

COMMUNITIES

innovative

AMERICAN CANVAS CALLS TO ACTION

strategies, models, and partnerships

models,

NATIONAL ENDOWMENT
FOR THE ARTS

To participate in the ongoing American Canvas dialogue, go to the National Endowment for the Arts web site at:

<http://arts.endow.gov/Community/AmCan/Opening.html>

In October, 1997, the Endowment published the *American Canvas* report.

You can order the report and share your responses to these Calls to Action online or by writing to:

American Canvas
Room 729
National Endowment for the Arts
1100 Pennsylvania Avenue, NW
Washington, DC 20506

AMERICAN CANVAS

In 1996, the Arts Endowment became a catalyst for a national discussion on enriching our cultural legacy to future generations through community nurturing of the arts. The Endowment went into large and small communities around the country and met with representatives of all aspects of civic and social life. The American Canvas, as this initiative came to be called, was a great vehicle for sharing ideas and information on the issues vital to sustain and advance the arts in this country.

At each of the six privately-funded community forums, national, regional and local participants explored a different aspect of the successful integration of the arts into communities. The host cities were chosen for their leadership in the development of innovative strategies for supporting the arts and using the arts to build strong communities.

Columbus, Ohio

How do the arts promote community understanding and civic participation?

Los Angeles, California

How do the arts link communities and build a solid social framework to ensure livable communities for tomorrow?

Salt Lake City, Utah

How do the arts support student success, good schools and strong families?

Rock Hill, South Carolina ~ Charlotte, North Carolina

How do the arts enhance community economic development and growth?

San Antonio, Texas

How do the arts enrich community life and community planning, design and development?

Miami, Florida

How do the arts enhance equity and access to America's culture and heritage?

As a result of the discussions and ideas generated from the regional American Canvas forums, the Ten Calls to Action were formed.

A NEED FOR ACTION

Following the American Canvas forums, this discussion was joined by a group of national leaders from all sectors of public life -- business, education, religion, government, industry, civic groups, unions, arts, consumer groups and foundations. These leaders were seeking specific ways that their organizations and sectors could work together nationwide to assist communities in ensuring an arts legacy for future generations. They recognized the strength in sharing ideas and strategies, forming partnerships and collaborations, and stimulating other individuals and organizations to advance our nation's cultural resources and the quality of life the arts bring to all our citizens.

In endorsing the Calls to Action, this national group calls upon civic and community leaders, educators, artists and arts organizations nationwide (commercial, non-profit and volunteer), parents, religious leaders, business leaders, elected officials, and all departments of government (federal, state and local), and others in the private and public sectors. Working alone or in concert, we all need to be involved in advancing these Calls to Action.

We encourage everyone to answer the Calls to Action and to share plans through the American Canvas forum on the Endowment's web site (<http://arts.endow.gov>) -- a place for the open exchange of information and ideas on how we all can take action to sustain the arts in our communities. You may also write to the address on the back cover.

TEN CALLS

I. *Recognize America's place among the great cultures of the world through artistic and cultural celebration at the turn of the century.*

II. *Share resources and broaden citizen exposure to the arts in order to strengthen, revitalize and promote communities.*

III. *Ensure that the arts are an integral part of the education system by recognizing the unique role of the arts as a resource for engaging students and developing skills necessary to compete in the information age that will expand in the 21st century.*

IV. *Design community development plans which recognize the competitive and cultural advantages that the arts bring to the economic, social, and imaginative life of communities and their citizens.*

V. *Develop partnerships within government and with the private and non-profit sectors that enhance the quality of life for all Americans by integrating arts and cultural opportunities in their decision-making and services.*

TO ACTION

VI. *Support and develop broad-reaching policy and services that ensure greater access to the arts and cultural heritage for all Americans.*

VII. *Recognize the unique opportunities the arts provide to America's communities and take responsibility for making the arts part of developing solutions in response to community needs.*

VIII. *Expand the description of the arts to be more inclusive of the broad array of cultural activities that the American public experiences and appreciates.*

IX. *Mobilize at the local, state, regional and national levels to express the value of the arts to society and to ensure an arts legacy for future generations.*

X. *Support the vital role of government in ensuring that the arts play an increasing part in the lives and education of our citizens and in strengthening America's communities.*

ANSWERING THE CALLS

The following responses from American Canvas participants provide examples of some of the actions currently underway or planned for the future.

U.S. Department of Education

Richard W. Riley, Secretary of Education

The following actions, designed as responses to the American Canvas Calls to Action, will be undertaken by the U.S. Department of Education and its partners to support our schools through arts education.

