

City of Santa Clarita

Regional Strategic Arts Education Plan



2022-2026

Table of Contents

Executive Summary	Pages 2-6
Implementation Plan	Pages 7-13
Strategic Planning Committee	Page 14

The City of Santa Clarita
Regional Strategic Arts Education Plan

Project Background

The City of Santa Clarita (City) adopted an Arts Master Plan in March 2016. The Master Plan includes 10 sections and 41 recommendations, and serves as the guiding document for arts and culture for the City. One of the sections is focused on arts education, which includes three recommendations. The first recommendation is as follows:

RECOMMENDATION 3.1 Convene a Citywide arts education collaborative to assess arts education needs in the schools and identify joint strategies, building on the College of the Canyon’s (COC) K-12 Consortium. Participants can include the City, school districts, College of the Canyons, COC’s K-12 Consortium, CalArts, Masters College (University), arts educators, arts organizations, and the SCV Education Foundation.

The Arts Education Collaborative (Collaborative) was formed in July 2019 and at the first meeting, as suggested by the Master Plan, the needs of arts education in the Santa Clarita Valley were discussed. The Collaborative identified the need for a community-wide strategic plan and the Los Angeles County Department of Arts and Culture (County) was approached about leading this planning process. The County has worked with several of the local school districts to develop arts education plans as part of their Arts Education Collective initiative.

Strategic Planning Journey

The City of Santa Clarita Regional Strategic Arts Education Plan process has been a unique and very exciting partnership between the City and the Los Angeles County Department of Arts and Culture/Arts Ed Collective. The project had two phases: the pre-planning phase, which began in fall 2019, and the actual strategic planning phase, which kicked-off in 2020. During the pre-planning stage, key community leaders came together to discuss planning timeline, objectives and expectations. The team also researched other cities plans of this type to see what might be a model for the City of Santa Clarita plan.

The process began with establishing a set of Guiding Principles to provide a foundation for the strategic plan as to the scope and intent of what would be at the heart of the plan. The Guiding Principles serve as a compass to insure the articulation of the community’s unique way of setting a strategic direction.

GUIDING PRINCIPLES

- Find a new model for creating arts and arts education in our community
- Build a sense of community as it relates to the arts and arts education
- Build shared vocabulary and foundational understanding regarding the need for the arts and arts education.
- Utilize the arts to increase understanding of others and celebrate diversity

It was clear from the beginning that the City did not want this to be “just another plan” but rather a vital, living plan that would foster equity and inclusion in arts education and arts experiences for youth and community members across the Santa Clarita Valley.

The Strategic Planning Committee (Committee) identified the following strengths that the community could build upon (community assets) and the challenges it would face as it moved toward developing the strategic plan.

Strengths	Challenges/Considerations
<ul style="list-style-type: none"> ● Ongoing “Art at the Mall” exhibit to promote arts education ● Well developed City Arts Website ● Good marketing of arts events in the City (e.g. banner signs across major thoroughfares) ● Annual Youth Arts Showcase ● Procurement of Arts Grant ● Artist in residence program ● Master Chorale in schools ● Galleries at all City libraries ● Public Art displays ● Annual arts events (e.g. <i>Concerts in the Park, Cowboy Festival, Senses</i>) 	<ul style="list-style-type: none"> ● Unfocused vision in past planning attempts ● Judicious selection planning team members to include all sectors of the community ● Availability of funding sources ● A plan with flexibility ● Mindful of ways to do what we want without money ● A consensus and complete understanding of what “arts” means ● A plan that will be unique and different ● How to market our plan and make it visible to the community ● How to re-educate our community about the importance of arts education

OPPORTUNITIES

Based on the strengths and challenges, the following was discussed as potential opportunities to explore:

- Possible partnerships between the City and local businesses engaged in the creative economy
- A possible partnership with CalArts to broaden the school's reach to include the entire community of school districts
- Investigation into possible grant funding which might deepen and broaden the financial base for this project
- A more cohesive relationship between *all* the school districts in sharing resources in support of the same goals for arts experiences and arts education
- The City as the central resource to manage and provide services for school districts
- Expanded relationships with arts entities and art providers in the City
- A new vision and a new plan that will promote new motivation for expanded arts programming and education

VISION ELEMENTS

Through a consensus building process, the following vision elements were created and with the five-year plan, the City of Santa Clarita strives to see the following in place as a result of their actions.

