



**A shared vision for a high quality education  
for every child, in every school, every day.**

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## **Arts Event Planning Toolkit**

### **THIS TOOLKIT INCLUDES:**

- A. Event planning suggestions and event planning sheet
- B. Tips for partnering with local businesses
- C. Sample Student Certificate and suggestions

### **A. EVENT PLANNING SUGGESTIONS**

1. The goals of Art IS Education events are two-fold—to share student artwork and also the learning process that resulted in the finished artwork. This toolkit primarily addresses the first goal although. The Making Learning Visible and Artist Statement Toolkits on this site are helpful resources for ideas on how you and your students can could share their arts learning process.
2. Arts events have basic components like preparation, promotion and presentation. It helps to have a team of people or groups of students to take on roles. Arts events are community events! Ask for help, bring in collaborators or guest artists, and involve your students. The following planning sheet is a list of possible roles your collaborators and student teams could take and what might be involved.
3. Part B of this Planning Toolkit explores how and why you might partner with local businesses or community organizations. The main reason to consider it is to provide your students with an opportunity and the event with resources that otherwise might not be possible.
4. Guest artists are another way to bring in collaborators to enhance your students' learning experience. Examples are musicians playing side by side with students for a part of a performance or an artist guiding a hands-on arts experience for students and families together.
5. The process of presenting their artwork--whether it be visual or performing arts--is a learning process in itself. Consider including your students in the preparation necessary for an arts event. Guide them through the process of titling their exhibit or show, choosing the artwork or performance pieces, deciding on the visual or theatrical presentation style, learning how to mount and hang their own artwork or stage manage their performance. Work with them to identify who they would like to be their audience and how to promote their event. Together decide roles for the event itself, whether it be greeter, usher, emcee, documenter, or docent.
6. Consider organizing student docent tours of art exhibits either during a community reception or for other classes during school time. This provides an opportunity for students to review the project focus, goals and process and explore what they personally think is important to share with their audience about their artwork and their learning experience. Being a docent creates a chance to practice their arts vocabulary, demonstrate their understanding and engage in public speaking in a low stakes environment.
7. For performing arts events, an alternative to student docents is including a spoken or performative presentation of students presenting their learning process.

## ART IS EDUCATION EVENT PLANNING SHEET

Event Title		
Venue:		
Address:		
Event Day/Time:		
Brief description of event and Understanding Goal(s) for community	<p>What outcomes do you hope for at this event? What student and school community learning is possible? What type of experience would you like your students and the audience to walk away with?</p>	
Target Audiences	<p>This could include school peers, teachers, parents, neighborhood community, general public, policy makers, other schools/educators.</p>	
Event Point-person/people	<p>This person/team coordinates the event, communicates the event Understanding Goals, Alliance message.</p>	<p>If applicable-- Phone:  Email:</p>
Promotion Point-person/people	<p>This person/team creates/distributes event poster/flyers. Templates for flyers, posters and postcards are available on the Art IS Ed website <a href="http://www.artiseducation.org">www.artiseducation.org</a>.</p>	<p>If applicable— Phone:  Email:</p>
Visit Point-person/people	<p>This person/team arranges and facilitates visits by invited policy makers, county and district administrators if needed.</p>	<p>If applicable— Phone:  Email:</p>
Photo Documenter(s)	<p>This person/team takes photos of event. If these photos have parent waivers they can be included on the Art IS Ed web site.</p>	<p>If applicable— Phone:  Email:</p>
Event Documenter(s)	<p>This person/team documents the event including such things as attendance, successes and challenges of event. If possible, a guest book might be created to collect comments.</p>	<p>If applicable— Phone:  Email:</p>

## **B. TIPS FOR CREATING EVENT PARTNERSHIPS with Local Businesses and Community Service Providers**

Over the years, a number of Art IS Ed event presenters have partnered with local businesses and community organizations such as libraries, cafes, city halls and hospitals to host or sponsor exhibits and presentations. These partnerships have contributed to the success of many Art IS Education events by increasing public exposure to student arts learning, giving financial support, providing free event space, and developing long-term, mutually beneficial relationships. For example, at the request of a parent, 18 businesses in Bay Street Mall and along San Pablo Ave. exhibited Emery student artwork to over 100,000 customers. In Oakland, through an arrangement with the art organization Opera Piccola, Oakland Technical High School students performed their own writing at Starbucks to a very receptive audience. In San Leandro, through a connection with a high school teacher, the San Leandro Museum and Gallery displays student artwork in an annual exhibit. These are just a few examples of the ways you could consider linking up with businesses and organizations in your community to spread the word that the arts are essential to a complete, meaningful education.

