NATIONAL ART EDUCATION ASSOCIATION
SHAPING HUMAN POTENTIAL

USING ART EDUCATION to Build a Stronger Workforce

WE LIVE IN A VISUAL AGE

where people spend significant waking hours in front of a screen, saturated by images. This ubiquity of images in our lives has transformed the way children learn and perceive the world, and has transformed the workplace.

In this visual age, aesthetics and creativity are just as important as technical knowledge. In fact, nearly **100% of business and school leaders say creativity is increasingly important in U.S. workplaces** (97 and 99 percent, respectively).[1] And studies show that students receiving an arts rich education perform better on assessments of creativity than do students receiving little or no arts education. Both of these factors make art education a critical component of a complete and competitive education.

The National Art Education Association (NAEA) fosters learning and creativity through programs, community building, and advocacy that help art educators prepare students for success in the visual age. With your support, visual arts education can prepare students to become valuable members of society and the future workforce.

WHAT ARE THE VISUAL ARTS?

Visual Arts, as defined by NAEA, include the traditional fine arts such as drawing, painting, printmaking, photography, and sculpture; media arts, such as, animation, video and emerging digital technologies; design, such as, communication, product, and interactive; environmental, such as, architecture, landscape architecture, interior and urban planning; conceptual, performance, participatory, street, and folk arts and works of art in clay, glass, metal, wood, fiber, paper and other materials.

"Because MY ART TEACHER IS AMAZING, I have discovered a career path I never knew existed!"

—Joe, St. Petersburg, FL

NAEA MISSION: To advance visual arts education to fulfill human potential and promote global understanding.

FULFILLING THE MISSION: We provide expertise, research, training, and resources that support professional growth and leadership, helping members affect the quality of student learning in their local schools, communities, and states.

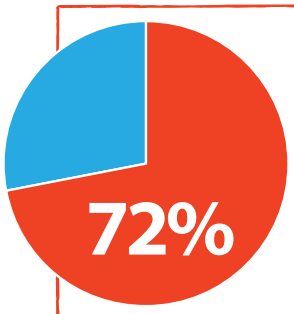
[1] pg 6 "Ready to Innovate," The Conference Board Research Report R-1424-08-RR

WHY ART EDUCATION MATTERS

- Research at various grade levels shows that learning in the visual arts is linked to the development of creative thinking skills such as adaptability, flexibility, imagination, fluency, originality, elaboration, and abstractness—skills that employers need.[2]
- Studies find that art education develops students' critical thinking skills, such as comparison, hypothesizing, and critiquing—skills that are essential to a person's ability to apply knowledge and visualize solutions.
- Research shows that visual art studio classes help students develop the habits for sustained focus, imagination, close observation, and articulation of their decision-making process.

Despite the clear benefits of art education, 17% of elementary schools and 11% of secondary schools do not offer visual arts education.[3] In general, schools struggle to find the resources and tools to provide quality programming. NAEA is tasked with changing that. And we need the support of corporate partners to do it.

We partner with corporations in several ways: conference sponsorships, funding for new programs and innovative initiatives, and general support to grow the NAEA professional community.



72% of business leaders say CREATIVITY is the number one skill they are seeking when hiring, but 85% of these employers can't find the creative applicants they seek.

NAEA'S VITAL ROLE IN ART EDUCATION

The essential skills visual arts educators develop—visual-spatial abilities, reflection, and experimentation—are critical for learning success in the new visual age. Research shows that the most effective visual arts educators are continual learners and active members of the art, education, and arts education communities. NAEA provides the continuing education and community building opportunities to help art educators excel.

Our belief is that:

- All students deserve a comprehensive, balanced, and sequential program of instruction in the visual arts—this benefits the students, employers, and the overall economy.
- Art curriculum should be led and taught by teachers who are certified and qualified in the visual arts and designed to provide students with skills and knowledge in the arts in accordance with national, state, and local standards.

With the help of our membership and corporate donors, NAEA provides the support and tools necessary to make this happen.

- While **94%** of superintendents say studio arts courses build creativity, only 7% of high schools require this course.
- **Two-thirds** (66%) of public school teachers say that the extra attention being paid to math or language arts is crowding out subjects such as art, science, and social studies.
- Low-income students who are highly engaged in the arts are **more than twice** as likely to graduate high school as their peers with no arts education.

