out rates—benefits reaped by students regardless of socio-economic status. Students with four years of arts or music in high school average 100 points higher on the SAT than students with just one-half year of arts or music.
Creativity is one of the top three personality traits most important to career success, according to U.S. employers.

- Teaching creativity develops critical thinking skills, engages students, and fosters innovation.
- In a survey of college educated, full-time employees, ages 25+, 85 percent agreed that creative thinking is critical for problem solving in their career. 71 say creative thinking should be taught as a course, like math and science. And, while 78 percent stated that creativity is very important to their career, only 57 percent thought so when they were in college.
- 72 percent of employers say creativity is of primary concern when they're hiring, yet 85 percent of these employers can't find the creative applicants they seek.
- Employers (56 percent) and superintendents (79 percent) agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.
- 97 percent of superintendents surveyed agreed that music develops creativity, yet only 17 percent of their schools require music courses for graduation.

Sources: Adobe Systems Inc. and Ready to Innovate, a collaboration between The Conference Board, Americans for the Arts, and the American Association of School Administrators.
In the late 1990s, UCLA education researcher, James Catterall, analyzed data from the National Educational Longitudinal Survey, a study of 25,000 secondary school students, over four years. He found significant connections between high involvements in arts learning and general academic success.

In 2009, Catterall analyzed ten additional years of data for the exact same cohort of students, now aged 26. The results strongly connect arts learning with continued success in academics and in life.

- The study found significant advantages for “arts engaged low-socioeconomic status [low-SES] students” in college-going and types of employment, as well as strong advantages in volunteerism and voting.
- Employment for the arts students included better jobs with higher pay, more responsibility, more promotion opportunity, and more employee satisfaction.
- Dr. Catterall concludes that the benefits to arts-engaged disadvantaged students are measurable and unparalleled. He states: “In the annals of education research, it is hard to find average performance or outcome statistics reported for low-SES students that exceed such measures for the entire population.”

Students with High Levels of Arts Involvement: Less Likely to Drop Out of School

- 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 (see chart above). These cognitive and developmental benefits are reaped by students regardless of their socioeconomic status.

- Arts in the schools increase test scores and lower dropout rates. The report, Critical Links, contains 62 academic research studies that, taken together, demonstrate that arts education helps close the achievement gap, improves academic skills essential for reading and language development, and advances students' motivation to learn.

- Research conducted between 1987 and 1998 on young people working in the arts for at least three hours on three days of each week throughout at least one full year, demonstrated the following:
  - 4 times more likely to have been recognized for academic achievement
  - Being elected to class office within their schools more than 3 times as often
  - 4 times more likely to participate in a math and science fair
  - 3 times more likely to win an award for school attendance
  - 4 times more likely to win an award for writing an essay or poem

Sources: NEA Office of Research & Analysis (Catterall 2012); Arts Education Partnership (Deasy 2002); Americans for the Arts (Heath 1998).
Arts Facts... SAT Scores and the Arts

Students with four years of high school arts and music classes have higher SAT scores than students with one-half year or less.

Arts Students Outperform Non Arts Students on SATs

- Data from The College Board show that in 2015, students who took four years of arts and music classes while in high school (only 18 percent of test-takers) scored an average of 92 points higher on their SATs than students who took only one-half year or less (16 percent of test takers). Scores of 1077 vs. 985, respectively.

- The College Board's report, Arts at the Core: Recommendations for advancing the state of arts education in the 21st Century, by the National Task Force on the Arts Education, recommends that education stakeholders consider arts requirements for high school core curricula, high school graduation requirements, and college and university admission requirements in the arts (that include arts courses in GPA calculations).

- Students with four years of art and music classes averaged 526 on the Writing portion of the test—56 points higher than students with one-half year or less of arts and music classes, who averaged 470 points.

*These scores reflect the Critical Reading and Mathematics portions of the SAT only, partial data for 2015 cohort. The Writing section of the test is excluded from this analysis for year-to-year comparison purposes. Source: The College Board, 2014. 2015 College-Bound Seniors: Total Group Profile Report. Analysis by Americans for the Arts, 2016.

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Early Childhood Arts Education Improves Vocabulary, Communication, and Memory in Young Children

Verbal Learning Over Time

- An 18-month study of German elementary school students found that 40 minutes of instrumental music education each week resulted in improved abilities in Verbal Learning, Verbal Delayed Recall, and Verbal Recognition in experimental and control groups.

- After only four weeks of daily training in rhythm, pitch, melody, voice, and basic musical concepts, 90 percent of Canadian four- to six-year olds demonstrated "a rapid transfer of cognitive benefits" in vocabulary and verbal communication, enhancing their ability to understand words and explain their meaning.

- With regular training in the motor and listening skills needed to play an instrument, young students benefit from improved attention and memory. A Harvard study shows particularly significant improvements in students with dyslexia.

Sources: Dana Consortium Report on Arts & Cognition, 2008; US National Library of Medicine at NIH; Psychological Science Journal; American Institute of Physics
Economic Impact of the Nonprofit Arts & Culture Industry (2015)

Total Direct Expenditures:
- Organization: $63.8 billion
- Audiences: $102.5 billion
- Total: $166.3 billion

Resident Household Incomes:
- Organization: $49.43 billion
- Audiences: $46.64 billion
- Total: $96.07 billion

Total Government Revenue:
- Organization: $11.86 billion
- Audiences: $15.68 billion
- Total: $27.54 billion

Full-time Equivalent Jobs:
- Organization: 2.3 million
- Audiences: 2.3 million
- Total: 4.6 million
America's Arts Industries Represent 4.2 Percent of the Nation's Gross Domestic Product

Contributions to the GDP by Arts & Culture Industries (Billions of Dollars)

According to the US Bureau of Economic Analysis (BEA), the arts and culture sector is a $730 billion industry, which represents 4.2 percent of the nation's GDP—a larger share of the economy than transportation, tourism, agriculture, and construction. The BEA's report takes into account the full breadth of the nation's arts and culture industries—nonprofit, public sector, commercial, entertainment, university education programs, etc.—unlike Arts & Economic Prosperity 5, which focuses solely on the nonprofit and public sectors and their audiences.
82% of Americans believe arts & culture are important to local businesses and the economy.

