

Ensuring a continuum of arts education activities for County citizens

Community Context:

There was little doubt among participants in the planning inquiry that cultural activities can be of enormous benefit for young people, and that more needs to be done to provide constructive activities to engage students, both in-school and after-school. Typical comments were: “There are too few activities for young people aged 11 - 14. They seem to get lost in the system. This leads to a lack of focus for teenagers, and they are becoming known as ‘mall rats.’” “We need to have children engaged in more fruitful activities such as after-school programs.” “If we want our children to be safe, we should do more in the area of developing programs to keep them busy between the hours of 3 and 8pm, when most juvenile crime is committed and when most juveniles become victims of crime.”

An overwhelming majority of respondents to the *Random Household Survey* favored more art education for both children and adults, especially the at-risk and underserved populations. (86.7% agreed). There was a clear mandate to provide regular classes in art, music and theater for children and to provide all children the opportunity to visit museums and attend concerts and theater events.

A persistent question in the planning inquiry was “How can we get the arts to move out of downtown Fort Lauderdale and into more neighborhoods throughout the County?” Similar opinions were articulated in the interviews undertaken for the Cultural Facilities Report: “To many, it is a matter of community identity, as much as it is a belief that the exceptional facilities and programs available in nearby Fort Lauderdale are not accessible to the average resident.” It is also recognized that programs are needed in neighborhoods so that participatory arts activities can take place closer to home, particularly those programs targeted at youth and other under-served.

GOAL: Ensure a continuum of arts education activities for residents throughout the County

Aims:

- ∞ Expand arts education activities for pre-K through seniors to enhance individual quality of life
- ∞ Foster municipal-based programs for youth, families, and seniors

Actions:

2.1 Support the development of neighborhood and community-based culture programs by municipalities

- ❑ Encourage regional program and funding collaborations among municipalities
- ❑ Encourage corporate participation and increased BCA funding to expand and enhance the quality and quantity of arts and culture activities in municipalities

Allow neighborhoods and municipalities to “purchase” arts and culture services that will address community needs in such areas as health, social services and juvenile justice. The proposed Broward Media Center (see 2.4) could serve as a focal point for municipal programming.

Implementers/strategic partners: *Municipalities, County Cultural Forum (see 5.1)*

2.2 Create a continuum of education activities (in-school, after-school and adult education) for pre-K through seniors, particularly at-risk and underserved populations

- ❑ Foster and support collaborations between community social service, education, and cultural organizations to develop quality programs
- ❑ Develop greater funding, expand the delivery of technical services and professional expertise, encourage collaborations, and Ensure necessary program coordination

Work with existing BCA partners such as Community Arts & Education/Innovation Zones, Weed and Seed Program, Area Agency on Aging, and FAU’s Lifelong Learning program to expand learning opportunities for all ages. Support joint programs between social service providers (including municipalities) and artists or arts organizations that provide arts experiences outside the school day such as job training, mentoring or apprenticeships for youth. For adults, job training or genuine participation in art making should be emphasized.

Many cultural organizations have developed sustainable programs of tremendous effectiveness in this area. For example, Point Breeze Performing Arts Center in south Philadelphia, founded in 1983, provides after-school and summer instruction in the performing arts. All of the 49 staff members are community artists and educators. The program allows students to draw on their own experience and research a topic (such as African-American poetry) to create original work. Many such programs are featured in *Coming up Taller*, a compendium of community cultural programs for at-risk youth compiled by the President’s Commission on the Arts and Humanities.

Implementers/strategic partners: *School District, Broward Coordinating Council, social service providers, municipalities, BCA*

2.3 Establish an arts education coordinating program to improve community outreach and arts education capabilities of cultural organizations

- ❑ Provide professional expertise and funding to achieve collaborations in the delivery of services

- Encourage cultural organizations to establish outreach and arts education positions on their staffs
- Facilitate collaborations among cultural and educational organizations to develop in-school programs and satellite schools

The challenge of a community-wide arts education program is so great as to be beyond the current capabilities of existing institutions. Local cultural organizations generally face financial challenges which place education and outreach programs low on their list of institutional priorities. It is extremely difficult, therefore, for new needs to be identified, new programs developed, or effective collaborations created. Existing arts education programs of BCA have encouraged some of the community's most successful projects; the Annenberg Challenge is seeking collaborations between cultural organizations and local public schools. However, the need for greater reach, creativity, and efficiency can be met only through a greater investment of funds, talent, and institutional commitment. Such an investment can be made in either existing BCA arts education program, or in a new non-profit organization dedicated solely to meeting this challenge.

