

Strategic Arts Education Plan 2016

San Diego Unified School District

Priority Area: Community Engagement and Relationships

Goal: Create a culture that appreciates and values the arts and strengthens community engagement and support by building meaningful collaborative relationships through visibility of arts programs in all school communities.

Timeline	Action Step	Outcome	Person Responsible	Funding Implications
Year 1	In coordination with the San Diego County Office of Education, the VAPA Department accesses the Arts Education Resource Organization (AERO) information so community arts organization information is accessible to district staff.	VAPA has a complete list of community arts partners with name of the organization, contact information for the specific organization, and what that organization specifically offers. This list is located or linked on the SDUSD VAPA website and accessible by all teachers.	VAPA Program Manager	None
Year 1	VAPA Resource Teachers will disseminate information to individual school sites at the district level to create a greater communication on available community resources.	All school sites are aware of community resources that are available. There is an increase in the use of community resources by the district.	VAPA Resource Teachers	None
Year 1	The principal and/or SSC at each site will assign a VAPA contact to communicate community needs & disseminate information to the site teachers.	All teachers are aware of community resources that are available. Teacher have specific resources that can improve classroom curriculum.	Site Principals and/or SSC	None
Year 1	Each school will utilize their school website to effectively communicate arts events and information within the school, cluster, district. Websites should be updated on a weekly basis.	Parents and community members have access to information on arts events. There is increased communication, visibility, and attendance of publicized events.	Site Teachers, administrators, webmaster	None
Year 1	Each school site will utilize available email marketing sent to parents, teachers, and neighborhood organizations on a monthly basis.	There is increased communication and visibility within the school, cluster, district and neighborhoods.	School site VAPA Liaison	Cost of email marketing system (e.g. constant contact)
Year 1	Each school site will develop and utilize social media to effectively communicate arts events and information to parents, teachers, and neighborhood organizations on a monthly basis.	There is increased communication, visibility and attendance within the school, cluster, district and neighborhoods.	School site Administration	None
Year 3	Develop a district wide Arts Day (or weekend) to showcase student work from the various arts disciplines.	The event builds strong community relations and promotes programs within the local schools.	VAPA Dept. VAPA liaison, school site admin	Transportation, facility (permits?), equi

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Year 3	Explore opportunities for students' increased exposure to University arts programs and local professional arts programs.	Students have access to academic and professional arts resources in the community.	VAPA Dept., CCTE	
Year 2	Add VAPA information area to the district's standard School Accountability Report Card (SARC).	The VAPA information on the SARC creates greater awareness among parents and students as to VAPA programs available at all school sites.	VAPA Director, Executive Director for Leadership and Learning	
Year 1	Regular news articles will be posted on the district newscenter webpage.	The articles create awareness in community on the breadth and depth of VAPA programs across the district.	VAPA Department, Public Information Staff	
Year 1	Establish a strong working relationship and effective communication with local universities that prepare VAPA teachers to keep them informed of district needs and initiatives.	Newly hired VAPA teachers are well prepared to teach the diverse student population in SDUSD and respond to student needs.	VAPA Department	
Year 1	Develop brand architecture for the SDUSD VAPA Department and related materials for all arts departments in the district.	Will develop a unifying message that is tried, true and tested to bring recognition to VAPA in or schools and district.	VAPA Director and Branding Firm	\$14,000