87% of Americans believe arts & culture are important to quality of life.

The Arts Provide Meaning to our Lives

Americans believe the arts improve the quality of our personal lives and our communities.

63% believe the arts “lift me up beyond everyday experiences”

73% say the arts are a “positive experience in a troubled world”

64% feel “pure pleasure to experience and participate in [the arts]”

Source: Americans for the Arts 2016 survey of 3,020 adults by Ipsos Public Affairs

These personal benefits of the arts extend beyond the individual and to the community: 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity”, and 62 percent agree that the arts “help me understand other cultures better.” These quality-of-life benefits are not limited to the affluent, educated, or a particular racial group. Rather, they cut across all socioeconomic strata.
Corporate Support to the Arts Rebounds in 2015
According to the Committee Encouraging Corporate Philanthropy (CECP) and the Conference Board, the “share” of corporate philanthropy directed to the arts by large corporations grew from 5 to 6 percent in 2015—the first increase in seven years.

Arts & Culture Market Share of Large Corporate Support

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Reasons Businesses Support the Arts: (1) Benefits to Employees and (2) Arts Education
Half of the business leaders responding to the 2013 BCA National Survey of Business Support for the Arts Survey indicated that benefits to employees and their families are Very Important in making funding decisions:
1. The arts improve the quality of life in the community (54 percent)
2. The arts help create a vibrant community and society (49 percent)
3. The arts improve academic performance for students (47 percent)
4. Arts organizations offer education initiatives that benefit the community (47 percent)

Profitability is the largest consideration in increasing support to the arts (72 percent). Following “benefits to employees,” the next most important factors are arts education and programs for the disadvantaged (69 percent). As business leaders seek to attract and retain skilled and educated workers, they are paying more attention to community livability and vibrancy—a key area in which the arts make a contribution.

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10 Reasons to Support the Arts

The arts are fundamental to our humanity. They ennoble and inspire us—fostering creativity, goodness, and beauty. The arts bring us joy, help us express our values, and build bridges between cultures. The arts are also a fundamental component of a healthy community, strengthening them socially, educationally, and economically—benefits that persist even in difficult social and economic times.

1. **Arts improve individual well-being.** 63 percent of the population believe the arts “lift me up beyond everyday experiences,” 64 percent feel the arts give them “pure pleasure to experience and participate in,” and 73 percent say the arts are a “positive experience in a troubled world.”

2. **Arts unify communities.** 67 percent of Americans believe “the arts unify our communities regardless of age, race, and ethnicity” and 62 percent agree that the arts “helps me understand other cultures better”—a perspective observed across all demographic and economic categories.

3. **Arts improve academic performance.** Students engaged in arts learning have higher GPAs and standardized test scores, and lower drop-out rates. The Department of Education reports that access to arts education for students of color is significantly lower than for their white peers, and has declined for three decades. Yet, research shows that low socio-economic-status students have even greater increases in academic performance, college-going rates, college grades, and holding jobs with a future. 88 percent of Americans believe that arts are part of a well-rounded K-12 education.

4. **Arts strengthen the economy.** The arts and culture sector is a $730 billion industry, which represents 4.2 percent of the nation’s GDP—a larger share of the economy than transportation, tourism, and agriculture (U.S. Bureau of Economic Analysis). The nonprofit arts industry alone generates $135 billion in economic activity annually (spending by organizations and their audiences), which supports 4.1 million jobs and generates $22.3 billion in government revenue.

5. **Arts are good for local businesses.** Attendees at nonprofit arts events spend $24.60 per person, per event, beyond the cost of admission on items such as meals, parking, and babysitters—valuable revenue for local commerce and the community. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts ($39.96 vs. $17.42).

6. **Arts drive tourism.** Arts travelers are ideal tourists, staying longer and spending more to seek out authentic cultural experiences. Arts destinations grow the economy by attracting foreign visitor spending. The U.S. Department of Commerce reports that in 2003-2015, the percentage of international travelers including “art gallery and museum visits” on their trip grew from 17 to 29 percent, and the share attending “concerts, plays, and musicals” increased from 13 to 16 percent.

7. **Arts are an export industry.** The arts and culture industries had a $30 billion international trade surplus in 2014, according to the Bureau of Economic Analysis. U.S. exports of arts goods (e.g., movies, paintings, jewelry) exceeded $60 billion.

8. **Arts spark creativity and innovation.** Creativity is among the top 5 applied skills sought by business leaders—with 72 percent saying creativity is of high importance when hiring. The Conference Board’s*Ready to Innovate* report concludes, “The arts—music, creative writing, drawing, dance—provide skills sought by employers of the 3rd millennium.” Research on creativity shows that Nobel laureates in the sciences are 17 times more likely to be actively engaged in the arts than other scientists.

9. **Arts improve healthcare.** Nearly one-half of the nation’s healthcare institutions provide arts programming for patients, families, and even staff. 78 percent deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.

10. **Arts and healing in the military.** The arts are part of the military continuum—promoting readiness during pre-deployment as well as aiding in the successful reintegration and adjustment of Veterans and military families into community life. Servicemembers and Veterans rank art therapies in the top 4 (out of 40) interventions and treatments.

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