Memorandum

CITY OF DALLAS

DATE June 6, 2008

TO Members of the Quality of Life Committee: Pauline Medrano, Chair, Vonciel Jones Hill, Vice Chair, Carolyn R. Davis, Angela Hunt, Sheffie Kadane, David Neumann, Steve Salazar

SUBJECT **Dallas Arts Learning Initative Project**

Your committee agenda for June 9, 2008 includes the review of the Dallas Arts Learning Initative Project.

Attached is the briefing for your review.

David O. Brown
Interim Assistant City Manager

c: Honorable Mayor and Members of the City Council
Mary K. Suhm, City Manager
Thomas P. Perkins, City Attorney
Deborah A. Watkins, City Secretary
Craig Kinton, City Auditor
Judge Jay Robinson
Ryan S. Evans, First Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
A.C. Gonzalez, Assistant City Manager
David K. Cook, Chief Financial Officer
Chandra Marshall-Henson, Assistant to the City Manager

Dallas Arts Learning Initiative

Dallas City Council

Quality of Life & Government Committee

BigThought
A Learning Partnership

Key Focus Area
Educational Enhancements

Key Focus Area
Culture, Arts & Recreation

June 9, 2008

Arts Learning Timeline in Dallas

1970s — Dallas arts education minimized

1980 — Partnership for Arts, Culture & Education (PACE) formed

1990

1997 — City of Dallas OCA studies arts spending for children

1998 — Dallas ArtsPartners launched

2000 — Dallas ISD studies effects of ArtsPartners on students

2005 — ArtsPartners Annenberg Study reports groundbreaking results

2005 — Wallace Foundation & Dallas Public-Private partnership begin planning

2007 — Dallas Arts Learning Initiative launched

Dallas Arts Learning Initiative
Founding Partners

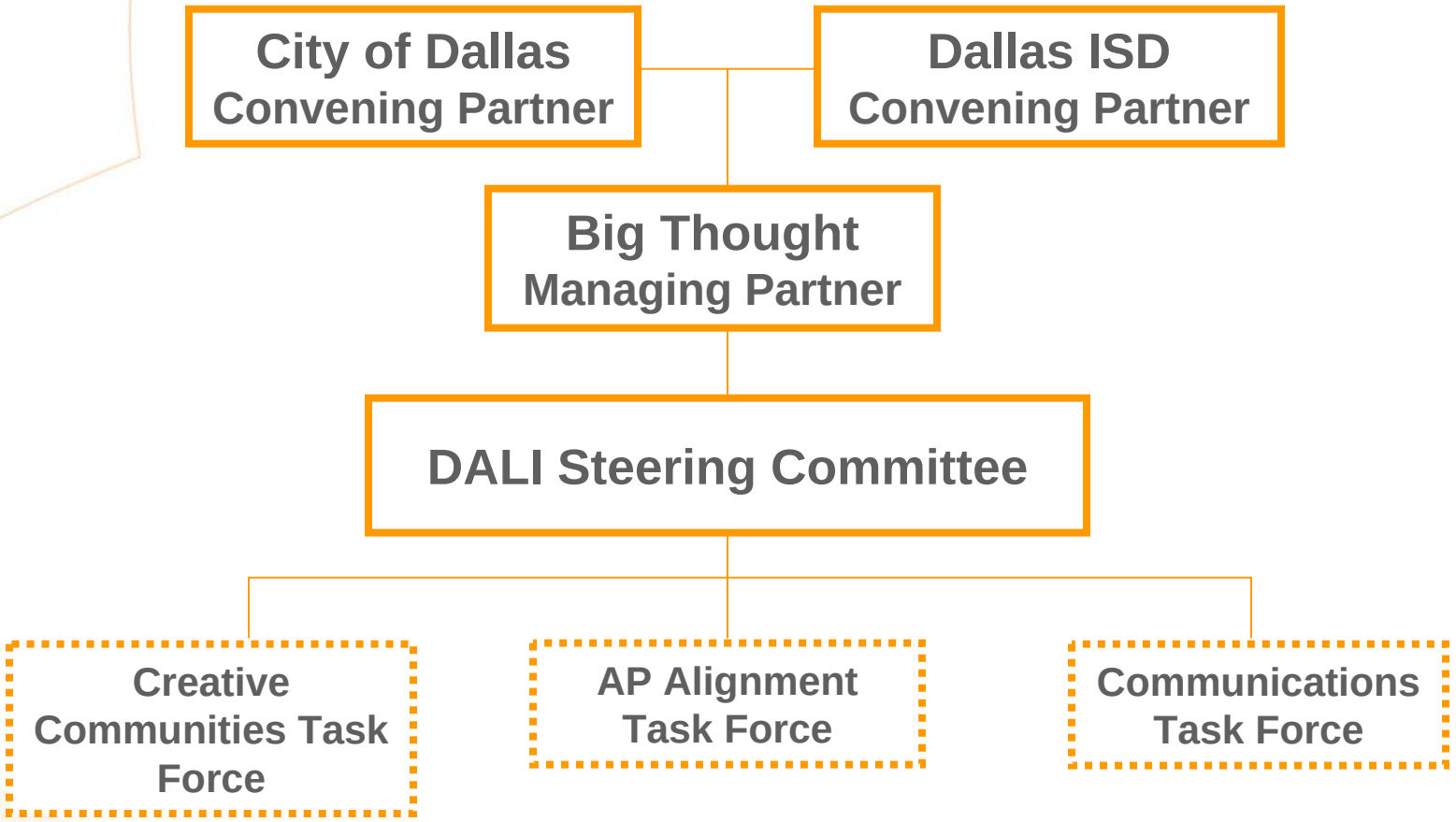
City of Dallas

Dallas Independent School District

BigThought
A Learning Partnership

50+ Community Providers

Dallas Arts Learning Initiative
Governance Structure



Dallas Arts Learning Initiative

The Partners