1) support two valuable publications to provide information and ideas about how schools can more fully integrate the arts into their curriculum;

2) extend the Department's partnership with the Arts Endowment to continue the work of the Goals 2000 Arts Education Partnership to the year 2000;

3) honor arts education and business partnerships, through an annual awards program, for supporting quality arts education at the state and local levels and to encourage more of them;

4) recognize outstanding schools, through the Department's Blue Ribbon Schools Program, that have used the arts to lift their school and their students to new levels of achievement and that are examples of excellence in instruction and student achievement; and

5) create a task force with parents, educators, researchers and the arts community to explore ways in which art and music can help young children and families reach the America Reads Challenge -- one of President Clinton's most important initiatives.

The Coca-Cola Foundation

Donald Green, President

Coca-Cola plans to continue their aggressive efforts to support important cultural programs around the country through their Foundation and Corporate Contributions. In addition to support of arts education, two new categories have been added: Arts Festivals and Arts Centers.

National League of Cities

Donald Borut, Executive Director

Leadership within the National League of Cities will be asked to engage cities to celebrate the cultural heritage of their communities at the beginning of the millennium. To accomplish this goal, a partnership with state municipal leagues has been proposed.

American Federation of Musicians

Tom Lee, Vice President

The American Federation of Musicians is in the process of creating a tax-exempt organization dedicated to the promotion of art and arts education. This non-profit organization will educate government officials and community leaders on the value of the arts, in addition to providing scholarships.

Society of Stage Directors and Choreographers

Julianne Boyd, President

The Society will stress the importance to all of its members about getting involved at the grassroots level in their communities, as well as helping to create broad-reaching policy at the civic and government level.

YMCA of the USA

David Mercer, National Executive Director

Through our new Arts & Humanities Office of Program Development, the YMCA is developing resources to help local Y's offer programs that incorporate the arts into learning and recreation. Resources include publications, conferences, and training courses for YMCA staff beginning in the fall of 1997.

Getty Education Institute for the Arts

Leilani Lattin Duke, Director

Wave Your Banner: Exploring Community Through Art and *The Kids Congress on Art*, two complementary Institute-sponsored programs will be commemorated in November, 1997, with the convening of middle school students representing each state and territory. The program and its results will be widely disseminated, illustrating in the voice of children the importance of arts education to their future. The Getty will match Annenberg grant funds to support projects in schools that demonstrate how arts education can enhance whole school reform.

Goals 2000 Arts Education Partnership

Richard Deasy, Director

The Goals 2000 Arts Education Partnership in partnership with the U.S. Department of Education and the National Endowment for the Arts will conduct a national awards program to honor effective state and local partnerships of business, education and the arts to sustain arts education in schools. Working with the President's Committee on the Arts & the Humanities, the Partnership will publish a report for local school boards and administrators on the characteristics of effective school arts education programs.

**United States Department of Justice,
Office of Juvenile Justice**

Donni LeBouef, Senior Program Officer

In the belief that arts can deter violent and disruptive behavior, the Department of Justice has provided funding to five after-school arts programs around the country, which will be evaluated to provide evidence that the arts are an effective and cost-efficient way to address the issue of children and violence. The report will include hard facts and figures that show truancy and dropout rates are down, attendance is up, disciplinary referrals are down, and students become better communicators.

Council of Chief State School Officers

Gordon Ambach, Executive Director

Current initiatives include hosting, with the National Assembly of State Arts Agencies, the Goals 2000 Arts Education Partnership funded by the U.S. Department of Education and the National Endowment for the Arts. Secondly, the Council is promoting voluntary National Standards for arts education, as well as state standards. Further, the Council advocates incorporation of arts education as a central part of education improvement and reform, and it is promoting the National Assessment of Educational Progress and state assessments in the arts.

National Association of Counties

Michael Hightower, President

American Canvas Calls to Action have been incorporated into county agendas nationwide. Our goal is to raise awareness of the arts throughout every county in America.

Johns Hopkins University
Arnold Packer, Senior Fellow

To ensure that the arts are an integral part of education, Johns Hopkins University will develop materials that integrate the arts with workplace skills.

American Association of Museums
Edward Able, President and CEO

To address the growing demand for educational, historical and cultural tourism, the Association has created Partners in Tourism. The program was developed with support from the National Endowment for the Arts, the National Endowment for the Humanities, the President's Committee on the Arts and the Humanities, and the Institute of Museum and Library Services, among others. The program includes a series of regional cultural tourism leadership forums intended to initiate local, state, regional and national strategies to promote cultural tourism in partnership with the tourism industry.