### **What are the benefits?**

1. Positive experience for all involved: students gain confidence and receive recognition, businesses and community organizations strengthen ties with their communities, and art pieces and performances add to the quality of life for all.
2. Educates the public about the role arts learning plays in student's lives and builds community value for the arts as part of a complete education.
3. Opportunity for public to see what is going on in their neighborhood schools and local school district.
4. Business partners may provide financial help or access to resources needed for a successful event.

### **Why would a local business or community organization want to help?**

1. For the kids! This is an opportunity for organizations to express that they actively value the contributions children can make to a community.
2. Increases organization's visibility within the community and creates a positive relationship between the organization/business and community members.
3. Increases customers because student artists' families come in to see the work.
4. Creates a positive, non-commercial way for a business to connect with the community and helps new businesses or young organizations by bringing in new audiences.
5. Provides free advertisement and potential media exposure to partnering organizations.
6. Annual events and tradition secure businesses and organizations a place in the community.
7. Brightens the environment where we live and work.

### **What could a business or community partner do?**

1. Provide space for your exhibition or event.
2. Promote your event to their customers and employees.
3. Provide design or printing of event promotion (flyers, postcards, posters, invitations).
4. Provide volunteers to help with the event.
5. Provide financial support for flyer duplication, refreshments, equipment or space rental, or other needs specific to your event.
6. Donate an item or service to use as a raffle at your event.
7. In-kind support specific to the business or service – such as a drugstore donating photo development of documentation or a copy store providing duplication services.
8. Unlimited new ideas and unique ways a partner could help with your event.

## **Suggestions for approaching and working with a business or community partner**

1. Contact the manager in person. Find out what would be the best time of day or week to get the manager's full attention.
2. Introduce your students by bringing art samples or artist statements with you.
3. Be specific about what type of event you are planning and the timeframe.
4. Be specific about what you are requesting of the event partner whether it be exhibit space, financial support for specific items, or help with an event.
5. Be flexible: don't be put off by an initial "No." Ask what ways they *could* help. Be open to what they can give or ideas they have that might address part of your vision. If a donation request is turned down, follow-up with a request for a discount. Many businesses have a giving or donation program already in place, if so follow their guidelines to apply for their support.
6. Prepare to be surprised at how helpful people can be on behalf your students.
7. Find out what is the best way and best times to communicate with the partner during the preparation for the event.
8. Find ways during and after the event to publicly express appreciation for the event partners and for their participation. Consider bringing photos of the event or thank you letters to the business or community partner afterwards. These are often posted in the place of business long after the event is over.