Influencers	Implementers	Instructors	Beneficiaries
City Council	Office of Cultural Affairs	Cultural Providers	All Dallas children
City Manager	Park & Recreation	Individual Artists	Families
School Board	Police	Park & Rec Staff	
Superintendent	Library System	Librarians	
Private Funders	Dallas ISD	Fine Arts Specialists	
Community Boards	Churches	General Classroom Teachers	
Business Community	CBOs	Childcare Workers	
Families	Families	Church staff	
		CBO staff	
		Trained Volunteers	
		Families	

Dallas Arts Learning Initiative
Overview

A new city-wide partnership

that surrounds children & their families

with high quality arts & cultural experiences

that stimulate creativity & learning.

Dallas Arts Learning Initiative
Purpose Statement

1. **Provide all Dallas children with equal access to high quality opportunities to express, imagine & invent throughout out their lives**

2. **Create & sustain a city-wide creative learning system that yields successful children, strong families & vibrant communities**

Dallas Arts Learning Initiative
Addressing City Educational Priorities

City of Dallas Envisioned Future Statement:

Recognizing that education is the foundation for achieving prosperity, health and well-being, the City of Dallas supports **lifelong learning opportunities through partnerships** with agencies throughout the Dallas community and beyond…

Dallas City Council Objectives:

- **Improve graduation rate/reduce drop-out rate**
- **Expand workforce development opportunities.**
- **Encourage continuance into higher education**

Dallas Arts Learning Initiative

Addressing City Educational Priorities

5.4.1	Facilitating involvement of the entire family in a child's education
5.4.2	Increasing a child's probability of success in school
5.4.3	Helping students meet or exceed national and state education standards
5.4.4	Improving the out-of-classroom experience for students

