

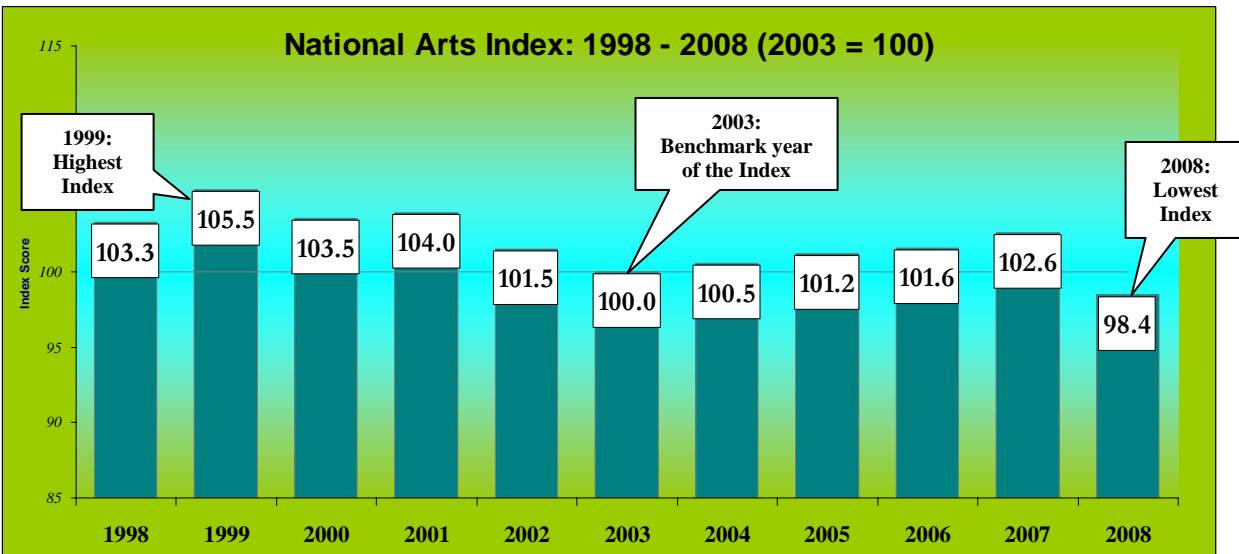


National Arts Index

A Project of **Americans for the Arts**

Arts Facts . . . National Arts Index

The Index score for 2008 is 98.4, down 4.2 percentage points from 102.6 in 2007. A score of 105.5 would bring the Index back to its highest point, measured in 1999.



The National Arts Index is a highly-distilled annual measure of the health and vitality of arts in the U.S. using 76 equal-weighted, national-level indicators of arts activity. This report covers an 11-year period, from 1998 to 2008. Similar to reports such as The Conference Board's tracking of consumer confidence, the National Arts Index views the arts as a dynamic system and provides reliable longitudinal information. It is unique when compared to other arts data systems in its scope, amount of data it presents, and annual publication. The Index is set to a base score of 100 in 2003. Every point difference represents one percent change.

- The National Arts Index fell 4.2 percentage points in 2008, reflecting losses in charitable giving and declining attendance at larger cultural institutions—even as the number of arts organizations grew.
- The arts follow the nation's business cycle—not surprising as the arts are composed of 100,000 nonprofit arts organizations, 600,000 arts businesses, and 2.24 million artists in the workforce that depend on billions of dollars in consumer spending. Based on past patterns, we estimate the arts will begin to rebound in 2011.
- Demand for the arts lags capacity. From 1998 to 2008, there was annual growth in capacity of the arts industries—a steady increase in the number of artists, arts businesses and nonprofit arts organizations, and arts-related employment. Nonprofit arts organizations alone grew in number from 73,000 to 104,000 during this span of time. That one out of three failed to achieve a balanced budget even during the strongest economic years of this decade suggests that sustaining this capacity is a growing challenge.
- How the public participates in and consumes the arts is changing. Arts participation is on the increase. Personal arts creation by the public is growing steadily (making art, playing music). Attendance at mainstream nonprofit arts organizations within many sectors, however, is in decline. Technology has also had an impact: 50 percent of CD music stores have disappeared in the past 5 years, while the number of online downloads has grown four-fold in just the past three years.
- Charitable contributions are declining: Arts and culture continue to lose their market share of philanthropy to other charitable areas—a decline that began well before the current economic downturn.
- Demand for arts in education is up, but also reveals a disparity. While there is a growing percentage of “college-bound” high school seniors getting four years of arts and music education, national studies point to an overall decline in arts education for general public school students. Additionally, college arts degrees conferred annually have increased from 75,000 to 120,000 in the past decade.

There is no uppermost Index score, though higher is better. A score of 125 would convey that arts are more highly valued as a fundamental component of society than during the past decade—characterized by strong financial health, ample capacity, innovation, vigorous participation, and a vital competitive position in American society.

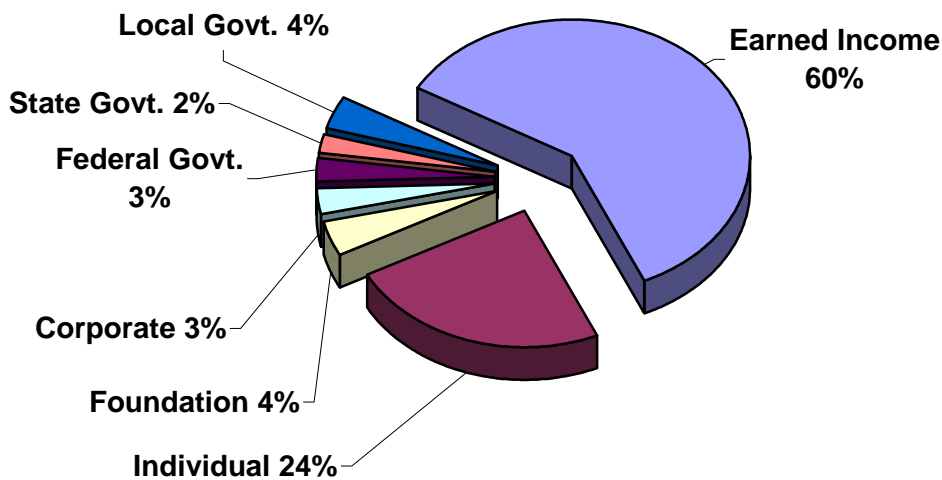
Source: National Arts Index 2009, *Americans for the Arts*, 2010.



Arts Facts . . . Arts Organization Revenues

Nonprofit arts organizations are generally able to earn slightly more than half of the money it takes to sustain their operation. The remainder must be raised through contributions and grants. Even small fluctuations in contributed revenue can mean deficits for many organizations.

Source of Revenue for Nonprofit Arts Organizations (Estimated)



Support for the nonprofit arts is a mosaic of funding sources—a delicate balance of earned revenue, government support, and private sector contributions. The pie chart above provides a snapshot of what the average revenue picture looks like for a nonprofit arts organization in the U.S.

1. Earned income represents a little over half of the pie (ticket sales, sponsorships, and fundraising events, for example).
2. Private sector contributions is the next largest portion, accounting for about one-third of revenue (individual, foundation, and corporate giving).
3. Government funding (local, state, federal) is the smallest of the three revenue categories. (Note that federal arts support includes not just the National Endowment for the Arts, but also the Kennedy Center, Smithsonian, Corporation for Public Broadcasting and other direct arts funding—a total of about \$1.6 billion annually.)

