



MUSIC CENTER EDUCATION DIVISION

YEAR IN REVIEW: 2004-2005

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. In 1979, the Music Center established the **Education Division** to provide leadership in arts learning in schools, in the community, and at the Center. Today the Music Center Education Division is among the largest arts education providers in the United States. Few organizations nationally offer the breadth and depth of arts learning programs that MCED provides.

MISSION

The Music Center Education Division's (MCED) mission is two-fold. First, the Education Division supports the Music Center's commitment to engaging people in the arts – at the Center, in schools, and throughout the community. Second, MCED provides leadership to advance the quality and scope of arts education as an integral part of the core curriculum in Los Angeles County schools.

A MILESTONE YEAR: CELEBRATIONS AND TRANSITIONS

The year 2004-05 marked a milestone for the Music Center Education Division — a quarter-century of community service. MCED celebrated this achievement with a special *Birthday Party* on November 14, 2004. Hosted by Lladró, the event paid tribute to three individuals whose leadership was instrumental in establishing MCED — Founding Chair and Music Center board member *Caroline Leonetti Ahmanson*, Founding Director *Joan Boyett*, and *Dr. Stuart E. Gothold*, former Los Angeles County Superintendent of Schools. Their creativity, passion, and pioneering spirit positioned MCED to achieve its status as a national arts education leader.

The past year also marked an important transition. In 2004-05 school year, MCED implemented the decision to limit its in-school service area to Los Angeles County and cease programming in other regions. This change allows MCED to focus its resources on impact within its own home community. With 1.7 million students attending public schools in 81 local school districts, Los Angeles County continues to provide enormous opportunities for MCED to make a large scale difference.

The year was not without challenges. Because of the ongoing budget crisis in California, local school districts continue to face difficult budget trade-offs, which reduce discretionary

resources and challenge their ability to support quality arts education programs. As a result of these limitations, many of MCED's partner schools enrolled in less MCED programming this year.

Nevertheless, MCED's programs produced 7,000 arts events during the 2004-2005 fiscal year — including performances, workshops, artist-in-residence sessions, and teacher training services. This programming served students, families, and educators in 288 Los Angeles County schools and at the Music Center. This wide range of arts activities reflects the Music Center's vigorous commitment to young people, families, educators, and the community at large.

The following pages summarize MCED's key achievements in its three core service areas — in-school program implementation, leadership to advance arts education community-wide, and programming for children and families at the Music Center. In addition, *By the Numbers* provides details and statistics about each of MCED's core programs.

2004-05 HIGHLIGHTS

IN-SCHOOL SERVICES: CAPACITY BUILDING

Integrated Arts Package

In response to the education community's increasing commitment to arts learning, MCED continues to evolve toward in-school programs of greater depth and impact. For example, to address the needs of the Los Angeles Unified School District's *arts program schools*, MCED developed the *Integrated Arts Package (IAP)* — a suite of services that offer a structure for concentrated study in a single artistic discipline.

IAP is designed to help general classroom teachers gain the confidence and skills to bring the arts into their instructional program. This new model is the product of intensive planning and program design which drew on the combined experience and expertise of many MCED staff members as well as roster artists. IAP links student workshops, assembly performances, and teacher professional development to one or more of the MCED *Artsource*® curriculum units. A total of 28 LAUSD elementary schools enrolled in the IAP program during its first year.

At school year's conclusion, MCED hosted a public forum to share the results of this work and give school partners opportunities to share their IAP experiences. A detailed report about the *Integrated Arts Package* is online at www.musiccenter.org/education.

ArtStrategy™

MCED helps schools advance along a continuum from limited arts programs for some students to comprehensive, sequential arts education for all students. To measure the impact of its efforts, MCED developed *ArtStrategy™* — a survey that allows individual teachers at a school to report the status of arts education in their classrooms. In 2004-05, MCED transferred the survey to a Scantron format, which allows for more efficient and accurate data collection as well as large scale reporting. In its work with the Culver City Unified School District over the past year, MCED used *ArtStrategy™* to gather baseline data from five elementary schools.

