



NATIONAL ART EDUCATION ASSOCIATION

#VisualArtsEd



Supporting Equity and Access to Visual Arts Education for All Students

A High Quality, Visual Arts Education:

Develops Future Workforce Skills. The visual arts teach essential skills in communication, collaboration, critical thinking, and problem solving—skills essential for success in school, work, and life. Most of the new jobs that will provide opportunities for future generations are unknown, making the development of these universal skills increasingly important. The arts and culture sector is a 730 billion-dollar industry, which represents 4.2% of the nation's GDP—a larger share of the economy than transportation, tourism, and agriculture. The nonprofit arts industry alone generates \$135 billion in economic activity annually (spending by organizations and their audiences), supporting 4.1 million jobs and generates \$22.3 billion in government revenue.

Supports Learning in a Visual and Media Age.

The 21st century is the age of visual media and online communication. Everyone, from K-12 students through adult learners, needs to understand visual literacy and the aesthetic choices that impact effective communication through the use of visual images and content design—all taught through visual arts education.

Reinforces Social and Emotional Learning.

Educators and community agencies serve students who have different motivation for engaging in learning, behaving positively, and performing academically. Effective social and emotional learning involves coordinated classroom, schoolwide, family, and community practices that help

students develop self-awareness, self-management, social awareness, relationship skills, and responsible decision making. The studio setting for an effective visual arts education supports the development of these social and emotional skills.

Includes Standards-Based Curriculum and Assessment

Regarding Impact and Accountability. The 2014 National Visual Arts and Media Arts Standards, along with state and local standards, provide a blueprint for ensuring a comprehensive visual arts education using model cornerstone assessments. Visual arts and media arts learning can be assessed, including with tools such as student portfolios which provide a highly effective way of measuring student outcomes.

Builds Cultural Competency Through Arts Learning.

The arts, including all forms of the visual arts, help build knowledge and understanding of diverse cultures. Study of the visual arts enables all learners to understand their world and the culture and history of others.

Promotes Creativity and Innovation. The opportunity for students to build their capacity to be creative and innovative is inherent in the visual arts, which encourages multiple approaches to solving a problem.



Develops Cognitive Flexibility for a Future Workforce.

According to The World Economic Forum, the top ten skills that will be needed in the workplace of the future are the “soft” skills—the innate human skills that simply cannot, at this point, be replaced by artificial intelligence or technology alone. Included on this list is Cognitive Flexibility, defined as the ability to transition thoughts between multiple concepts or perspectives. Visual arts learning also supports development of the other nine top skills, including:

(1) Complex Problem Solving, (2) Critical Thinking, (3) Creativity, (4) People Management, (5) Coordinating with Others, (6) Emotional Intelligence, (7) Judgment and Decision Making, (8) Service Orientation, and 9) Negotiation.

Nurtures Essential Early Learning.

Early childhood education visual literacy is a “first” language for communicating thoughts, developing motor skills and communication skills, and helping children understand and make meaning of their lives within their families, schools, and communities.

Encourages Meaningful Parental Involvement.

The visual arts impact the school environment and provide positive experiences for engaging parents in the life of the school, their children’s work, and participation in arts-based school events.

Ways to Participate in the #VisualArtsEd Campaign:

1 Familiarize yourself with the talking points on this document so you can better state your case.

2 Download, print, and share the NAEA Advocacy Postcard.

Distribute it at PTA/PTO meetings, parent/teacher conferences, “Open House” night, school art events, the information desks at the art museum and your community art center, and near artwork displayed in your school.

Share it with:

School board members at their meetings or ask for a private meeting and use this as part of your conversation content. Use the “back” of the postcard to indicate concerns in your district and provide contact information for how to reach you.

Federal, State, and Local Officials (use the front and back as described above).

Coalitions that include all of the arts—your statewide arts advocacy group and other professional associations.

Preservice students and ask them to share it with the teachers in whose classrooms they are student teaching.

3 Create your personal “elevator speech.”

Communicate why Visual Arts Education is so important. Incorporate the facts on this sheet with your own story to share with others, both within and outside the arts.

Add data (local, state, and/or national).

Message+ Story + Data = Advocacy!

4 Connect with your community.

Post about your advocacy activities and share your perspective on the importance of visual arts education on social media using #VisualArtsEd.

5 Utilize all of NAEA's advocacy resources.

Find them all at www.arteducators.org/advocacy.