Visual & Performing Arts District Advisory Committee (VAPA DAC)

Wednesday, June 14, 2017

Board Room, SMMUSD District Office, 1651 16th St., Santa Monica

AGENDA

7:00 PM – Welcome and introductions

7:10 PM -- Staff Liaisons – Dr. Ellen Edeburn and Tom Whaley

7:30 PM -- Board of Education Liaisons – Maria Leon-Vazquez

7:45 PM – P.S. ARTS Update – Sylvia Chavez – sylvia.chavez@psarts.org

7:50 PM -- Approve minutes from April 2017 meeting

7:55 PM – Calendar review

1. Board of Education meetings – June 22 and 29 (DO)
   Agendas: http://www.smmusd.org/board/meetings.html

2. DAC meetings for the 2017-18 school year – September 13, October 18, November 15, January 17, February 21, April 25, May 16

3. VAPA DAC calendar of events -- https://smmarts.net/


8:00 PM – Discussion/action items (per the DAC charge)

1. VAPA DAC roster -- Elect Co-Chair and Secretary for 2017-18 in September

2. Review/approve End-of-Year DAC Report


4. LCAP -- Discussion to support writing ARTS funding into the SMMUSD LCAP plan; Discussion of forming an Ad Hoc Committee for this purpose

5. Arts for All Strategic Plan update

6. VAPA Department web site – summer update – http://www.smmusd.org/vapa/

7. Media coverage since April 2017 DAC meeting (see below)


SMMUSD Visual & Performing Arts Facebook page:
8:25 PM – **Public comments regarding items not on the agenda** -- Public Comments is the time when members of the audience may address the District Advisory Committee on items not scheduled on the meeting’s agenda. The Brown Act states that Committee members may not engage in discussion of issues raised during Public Comments, except to ask clarifying questions, make a brief announcement, make a brief report on his or her own activities, or to refer the matter to staff.

8:30 PM – **Agenda planning for next meeting**, announcements, and adjournment

***************************************************************************

http://argonautnews.com/creative-economy-keeps-growing/

“In Greater Los Angeles, creativity is a $190.3-billion business and growing, according to an economic analysis commissioned by the Otis College of Art and Design in Westchester. The 2017 Otis Report on the Creative Economy examines the direct and induced impact of industries that deal in innovation, art and ideas — including fields such as entertainment, digital media, design, fashion, architecture and visual or performance art.

The report, prepared by the L.A. County Economic Development Corporation with 2015 data, concludes that creative industries directly supported 429,400 jobs in the Greater Los Angeles region (including Orange County) and indirectly supported or induced another 329,600 jobs through the procurement of goods and services. Those 759,000 jobs — about one in eight throughout the region — accounted for $56.9 billion in total labor income.

Direct employment in creative professions increased 7.9% since 2010, creating 31,700 new jobs, and is expected to increase another 5.1% by 2020. And while the New York metropolitan area can boast the highest number of creative industry jobs, L.A. had the highest proportion of them in terms of the local economy — 8.6% of all workers in the region, according to Bureau of Labor Statistics data cited in the Otis report…"

“Art without Limits”
5/17/17 – The Argonaut
http://argonautnews.com/art-without-limits/

“Music icon Herb Alpert is using his fortune to help innovators create on their own terms. You could say that Herb Alpert’s name has become synonymous with generosity. Last year the jazz legend and founder of A&M Records gave Los Angeles City College a record-breaking gift of $10.1 million to fund tuition-free music education. Since 1988 his Santa Monica-based Herb Alpert Foundation has given more than **$150 million** to philanthropic causes. Separately, the Herb Alpert Award in the Arts has conferred more than $7 million in support of individual artists since 1994. On Friday, the winners of the 23rd annual Herb Alpert Award in the Arts will be honored during a private lunch in Santa Monica…"

For Alpert— 82 years old and still touring with wife Lani Hall of Sérgio Mendes & Brasil ’66, still producing Grammy-nominated albums like 2016’s “Human Nature” — art is still a passionate pursuit to explore, discover and share….I had this incredible experience when I was eight years old and it changed my life. I was an introvert and picked up the trumpet in this music appreciation class at my elementary school. … Couldn’t make a sound out of it, but when I finally did, it was talking for me.
That experience was something that had a profound effect on my life. I feel that all kids should have that experience...."