Leadership Network

To further deepen relationships with the leaders of partner schools and districts, MCED launched the *Leadership Network*. This program offers a special series of invitational events connected to performances and other special Music Center activities. For example, in February 2005, school and district leaders gathered for a networking reception followed by a performance of L.A. Opera's *Aida*. During the Leadership Network's first year, 71 school district leaders and 77 educators from private schools participated.

Consulting Services for Schools and Districts

In addition to direct services for students and teachers, MCED now offers planning and consultation services to schools and districts to help them create and sustain their own ongoing arts education programs. In 2004-05, MCED worked with the San Marino Unified School District to assess the current status of arts education in its schools and design plans to create a more comprehensive program for its entire student population.

LEADERSHIP FOR ARTS EDUCATION

Arts for All

In 2002 the Board of Supervisors adopted *Arts for All: A Regional Blueprint for Arts Education in Los Angeles County*. This plan, which was developed with MCED's active involvement, sets forth a bold vision that the arts should be part of the basic school program for all students in Los Angeles County public schools.

Mark Slavkin, Music Center Vice President for Education, serves on the executive committee guiding this initiative and MCED is playing an important leadership role in the plan's implementation. The County Arts Commission has contracted with MCED to provide a comprehensive professional development course for teaching artists who work with schools in Los Angeles County. This professional development investment supports one of the *Arts for All*

key goals — specifically, that teaching artists gain the skills and knowledge needed to support standards-based arts education in the classroom.

In 2004-05 the *Arts for All* initiative helped five *vanguard* school districts and the Los Angeles County Office of Education develop policies, plans, and budgets to expand arts education. MCED staff members served as *coaches* for the planning teams in the Beverly Hills, Culver City, and Compton Unified School Districts. As a result of this work, each of these school boards voted to approve comprehensive plans for arts education. MCED will provide continuing technical assistance to these districts in the coming year.

Artist Training

MCED offered its acclaimed training course for teaching artists in Spring 2005. A total of 14 artists enrolled in these sessions, including established MCED roster artists as well as potential new teaching artists from the community. The course helps artists develop effective teaching strategies for sharing their expertise in a school setting. Each participating artist was required to design a six-lesson curriculum unit about their art form, based on California state content standards and best practice principles.

Introducing the New California Framework for Arts Education

In April, MCED partnered with the Los Angeles County Office of Education (LACOE) to introduce educators to the newly revised *Visual and Performing Arts Framework*. This *rollout seminar* took place at Walt Disney Concert Hall concurrently with MCED's annual *Showcase of Artists*. Developed and co-presented by Dr. Diane Y. Watanabe from LACOE and Melinda Williams from MCED, the seminar engaged administrators, arts specialists, and teachers through sample arts experiences with theatre/poetry artist David Prather. To further experience the aesthetic quality which is core to the VAPA Framework goals, seminar participants also attended a medley of Showcase performances in Walt Disney Concert Hall.

Arts Education Partnership National Meeting

In January 2005, the Education Division hosted a meeting of the national Arts Education Partnership (AEP). Two hundred arts and education leaders from around the United States discussed current trends and attended detailed presentations about arts education planning and implementation in LAUSD as well as other Los Angeles County school districts. The sessions highlighted the Music Center as an important national leadership organization in the field of arts and education.

As part of this national gathering, MCED hosted a pre-conference workshop for participants. *Critical Links: A Professional Inquiry Process* showcased a new web-based professional development resource that helps teachers and administrators apply research to their

daily practice. AEP, in partnership with the Perpich Center for Arts Education in Minnesota, created this new web site available at www.criticallinks.org.