- A City committed to vibrant arts expression and creativity
- Inspiring and innovative professional development for artists and teachers
- Comprehensive, collaborative, and diverse arts education
- Dynamic and fulfilling career pathways in the arts
- Commitment to inclusive and diverse access
- Responsive and holistic Social Emotional Learning for all ages
- Sustainable, diversified and equitable community funding
- A central infrastructure of support

FOCUS AREAS

The committee developed the following focus and goal areas to frame the actions for implementing the regional plan. The focus areas are not silos but part of an overlapping whole system that ensures movement towards enacting the vision and guiding principles while addressing challenges.

A. Infrastructure and Sustainability

Goal: Develop leadership, coordination and systems of support

Goal: Expand resources and create economic pathways

Goal: Engage the educational sector to ensure sustainable and equitable access to the arts

B. Programming and Professional Development

Goal: Develop professional and career learning experiences

Goal: Establish comprehensive and collaborative training opportunities

Goal: Showcase community creativity in the arts

C. Diverse and Inclusive Community

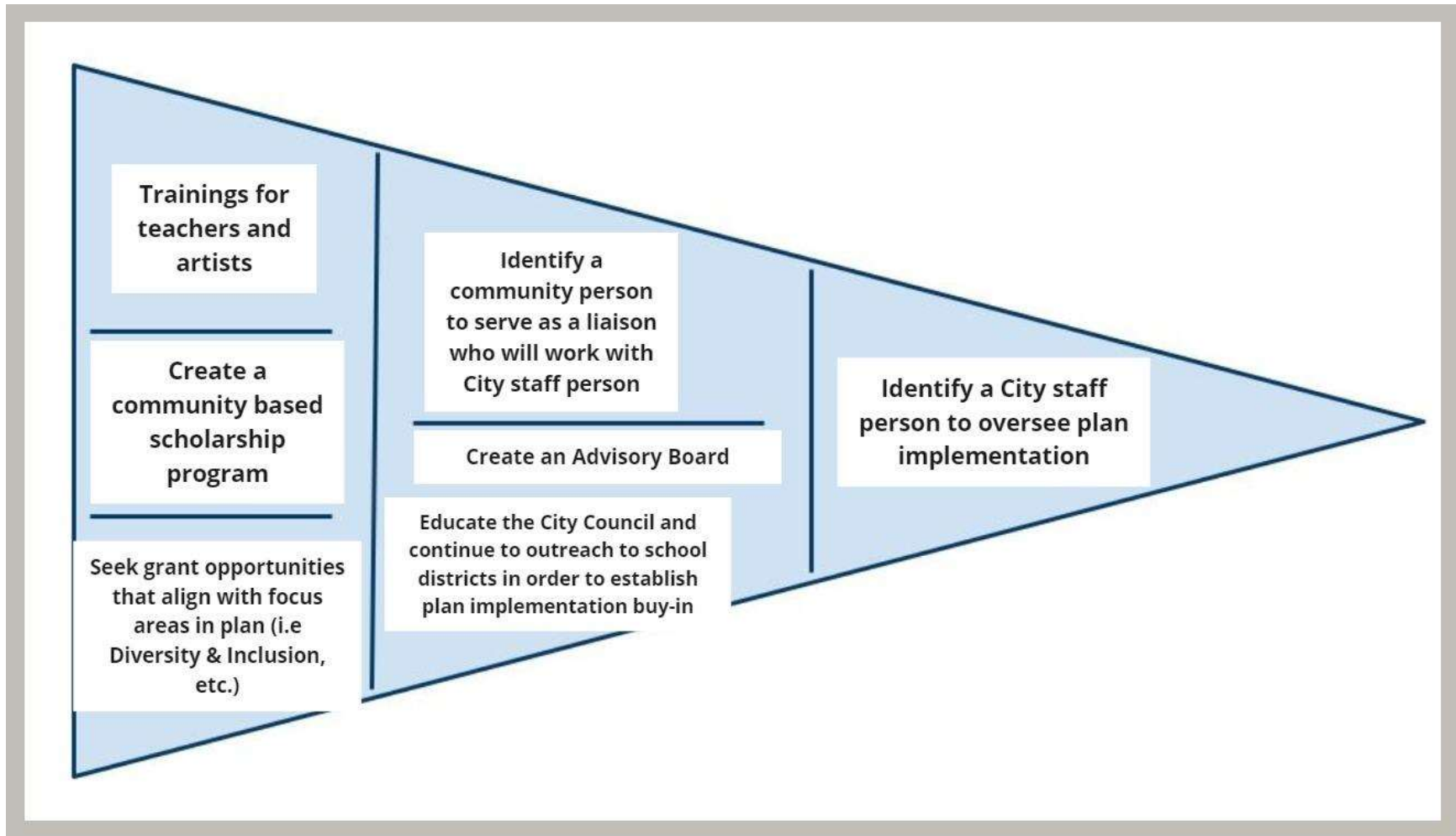
Goal: Create arts enrichment for diverse stakeholders

