

MUSIC CENTER: A YEAR IN ARTS LEARNING

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The Music Center: Performing Arts Center of Los Angeles County, believes the arts enhance the lives of all people and are crucial to the development of every child.

Since launching its education programs in 1979, the Music Center has become one of the leading arts education providers in the United States. Few organizations offer the breadth and depth of arts learning programs that the Music Center provides. This report offers a summary of 2005-06 accomplishments and highlights, concluding with a statistical summary of education program activity.

EDUCATION MISSION

The Music Center's education mission is two-fold. First, the Music Center extends its commitment to the community at large by engaging people in the arts — at the Center, and in schools throughout Los Angeles County. Secondly, it advances arts education as an integral part of the core curriculum in Los Angeles County schools — from pre-school through high school.

The Music Center's education resources include a roster of over 100 professional artists and ensembles in the performing and visual arts as well as a team of 28 full time staff members, most of whom are also accomplished artists and educators. The Music Center develops its education programs in partnership with the school community to address specific learning needs. During the 2005-06 academic year, the Music Center's education

programs served an audience of more than 250,000, including pre-K through 12 students, teachers, school administrators, and families.

STRATEGIES FOR COMMUNITY LEADERSHIP

Now is a time of tremendous anticipation within the arts education field. School districts throughout California are receiving unprecedented new arts education funding, included in the 2006-07 state budget Governor Schwarzenegger signed on June 30. The budget provides \$105 million in General Funds for an ongoing *Arts and Music Block Grant* program to support standards-aligned instruction in kindergarten through grade twelve. In addition, the state budget includes \$500 million in one-time funding for purchasing arts, music and/or physical education supplies and equipment, and professional development.

Music Center Vice President Mark Slavkin served on the small statewide leadership team which spearheaded advocacy for this new arts education funding. In April 2006, the Music Center hosted a major press conference to draw media and public attention to this historic opportunity. In addition, the Music Center Board of Directors and professional staff played active roles in communicating with key legislators. While it is too soon to predict the impact this new funding will have in schools, the Music Center is prepared to provide support and leadership to the education community as it addresses this extraordinary opportunity.



The Music Center executive and education staffs, in concert with the Board Education Committee, developed and refined a multi-year strategic plan, which was approved by the full Music Center Board of Directors in June 2006. The plan affirms the Music Center's commitment to playing a vital leadership role in arts learning, articulates the values and beliefs underlying its education programs, and sets specific goals and objectives for the next several years. The strategic plan is posted online at www.musiccenter.org/education/mission.html.

While the Music Center's arts education advocacy extended statewide this year, it also focused on its own Downtown Los Angeles community. In collaboration with Resident Company colleagues — the Los Angeles Philharmonic, Center Theatre Group, Los Angeles Opera, and the Los Angeles Master Chorale — and other Grand Avenue cultural organizations, the Music Center worked to secure Los Angeles Unified School District (LAUSD) board approval for a new arts high school, now under construction at 450 North Grand Avenue. Since 2001, the Music Center has been consulting with LAUSD officials and representatives regarding programming for the new school. In addition, John Emerson, Music Center Board Chairman, and Josephine Ramirez, Vice President for Programming and Planning, serve on the board of Discover the Arts, a non-profit support organization created to support the school.

The Music Center also continues to play a leadership role in the county-wide implementation of *Arts for All, the Blueprint for Arts Education* adopted by the Los Angeles County Board of Supervisors in 2002. Mark Slavkin continues to serve on the initiative's Executive Committee and Music Center staff members are providing ongoing coaching and support for school districts, including Beverly Hills, Compton, Culver City, and Palos Verdes. The Music Center is also providing input for the development of a new *Arts for All* publication on best practices in professional development.

PARTNERSHIPS SUPPORT CORE EDUCATION PROGRAMS AND MAJOR PROJECTS

Partnerships form the foundation of all Music Center education services — including core programming as well as special initiatives. To *produce* arts education programs, the Music Center collaborates with districts, schools, teachers, individual artists, performing ensembles, community service organizations, volunteers, and parents. To *support* these programs, the Music Center partners with foundations, corporations, government agencies, and individuals who contribute grants, sponsorships, and gifts through the **Music Center Fund for the Performing Arts**.