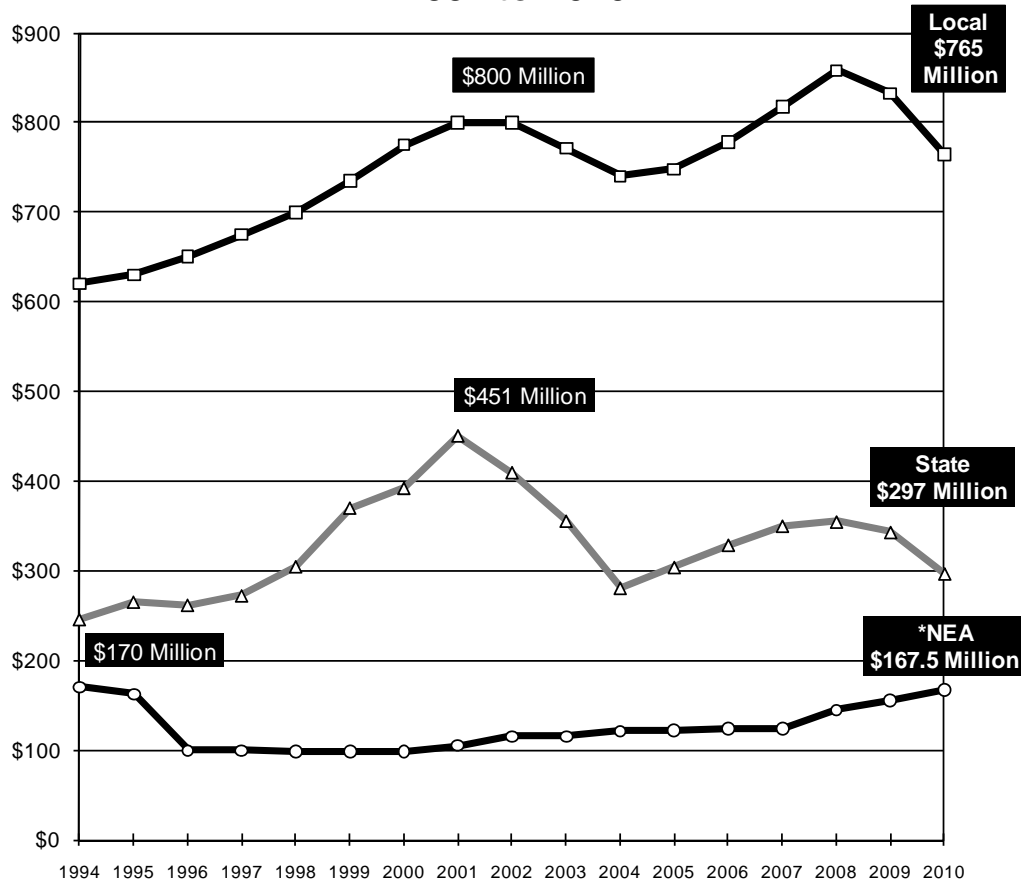
Source: Americans for the Arts, 2010.



Arts Facts . . . Government Arts Funding

In 2010, local and state government fell an estimated 8 and 10 percent, respectively. NEA funding increased and was augmented by an additional \$50 million in jobs funding from The American Recovery & Reinvestment Act.

Government Support for the Arts Federal, State and Local 1994 to 2010



- Estimated **local** government arts funding declined for a second consecutive year—down 8 percent, from \$832 million to \$765 million. 2008 was a high-water mark with nearly \$860 million in funding.
- **State** legislative arts appropriations continued to decrease—dropping 10 percent to \$297 million in 2010. State arts funding, which tracks closely with the economy, had record growth in the late 1990's—reaching a high of \$451 million in 2001—followed by a precipitous drop to \$281 million by 2004 (38 percent decrease).
- In 2010, the **National Endowment for the Arts** received an increase in Congressional appropriations, up 8 percent from \$155 million to \$167.5 million. This continues a 10-year upward trend in federal funding for the arts, but still falls short of the historical high point of \$176 million in 1992.

*Excludes \$50 million in funding to support jobs in the arts from The American Recovery & Reinvestment Act of 2009, which was distributed by National Endowment for the Arts.

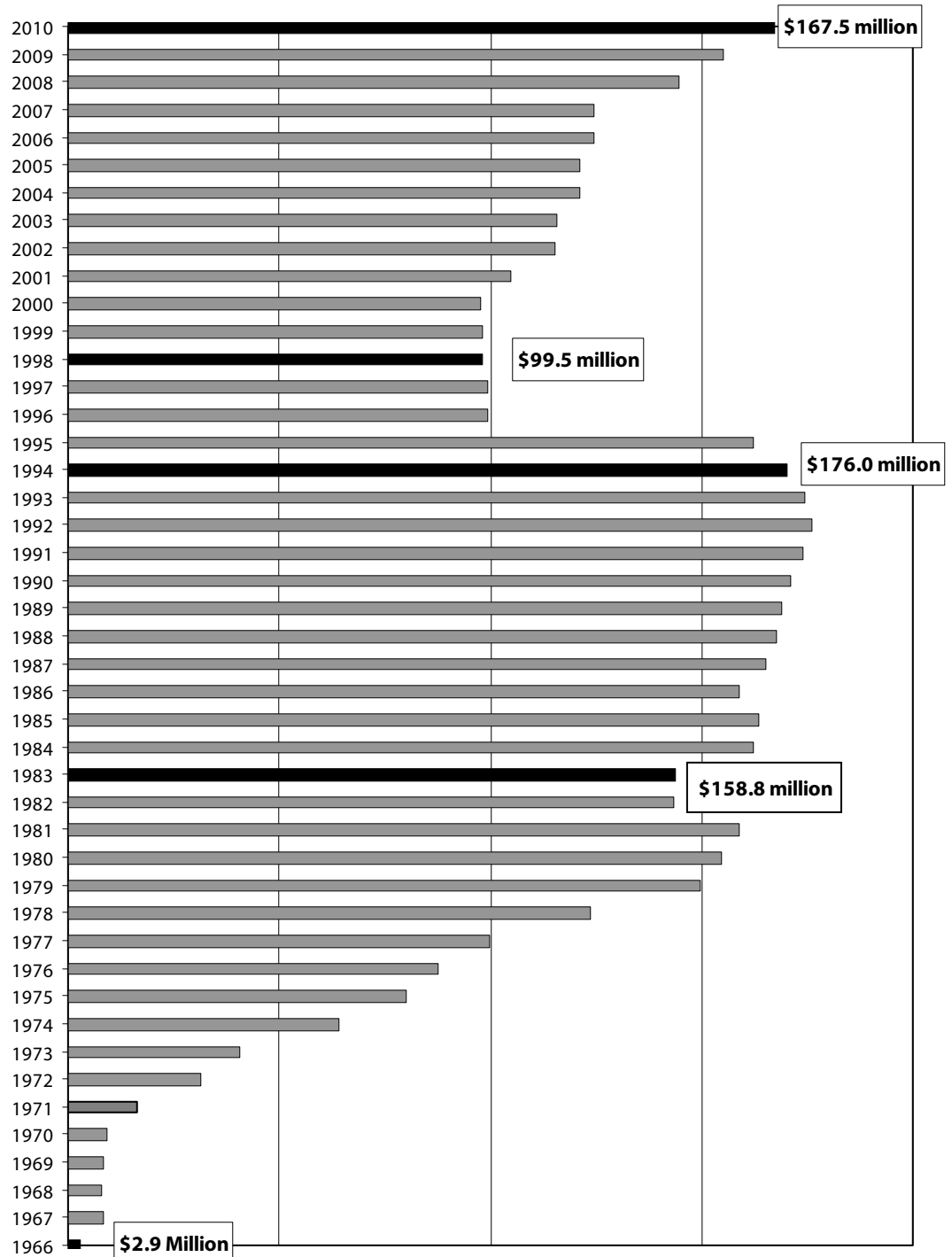
Source: Americans for the Arts, National Assembly of State Arts Agencies, 2010.



Arts Facts . . . National Endowment for the Arts
 The NEA supports the creation, preservation, and presentation of the arts in America—a profound responsibility, yet funded by Congress at a per capita rate of just 54 cents.

NEA Appropriations History Fiscal Years 1966 to 2010

Fiscal Year	Total Funds
2010	\$ 167,500,000
2009	\$ 155,000,000
2008	\$ 144,706,800
2007	\$ 124,561,844
2006	\$ 124,406,355
2005	\$ 121,263,614
2004	\$ 120,970,000
2003	\$ 115,731,000
2002	\$ 115,234,000
2001	\$ 104,769,000
2000	\$ 97,627,600
1999	\$ 97,966,000
1998	\$ 98,000,000
1997	\$ 99,494,000
1996	\$ 99,470,000
1995	\$ 162,311,000
1994	\$ 170,228,000
1993	\$ 174,459,382
1992	\$ 175,954,680
1991	\$ 174,080,737
1990	\$ 171,255,000
1989	\$ 169,090,000
1988	\$ 167,731,000
1987	\$ 165,281,000
1986	\$ 158,822,040
1985	\$ 163,660,000
1984	\$ 162,223,000
1983	\$ 143,875,000
1982	\$ 143,456,000
1981	\$ 158,795,000
1980	\$ 154,610,000
1979	\$ 149,585,000
1978	\$ 123,850,000
1977	\$ 99,872,000
1976	\$ 87,455,000
1975	\$ 80,142,000
1974	\$ 64,025,000
1973	\$ 40,857,000
1972	\$ 31,480,000
1971	\$ 16,420,000
1970	\$ 9,055,000
1969	\$ 8,456,875
1968	\$ 7,774,291
1967	\$ 8,475,000
1966	\$ 2,898,000