Goal: Amplify community diversity and creative self-expression through civic art projects

Goal: Prioritize and ensure inclusivity, accessibility, and cultural responsiveness in delivering arts programs

PRIORITY WEDGE

Looking to the future and implementing goals within the plan, the committee identified the highest leverage implementation actions to focus on. The areas below articulate those first, second, and third level priorities.



Implementation Plan

Phase I: January 2022-December 2023

Phase II: January 2024-December 2026

Phase I Implementation Plan - January 2022 - December 2023

FOCUS AREA: Infrastructure and Sustainability		
Goal: Developing leadership, coordination, and systems of support		
Strategy	Action Steps	Evidence of Success
Identify the City staff person to manage the plan	-Identify potential candidates -Outline responsibilities	City staff person in place to manage plan
Appoint a community liaison	-Create a list of potential candidates to serve in this position -Comprise a small committee to select candidate -Identify the tasks and purpose of the community liaison	Community liaison serving as the bridge between City and community
Create an advisory board comprising school, government, and private sector representation	-Identify a diverse and Inclusive advisory team -Create an outline of roles, responsibilities, and frequency of advisory board team convenings	Advisory board team established and meeting as established
Goal: Expand resources and create economic pathways		
Strategy	Action Steps	Evidence of Success
Apply for grants (Ongoing)	-Research possible grant opportunities -Develop a list of grant opportunities -Build new partnerships with potential funders	Expanded funding streams to support plan implementation and the community
Establish a scholarship program	-Create the purpose and parameters of the scholarship program	Scholarships are being awarded
Goal: Engage the educational sector to ensure sustainable and equitable access to the arts		

Strategy	Action Steps	Evidence of Success
Present the SCV Strategic Arts Education Plan to school districts	-Convene a meeting of key district personnel to introduce key priorities outlined the plan	School districts are engaged in and in support of the plan
Educate and keep the City Council informed	-Schedule a presentation of the SCV Strategic Arts Education Plan with the Santa Clarita City Council	Buy-in and support of the plan is established with the City Council
FOCUS AREA: Programming and Professional Development		
Goal: Develop professional and career learning		
Strategy	Action Steps	Evidence of Success
Create K-12+ Career Pathways Curriculum	-Identify individuals who have the expertise and can contribute to compiling and creation of the curriculum	A fully functional and adaptable curriculum used by the community and school districts
Goal: Showcasing community creativity in the arts		
Strategy	Action Steps	Evidence of Success
Utilize the Youth Arts Showcase for outreach and to recruit (2022 Event)	-Identify a person and protocols for the outreach and recruitment	An outreach and recruitment table is established at the 2022 Youth Arts Showcase
Evolve the Youth Arts Showcase event to align with the Strategic Plan (March 2023)	-Identify alignment parameters for the Youth Arts Showcase -Communicate the alignment parameters to the Youth Arts Showcase planning committee and participants	2023 Youth Arts Showcase is fully aligned with the Strategic Plan

