

TODAY'S EMPLOYERS
PREFER CANDIDATES
WHO CAN COLOR
OUTSIDE THE LINES.





THAT'S WHY WE MUST KEEP MUSIC, DANCE, THEATER AND VISUAL ARTS IN OUR CLASSROOMS

A standards-based arts education is about building every student's creative capacity so that their creativity wins them the college of their choice and makes them stand out with any employer in any career they choose.



CREATIVITY IS #1 SKILL

IBM surveyed 1,541 CEO's who said creativity is the most important leadership quality they are looking for.

"To compete in the global marketplace, I need employees who are well-rounded and have the skill sets that they have learned from the arts".

- Rick Gallaher, Senior Engineer, Boeing



CALIFORNIA'S CREATIVITY ECONOMY GENERATES AS MUCH AS \$15 BILLION PER YEAR

"2008, California's Creative Vitality™ Index, Western States Arts Federation"

California's top creative industries include animation, entertainment, industrial design and toy design.



IS YOUR CHILD PREPARED?

Success in the workplace begins with imagination in the classroom. Employers want creative problem solvers, innovative thinkers, confident communicators and collaborators.

www.artsed411.org/localadvocacy

TAKE ACTION!
JOIN YOUR LOCAL ALLIANCE FOR ARTS EDUCATION.

To find a local alliance near you, visit: www.artsed411.org/localadvocacy

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