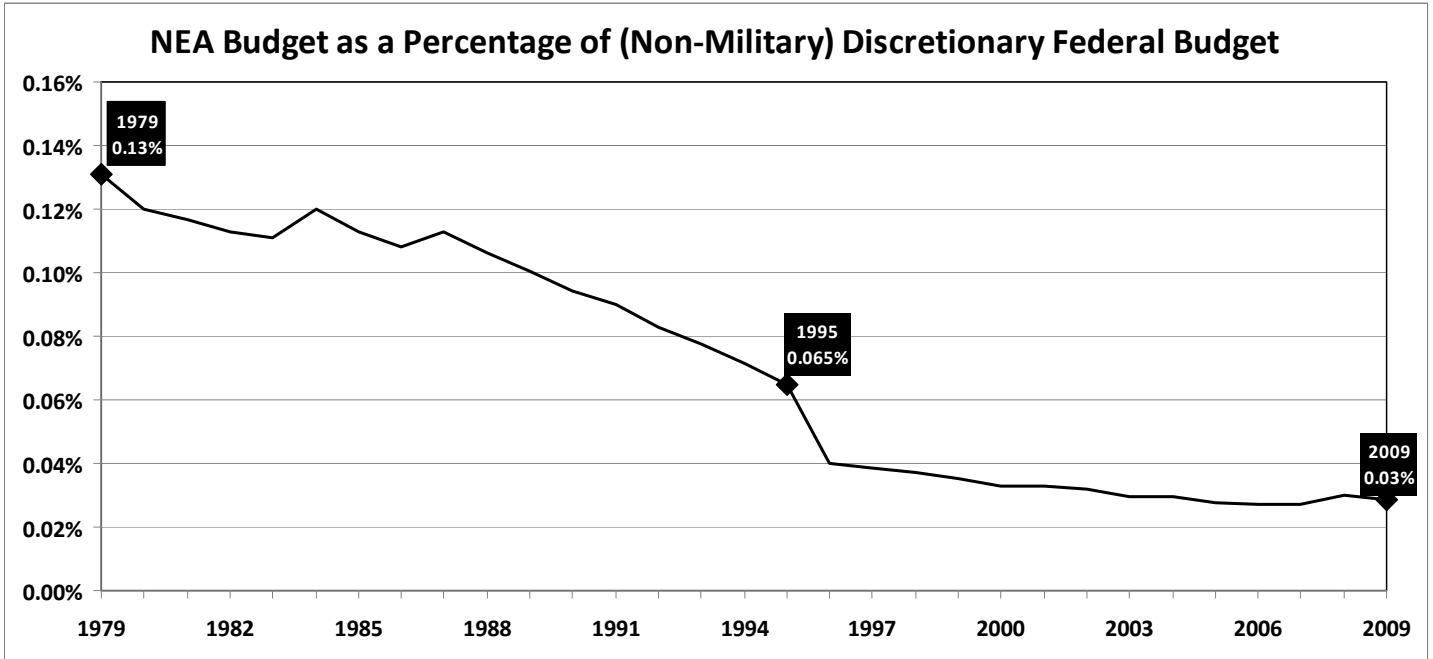


Source: National Endowment for the Arts, U.S. Census Bureau, 2010.

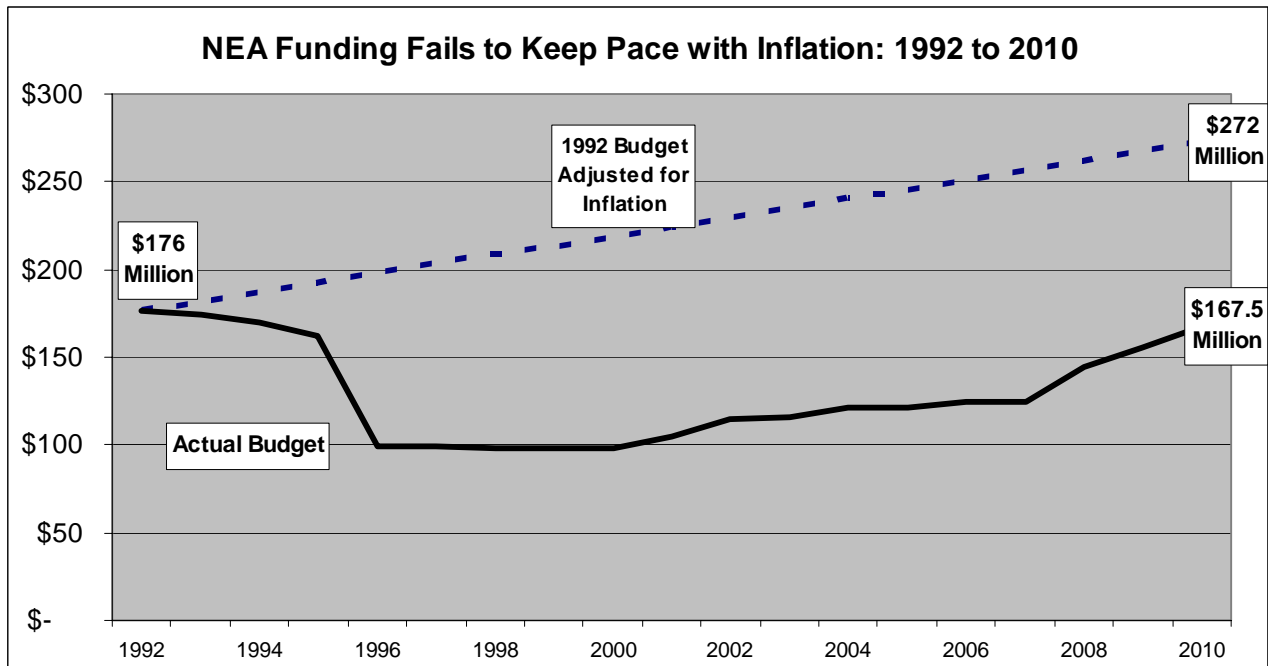


NEA: Losing Share of Federal Discretionary Spending for 30 Years

- As a percentage of non-military discretionary federal spending, NEA funding represented just 0.03% in 2009 (3 cents per \$100 of spending).
- If the NEA simply maintained its 1979 percentage of discretionary funding (0.13%), it's 2009 budget would have been \$705 million.



If the NEA's budget remained constant since 1992 and was only adjusted for inflation, it would be \$272 million in 2010, instead of \$167.5 million. Raising the NEA budget to \$200 million would bring it to 74 percent of its 1992 inflation-adjusted level.

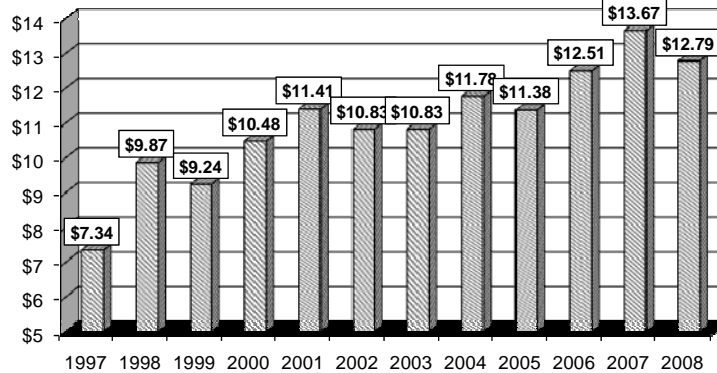


Source: National Endowment for the Arts, U.S. Office of Management and Budget, 2010. Analysis by Americans for the Arts.

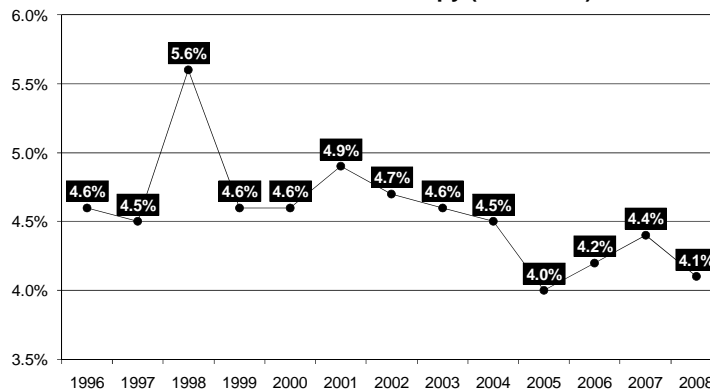


Arts Facts . . . Private Sector Philanthropy
 Giving to the arts by individuals, foundations, and corporations decreased to \$12.79 billion in 2008, representing 4.1 percent of total charitable giving.