5.2.1 Offering direct programming

5.2.2 Promoting mentorship and other positive role model development

5.2.3 Providing encouragement for completing a formal education

5.3.2 Long-term planning in conjunction with the various educational institutions in and around Dallas

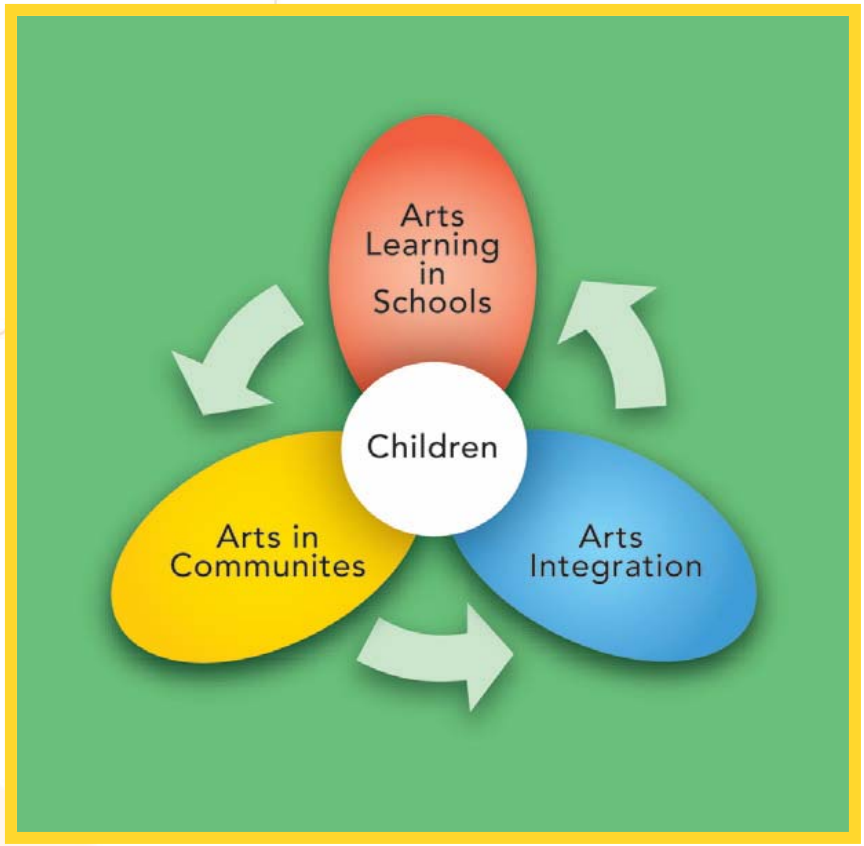
5.3.3 Partnering with similarly focused entities to solicit private, state and federal funding

5.3.5 Providing opportunities for youth leadership and voice in the community decision-making process

5.4.6 Providing quality, wide-ranging and outcome-based programming for children and youth

5.4.8 Ensuring comprehensive service delivery

Dallas Arts Learning Initiative
Common Vision & Working Strategy



Our community believes that it's the relationship between a variety of high quality arts experiences, designed to build over time, that results in lasting benefits…

…and we are building a coordinated system of arts learning to realize our vision

Dallas Arts Learning Initiative

Arts Learning in School

Provides each Dallas ISD elementary student with equal access to quality arts education

- **Dallas ISD adds 140 additional qualified, certified music & visual arts specialists**
- **Every Dallas ISD elementary student to receives 45 minutes of music & 45 minutes of visual art instruction weekly**
- **New fine arts curriculum and professional development program for specialists**

Dallas Arts Learning Initiative

Arts Integration

Integrates arts & cultural experiences into Dallas ISD elementary curriculum

- **Dallas ISD's 100,000 elementary students receive quality, community arts & cultural experiences integrated into curriculum**
- **6,000 Dallas ISD educators receive professional development & technical assistance annually**
- **Coordinated system with 54 professional arts institutions participating**
- **Community programs are aligned with new district curriculum across core subject areas**

Dallas Arts Learning Initiative
Creative Communities

Connects learning in & out of school & helps community & educational institutions work together

- Building 20 coordinated out of school time neighborhood hubs
- Identified supply, demand & gaps
- Established Neighborhood Leadership Teams and Coordinated Neighborhood Creative Learning Plans
- Provide Web-based Community Portal
- Provide comprehensive communications plan

Dallas Arts Learning Initiative
Creative Communities

Creative Communities
First Neighborhoods

First 3 Neighborhoods:

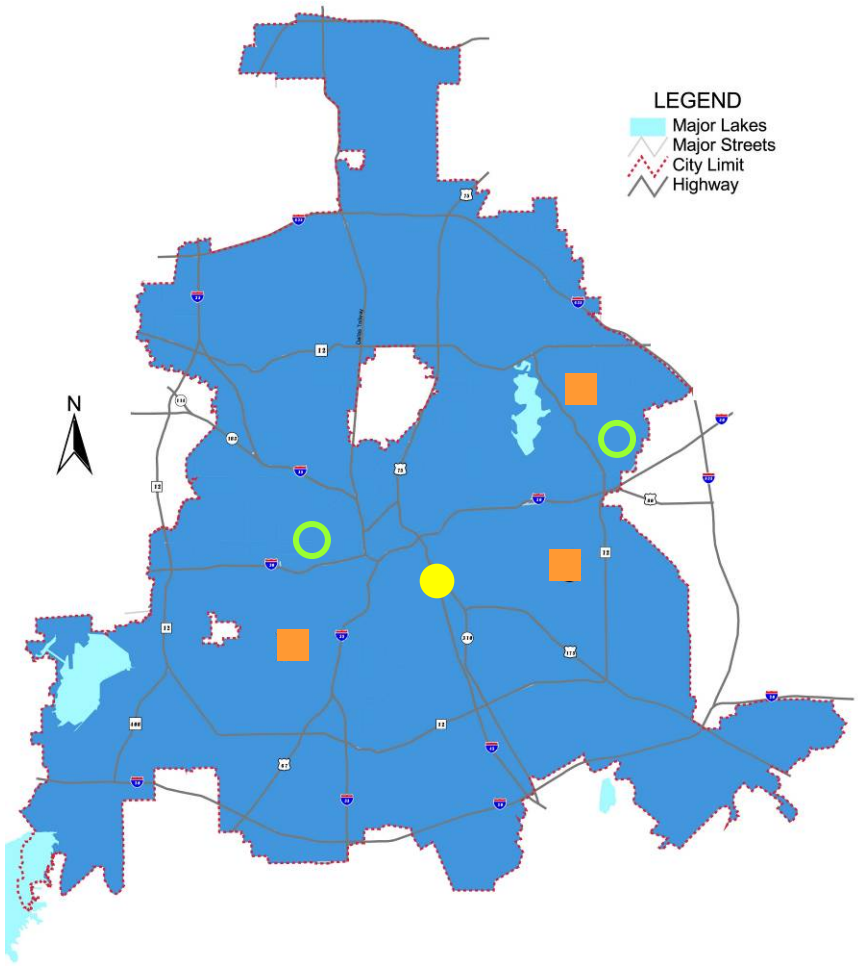
- Pleasant Grove
- Oak Cliff
- Casa View

New – Summer 2008:

- West Dallas
- Far East Dallas expansion

New – September 2008:

- South Dallas



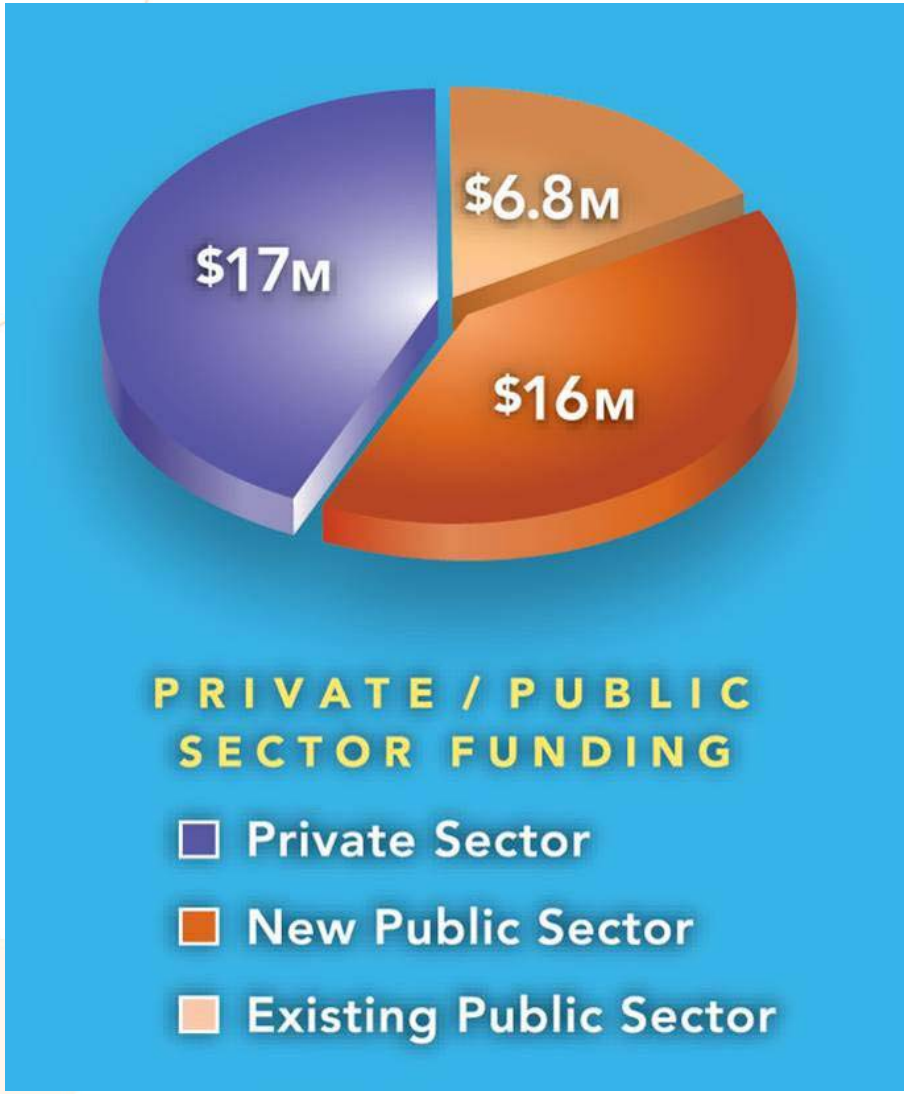
City of Dallas

Dallas Arts Learning Initiative
City of Dallas Contributions

- **Office of Cultural Affairs**
- **Every Child Ready to Read @ Dallas**
- **Park and Recreation Department**
- **GIS Mapping**
- **Information Technology**
- **Communication**

Dallas Arts Learning Initiative

Funding Overview



$39.8 million

3-year projection

2007-2009

Dallas Arts Learning Initiative
Request for 08-09 Investment

Office of Cultural Affairs

OCA-007 Basic Bid: DALI programming in Creative Communities	$375,902
OCA-007-A: Maintain current service (full yr funding for 1 OCA position)	$23,144
OCA-007-B: Increased support for DALI activities	$540,000

- Creative Communities programming in “new” hubs
- 2 summer camps
- TUT tickets

Dallas Public Library

LIB-003 Basic Bid: Includes Every Child Ready to Read	$55,000
LIB-003-C: DALI Phase 2	$200,000

- Every Child Ready to Read @ Dallas Phase 2
- DALI/Teens @ Dallas Public Library
- BACK STAGE @ Dallas Public Library/NOC
- DALI Phase 2 Technology & Communications
- Promotional Activities