Some donors elect to focus their support on one initiative, program, or project, as described in this report. Equally important are the generous partners who make unrestricted education grants and gifts for general operating support. Unrestricted contributions allow the Music Center to direct funding where resources are most needed. The Music Center's largest and most longstanding donor of education general support is **The Ralph M. Parsons Foundation**, whose major gifts history began in the mid-1980s. In May 2006, the Music Center welcomed a new major donor, **The Skirball Foundation**, which made a \$1 million general support commitment to education. Other major institutional contributors of unrestricted support include **Wells Fargo, The Capital Group Companies Charitable Foundation**, and **Citigroup Foundation**.

INVESTING IN TEACHER AND SCHOOL CAPACITY-BUILDING

Quality arts education programs combine high *artistic excellence* with the most effective strategies for teaching and learning. Accordingly, building teacher capacity to deliver standards-based arts education is critical to helping schools develop sequential programs for their students.

Since the inception of its in-school services, the Music Center has recognized the critical importance of arts learning opportunities for educators. The **Institute for Educators**, established in 1981, was among the Center's first arts learning programs. Created initially as an introductory weeklong summer program of arts experiences, the Institute has developed into a yearlong program that provides in-depth arts instruction for teams of educators from selected partner schools. The Music Center now offers *Introductory* as well as *Experienced Level* Institutes for school teams at different stages of arts learning readiness.

Recognizing the importance of building educator capacity to teach the arts, the National Endowment for the Arts (NEA) launched a special initiative in 2005 designed to advance exemplary teacher training models. As part of this NEA program, the Music Center's *Experienced Level Institute* became one of only 12 summer institutes nationally to receive a prestigious \$40,000 *NEA Teacher Institute Grant*. This grant enabled the Music Center to add another dimension to the Institute by focusing instruction on an *anchor work* — an enduring work of art that reflects universal values. The Center's selected anchor work was the poem *The Negro Speaks of Rivers* by Langston Hughes (1902-1967). As part of the NEA grant project, the Music Center also strengthened the Institute's focus on curriculum writing and implementation. The teachers who attend the Institute now receive follow-up support in their schools to help them create and teach new lessons integrating the arts.

The Music Center also had the distinction of receiving the largest 2005-06 grant awarded nationally through another NEA program — *Learning in the Arts for Children and Youth*. The \$90,000 award provided funding for the **Arts Capacity Team (ACT) Schools Project**, an initiative focused on helping 12 selected schools increase their capacity to provide standards-based arts education. Major matching support for the ACT Schools Project was provided by **The Boeing Company**.

Since the ACT project envisioned that participating school teams would attend the Institute, the Music Center brought the two NEA grants together, so that the 12 school



teams could benefit from a yearlong continuum of services. In addition to the Institute and its follow-up support in the schools, the ACT Project presented over 1,300 in-school activities, including workshops for students, teacher training sessions, and school-wide assembly performances. A total of 44 professional artists served schools through the project. On three occasions the 12 teams came together at the Music Center to share their experiences and celebrate their achievements. Because of the 2005 Institute's extraordinary accomplishments, the NEA selected the Music Center as *one of only four organizations* nationally to receive a second Teacher Institute Grant for 2006.

During 2006, the Music Center also began an in-depth partnership with four area schools through a project made possible, in part, by a grant from The Rose Hills Foundation. The three-year project was launched with an invitation to all elementary schools in the San Gabriel Valley and offered schools several optional levels for participation. Interested schools submitted a letter of intent to participate in Level One which implemented the Music Center's **ArtStrategy** survey, a tool developed to measure the status of arts education at the school-site level in eight key areas. Six schools participated in this baseline assessment process. Following the survey, four schools applied to continue to Level Two in 2006-07, which will

include the Institute for Educators and a suite of in-school arts experiences, crafted to build each site's arts education capacity.