Goal: Establishing comprehensive and collaborative training opportunities		
Develop training/Professional Development (PD) for Artists and Teachers	-Conduct a needs assessment with artists and teachers to determine the scope and sequence of training/PD -Identify possible training/PD providers	Training/PD opportunities are being utilized by teachers and artists
FOCUS AREA: Diverse and Inclusive Community		
Goal: Create arts enrichment for diverse stakeholders		
Strategy	Action Steps	Evidence of Success
Develop the outline for an afterschool program for integrating the arts and SOCIAL EMOTIONAL LEARNING(adjust to grant funding as necessary)	-Identify experts for integrating the arts and Social Emotional Learning -Establish a committee to develop the outline for the afterschool program based on available funding	Outline of afterschool program for integrating the arts and SOCIAL EMOTIONAL LEARNING is in place
Goal: Prioritizing and ensuring inclusivity, accessibility, and cultural responsiveness in delivering arts programs		
Strategy	Action Steps	Evidence of Success
Recruit and develop diverse leadership (multi-generational, multi-cultural, and access-challenged individuals)	-Identify a list of diverse leaders from all sectors of the community -Contact potential leadership to determine availability and their desire to serve	Diverse leadership team has been established

Phase II Implementation Plan - January 2023 - December 2026

FOCUS AREA: Infrastructure and Sustainability	
Goal: Expand resources and create economic pathways	
Strategy	Evidence of Success
Develop a contractual grants commitment from City and County	Funding received from the City and County
Get support from the local business community	Businesses engaged in supporting the arts
Create annual events with business supported sponsorships	Business visibility and support at local events
Establish and or build a community arts center	Community arts centers in place and/or identified
Goal: Engage the educational sector to ensure sustainable and equitable access to the arts	
Strategy	Evidence of Success
Expand and ensure continued arts education in all K12 schools	School districts accessing resources established by the City
Partner with the local colleges to create free education for artists and teachers	Increased educational support from local colleges

FOCUS AREA: Programming and Professional Development	
Goal: Develop professional and career learning experiences	
Strategy	Evidence of Success
Establish professional and career opportunities for students in central location	Students have access to career and professional opportunities
Goal: Showcase community creativity in the arts	
Strategy	Evidence of Success
Create a subcommittee to explore partners for leadership in showcases and festivals	Subcommittee and new partnership in place
Revive and expand “Art on Main Street”	“Art on Main Street” event sustained and strengthened
Goal: Establishing comprehensive and collaborative training opportunities	
Produce an annual summit for arts education	An annual Arts Education Summit implemented
FOCUS AREA: Diverse and Inclusive Community	
Goal: Create arts enrichment for diverse stakeholders	

Strategy	Evidence of Success
Financially support FREE arts enrichment both in schools and the community at large	The community and school districts have access to free arts experiences
Goal: Amplify community diversity and creative expression through civic art projects	
Strategy	Evidence of Success
Create a cross-generational community mural	A cross-generational mural visible in the community
Develop an open art making area (Arts Zone-Incubator) for At Promise Youth to freely express	A space is established to engage At Promise Youth in artmaking and self-expression
Mobilize arts experiences through the community	Expanded arts experience held throughout the community
Goal: Prioritizing and ensuring inclusivity, accessibility, and cultural responsiveness in delivering arts programs	
Strategy	Evidence of Success
Create focused programming that is responsive to the cultural diversity of the community	Programming infused with cultural diversity is developed and implemented
Gather dynamic ideas and resources from multi-generational and multi-cultural community members	Multi-generational and cultural community members sharing and developing resources for the community at large
Ensure accessibility for adaptive learning in the arts	
Recruit diverse and culturally responsive artists and performances	Diversity is event in the recruitment of artist and performances

Planning Committee Roster

Sue Arellano, Director of Business Assistance, SCV Economic Development Corporation

Kathy Hunter, Assistant Superintendent of Education Services, William S. Hart Union School District

Phil Lantis, Arts and Events Manager, City of Santa Clarita

Yolanda Ledezma, Arts and Events Supervisor, School Programs, City of Santa Clarita

Sara McDaniels, President, Arts for Santa Clarita and Arts Coordinator, iLEAD Charter Schools

Lorelle Miller, Artist

Cate Muro, Music Teacher, Newhall School District

Kate Pettie, Director of Curriculum and Instruction, Newhall School District

Patti Rasmussen, Arts Commissioner, City of Santa Clarita

Jennifer Smolos, Dean, School of Visual and Performing Arts, College of the Canyons

David Stears, Executive Director, Santa Clarita Shakespeare Festival

Kim Tredick, Assistant Superintendent of Education Services, Castaic Union School District

Vanessa Wilk, Arts Commissioner, City of Santa Clarita