EVENTS AT THE MUSIC CENTER

As described further in *By the Numbers*, below, MCED continued to successfully produce events at the Music Center for children, teachers, and families. These activities included major longstanding programs such as the *Dorothy B. Chandler Children's Festival*, the *Very Special Arts Festival*, and *Showcase of Artists*. Newer weekend programs for families at Walt Disney Concert Hall — including *Pillow Theatre* and *World City* — continued to thrive and grow.

To further complement its professional development programs, MCED launched a new series of special events for teachers built around *Dance at the Music Center* presentations. The first event offered a pre-performance workshop on MCED's *Artsource*® curriculum unit about American Ballet Theatre (ABT). Following the workshop, the participants attended the company's matinee performance of *Giselle* with new insights into the story ballet genre. Another event focused on the *Artsource*® unit about choreographer Merce Cunningham and offered teachers the rare opportunity to see his company perform and see the legendary artist in person. MCED is expanding this series with the 2005-06 *Dance at the Music Center* season.

2004-2005 BY THE NUMBERS

The Music Center Education Division's resources include a roster of over 100 professional artists and ensembles in the performing and visual arts as well as a team of 26 full time staff members, many of whom are also accomplished artists and arts educators. Each of the MCED's programs was developed in partnership with the school community to address specific learning needs. The following statistics summarize MCED's 2004-05 services:

School Programs

During 2004-05, MCED:

- ☞ Partnered with 225 public schools in 52 Los Angeles County school districts and 63 individual private schools to provide arts education programs for students, parents, and teachers.
- ☞ Presented 1,326 school assembly performances in music, theatre, and dance through *Music Center on Tour*.
- ☞ Produced 64 artist workshop series projects in 52 schools; these projects consisted of a cumulative total of 3,312 events.

- ☞ Produced 30 long term artist-in-residence programs for students and their teachers in 14 schools; these residencies consisted of a cumulative total of 1,466 student workshops and related events.
- ☞ Presented 76 professional development workshops for teachers at 38 schools.
- ☞ Presented 57 artist-in-residence projects in preschool facilities, including Head Start centers, through the *Southern California Wolf Trap Program*.
- ☞ Presented 52 *Arts CARE* artist-in-residence projects in 17 County-supported mental health and social service agencies. To implement these projects, artists worked alongside mental health clinical staff to provide 585 arts experiences for emotionally disturbed children and adolescents.
- ☞ Presented a five-day intensive *Institute for Educators* in July 2004 at the Music Center that served 86 teachers, artists, and arts specialists. For the second time, the Institute was offered at two levels — introductory and experienced — to offer opportunities for a wider range of participants. A select group of six MCED teaching artists were chosen to serve as *artist fellows* during the Institute and in follow-up activities. In addition, a total of 75 teachers, artists, and arts specialists enrolled in a series of five four-hour Professional Development Saturday Workshops held during the school year.
- ☞ Posted 36 teacher-developed arts lesson plans online, which were downloaded an average of 3,000 times monthly.
- ☞ Sold 551 copies of curriculum units from *Artsource®: The Center's Study Guide to the Performing Arts*, the MCED's self-published resource materials for teachers.