National 4-H Council

Richard J. Sauer, President & CEO

In partnership with the Ad Council, the National 4-H Council is implementing a public service campaign called "4-H Youth Voices and Action." The messages will be created by young people to tell their peers about important issues in their lives and in their communities and what they can do to be involved. The use of art and artistic expression will be promoted.

**Office of the State Deputy Comptroller for
New York City**

Rosemary Scanlon, Deputy State Comptroller

The Comptroller's Office will continue to emphasize the economic value of the arts to the economy of New York City and the state in their ongoing economic reports, as identified in the 1993 study, "The Arts as an Industry: Their Economic Importance to the New York-New Jersey Metropolitan Economy."

National Recreation and Parks Association

Fran Mainella, President

The National Recreation and Parks Association pledges to emphasize the benefits of the arts in relation to parks and recreation programs to park officials around the country. These programs range from the arts and craft programs in after-school or summer recreation programs to large cultural special events held in parks.

Americans for the Arts

Robert Lynch, President & CEO

Americans for the Arts through its Institute for Community Development and the Arts will work with its national civic partners representing Mayors, county commissioners, city and county managers, and other local and state officials to create opportunities for dialogue and planning about better involving the arts as a community development partner and about turn-of-the-century cultural celebrations and will begin by issuing a monograph on the subject.

Steering Committee & National Forum Participants

Access Media/NII Awards
Alexander Julian, designer
Altoon & Porter Architects
American Arts Alliance
American Association of Community Colleges
American Association of Museums
American Council on the Arts
American Federation of Musicians
American Film Institute
American Guild of Musical Artists
American Library Association
American Symphony Orchestra League
Americans for the Arts
Arnold and Porter Law Firm
Arts & Business Council, Inc.
Asian American Arts Alliance
Association of American Cultures
Association of Art Museum Directors
Binney & Smith, Inc.
Chicago Field Museum
Coca-Cola Foundation
Colleen Jennings-Roggensack, National Council
on the Arts
Computer & Communications Industry Assn.
Council of Chief State School Officers
Council of Literary Magazines & Presses/
Literary Network
Council on Foundations
Creative Coalition
Dallas Museum of Art
Dance/USA
Directors Guild of America
Economic Club of Detroit
Ed Gero, actor
Father Leo J. O'Donovan, National Council
on the Arts
George Gund Foundation, The
Getty Education Institute for the Arts
Goals 2000 Arts Education Partnership
Grantsmakers in the Arts
GTE California
High Museum
Human Capital Research
Independent Sector
Institute of Museum & Library Services
International City/County Management Association
James Earl Jones, actor
Joel Wachs, L.A. Councilman

John F. Kennedy Center for the Performing Arts
Johns Hopkins University
Jorge Perez, NCA
Knight Foundation
Lisa Thorson, musician
Mary Ann Mears, sculptor
Maryland Institute, College of Art
Maryland National Capital Parks
& Planning Commission
Massachusetts Institute of Technology
Morningstar Foundation
Music Educators National Conference
National 4-H Council
National Art Education Association
National Assembly of State Arts Agencies
National Association of Artists' Organizations
National Association of Counties
National Association of Elementary School Principals
National Association of Evangelicals
National Association of Latino Arts & Culture
National Conference of State Legislatures
National League of Cities
National Main Street Center
Network of Cultural Centers of Color
Ohio State University
OPERA America
Ovation -- The Arts Network
People for the American Way
Pew Charitable Trusts, The
Philip Morris Companies, Inc.
President's Committee on the Arts & Humanities
Reverend Tony Campbell
Ririe Woodbury Dance Company
Rockefeller Foundation
Sara Lee Foundation
Society of Stage Directors & Choreographers
State University of New York at Purchase
Theatre Communications Group
U.S. Conference of Mayors
U.S. Department of Education
U.S. Department of Justice
Volunteer Lawyers for the Arts
West Chester University
William Strickland, National Council on the Arts
YMCA of the USA
Young Audiences

language

recognize

*...how communities are strengthened
...models, and partnerships to help
...communities. The challenge for
...communities are strengthened by *the arts*
...partnerships to help integrate the arts in
...the challenge for cities, towns, and rural
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...to be woven into the fabric of the
......is to recognize how commu
......models, and future
......communities*



NATIONAL ENDOWMENT FOR THE ARTS

1100 PENNSYLVANIA AVENUE, NW

WASHINGTON, DC 20506-0001

202/682-5400 [HTTP://ARTS.ENDOW.GOV](http://arts.endow.gov)

the arts