Private Giving to Arts, Culture and Humanities: 1997-2008
 (Billions of Current Dollars)



Private Giving to Arts & Culture as Percent of Total Philanthropy (1996-2008)



- In 2008, private sector giving to the arts (by individuals, foundations, and corporations) was \$12.79 billion, a 6.4 percent decrease from \$13.67 billion in 2007 (-9.9 percent when adjusted for inflation).
- Private contributions to all charities in 2008 was \$307.7 billion—a 2 percent decrease from \$314.1 billion in 2007 (-5.7 percent when adjusted for inflation). In the context of Gross Domestic Product (a broad measure of the nation’s economy), total philanthropy remained relatively strong: 2.2 percent in 2008, down from 2.3 percent in 2007.
- Because arts giving decreased at a greater rate than all giving, the arts resumed a long-term trend of lost philanthropic “market share.” In the years around 2000, the arts maintained a 4.5 to 5.0 percent share of total philanthropy. This share decreased during the recession in the early part of this decade, reaching a low of 4.0 percent in 2005. The arts rebounded in 2005 and 2006, but did not regain its earlier levels. In 2008, the arts market share dropped to 4.1 percent, a downward pressure likely to continue for 1-2 more years.
- What is the financial cost of this decrease? If the arts sector had merely maintained its 4.9 percent “market share” from 2001, it would have received \$15.1 billion instead of \$12.79 billion in charitable gifts in 2008—a \$2.3 billion difference. Whose piece of the pie is getting larger? Religion, public-society benefit, and international affairs. Also decreasing in 2008 were education, health, human services, and environment/animal sectors.
- This financial pinch is compounded by a decade-long growth in the number of nonprofit arts and culture organizations, thus increasing demand for private support during a period of decreasing supply of total philanthropic dollars.

Source: The Center on Philanthropy at Indiana University, *Giving USA 2009*. Analysis by Americans for the Arts.

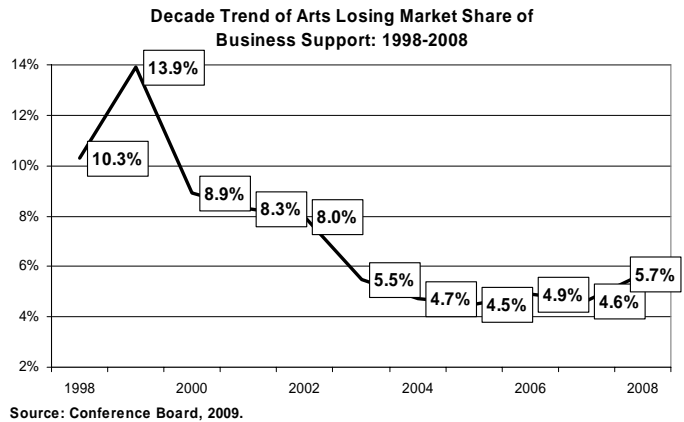


Arts Facts . . . Business Support to the Arts

With billions in arts funding, businesses play a key role in ensuring the health and vitality of the nation’s arts sector. The share of corporate philanthropy directed to the arts increased in 2008. The long-term trend, however, has been decidedly downward over the past decade.

Downward Pressure on Business Support to the Arts

- In an effort to achieve more measurable results from their philanthropy, more businesses are reducing their charitable focus to a single funding category, such as health or education. This single-focus giving rarely focuses on the arts.
- Mergers and acquisitions are resulting in a negative impact on local giving, by reducing the number of corporate headquarters in communities across the country. Following the mergers, those local dollars are likely to be redirected to national and global issues such as health, education, and the environment—and seldom to the arts.
- The share of corporate philanthropy directed to the arts increased in 2008. The long-term trend, however, has been decidedly downward over the past decade, according to research conducted by the Conference Board. While much of this can be attributed to a huge increase of in-kind contributions of medications by drug companies, further analysis still demonstrates that the arts’ “piece of the pie” is getting smaller.



Business Arts Support is Becoming Less Philanthropy-Oriented, More Strategic

Businesses use a variety of means to support the arts, including charitable contributions, sponsorships, art collections, employee matches, in-kind services, executive loan programs, and workplace giving.

Business support to the arts has shifted from general charitable giving to a more marketing-based and sponsorship-oriented strategy. This enables businesses to support the arts as well as use the arts to meet business goals, expand markets for products, and engage employees.

Sources of Business Contributions to the Arts		
	2003	2006
Marketing/Sponsorship Budget	30%	43%
Annual Contributions Budget	51%	39%
Advertising Budget	42%	35%
Executive Budget	22%	16%
Company Foundation	12%	11%

Source: Americans for the Arts' Business Committee for the Arts, 2007.

Business Support to the Arts Changes with the Economy

Business support to the arts largely follows the performance of the nation’s economy. There were significant decreases between 2000 and 2005, followed by modest increases between 2006 and 2008. Americans for the Arts is forecasting a decrease in business arts support in 2009.

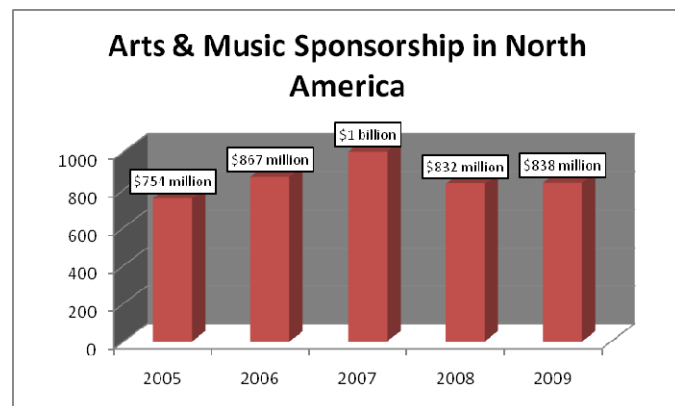
Americans for the Arts’ Business Committee for the Arts’ *National Survey of Business Support to the Arts* indicates that, while the percentage of businesses contributing to the arts increased from 36 to 42 percent between 2003 and 2006, total arts support actually decreased 5 percent to \$3.16 billion.

Business Support to the Arts: 2003 to 2006 (-5 percent)		
	2003	2006
Percent of businesses contributing to the arts	36%	42%
Median arts contribution per business	\$800	\$800
Total	\$3.32 billion	\$3.16 billion

Source: Americans for the Arts' Business Committee for the Arts, 2007.

CEOs are typically involved in funding decisions (90 percent) and nearly all business giving is local (93 percent)—usually in the communities in which the company’s employees reside.

The dollar amount of arts sponsorships increased slightly in 2009 (though decreased when adjusted for inflation). The arts are getting a smaller piece of the total sponsorship-pie, dropping from 6 to 5 percent since 2005. Total sponsorships in North America are expected to be \$16.51 billion in 2009. In 2007, arts sponsorship topped \$1 billion for the first time.



There is renewed interest in business support for the arts as it relates to building the 21st century workforce.

In October 2008, the Conference Board released *Ready to Innovate*, a new research report that touts the importance of arts education in building the 21st century workforce. Innovation is the key to the nation’s economic recovery and global competitiveness. Arts participation—in school or in the workplace—strengthens our “creativity muscles,” which builds our creativity—the fuel that drives innovation.

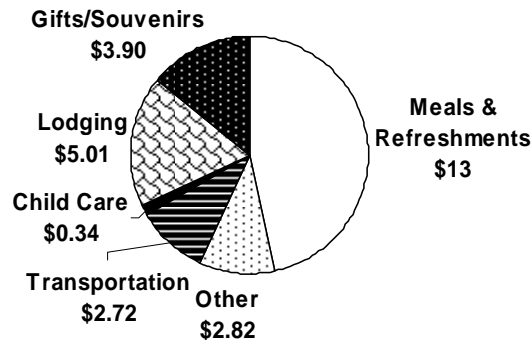




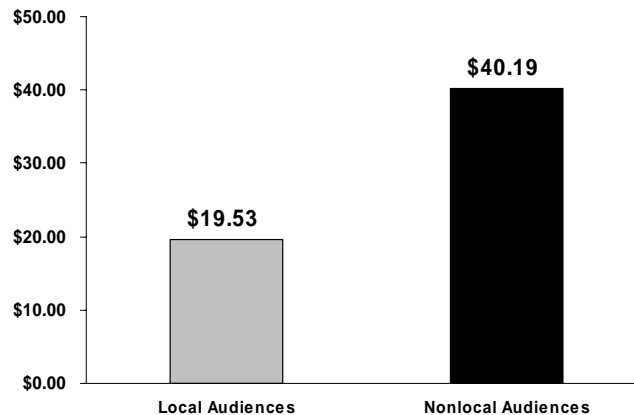
Arts Facts . . . Spending by Arts Audiences

The nonprofit arts, unlike most industries, leverage significant amounts of event-related spending by their audiences. Attendance at arts events generates related commerce for hotels, restaurants, parking garages, and more.