Statistics from "Arts Education In Public Elementary and Secondary Schools" and "Critical Evidence"

[2] ArtsEdSearch, http://www.artsedsearch.org/students/research-overview, student research overview
[3] U.S. Department of Education survey "Arts Education in Public Elementary and Secondary Schools."

“Art teaches me how to THINK!”

—National Art Honor Society Student

THE PILLARS OF OUR SUCCESS

Funding for NAEA is distributed among five primary program areas:

1. **Learning:** We plan, coordinate and implement exemplary professional learning initiatives that build member capacity to be effective educators, leaders, and advocates for art education.
2. **Community:** We build a cohesive professional community among art educators and teaching artists working in pk-12 schools, museums, universities, and communities through innovative social media tools that facilitate conversation among peers.
3. **Advocacy:** We communicate the importance of student achievement and lifelong learning in the visual arts to educators, policy makers, parents, and the community.
4. **Research and Knowledge:** We support members in their work by assessing programs and services that inform practice, and by expanding access to current research and emerging policy issues that affect art education.
5. **Organizational Vibrancy:** We champion a professional culture of excellence that supports leadership development and impacts opportunities for learning in the visual arts.

NAEA publishes books and other resources useful in curriculum planning, teaching practice, research, and assessment, as well as flagship periodicals including the *Journal of Art Education*, *Studies in Art Education*, and *NAEA News*. Services include the National Art Honor Society, educator recognition programs, an annual National convention, professional development—providing opportunities and pathways to graduation, college and career readiness, and citizenship.

NAEA MEMBERSHIP

- **20,000 active members**—K-12 art educators, college and university professors, researchers, administrators, and museum educators.
- **48,000 student members** of the National Art Honor Society in 2,000 chapters across the United States and Abroad.
- **Located in the 50 states plus** the District of Columbia, U.S. Possessions, most Canadian Provinces, U.S. military bases around the world, and 25 foreign countries.

HOW CORPORATE FUNDING SUSTAINS THE VISION

While we have a robust membership, that funding alone is not enough to sustain our myriad program areas.

Corporate sponsorship allows us to: [4]

- Build community among our members so they can share knowledge and resources.
- Raise awareness of the impact of art education on the economy and the workforce.
- Provide opportunities for students and teachers to participate in meaningful learning opportunities.
- Deepen the general public’s knowledge and understanding of why learning in the visual arts is essential to human development.

[4] US Department of Education, “Arts Education In Public Elementary and Secondary Schools 1999–2000 and 2009–10,” NCES 2012 -014; Sandra S. Ruppert, “Critical Evidence: How the ARTS Benefit Student Achievement,” © 2006, National Assembly of State Arts Agencies; Americans for the Arts Website, http://www.artsusa.org/information_services/research/services/economic_impact/default.asp; U.S. Department of Education survey “Arts Education in Public Elementary and Secondary Schools.”; ArtsEdSearch, http://www.artsedsearch.org/students/research-overview, student research overview

Corporations support us by funding particular programs or providing general operating grants, program support, and conference sponsorships. In return, partnering with NAEA provides access to more than 90,000 art educators and more than 77 million students—advancing mutual goals and enforcing the fact that visual arts are essential to 21st century learning.

CONCLUSION

In today's economic environment, it is critical to give our future workforce every advantage we can—that's simply good business. By supporting NAEA, you are making an investment in cultivating the habits of mind that nurture creativity and develop an educated citizenry and innovative workforce. With your support, we can make the future of every student and every business brighter.

Americans for the Arts[5] tracked the economic impact of the creative industries sector in the United States for three years. They found nationally that the nonprofit arts and culture industry generates

$166.2 BILLION
in economic activity every year.

This has led to:

5.7 MILLION full-time equivalent jobs—a stronger, vibrant workforce for you.

$104.2 BILLION in household income—more disposable income to spend with your company.

ART MATTERS

Contact: Deborah B. Reeve, EdD, Executive Director
dreeve@arteducators.org | 703.860.8000
901 Prince Street, Alexandria, VA 22314-3008 USA

NATIONAL ART EDUCATION ASSOCIATION
SHAPING HUMAN POTENTIAL
www.arteducators.org

[5] Americans for the Arts Website: http://www.artsusa.org/information_services/research/services/economic_impact/default.asp