Appendices

Appendix I

Dallas ArtsPartners / Arts & Cultural Partners

African American Museum
A.R.T.S. for People
Anita N. Martinez Ballet Folklorico
Artreach-Dallas, Inc.
Cara M¡a Theatre Company
Circle Ten Council
Dallas Aquarium at Fair Park
Dallas Arboretum
Dallas Black Dance Theatre
Dallas Children's Museum
Dallas Children's Theater
Dallas Community Television
Dallas Holocaust Museum
Dallas Historical Society
Dallas Museum of Art
Dallas Museum of Nature & Science
Dallas Opera
Dallas Symphony Orchestra
Dallas Theater Center
Dallas Zoo
Daniel de Cordoba Bailes Espanoles
Fine Arts Chamber Players
Frontiers of Flight Museum
Imagine the Impossible... Dance Workshop
International Museum of Cultures
Japan-America Society of Dallas/Fort Worth
Jewish Community Center
Junior Players
Madi Museum
Making~Connections, Inc.
Meadows Museum
Nasher Sculpture Center
New Arts Six
Dallas Heritage Village
Ollimpaxqui Ballet Company
Shakespeare Dallas
Teco Theatrical Productions Inc.
Texan Living History Association
Texas Ballet Theater
Texas Discovery Gardens
Texas International Theatrical Arts Society
The Dallas Center for Contemporary Art
The Sixth Floor Museum
The Women's Museum
Theatre Three
Tipi Tellers
Crow Collection of Asian Art
USA Film Festival
Voices of Change
The Writer's Garret
Young Audiences of North Texas
Japan-America Society of Dallas/Fort Worth
Jewish Community Center

Appendix II

Dallas Arts Learning Initiative / Steering Committee

Gigi Antoni
President/CEO - Big Thought
Dolores Barzune
Community Arts Leader
Nancy Bingham
Secretary – District 4 - Dallas ISD
Lew Blackburn
Trustee – District 5
Second Vice President – Dallas ISD
Hollis Brashear
Patti Clapp
VP, Education & Workforce Development
Greater Dallas Chamber of Commerce
Dr. Denise Collier
Associate Superintendent, Curriculum & Instruction-
Dallas ISD
Leigh Ann Ellis
Trustee – District 3 - Dallas ISD
Laurie Evans
Director of Libraries - Dallas Public Library
Sue Gainer
Vice President/Programs – ChildCareGroup
Dr. Elba Garcia
Mayor Pro Tem – District 1 - Dallas City Council
Vonciel Jones Hill
Council Member - District 5 - Dallas City Council
Barbara Kindig
City of Dallas Park and Recreation

Rudy Melendez
Co-Chair, Advocacy Committee - Big Thought
Eli Mercado
Big Thought Past Presidents Council
Bank of Texas – Senior Vice President
Maria Muñoz-Blanco
Director of Cultural Affairs
Office of Cultural Affairs, City of Dallas
José Plata
City of Dallas Park & Recreation Board
Judy Pollock
Chair, Dallas Cultural Affairs Commission
Pat Porter
Executive Director
North Texas Business for Culture and the Arts
CiCi Rojas
President/Chief Executive Officer
Greater Dallas Hispanic Chamber of Commerce
Monica Samson
Sr. Business Analyst - Business Intelligence Group
Chase Home Finance
Pam Watkins
Big Thought Past Presidents Council
VP, Business Strategy - M/C/C
Craig Welle
Executive Director, Enrichment Curriculum &
Instruction
Dallas ISD

Appendix III

Creative Communities Research
Demand for Services Parent Perspective

Neighborhood problems that creative learning could address

- **Children wasting time or taking part in unproductive activities**
- **Unsafe outdoor play**
- **Low school achievement or over-emphasis on testing**
- **Vandalism**

Possibilities:

- **Teenage mentorship & workforce preparedness program**
- **Parenting program incorporating cultural learning activities**
- **Multi-age public speaking & presentation program**

Visit www.dallasartslearning.org & click on Shared Information

Top activities children participate in:

79% take photos
74% download music
72% decorate for parties and special events
71% make CDs, tape or play lists
69% dance for fun with family or friends
63% draw or paint

Possibilities:

- **Find creative possibilities in existing activities**
- **Address challenges head on in imaginative ways**
- **Build informal skills with lessons or workshops**

Appendix IV

Link to Supporting Literature

Visit www.bigthought.org and click on Supporting Literature

Online Publications:

- **Creating a New Education System**
- **Enriching Minds. Growing Our Future.**
- ***City Schools How Districts and Communities Can Create Smart Education Systems*** Edited by Robert Rothman

next

Appendix V

Creating a New Education System

dallas arts learning initiative

Creating a New Education System

"The national conversation about **how to better educate our children,** particularly those who are economically disadvantaged, has shifted and is reaching a tipping point. The debate **is no longer defined** by the view that learning happens **only in schools.** Rather, re-inforced by many years of research, it has advanced toward the realization that **learning happens across multiple contexts** – in families, early care and education programs, schools, out-of-school time and youth programs, **and community settings and institutions,** including libraries, museums, and faith-based organizations."