“Kiwanis Club Offers Scholarships”
5/13/17 -- Santa Monica Daily Press
http://smdp.com/kiwanis-club-offers-scholarships/160923
“The Kiwanis Club of Santa Monica is beginning a new scholarship program at this year’s 2nd Annual Santa Monica – Malibu Unified School District Visual Art Show. The Kiwanis Club has been granting scholarships for over 60 years and this year they have decided to grant nine SMMUSD students a Visual Arts Scholarship of $250…..Each year the club awards over $120,000 to the community in the forms of grants, scholarships and sponsorships. On May 17, they will be giving away $2,250 in total to juniors and seniors within the SMMUSD community....This year there will be 350 different works of art that will be displayed throughout the studio. All of the artwork that is displayed is by secondary students attending John Adams Middle School, Lincoln Middle School, SMASH Middle School, Olympic High School, Malibu Middle and High School and Santa Monica High School....”

“Art Show to Benefit SMMUSD Visual Arts Programs”
5/10/17 -- Malibu Surfside News
http://www.malibusurfsidenews.com/art-show-benefit-smmusd-visual-arts-programs
“Visual art produced by talented Santa Monica-Malibu Unified students will be showcased at the district’s annual art show planned for Wednesday, May 17, 2017 at Santa Monica Art Studios from 5-8 p.m. The art show is open to parents, students and the community, with a requested donation of $10 to support visual arts throughout the district. Some 350 works of art will be displayed by secondary students attending John Adams Middle School, Lincoln Middle School, SMASH Middle School, Olympic High School, Malibu Middle and High School and Santa Monica High School. Art will include: drawings, paintings, printmaking, photography, film/video, sculpting and ceramics…."

“Santa Monica-Malibu Unified Music Education Program Receives National Recognition”
5/3/17 -- Santa Monica Patch
"Santa Monica and Malibu named a 'Best Community for Music -- The Santa Monica-Malibu Unified School District has been honored with the "Best Communities for Music Education" designation from the National Association of Music Merchants (NAMM) Foundation for its outstanding commitment to music education. SMMUSD joins 526 districts across the country in receiving the prestigious award in 2017, and is one of only two districts in Los Angeles County to be recognized.

The Best Communities Music Education designation is awarded to districts that demonstrate outstanding achievement in efforts to provide music access and education to all students. “This award recognizes the outstanding efforts by teachers, administrators, parents, students and community leaders who work together to ensure access to music learning for all students as part of the school curriculum,” Superintendent Ben Drati said. “We would not have received this recognition without the hard work and dedication of many people providing equity and access to all our students....”

“Santa Monica High School Orchestra Pops Concert”
4/28/17 -- La Petite Palette April 27 – 30
Friday, April 28, 7-9pm -- The Santa Monica High School (Samohi) String, Concert, Sinfonia, Intermezzo, Philharmonic and Symphony Orchestras pay tribute to award winning music.
“Santa Monica Malibu School District Ranked Among Nation’s Top Communities for Music”
4/26/17 – Santa Monica Lookout

“The Santa Monica-Malibu Unified School District (SMMUSD) was one of two school districts in Los Angeles County to be recognized as one of the nation’s best communities for music, district officials announced Tuesday. The “Best Communities for Music Education” designation from the National Association of Music Merchants (NAMM) Foundation is awarded to districts that “demonstrate outstanding achievement in efforts to provide music access and education to all students,” district officials said.

Community music programs have drawn increased attention after a landmark study by Northwestern University brain scientists found that students participating in such programs improved in subjects such as reading, officials said. "Beyond the Northwestern study, other reports indicate that learning to play music can boost academic and social skills, such as processing math and learning to cooperate in group settings," district officials said.

Resources:

VAPA Department web site -- http://www.smmusd.org/vapa/
VAPA faculty -- http://www.smmusd.org/vapa/faculty.html
VAPA DAC web page -- http://www.smmusd.org/vapa/vapaDAC.html
DAC application forms -- http://www.smmusd.org/DAC/pdf/DACappEngSP.pdf

The proposed Charge of the Visual and Performing Arts (VAPA) District Advisory Committee for 2017-18 shall be:

· Support a comprehensive PreK-12 arts education program as an integral part of the core curriculum offered to all SMMUSD students, with the arts taught as discrete disciplines and integrated into other subject areas, as we align with and promote the Excellence through Equity Plan.

· Serve as a conduit for parents, teachers, students and community members to inform and make recommendations to the Board of Education on matters related to equitable access to and successful participation in comprehensive, sequential, standards-based PreK-12 arts education, as we align with and promote the Excellence through Equity Plan.

· Review and revise the district’s Arts for All Strategic Plan in order to align with and promote the Excellence through Equity Plan.