Also in 2006, The Ahmanson Foundation awarded a \$1 million grant to establish the Music Center Institute for Educators Endowment, providing important recognition of the Music Center's commitment to teacher development. Proceeds from this fund will provide resources in perpetuity for the Institute's ongoing evolution and service to the community's schools. More information about the Institute for Educators is available online at www.musiccenter.org/institute.

INVESTING IN TEACHING ARTISTS

In alignment with its stature as a premier performing arts center, the Music Center builds its education programs around the vision and expertise of the professional artist.

The power and impact of the Music Center's programs emanate from the interaction of outstanding artists with students, teachers, and family audiences.

Accordingly, the Music Center invests substantial resources in recruiting, training, and providing ongoing support for the performing and teaching artists on its roster. Music Center staff work with artists in music, theatre, dance, and the visual arts to develop specific content and approaches that will be effective in an educational context. Artists selected for the Music Center roster are widely recognized for artistic excellence in their genres and leadership in serving young audiences.

In recent years, **The Dana Foundation** has provided visionary support for training teaching artists nationally, including several grants for major Music Center projects. In 2005-06, the Foundation awarded a grant to support the **Music Center Teaching Artist Study Group**. Intended as an advanced professional development opportunity for Teaching Artists who had acquired some in-depth school experience, the project created a learning community where 20 artists shared their teaching experiences and expertise. The goal was to broaden the artists' knowledge of arts education issues, hone teaching methods, and open doors for collaborations. It also provided a support network for sharing challenges and brainstorming solutions.

In addition to investing in its own artist roster, the Music Center continues to provide leadership in building the capacity of teaching artists county-wide. In collaboration with Pasadena's Armory Center for the Arts, the Music Center produced an artist training course through *Arts for All* that was open to other arts education organizations as well as independent artists. Much of the course took place in local school classrooms, where senior Music Center Teaching Artists modeled lesson implementation with children and their teachers. This successful professional development program will continue in 2006-07.



INVESTING IN ARTS EDUCATION RESEARCH

During the 2005-06 academic year, the Music Center collaborated with Julia B. Morrison Elementary School in the Norwalk-La Mirada Unified School District (NLMUSD) to implement Phase 1 of the Morrison Music Project. This in-depth partnership is designed to research, develop, and field test grade K through 5 music education models. The project is tackling key questions regarding connections between the learning process in music and other student learning processes, specifically in literacy. This complex analysis travels into new territory in educational research. The project is made possible, in part, by a grant from **The Rosalinde and Arthur Gilbert Foundation.**

To place the ambitious project within a national context, Morrison and the Music Center have associated with the Music-in-Education National Consortium. MIENC represents a network of universities, arts organizations, school reform foundations, and partnering schools. The association's purpose is to bring about an evolution of music teaching and learning so that music can assume an essential role in higher education teacher preparation and public school reform.

Everyone involved in the Morrison Music Project team — principal, teachers, artists, Music Center staff, and national partners — is actively engaged in this thought-provoking work. Through Phase 1, the project articulated school-wide music vocabulary and developed as well as piloted teacher and student assessment instruments. All 29 Morrison teachers participated in monthly professional development sessions in music education. In addition, 14 classrooms of students participated in in-depth artist-in-residence programs. During 2006-07, the project's Phase 2 will continue to field test models for teacher professional development and student learning.

INVESTING IN FAMILY ARTS PROGRAMMING

During the 2005-06 performance season, the Music Center continued to broaden its offering of weekend arts programming for families with children. In just three years, **World City** has become the community's largest and most comprehensive world arts performance series for young audiences. The third season at Walt Disney Concert Hall's W.M. Keck Foundation Children's Amphitheatre celebrated the mosaic of cultures in Los Angeles with programming that highlighted artistic traditions from South America, the Middle East, Eastern Europe, Asia, the Philippines, West Africa, India, Mexico, Appalachia, and Native American tribes.