Nonprofit Arts Attendees Spend an Average of \$27.79 Per Person



Non-Local Arts Audiences Spend Twice as Much as Local Audiences



- When governments reduce their support for the arts, they are not cutting frills. Rather, they are undercutting an industry that is a cornerstone of tourism, economic development, and the revitalization of many downtowns. When governments increase their support for the arts, they are generating tax revenues, jobs, and a creativity-based economy.
- Data collected from 95,000 attendees at a range of arts events reveal an average spending of \$27.79 per person, not including the price of admission. This spending generates an estimated \$103.1 billion of valuable revenue annually for local merchants and their communities.
- Non-local audiences spend nearly twice as much as local attendees (\$40.19 compared to \$19.53), demonstrating that a community that attracts cultural tourists stands to harness significant economic rewards.

Source: *Arts & Economic Prosperity III*, Americans for the Arts, 2007.



Arts Facts . . . Economic Impact of the Arts
When public and private leaders fund the arts, they not only enhance our quality of life, but also invest in our economic well-being.

Economic Impact of the Nonprofit Arts Industry

Total Economic Activity \$166.2 Billion

Total Spending by Nonprofit Arts Organizations \$63.1 Billion

Total Spending by Nonprofit Arts Audiences \$103.1 Billion

Total Full-Time Equivalent Jobs Supported 5.7 Million

Total Tax Revenue Generated \$29.6 Billion

Federal Income Tax Revenue \$12.6 Billion

State Government Revenue \$9.1 Billion

Local Government Revenue \$7.9 Billion

Total Household Income Generated \$104.2 Billion

- Arts organizations are responsible businesses, employers, and consumers. Spending by nonprofit arts and culture organizations—only a fraction of the total arts and entertainment industry—was an estimated \$63.1 billion in fiscal 2005, and leveraged an additional \$103.1 billion in event-related spending by arts audiences. This \$166.2 billion in total economic activity supports 5.7 million FTE jobs and generates \$29.6 billion in government revenue annually.
- From large urban cities to small rural towns, this research shows that the nonprofit arts are an economically sound investment. They attract audiences, spur business development, support jobs, and generate government revenue. Locally, as well as nationally, the arts mean business.
- The arts are a growth industry. In five years, the economic activity of nonprofit arts organizations and their audiences grew nearly 24 percent from \$134 billion in 2000 to \$166.2 billion (11 percent when adjusted for inflation).

Source: *Arts & Economic Prosperity III*, Americans for the Arts. 2007.



Arts Facts . . . Creative Industries

An analysis of Dun & Bradstreet data reveals that the creative industries comprise 4.05 percent of all U.S. businesses and 2.18 percent of all U.S. jobs.

Creative Industries: Business & Employment in the Arts

**Nationally, 668,267 Arts Businesses in the U.S.
Employ 2.9 Million Workers**



The top ten states with the greatest number of arts businesses are: CA, NY, TX, FL, IL, PA, MI, GA, NJ, and WA.

■ 3K or less ■ 3K-6K ■ 6K-12K ■ More than 12K

- The *Creative Industries* study provides a research-based approach to understanding the **scope and importance of the arts to the nation's economy**. This study is a unique representation of both the nonprofit *and* for-profit businesses involved in the creation or distribution of the arts.
- The creative industries are composed of arts-centric businesses that range from **non-profit** museums, symphonies, and theaters to **for-profit** film, architecture, and advertising companies.
- **Nationally, there are 668,267 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.9 million people, representing 4.05 percent of all businesses and 2.18 percent of all employees, respectively.** These data are current as of January 2010.
- The source for these data is Dun & Bradstreet, widely acknowledged as the most comprehensive and trusted source for business information in the United States. Analysis is by Americans for the Arts.
- Using "geo-economic analysis," Americans for the Arts can detail and map the creative industries by any political or geographic area (*e.g.*, city, county, state, or Congressional District). See the next page for an example of a Creative Industries report for a specific Congressional district. Creative Industries reports for EVERY Congressional District and state in the country can be downloaded at www.AmericansForTheArts.org/CreativeIndustries.

Source: Dun & Bradstreet. Analysis by Americans for the Arts, 2010.

The Creative Industries in Pennsylvania Congressional District 19 U.S. Representative Todd Platts

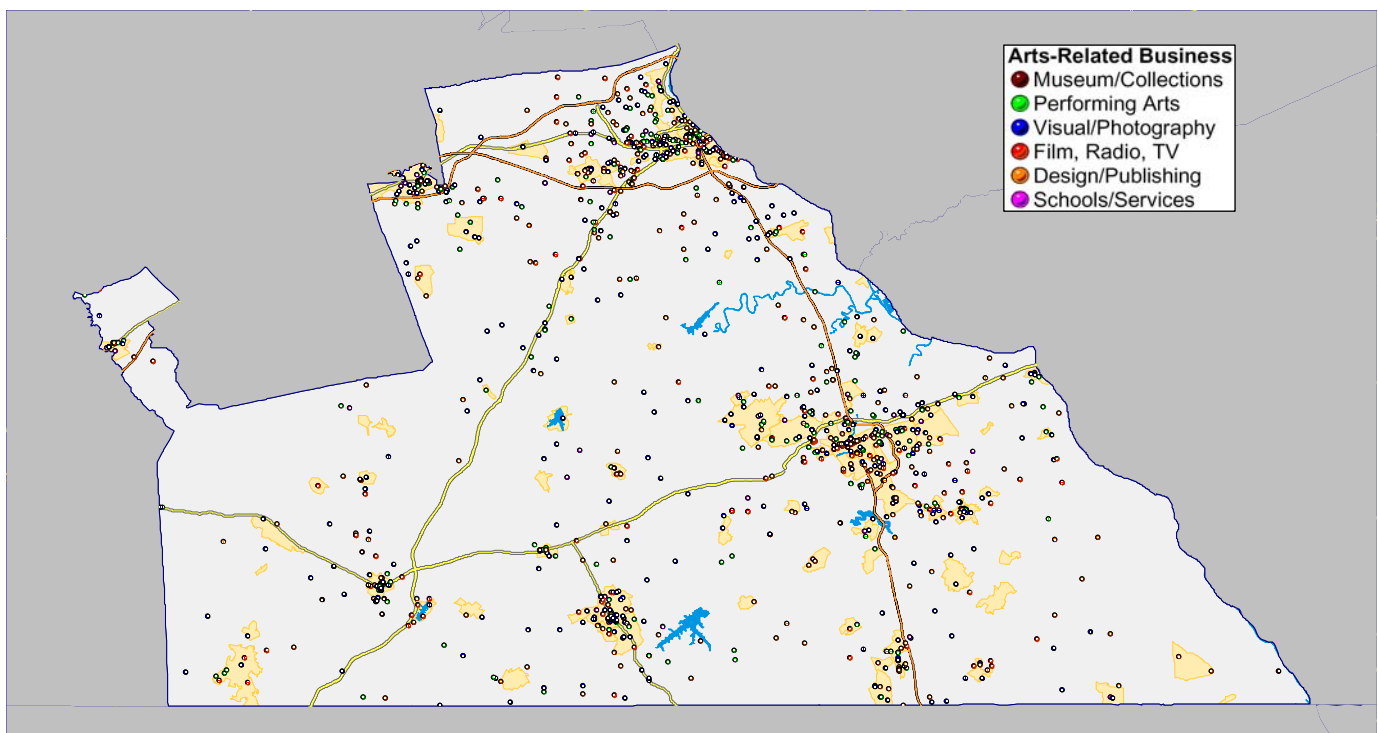
SAMPLE

This *Creative Industries* report offers a research-based approach to understanding the scope and economic importance of the arts in **Pennsylvania Congressional District 19**. The creative industries are composed of arts businesses that range from non-profit museums, symphonies, and theaters to for-profit film, architecture, and advertising companies. Arts businesses and the creative people they employ stimulate innovation in today's global marketplace.

