



July 17, 2020

WHY ARTS ADVOCACY IS IMPORTANT, EVEN IN TROUBLED TIMES

In troubled and uncertain times our priority becomes our children - are they safe and healthy? Are they learning and laughing?

Art allows our children to create, to find calm in a storm, to motivate, and to express the conflicting emotions they may be feeling. The arts – no matter in what form - can help heal during times of crisis, and give our children inspiration and hope. This is why a full arts curriculum in schools is so crucial.

With the future of education still undetermined, it is now more important than ever to make sure that we are ALL advocating for a full arts education curriculum to be a part of every school and grade, no matter what the new education model may look like.

California State PTA has some amazing resources and partnerships to help us do that. Capta.org has an entire [Arts Education](#) section, along with a brand new [Resource Library](#), both with answers and information on numerous arts, education and PTA questions.

One of our most valued partners is CreateCa.org, which provides the excellent resource Create at Home. You can find statistics on arts education, arts advocacy talking points, and social media toolkits [on their website](#).

We also have a partnership with The California Alliance for Arts Education. They have joined with Arts for LA to create a local advocacy toolkit and dashboard to help you get started:

- **The Local Advocacy Toolkit** and a recording of a previously held statewide webinar training can be found here: <https://www.artsed411.org/toolkit>
- **The Advocacy Dashboard and Rapid Response Plan** can be found here: <https://www.artsforla.org/resources>

These tools are designed to prepare advocates to react quickly and effectively in local decision-making processes.

Use the Advocacy Dashboard to capture the following:

- Time and date of the next school board meeting
- Local school board members' contact information (Here is a look-up resource: <https://xgsuperschool.org/school-board-lookup>)
- Relevant agenda items

Complete your Rapid Response Plan in order to:



- Set up Google alerts and calendar updates
- Organize your team effectively by creating goals, strategies and assignments



Use the Local Arts Advocacy Toolkit to:

- Establish talking points relevant to your community
- Engage youth voice in advocacy
- Write a letter to your school board, target issues in your district they are trying to overcome and connect the arts as a tool for success and equity, get local organizations to sign on
- Create a social media presence that amplifies your advocacy (www.createca.org has social media toolkits you can use)
- Write a letter to your local paper, letting the community know the seriousness of the issue

Take Advantage of These CREATE CA Videos:

Now More than ever we need to remind the public and Education leadership of the value of an arts education. Create CA has produced two short videos, each with a unique purpose and specific audience to support the work.

- [Arts Education for District and County Education Leaders Video](#)
- [Sign the Pledge for Arts Education Video](#)

If you live in L.A. County and you would like to take direct action in your community, contact cistel@artsforla.org.

If you live outside of L.A. County and have questions about the toolkit, feel free to contact artsnow@artsed411.org.

Together we can make sure that the children and students of California receive all that they need to be successful, as well as healthy and productive.

TAKE ACTION!

Promote Your PTA
With a Banner



Adorn your fence or window with a colorful outdoor banner from the online PTA Store – there are 8 different theme options to choose from!

SHOP NOW

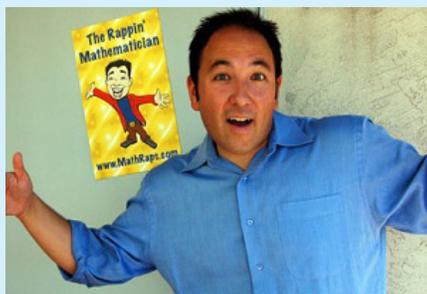
Did You Know That
PTAEZ Is Now MyPTEZ?



PTA's online accounting and financial management system has a new name – but the same great service!

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Join Alex Kajitani, "The Rappin' Mathematician," for three fun-filled sessions that can help you help your child learn math.

REGISTER NOW

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