Implementers/strategic partners: *BCA, Cultural Foundation of Broward, Broward County Film Society, Broward Alliance, School District*

2.4 Establish a Media Center for skills and job training

Among those artforms that is not actively present in the County is media, (i.e. work in film and video production which has both artistic and commercial applications). On the other hand, technology and its many possibilities are a priority of County government. Technology and media capture the minds of youth (and all ages) as well. A 'Media Center' can be developed in Broward County that provides access to technology for its users as a means to cultural expression and a valuable training ground in job skills. The Media Center can be housed at the central library or other donated space. Aspects of the Media Center can be distributed throughout the County in 'technology parks' as sponsorship and resources permit.

Implementers/strategic partners: *media artists, municipalities, foundations, corporations, network of resource providers, BCA*

2.5 Establish arts/arts management degree programs at institutions of higher learning

- Encourage cultural organizations to host student interns

Formal education activities built around arts and culture also need to be developed for adults. With few MFA programs for the arts provided by local colleges or universities, there is a lack of formal qualifications in this area. The BCA has initiated an artist-training institute with Florida Atlantic University and assisted with the development of the FAU Arts Administration program.

Implementers/strategic partners: *Universities, Cultural Foundation of Broward, BCA*

2.6 Encourage long-term artists-in-residence programs at Broward County schools and local colleges

- Create opportunities for local artists to serve in extended residencies in schools and colleges throughout the County

Residencies by local artists in schools and colleges are unique opportunities to expose students to a wide range of artistic activity, and move our artists closer to full-time employment in their chosen field. Both individual artists – painters, sculptors, printmakers, craftsmen, writers, poets, and storytellers – and ensembles of musicians, dancers, and actors can bring the arts into the classroom, supporting and expanding the curriculum. Broward County’s artists represent a unique treasure that should be used to maximum advantage in educating and inspiring its young people. A residency program should be an integral part of the community-wide arts education initiative recommended in 2.3.

Implementers/strategic partners: *BCA, arts education coordinating body (see 2.3), cultural organizations, Cultural Foundation of Broward*

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Implementation of Actions

2.1 Support the development of neighborhood and community-based culture programs by municipalities

Implemented by: Municipalities, County Cultural Forum		Partners/collaborators: Community Foundation of Broward, private sector
Start in: 2001	Cost: \$160,000 BCA grant funding plus 20% per year growth for five years	Source of funds: Broward County, municipalities, private sector funding as appropriate

2.2 Create a continuum of education activities (in-school, after-school and adult education) for pre-K through seniors, particularly at-risk and underserved populations

Implemented by: Broward School District, BCA, Broward Coordinating Council		Partners/collaborators: County Cultural Forum, Broward Community Foundation of Broward, Cultural Foundation of Broward, Cultural Consortium, cultural organizations, private sector, social service and juvenile justice organizations
Start in: 2001	Cost: \$400,000 current BCA annual grant funding, plus a pilot program of \$100,000 per year for five years	Source of funds: Broward County, Cultural Foundation, Broward School District, private sector funding, non-arts grant funds from social service and juvenile justice sources

2.3 Establish an arts education coordinating program

Implemented by: BCA, Cultural Foundation		Partners/collaborators: Broward School District (SEAS), BCPA, Kennedy Center Arts Education program, cultural organizations
Start in: 2001	Cost: \$25,000 for program and organizational study, including funding needs	Source of funds: Grant funds from BCA and Broward School District, matched by private sector funding

2.4 Establish a Media Center for skills and job training

Implemented by: ArtServe, BCA		Partners/collaborators: FAU, NSU, Fort Lauderdale International Film Festival, Fort Lauderdale Arts Institute, Museum of Art
Start in: 2002	Cost: \$200,000	Source of funds: Corporate donations & in-kind

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Community College		Broward, Cultural Consortium, BCA, Community Foundation of Broward, cultural organizations
Start in: 2001	Cost: N/A	Source of funds: University scholarship and work study funding, internship sponsorships
2.6 Encourage long-term artists-in-residence programs at Broward County schools and local colleges Implemented by: BCA, arts education coordinating body (see 2.3)		Partners/collaborators: Cultural Foundation of Broward, cultural organizations, individual artists, FAU, NSU, BCC, Broward School District, local private schools
Start in: 2002	Cost: \$50,000 per year	Source of funds: Cultural Foundation of Broward, host institution matching funds, private sector giving