In addition, the four-event **Pillow Theatre** series continued to inspire and entertain toddlers and their families with music, storytelling, puppetry, and physical theatre in BP Hall. In July 2005, the Music Center inaugurated a summer edition of Pillow Theatre which offered eight performances for invited groups of preschoolers. Through another four-event series, **Performing Books** at the **Los Angeles Central Library**, the Music Center introduced children to the performing arts through stories from books in the library's collection. This series is a collaboration with the Central Library and **Los Angeles Times Reading by Nine**.



In 2005, the Weingart Foundation renewed its initial three-year commitment to the Music Center's family programming with another three-year grant, providing funding through the 2007-08 season. A new donor, the **Julia Stearns Dockweiler Foundation**, made a multi-year grant commitment to family programming in 2006. **Target** renewed the company's season sponsorship of Pillow Theatre as well as Performing Books; **The Automobile Club of Southern California** became a World City performance sponsor; and the **Dwight Stuart Youth Foundation** renewed its support of Performing Books.

SNAPSHOTS OF 2005-06 IN REVIEW

SCHOOL PROGRAMS

The Music Center's education programs are available to all public and private schools in Los Angeles County. Schools contact the Music Center with their interests, and education staff offer guidance in selecting the mix of programs and artists that best address curricular needs.

Every school partnership represents a unique collaboration. While the following statistics reflect the Music Center's reach within the community and breadth of service, these numbers cannot begin to capture the depth of learning and commitment inherent in successful school partnerships. During the 2005-06 academic year, the Music Center:

- Partnered with **238 public schools in 49 Los Angeles County school districts and 66 individual private schools** to provide the Center's core arts education programs for students and teachers.
- Presented 1,391 school assembly performances in music, theatre, and dance through **Music Center on Tour**.
- Produced 58 **artist workshop series projects** in 51 schools; these projects consisted of a cumulative total of 3,223 events.

- Produced 32 **in-depth artist-in-residence programs** for students and their teachers in 14 schools; these residencies consisted of a cumulative total of 1,514 student workshops and related events.
- Presented 83 **professional development workshops for teachers** through 54 sponsors, including schools and districts.
- Presented a five-day intensive **Institute for Educators** in July 2005 that served 93 teachers, artists, and arts specialists. In addition, a total of 94 teachers, artists, and arts specialists enrolled in a series of five four-hour Professional Development Saturday Workshops held during the school year.
- Presented artist-in-residence projects for 55 classes in preschool facilities, including Head Start centers, through the **Southern California Wolf Trap Program**.
- Presented 29 **Arts CARE** artist-in-residence projects in 14 County-supported mental health and social service agencies. To implement these projects, artists worked alongside mental health clinical staff to provide more than 200 sessions for emotionally disturbed children and adolescents.
- Sold 808 copies of curriculum units from **Artsource®**, the Music Center's self-published resource materials for teachers.



PROGRAMS AT THE MUSIC CENTER AND OTHER SERVICES

To further advance arts education in the community and engage more young people, teachers, and parents in the arts, the Music Center developed the services listed below, all of which are designed to complement its in-school programs. During the 2005-06 season, the Music Center:

- Produced the **18th Annual Music Center Spotlight Awards** program, which offered auditions, master classes, and special scholarship awards for high school students in the performing and visual arts. A record number of young artists — 1,615 from seven Southern California counties — participated in *Spotlight 2006*. In addition, the video of the Spotlight 2005 Gala Finale was broadcast on KCET. **Bank of America** is Spotlight's Principal Program Sponsor. Other major support was provided by **Helen and Peter Bing**, the **California Community Foundation**, the **Lee Graff Foundation**, the **Max H. Gluck Foundation**, and the **Walter Lantz Foundation**. Spotlight is a major project of **The Fraternity of Friends of the Music Center**.