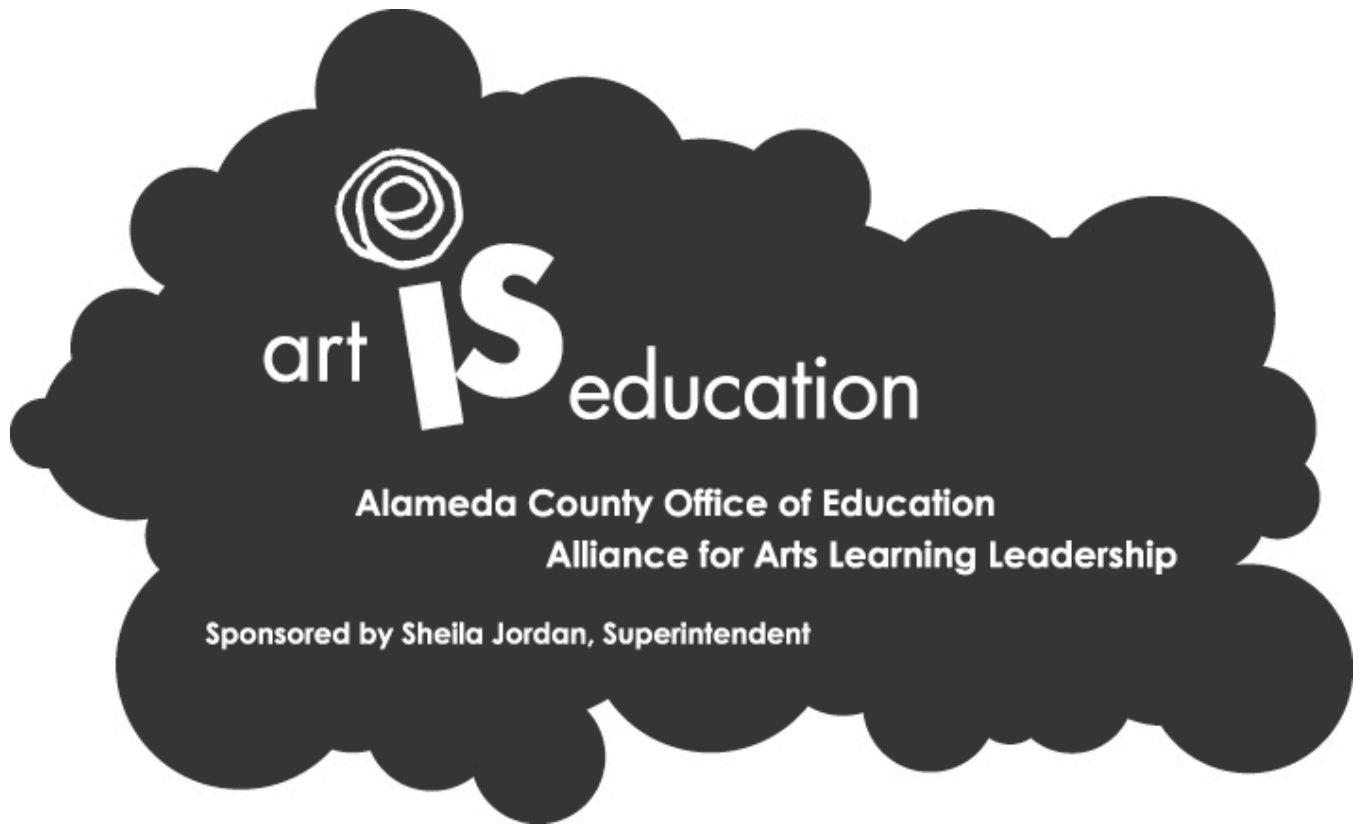
## **Things to Keep in Mind**

1. Involve students in creating a poster to promote the event to the school and/or community.
2. Most exhibits in public spaces do not have insurance to cover loss or damage of visual artwork. Discuss the situation with students so that they are aware of the risk. Consider creating art projects which generate multiple copies (i.e. Printmaking) so that the student can have one to take home and the other can be on display.
3. Artist statements increase the power of an exhibit and help make a more personal connection between the students and the public.
4. Occasionally a member of the public might inquire about buying a student artwork on display. This can be a positive experience for all, if it is mediated by an adult representing the student.
5. Find a way if possible to incorporate a fieldtrip to visual art displays during the school day or encourage parents to take their student artists to see the exhibit. This can be an important experience for students to understand the visible and contributing role they can play in the "real world" as artists. It can also be a part of the curriculum focusing on "my community/my neighborhood". Make advance arrangements with the place of business so that everyone can have the best experience possible during the visit.

## **C. ART IS EDUCATION CERTIFICATE SUGGESTIONS**

Consider making a small ceremony out of distributing certificates of participation to honor students for their critical thinking, teamwork, and creativity. This can be an opportunity to communicate to them the positive feedback that you may have received about their presentation. If not all students in a class contributed to the arts event as an artist, consider honoring other students with certificates for their participation and support as an audience member

1. You could use this certificate or you could create a custom designed certificate using the custom Art IS Education flyer that is part of the Art IS Education Promotion resources on this site. Either way, print out a master certificate.
2. Have event partners sign the master certificate.
3. Xerox the master certificate and fill in students' names.
4. Invite your principal to join your students for the ceremony.



# Certificate of Participation

Congratulations!

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On your participation in an Art IS Education event!

Art IS Education is a showcase of youth arts learning throughout Alameda County that begins in March during national Arts Education Month and continues through the school year. This initiative is dedicated to a shared vision of a high quality education through arts learning for every child, in every school, every day.

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Teacher & Teaching Artist

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Principal & Art Organization Directors