Events at the Music Center

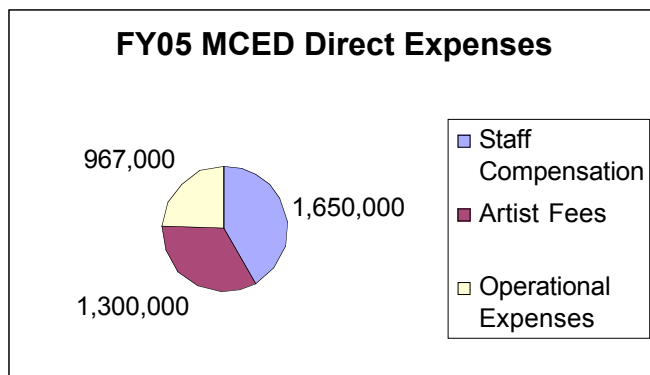
- ☞ Produced the 17th Annual *Music Center Spotlight Awards* program, which offered auditions, master classes, and special scholarship awards for high school students in the performing and visual arts. A total of 715 young artists from seven Southern California counties participated in *Spotlight 2005*.
- ☞ Presented six performances of the MOMIX dance company's *Baseball* for a total audience of nearly 18,000 fifth graders, bused to the Music Center for the 35th Annual *Dorothy B. Chandler Children's Festival*, produced with support from The Blue Ribbon. Thanks to a generous gift from Mrs. Maxine Dunitz, every student who attended the Festival received *A Journey Through the Music Center*, a book developed by MCED especially to introduce students to the Music Center's four venues and performance seasons. Mrs. Dunitz's contribution will provide resources to reprint the book in perpetuity.

- ☞ Recognized 82 nominated teachers and schools through the *BRAVO Award* for excellence in arts education, produced with support from Club 100. In April, MCED hosted a *BRAVO Forum* where many of *BRAVO* winners and judges joined the education staffs of MCED and the Music Center resident performing companies to discuss the challenges of school-wide arts programs.
- ☞ Presented *Pillow Theatre*, a four-event performance series for young children at BP Hall in Walt Disney Concert Hall; the series attracted a cumulative audience of 3,172 children and adults. Post-performance art-making workshops took place in the adjacent Blue Ribbon Gardens at the Concert Hall.
- ☞ Produced the 26th annual *Very Special Arts Festival* for an estimated audience of more than 6,500, 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 year's theme was *Circus*. In November 2004, MCED hosted a forum on Special Education Issues for arts educators with presentations by Olivia Raynor, Director, National Arts & Disability Center, UCLA; Donnalyn Anton, Administrator, Special Education, LAUSD; and Ray Guilleaume, Administrator, Special Education, LACOE.
- ☞ Presented the second season of *World City*, an admission-free performance series for families developed especially for the W.M. Keck Foundation Children's Amphitheatre at Walt Disney Concert Hall. The season offered nineteen performances over nine event dates, each of which focused on a different world culture. The total series audience topped 5,700 people. Following each show, children and families had opportunities to participate in one or more of the 27 art-making workshops offered in the adjacent Blue Ribbon Garden.
- ☞ Partnered with neighboring arts and culture colleague organizations to produce the admission-free *Grand Avenue Festival*. The event introduced the larger community to the arts and cultural resources along Grand Avenue.
- ☞ Produced the annual *Showcase of Artists* at Walt Disney Concert Hall for an estimated 1,000 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 1,200. A collaboration with the Los Angeles Public Library and the Los Angeles Times *Reading by 9* program, the series was conceived to encourage young children to read while introducing them to the performing arts.

- ☞ Expanded www.musiccenter.org/education to include over 100 web pages of information regarding MCED roster artists and their programming; the site receives an average of 3,000 visits monthly.
- ☞ Provided more than \$1.25 million in income for over 100 individual artists and performing ensembles who participated in MCED services during the year. Few nonprofit arts organizations, locally or nationally, provide as much income and support for artists.

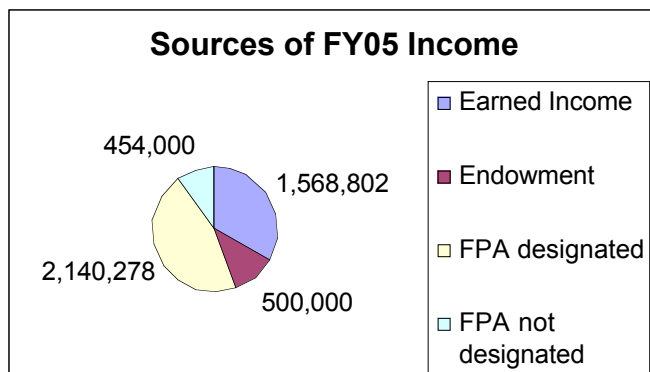
Fiscal Summary . . .