- Presented six performances of the MOMIX dance company's *Opus Cactus* for a total audience of nearly 15,000 fifth graders, bused to the Music Center for the **36th Annual Dorothy B. Chandler Children's Festival**, produced with support from **The Blue Ribbon of the Music Center**. Thanks to a generous gift from **Mrs. Maxine Dunitz**, every student who attended the Festival received *A Journey Through the Music Center*, a book the Music Center has developed especially to introduce students to its four venues and performance seasons. Mrs. Dunitz's contribution is providing resources to reprint the book in perpetuity.
- Recognized 50 nominated teachers and schools through the **BRAVO Award** for excellence in arts education, produced with support from **Club 100 of the Music Center**.
- Presented the third season of **World City**, which offered 21 family performances over nine event dates, for a total series audience of more than 6,000 people.
- Presented 16 performances of **Pillow Theatre** for young children at BP Hall in Walt Disney Concert Hall for a cumulative audience of more than 5,700.
- Produced the **27th Annual Very Special Arts Festival** for an estimated audience of more than 8,000, including young people with disabilities, as well as their parents, their teachers, and members of the general public. The Festival — a collaboration with the **Los Angeles Unified School District** and **Los Angeles County Office of Education** — culminates a year-long arts education program for special education students and teachers. The 2006 theme was *Once Upon a Time*. **Robinsons-May**, the **City of Los Angeles Department of Cultural Affairs**, and **Helen and Peter Bing** provided major support for the Festival.
- Partnered with neighboring arts and culture colleague organizations to produce the admission-free **Grand Avenue Festival**, which attracted 15,000 visitors overall.
- Produced the annual **Showcase of Artists** at Walt Disney Concert Hall for an estimated 1,100 visitors, including school administrators, teachers, and parent group representatives.
- Presented eight admission-free performances through the **Performing Books** series over four Saturdays at the Central Library in Downtown Los Angeles for a cumulative family audience of over 1,400.
- Expanded www.musiccenter.org/education to include over 200 web pages of information regarding Music Center education roster artists and their programming; the site receives an average of 300,000 hits and 92,000 unique visitors monthly.



FISCAL SUMMARY

The Music Center's Fiscal Year 2006 outlays for education and family programs totaled \$5,192,021 — \$4,447,021 in direct costs (86%), plus \$745,000 (14%) in overhead and administrative allocations, including fundraising costs. Direct program expenses increased by 12% over the prior year; the added costs were primarily attributable to increased artist fees for expanded school programs and royalties payable for a surge in *Artsource*® curriculum materials sales.

Fiscal Year 2006 income included almost \$500,000 in endowment distributions plus revenues totaling \$4,713,134, with a virtually even split between earned (\$2,319,058) and contributed (\$2,372,967) revenue. Earned income far exceeded budget projections, primarily due to an increase in school programs income and \$515,000 in royalties from McGraw-Hill, the Music Center's curriculum partner. Because McGraw-Hill is now bundling *Artsource*® materials with sales of arts textbooks, the Music Center is benefiting from a dramatic increase in curriculum revenue. Endowment distributions provided an additional \$500,000 in earned income.

In addition to grants and gifts from institutions and individuals, contributed revenue includes proceeds from *L.A. Alive!*, the Music Center's biennial gala benefit auction, which raises funds specifically for education programs. The June 2006 event, chaired by Joy Fein and Carolyn Miller, was a huge success that yielded net proceeds of \$1.7 million, of which \$600,000 was applied toward Fiscal Year 2006 education expenses. The balance will help support Music Center education programs in Fiscal Year 2007.

This fiscal summary does not include the *Spotlight Awards* program, which incurred expenses of \$1,079,538, accounted separately. Spotlight generates no earned income and relies entirely on private support. More than 20% of program costs were covered by proceeds from the annual **Spotlight Gala Dinner** which takes place in the Dorothy Chandler Pavilion Grand Hall, immediately following the finalists' performance.

In Fiscal Year 2007, the Music Center will continue to build upon its past achievements and lessons learned with the goal of further strengthening its education programs and advancing its mission. This ongoing, far-reaching service would be impossible without community support. The Music Center is deeply grateful to the generous individuals and institutions whose investment of time, talent, and financial resources creates priceless learning opportunities for the children, teachers, and families who participate in Music Center education programming.