– **Heather B. Weiss, Ed.D.,** Founder & Director, Harvard Family Research Project (2005)

The Dallas Arts Learning Initiative is an unprecedented partnership to unite Dallas' arts, civic, educational and cultural resources to support K-12 education wherever students and their families learn.

"There's no doubt in my mind that the Dallas Arts Learning Initiative is an appropriate solution for getting our students connected. When they connect with what they're learning, it's magical. I believe it is an important tool in helping us make that magical connection for every child, every day."
– **Dr. Michael Hinojosa,** GENERAL SUPERINTENDENT, DALLAS INDEPENDENT SCHOOL DISTRICT

The Dallas Arts Learning Initiative focuses on using the arts, culture, and creativity to positively impact the quality of education in three distinct learning environments.

Arts Learning in Schools

Formal instruction in the arts provided by specialized arts teachers

Arts Integration

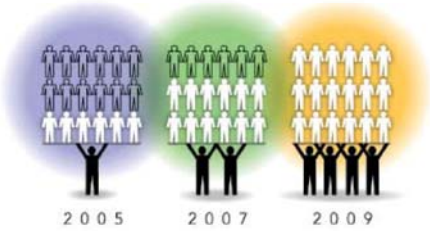
Integrating the arts into the general classroom as an inspirational catalyst to enhance learning across all subject areas

Arts in Communities

Arts learning that takes place in a variety of community settings such as choirs in churches, dance classes in recreation centers, painting classes at neighborhood galleries,etc.

Designing the System

"The Dallas Arts Learning Initiative is a giant step forward in building a vibrant, arts-rich city that will nourish families for generations to come."— Mary Suhm, DALLAS CITY MANAGER



Arts Learning in School

Dallas Arts Learning Initiative provides each Dallas public elementary student with equal access to quality arts education

- Dallas ISD adds 140 additional qualified, certified music and visual arts specialists, so that
- every Dallas ISD elementary student receives 45 minutes of music and 45 minutes of visual art instruction weekly
- Dallas Arts Learning Initiative supports the fast track development of Dallas ISD's new fine arts curriculum

Arts Integration

Dallas Arts Learning Initiative integrates arts & cultural experiences into Dallas ISD elementary curriculum

- as part of Dallas ArtsPartners, Dallas Arts Learning Initiative annually coordinates over 400,000 hours of individual programming from 50 museums, performing arts groups and other cultural providers
- Dallas Arts Learning Initiative aligns community arts & cultural programs with the new district curriculum across core subject areas
- Dallas Arts Learning Initiative increases professional development for teachers and cultural partners

NEIGHBORHOOD

Arts in Communities

Dallas Arts Learning Initiative connects learning in and out of school and helps community and educational institutions work together

- Dallas Arts Learning Initiative provides neighborhood-based community arts liaisons to map and connect existing arts resources.
- Dallas Arts Learning Initiative establishes local arts leadership councils in Dallas neighborhoods
- Dallas Arts Learning Initiative connects families to existing programs and coordinates resources to ensure the availability of creative learning opportunities.

Connecting and Managing the System

Communications

Eight months of research revealed that a lack of information was one of the primary barriers to arts participation by children and families. To address this issue, the Dallas Arts Learning Initiative is integrating existing communications structures within Dallas ISD and The City of Dallas Public Information Office, as well as developing grassroots and social networking strategies implemented as part of Arts in Communities programs. These strategies will reach into the community to promote arts opportunities on the city and neighborhood level, as well as target policymakers and civic leaders for ongoing public support of the project.

Technology

Technology is both a primary driver for the Dallas Arts Learning Initiative communications, and a critical component to research and evaluation. Websites are planned to act as community arts portals to bring information to parents, teachers and children. A redeveloped computer database system will strengthen existing arts integration programs by facilitating deeper interaction between classrooms and the city's wealth of museums, performing arts groups, and literary and historical organizations. Collaboration tools will allow Arts in Communities staff and volunteers to share information and plan collaboratively.

