



4 Ways Society FAILS EDUCATORS

REDUCED BUDGETS

- * 93% of districts report budget cuts
- * Cumulative funding shortfall is estimated at \$85.6 billion
- * 2 out of 3 schools eliminated teachers for the 2009/10 school year
- * 83% expected further jobs to be eliminated in 2010/11

INCREASED CHALLENGE

- * In U.S. schools 9.7 million children speak a foreign language
- * 75% of public schools in the U.S. recorded violent crime
- * 59% of U.S. students report bullying
- * It costs 50% more to educate a child in poverty
- * 33% of teachers leave the field within 3 years.



POLITICAL AMBUSH

- * 52% of teachers do not believe parents support discipline efforts
- * Parent involvement is linked to better grades yet only 3% have excellent parent outreach
- * Schools are experiencing unprecedented highs in lobbying, administration requirement, government intervention and mandates in curriculum

LIMITING SOLUTIONS

"The job is impossible, the expectations are inappropriate, the training is inadequate, and the pipeline is inverted" — Paul Houston, AASA



CIRCUS OF THE KIDS

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Test scores cannot
be raised without
motivated teachers
and students

Studies show that Arts events offer the widest opportunity for expanded impact:

- * More than 65 distinct relationships between arts and desired outcomes (*both academic & social*) have been documented
- * Surprising links have been found in increasing student motivation, persistence and ability to accept constructive criticism

Source: Building Participation, The Urban Institute, July 2004; Deasy, *Don't Axe the Arts!*, National Association of Elementary School Principals, Volume 82, Number 3, January/February 2003; *Critical Evidence: How the ARTS Benefit Student Achievement*, NASAA, 2006

"We are the marks when society has failed our young people and the news media needs a target." — The School Administrator Editorial



CIRCUS OF THE KIDS can help

4 STEPS TO SUCCESS

PLAN STRATEGICALLY. Strategic thinkers plan multiple impacts from each tactical action. Try changing your focus from action to impact. For example, send home a lunch menu outlining healthy foods, advertising upcoming events and including birthday wishes.

FUND RAISE. Did you know that arts events have the largest parental turn out outside of sporting events? There are over 65 distinct relationships between arts and desired outcomes (both academic & social) that have been documented. Educationally speaking, there are links showing increased student motivation, persistence and the ability to accept constructive criticism.

MOTIVATE STUDENTS. Keys to student motivation include:

- 1) Teacher enthusiasm
- 2) Perceived relevance of material

3) Belief: "Students who believe that they can do well are much more likely to be motivated in terms of effort, persistence, and behavior than students who do not expect to succeed"

PARENTAL INVOLVEMENT Almost all parents agree that arts education improves a child's attitude toward school and 79% believe that it's important for them to get personally involved to increase the quality of arts education

"Parent involvement encompasses a multitude of complex phenomena—family structure, culture, ethnic background, social class, age and gender represent only a few of the factors" –Boethel

There is no 'one-size-fits-all' engagement playbook—but all strategies must start with access. The key question is: How can we create access to positive interactions with parents? Experts say that novel and non-traditional avenues can increase your access

We've been working with schools and young people since 1982. What impacts you, impacts us too so we commissioned a research project to learn how we can give you a hand and keep us all strong.

Give us a call, send us an email or knock on our door. Let's set a time when we can brainstorm together for 10 minutes and we'll help you motivate your students, raise funds and get parents involved with school. Who knows, you may even qualify for one of our grants.

CALL

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