



the campaign

Sibyl O'Malley
California Alliance for Arts Education

the goals

- Promote and support district and county **Arts Planning**
- Activate **LCFF/LCAP** advocacy through education
- Share **Title I** funding opportunity



campaign components



- Arts Now Events
- Arts Now Communities
- LCFF Advocacy
- Arts Planning Initiative
- Title I Arts
- Alliance Turnkey Advocacy Projects
- Alliance Policy & Advocacy Hub
- Press Outreach, Campaign Communications Materials
- Statewide Partnerships



the events

- **Celebrate:** Spotlight effective strategies through recognition of arts education in CA communities
- **Educate:** Inform those gathered about tools and strategies for increasing access to arts education
- **Demonstrate:** Conduct school site visits to share the power of arts learning
- **Personalize:** Create events specific to each local community
- **Integrate:** Support advocates and attendees to use these events as a rallying point for on-the-ground work

the team



- **Peggy Burt** Arts Planning Initiative
- **Sarah Brothers & Robin Hampton**
Arts Now Communities
& LCFF support
- **Joe Landon** Title 1 Arts



arts planning initiative

An opportunity provided by the California Alliance for Arts Education for districts and counties to complete a planning process using the best tools available

artsed411.org/artsplan



arts now communities & LCFF support

Program to support district & county advocacy groups and individuals who receive strategic coaching, training, communication support and grant opportunities to pursue Arts Planning Initiative, LCFF/LCAP Advocacy and Title 1 Arts

artsed411.org/localadvocacy

artsed411.org/lcff



title 1 arts

*An opportunity for districts and schools to
use arts integration strategies
to achieve Title I goals*

Title1arts.org





artsed411.org/artsnow