Nationally, there are 668,267 businesses in the U.S. involved in the creation or distribution of the arts. They employ 2.9 million people, representing 4.05 percent of all businesses and 2.18 percent of all employees, respectively. The source for these data is Dun & Bradstreet, the most comprehensive and trusted source for business information in the U.S.

As of January 2010, Pennsylvania Congressional District 19 is home to 1,167 arts-related businesses that employ 5,690 people. These arts-centric businesses play an important role in building and sustaining economic vibrancy. They employ a creative workforce, spend money locally, generate government revenue, and are a cornerstone of tourism and economic development. The map below provides a clear picture of the creative industries in Pennsylvania Congressional District 19, with each dot representing an arts-centric business.

1,167 Arts-Related Businesses in Pennsylvania Congressional District 19 Employ 5,690 People

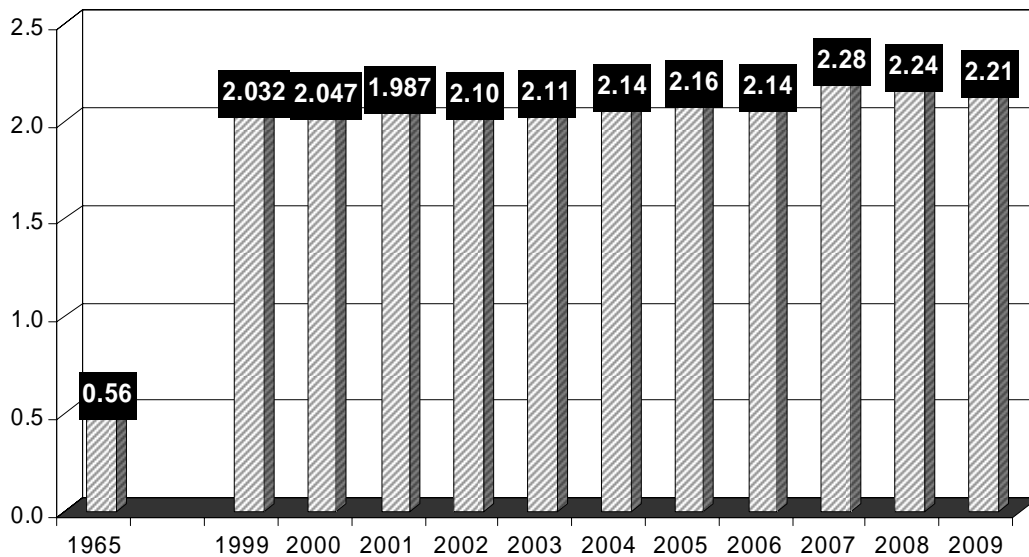




Arts Facts . . . Artist Employment

Artists comprise 1.4 percent of the U.S. workforce, according to the U.S. Bureau of Labor Statistics. The unemployment rate for artists grew to 9.5 percent in 2009, and is increasing at a faster rate than all professional workers.

Artists in U.S. Workforce: 1999-2009 (in Millions)

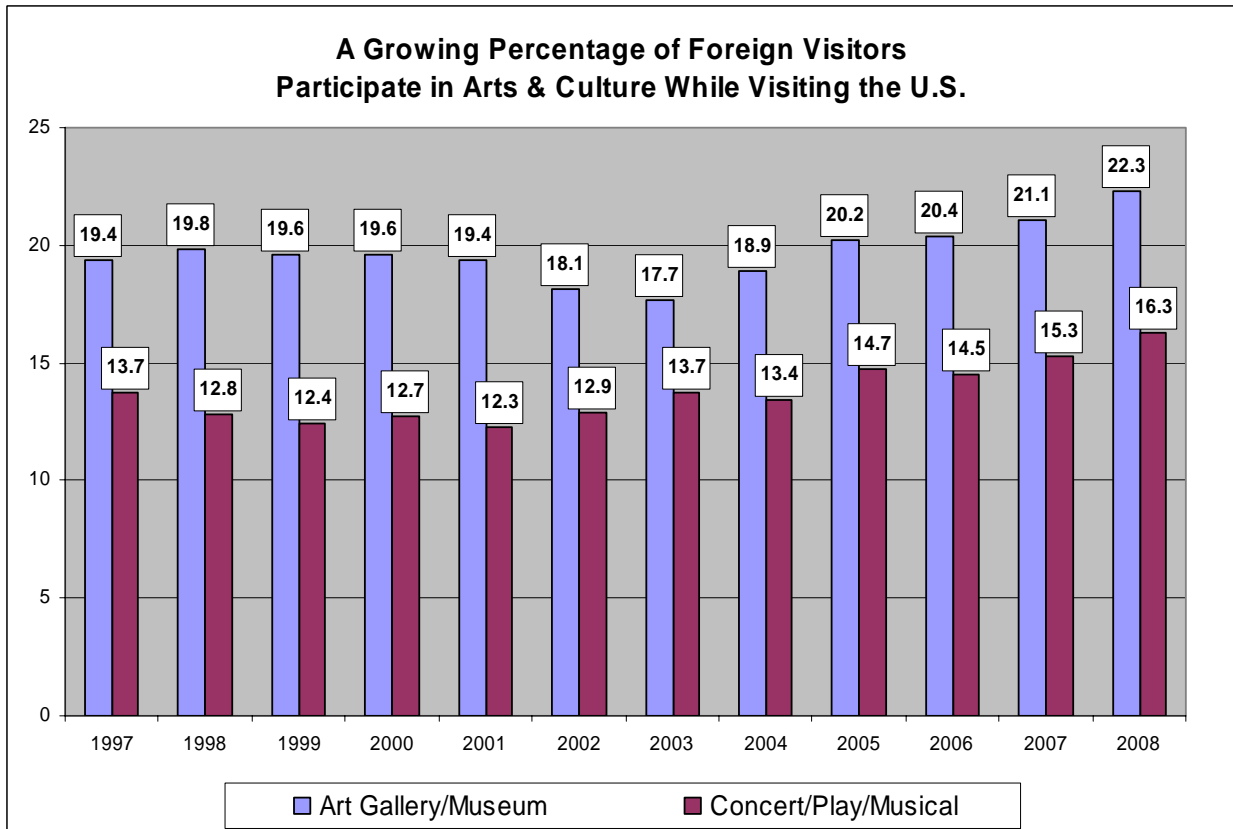


- The U.S. Bureau of Labor Statistics (BLS) reports that 2.21 million artists were in the U.S. workforce artists in 2009—representing 1.4 percent of the total civilian workers. This is the second consecutive annual decrease.
- In 2009, the average unemployment rate for all artists climbed to 9.5 percent, far surpassing the percentage unemployed among all professionals (4.4 percent), a broad category of workers that includes not only artists, but other occupations that generally require college training.
- The artist labor force—using BLS measures—is composed of just 11 occupational categories: architects; art directors, fine artists and animators; designers; actors; producers and directors; dancers and choreographers; musicians and singers; announcers; writers and authors; photographers; and other artists and entertainers.
- As this is an analysis solely of artist employment, it should be noted that many arts-related jobs are not included in this data, such as arts administrators, curators, technical staff, and fundraisers.

Source: National Endowment for the Arts Research Note #97, 2010.

Arts Facts . . . Cultural Tourism

Cultural travelers—both domestic and international—are ideal tourists. They spend more and stay longer.



U.S. cultural destinations help grow the U.S. economy by attracting foreign visitor spending. There has been steady growth in the percentage of tourists who fly to the U.S. and attend arts activities as a part of their visit. These data are collected by the International Trade Commission in the Department of Commerce and are based on survey sample sizes between 21,000 and 31,000 travelers annually.

Cultural travelers to the United States out-stay, out-travel and out-spend other types of international tourists. A 2005 report by the U.S. Department of Commerce states that in 2004 the international cultural tourist visitor's length of stay was just over 3 nights longer than the general international visitor's. A 2003 U.S. Department of Commerce report reveals that within this extended stay, cultural travelers "reported a greater number of states and destinations visited than general visitors". In 2003 these statistics represented 5.57 million travelers, or one in three international tourists.

Cultural tourism is the most frequently used marketing strategy. Marketing of cultural destinations and events accounts for the largest portion of all marketing expenditures (26%) by national tourism organizations. Two-thirds of American adult travelers say they included a cultural, arts, heritage, or historic activity or event while on a trip of 50 miles or more, one-way, in 2002. This equates to 92.7 million cultural travelers. Of this group, 32 percent (29.6 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event.

Source: Travel Industry Association of America, U.S. Department of Commerce, 2010.