Research and Evaluation

The Dallas Arts Learning Initiative is committed to the continuous measurement of both system growth and impact. Indicators in each arts learning environment will gauge growth in areas such as the number of new arts-related professional development opportunities available for classroom teachers, the number of new neighborhood pilot programs launched, and the number of parents and community participants engaged in Arts in Communities programs. The impact of this growth will be assessed through performance measures focused on the participation, quality and learning outcomes for children in the areas of creativity, experimentation, etc. Assessment will be conducted using an arts learning census, family and student interviews and case studies, and expert program observation.

Funding the System

"The Wallace Foundation's lead gift for the Dallas Arts Learning Initiative has been strengthened by an unprecedented level of additional public and private support which has aligned Dallas' funding, education and artistic resources to surround all Dallas ISD children with high quality arts learning opportunities."

– Rory MacPherson
SENIOR PROGRAM OFFICER
THE WALLACE FOUNDATION

PRIVATE / PUBLIC SECTOR FUNDING

- Private Sector
- New Public Sector
- Existing Public Sector

$39.8 MILLION
3-YEAR PROJECTION

PRIVATE SECTOR FUNDRAISING

- The Wallace Foundation
- Secured Private Sector Funding
- Unsecured Private Sector Funding

$17 MILLION
3-YEAR PROJECTION

Key Investment
OPPORTUNITIES

Three Year Expense Projections (2007-2009)

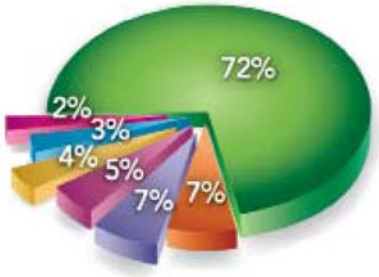
Program Services (72%)
$29,238,000
Arts Learning in Schools ($19.64M), Arts Integration ($3.73M), and Arts in Communities ($5.86M) include elementary arts specialists positions, after-school and summer programs, curriculum and professional development, family learning programs, at-risk youth programs, cultural excursions.

Research & Evaluation (7%)
$2,964,000
Four ongoing research studies will inform the continued development of the plan so that it is aligned with community needs. Four ongoing evaluation studies will evaluate success in meeting community needs.

Management (7%)
$2,604,440
The deployment of personnel and associated direct costs to manage the human resources, financial reporting, technological expenses, etc.

Sustainability (5%)
$1,802,000
Planning and investments for a Dallas Arts Learning Initiative endowment, public advocacy, earned income models and other strategies to assure long-term success.

Technology (4%)
$1,414,000
Websites, databases, collaboration tools, etc. to meet a diverse range of stakeholder needs, including program searches for the general public, shared calendars among service providers, tracking methods for participation.



Marketing (3%)
$1,034,000
Development and implementation of communication to multiple audiences to generate awareness, create understanding and increase participation and involvement. Coordinate strategic use of existing partner communication capabilities and development of grassroots communication to children, youth and families.

Additional Planning (2%)
$703,551
Ongoing planning to refine the model as an educational innovation and social change model in areas such as best practices, reporting systems, project management tools, etc.

"Bank of America's decision to invest in the Dallas Arts Learning Initiative was like any other – a low risk opportunity, based on the strength of the investment group, versus the potential return of the project. As a strategy to strengthen public education, improve neighborhood life, or influence a more creative generation, the Dallas Arts Learning Initiative is an ambitious and well-positioned blueprint for positive change across the city."

– Laura Whitley
PRESIDENT
BANK OF AMERICA DALLAS

COMMUNITY INVESTORS

The Wallace Foundation · Bank of America, Bank of Opportunity · Harold Simmons Foundation · City of Dallas · Ford Foundation · Dallas Independent School District · dallaspubliclibrary · The Dallas Foundation · BigThought

CITY OF DALLAS – Dallas Police Department, Park and Recreation Department, Strategic Customer Service, Public Information
DALLAS ISD – Curriculum and Instructional Services Division, School Support Services Division, Business Services Division

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