Joan R. Fox 2/2007

Closing the Opportunity Gap with Strategic Arts Partnerships

AGENDA

- Visual Thinking **Strategy**

- Welcome!

- Why Are Partnerships Important?
  - Statistics Review

- Partnerships That Work Case Studies:

- Pathways to Partnerships Design Canvas

- Closing Reflection

Welcome

Kaya Chwals: **Corporate Engagement Manager, Urban Arts Partnership kaya@urbanarts.org**

Greg Ayres: **Director of Program Development & Expansion, Urban Arts Partnership greg@urbanarts.org**

Jennifer DiFiglia: **Chief Program Officer Young Audiences New York jdifiglia@yany.org**

Why Are Partnerships Important?
Statistics Review

"The only thing that divides a poor kid and a rich kid is an opportunity. Give the poor kid an opportunity and she will rise to the occasion every time."

Rosie Perez, Actress

- It is predictably impossible for a young person to achieve in a field of study when he lacks any opportunity for a quality education, consistent exposure or the practice of skills in that subject area.

- Students participating in workplace mentoring and internships have improved grades, comparable or better attendance, and higher graduation rates than students in comparison groups, as well as increased motivation, self-confidence, and career-planning skills. (Furco and Root, 2010)

- Missing opportunities, including Pre-K, summer camp and family trips, results in a gap that can add up to 6000 hours by 6th grade, the equivalent of 5 years of classroom learning (The 6000-Hour Learning Gap).

- White students continue to outperform Black students in both reading and math in both 4th grade and 8th grade by 26 points, and Hispanic students by 24 points (Vanneman, A., Hamilton, L., Anderson, J., & Rahman, T. 2009). These statistics continue through high school, where nationwide, Black students graduated at a rate of 69 percent; Hispanics graduated at 73 percent; Whites graduated at a rate of 86 percent (National Center for Education Statistics, 2012).

- This disturbing trend continues beyond academics. Black men with full-time jobs, earn 73.5% less than their White counterparts, an average of $667 per week compared to $907 (Bureau of Labor Statistics, 2015). To put an even finer point on it, that works out to a full $12,480 per year for a total of $249,600 over twenty years per individual

What Defines Partnership?

"...the pooling and managing of resources as well as the mobilization of competencies and commitments by public, business and civil society partners to contribute to expansion and quality of education. They are founded on the principles of international rights, ethical principles and organizational agreements underlying education sector development and management; consultation with other stakeholders; and on shared decision making, risk, benefit and accountability."
–*Institute for Educational Planning*

" . . . a voluntary alliance between various equal actors from different sectors whereby they agree together to reach a common goal or fulfill a specific need that involves shared risks, responsibilities, means and competencies."
–*World Economic Forum*

Multi-Stakeholder Partnerships for Education (MSPE)
public - private - community

Reconnecting McDowell (West Virginia) is a comprehensive, long-term effort towards educational improvement in McDowell County. Partners from business, foundations, government, nonprofit agencies and labor have committed, in a signed covenant, to seeking solutions to McDowell's complex problems

Change the Equation successfully spread proven STEM education programs in districts across the country, empowered CEOs with a toolkit to "advocate in communities where they are the largest employers for STEM reform," and designed a new plan for how companies "can create and invest in STEM programs" as well.

YOUmedia, a partnership between the MacArthur Foundation and the Digital Youth Network, is a place for tweens and teens to connect with "books, media, mentors, and institutions throughout the city of Chicago in one dynamic space designed to inspire collaboration and creativity." Teens at YOUmedia are supported in their efforts to learn how to use digital and traditional media to "engage in projects that promote critical thinking, creativity, and skill building."

Partnerships that Work
Sotheby's

Urban Arts Partnership helped identify and develop a CSR program for **Sotheby's**, the world's largest auction house. Presenting the benefits of **Corporate Social Responsibility** to staff at both sites allowed the partnership to feel authentic and relevant to both employees at Sotheby's and Urban Arts Partnership.

In initial meetings between Sotheby's and UAP, internal and external **CSR goals** for Sotheby's and their positive **impact on the community** were developed into simple bulletpoints. These **directly corralated** with UAPs goals. A **financial donation** was agreed upon.

Workshops were held at Sotheby's to educate staff on urban education, the acheivement gap, and arts education, providing buy in and understanding of UAP's mission.

Meanwhile, **a marketing campaign** was developed for both companies to be shared **internally**, aimed at promoting participation.

A menu of volunteer options was developed for Sotheby's by Urban Arts **direct line staff**.

After the first year of partnerhsip and workshops, **external marketing** was developed by both offices for Sotheby's to share as part of its corporate highlights.

Partnerships that Work
Link NYC

Young Audiences NY asks places of work to open their doors so teens can come in and learn about creative careers. Teen participants attend the program after-school and on the weekends throughout the school year- each session giving the participants **real world access** that includes panel discussions with producers, interviews with video directors, and visits to local university/college departments, local galleries, cultural institutions, and Arts and Media festivals.

Students receive **skill-building sessions** through week-long boot camps that increase the professional arts skills students need to be competitive in both college and career.

The program is **free** for all students.

Students are **recruited** from over 50 Young Audiences NY partner schools, with a high number of **students living in poverty**, as well as coming from communities without access to extended learning opportunities.

Establishing Partnerships

Getting Started

- Initiatives to improve family engagement can expand engagement to the community in general

- Create an Action Team for Strategic Partnerships

- Identify specific project areas & priorities based on your school's overall improvement plan

- Monitor and document outcomes; share results

- Continually adjust and refine your plan as needed

- Be clear with your partners about roles & commitments

Establishing Partnerships

Keep In Mind

- A culture shift – school leadership as well as staff must sincerely recognize the value of partnerships

- A third party – a partnering agency should assist in connecting with community (MSPE)

- Meet the community where it is – go to where the community gathers

- Keep student achievement at the center

- It doesn't "just happen"

Partnership Design Mapping

Questions to ask yourself?

- What do you already have?

- What are the priorities your are going to address?

- What do you need?

- Who can help get what you need?

- Pathways to get there

Contact Us

Jennifer DiFiglia
Chief Program Officer
Young Audiences New York
jdifiglia@yany.org
(212) 319-9269

Greg Ayres
Director of Program Development
Urban Arts Partnership
greg@urbanarts.org
(212) 966-5881 ext 306

Kaya Chwals
Corporate Engagement Manager
Urban Arts Partnership
Kaya@urbanarts.org
(212) 966-5881 ext 306