Arts Facts . . . Preparing Students for the Workplace
Schools and employers rank a *degree in the arts* as the most significant indicator of a job candidate's creativity and skills of innovation.

Business and School Leaders See the Arts as Key to Preparing Students to Be Creative Workers for the Global Marketplace

85 percent of surveyed business executives indicated that they are currently having difficulty recruiting individuals who possess creative ability. The demand for creative people will increase as U.S. firms pursue innovation.

- U.S. employers rate creativity/innovation among the top five skills that will increase in importance over the next five years, and rank it among the top challenges facing CEOs.
- Employers (56 percent) and superintendents (79 percent) agree that a college degree in the arts is the most significant indicator of creativity in a prospective job candidate.
- Among eleven subjects offered in high school, superintendants rank arts activities in the top four that are most likely to develop creativity. Yet, three out of four top rated arts subjects are offered as an only as elective by a majority of respondents. Creative writing is the sole required course in more than half the districts. Less than 1 in 5 require a music class.

Improving access to arts education for all students and strengthening the arts in NCLB is critical to building tomorrow's creative workforce.

The source for this information comes from *Ready to Innovate*, a new study conducted by The Conference Board, Americans for the Arts, and the American Association of School Administrators.

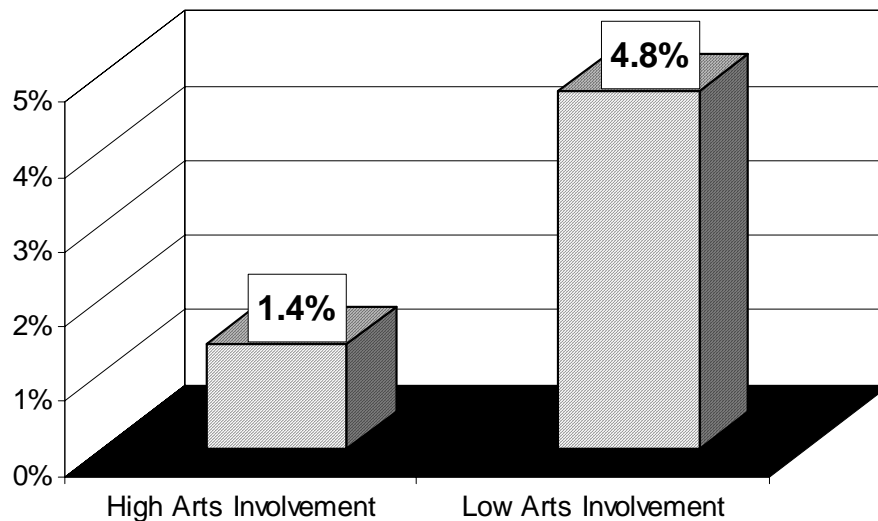


The Conference Board is a global, independent association of business executives dedicated to creating and disseminating knowledge about management and the marketplace.



Arts Facts . . . Improved Academic Performance
Students who participate in the arts, both in school and after school, demonstrate improved academic performance and lower dropout rates.

Students with High Levels of Arts Involvement: Less Likely To Drop Out of School by Grade 10



- Arts in the schools increase test scores and lower dropout rates. The Arts Education Partnership's publication, *Critical Links*, contains 62 academic research studies that, taken together, demonstrate that arts education helps close the achievement gap, improves academic skills essential for reading and language development, and advances students' motivation to learn.

Source: Arts Education Partnership

- Longitudinal data of 25,000 students demonstrate that involvement in the arts is linked to higher academic performance, increased standardized test scores, more community service and lower dropout rates (see chart above). These cognitive and developmental benefits are reaped by students regardless of their socioeconomic status.

Source: Dr. James S. Catterall, Graduate School of Education and Information Studies, UCLA

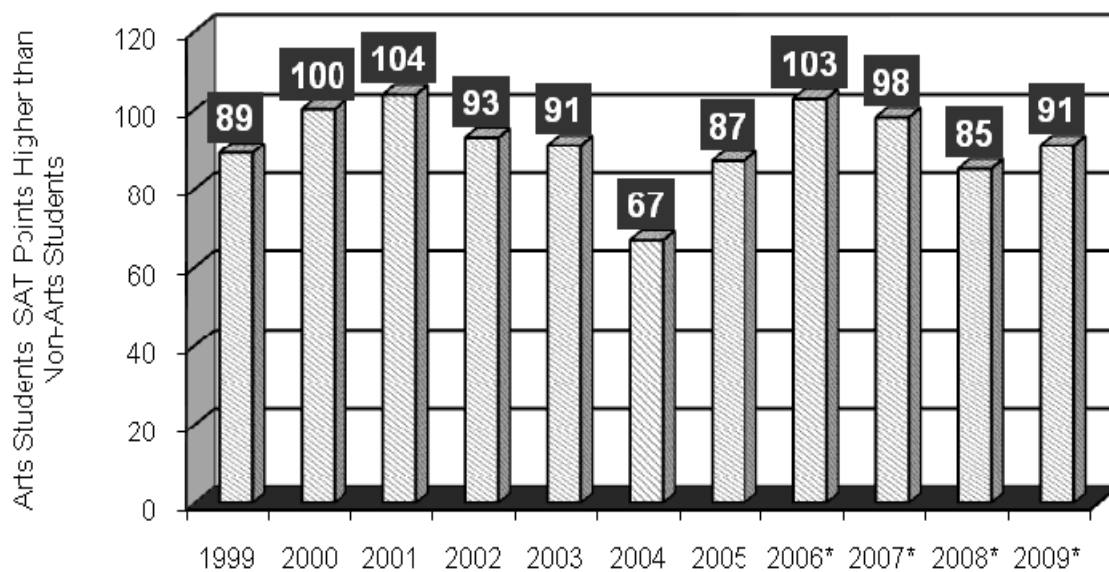
- Research conducted between 1987 to 1998 on young people working in the arts for at least three hours on three days of each week throughout at least one full year, demonstrated the following:
 - 4 times more likely to have been recognized for academic achievement
 - Being elected to class office within their schools more than 3 times as often
 - 4 times more likely to participate in a math and science fair
 - 3 times more likely to win an award for school attendance
 - 4 times more likely to win an award for writing an essay or poem

Source: Dr. Shirley Brice Heath, Stanford University, for Carnegie Foundation for The Advancement of Teaching



Arts Facts . . . SAT Scores and the Arts
 Students with four years of high school arts and music classes have higher SAT scores than students with one-half year or less.

Arts Students Outperform Non-Arts Students on SAT (Average Points Better on SAT by Arts Students)



- Data from The College Board show that students who take four years of arts and music classes while in high school score 91 points better on their SATs than students who took only one-half year or less (scores of 1070 vs. 979, respectively).
- The College Board's report, "Arts at the Core: Recommendations for advancing the state of arts education in the 21st Century" by the National Task Force on the Arts Education recommends education stakeholders consider arts requirements for high school core curricula, high school graduation requirements, and college and university admission requirements in the arts (including arts courses in GPA calculations), working with regional accrediting agencies.
- *Reflect the *Critical Reading* and *Mathematics* portions of the SAT only. The new *Writing* section of the test is excluded from this analysis for year-to-year comparison purposes. Students with four years of art and music classes averaged 526 on the *Writing* portion of the test—56 points higher than students with one-half year or less of arts/music classes (470).

Source: The College Board, 2009. *2009 College-Bound Seniors: Total Group Profile Report*.



Arts Facts . . . Impact on Cognitive Development

Neuroscientists find training in the arts improves cognition. Music, acting, and dance improve a range of life and academic skills.

ARTS EDUCATION AND COGNITIVE DEVELOPMENT

Neuroscientists from seven universities across the country used brain imaging studies and behavioral assessments to advance our understanding of the effects of music, dance, and drama education on other types of learning. The findings from their coordinated three-year study suggest that children motivated in the arts develop attention skills and strategies for memory retrieval that also apply to other academic subject areas.

- Training in music appears to improve skills in geometric representation, as well as the acquisition of reading skills and sequence learning.
- Training in acting classes appears to lead to improved memory, via learning and manipulating language skills.
- Learning to dance by effective observation relates closely to physical practice, and that training appears to improve other cognitive skills.