The Music Center Education Division’s total expenses for the fiscal year consisted of \$3,917,000 in direct costs and \$750,000 in overhead and administrative allocations for the Music Center. This total of \$4.66 million does not include the *Spotlight Awards* program. Expenses for Spotlight (\$914,420) are accounted separately.



Earned income covered just over one-third of MCED’s costs; this revenue includes fees paid by schools and school districts for MCED services. More than \$3 million in contributed income came through grants from the private sector, government grants, and the annual distribution from the MCED’s endowment, managed by the Music Center Foundation. The *Music Center Fund for*

the Performing Arts (FPA) solicits support for MCED and other Music Center needs through its annual campaign. Donors may designate their gift specifically for education, or allow the Music Center discretion as to how to best utilize the gift.



MCED is the beneficiary of proceeds from *L.A. Alive!*, the Music Center’s premier gala benefit auction, held every other year. Approximately \$600,000 of MCED’s Fiscal Year 2005 Fund for Performing Arts revenue was generated by the successful 2004 event, chaired by Joy Fein and Carolyn Miller.

Government support was provided by the National Endowment for the Arts, the Los Angeles County Arts Commission, the City of Los Angeles Cultural Affairs Department, and the City of West Hollywood. Major foundation support included grants from The Ralph M. Parsons Foundation, the Weingart Foundation, The Dana Foundation, The Annenberg Foundation, and The Thelma Pearl Howard Foundation.

Corporate contributors included Wells Fargo, The Boeing Company, Disney Worldwide Outreach, Capital Group Companies, Robinsons-May, and Target Stores.

Looking ahead to the 2005-06 Year.....

MCED Awarded Two NEA Grants

The National Endowment for the Arts (NEA) has awarded two important arts education grants to the Music Center. The first is a \$90,000 grant for MCED to implement the Arts Capacity Team (ACT) schools project during the 2005-06 school year. This grant represents the largest of the 178 NEA *Learning in the Arts* awards approved in 2005 nationally.

The second grant provides \$40,000 for a summer teachers' institute focused on *anchor works* — enduring works of art that can form the basis of curriculum units with connections to diverse academic subjects. The Music Center is one of only six organizations in the Western United States to be awarded this grant.

MCED selected twelve elementary schools in Los Angeles County to participate in the ACT project, which focuses on helping the schools increase their capacity to provide standards-based arts education. Key ACT components include participation in the summer professional development institute for teachers, development of a related curriculum unit, administration of the ArtStrategy™ survey of the status of arts education in the school, collaboration with Music Center staff and artists to design and implement an Integrated Arts Package (IAP) tied to a designated art form and theme, and participation in several exchange sessions with the other selected school teams during the year.

Teaching Artists Study Group

The Dana Foundation awarded a \$30,000 grant to MCED to support the professional development and in-school collaboration of selected teaching artists on the roster. Because teaching artists work alone, they need a forum to facilitate conversation and share learning within their community. Under the leadership of one mentor artist in each art form, 16 teaching artists will participate in this opportunity. The artists will attend group meetings, demonstrate their teaching in schools, and develop individual and group learning projects.

Expanded Family Programming at the Music Center

MCED continues to broaden the scope of its dynamic programming for families at the Music Center. In 2005-06, the Pillow Theatre series will be expanded to include free performances in the summer for Downtown area preschools and elementary schools.

The accomplishments summarized in this report were made possible by the artists, teachers, school administrators, parents, community leaders, volunteers, and Music Center donors who support the Education Division's initiatives. These individuals and

institutions share the Music Center Education Division's commitment to bringing creativity into the lives of young people and the community at large. On behalf of all the people who benefit from the Education Division's programs, the Music Center extends sincere thanks to its partners and friends for their contributions.

— *June 30, 2005*