Scientist's research findings include the following:

1. An interest in a performing art leads to a high state of motivation that produces the sustained attention necessary to improve performance and the training of attention that leads to improvement in other domains of cognition.
2. Specific links exist between high levels of music training and the ability to manipulate information in both working and long-term memory; these links extend beyond the domain of music training.
3. In children, there appear to be specific links between the practice of music and skills in geometrical representation, though not in other forms of numerical representation.
4. Correlations exist between music training and both reading acquisition and sequence learning. One of the central predictors of early literacy, phonological awareness, is correlated with both music training and the development of a specific brain pathway.
5. Training in acting appears to lead to memory improvement through the learning of general skills for manipulating semantic information.
6. Learning to dance by effective observation is closely related to learning by physical practice, both in the level of achievement and also the neural substrates that support the organization of complex actions. Effective observational learning may transfer to other cognitive skills.

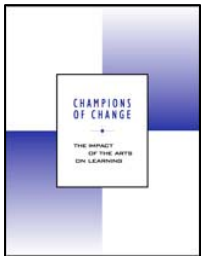
Source: *LEARNING, ARTS, AND THE BRAIN, The Dana Consortium Report on Arts and Cognition*, Dana Press (2008).

SUMMARY OF ADDITIONAL ARTS EDUCATION RESEARCH AND FACTS

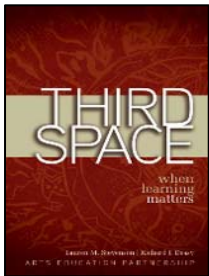
The arts boost learning and achievement for students.



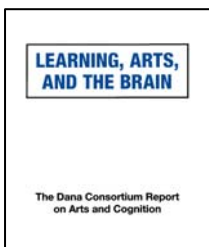
- The collection of research described in *Critical Links: Learning in the Arts and Student Academic and Social Development* (2002) finds that learning in the arts may be uniquely able to boost learning and achievement for young children, students from economically disadvantaged circumstances, and students needing remedial instruction.



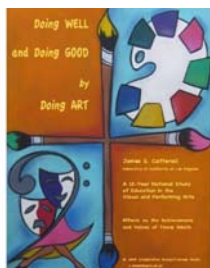
- According to the Arts Education Partnership publication *Champions of Change: The Impact of the Arts on Learning* (1999), a compilation of studies on the impact of arts on learning, students who participate in the arts outperform their peers on virtually every measure. Researchers found that "sustained learning" in music and theater correlates to greater success in math and reading, and students from lower socioeconomic backgrounds see the greatest benefits. In fact, "learning in and through the arts can help 'level the playing field' for youngsters from disadvantaged circumstances," the researchers contended.



- A book by the Arts Education Partnership, *Third Space: When Learning Matters* (2005), finds that schools with large populations of students in economic poverty—often places of frustration and failure for students and teachers alike—can be transformed into vibrant and successful centers of learning and community life when the arts are infused into their culture and curriculum.



- Cognitive neuroscientists at seven major universities have found strong links between arts education and cognitive development (e.g. thinking, problem solving, concept understanding, information processing and overall intelligence.) According to the Dana Consortium study, *Learning, Arts, and the Brain* (2008) children motivated in the arts develop attention skills and memory retrieval that also apply to other subject areas.



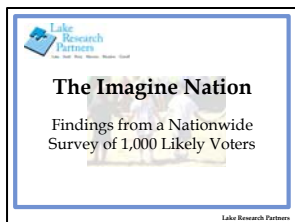
- A 2009 book by James Catterall, "Doing Well and Doing Good by Doing Art: A 12- Year Longitudinal Study" found that 8th graders from under-resourced environments who are highly involved in the arts have better grades, less likelihood of dropping out by grade 10, have more positive attitudes about school, and are more likely to go on to college.

Instruction time for the arts is decreasing across the nation since implementation of No Child Left Behind (NCLB).

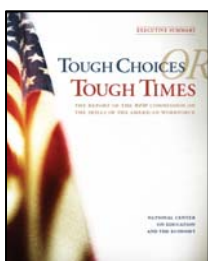


- A 2007 study from the Center on Education Policy concludes that, since the enactment of NCLB, *thirty percent* of districts with at least one identified school—those with the students most responsive to the benefits of the arts—have decreased instruction time for art and music.
- In 2008, a follow-up study from the Center on Education Policy found that these cuts in instructional time were deeper than first considered.
 - Among the school districts that reported both increasing time for English language arts or math and reducing time in other subjects, 72% indicated that they reduced time by a total of at least 75 minutes per week for one or more of these other subjects.
 - Among districts that reported a decrease in instructional time since 2001-02, 23% reported decreasing total instructional time for arts and music by 50% or more below pre-NCLB levels - greater than social studies, science and physical education.

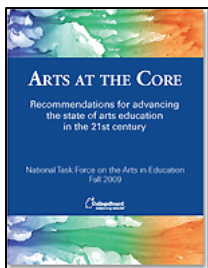
Arts education helps prepare a creative workforce.



- A recent national poll of 1,000 likely voters conducted by Lake Research Partners (2007) has identified a new and growing constituency of voters in America who advocate building capacities of the imagination in public education.
 - Voters believe that, in order to meet the demand for innovation in the marketplace, we must teach skills of the imagination in the classroom. They are concerned that America, a historic leader in innovation, is falling behind other nations as it devotes less attention to developing what they perceive to be essential skills of the imagination and innovation.
 - 91% of voters indicate that arts are essential to building capacities of the imagination.
 - 73% of voters believe that building capacities of the imagination is just as important as the “so called” basics for all students in public schools. 82% of voters want to build imagination and creative skills in schools.



- The New Commission on the Skills of the American Workforce, a bi-partisan commission, comprised of former Cabinet secretaries, governors, college presidents and business, civic and labor leaders, in the report Tough Choices or Tough Times (2006) called for “a total shakeup in how America educates its people with an innovative system that boosts students to unprecedented levels of learning throughout their lives while creating a structure that gives them the best teachers and schools the country can offer.”
 - The executive summary of the Commission’s report states, “This is a world in which a very high level of preparation in reading, writing, speaking, mathematics, science, literature, history and the arts will be an indispensable foundation for everything that comes after for most members of the workforce. It is a world in which comfort with ideas and abstractions is the passport to a good job, in which creativity and innovation are the key to the good life...”

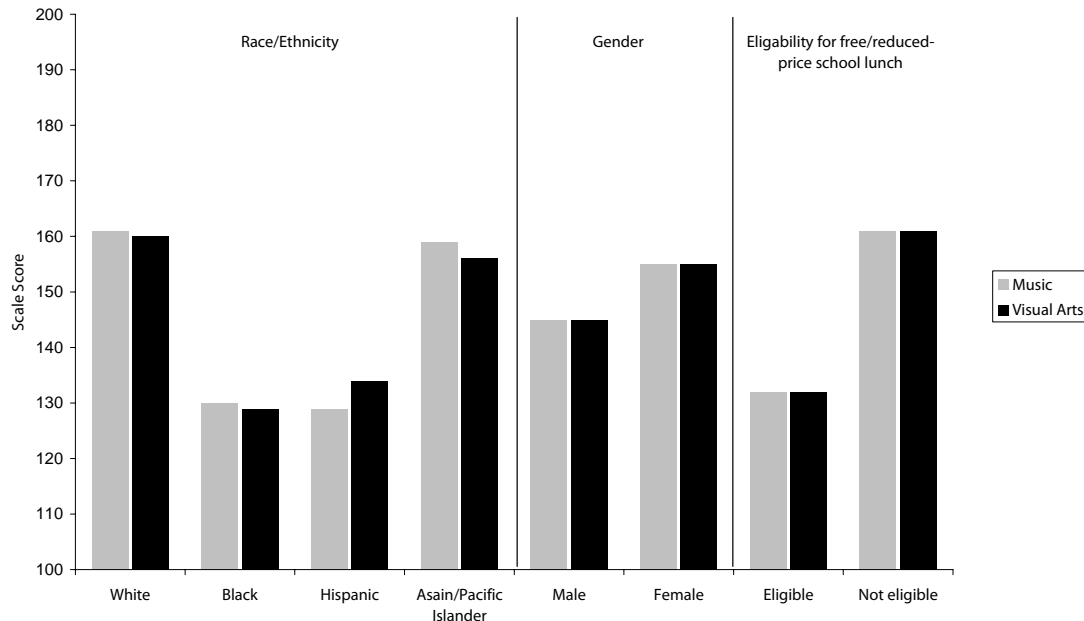


- The College Board’s report, "Arts at the Core: Recommendations for Advancing the State of Arts Education in the 21st Century" by the National Task Force on the Arts Education confronts challenges to the state of the arts in education, identifies the many benefits of arts learning, and details eight key recommendations for advancing the place of the arts in American education. It outlines recommendations for making the arts a core component of American education.



Arts Facts . . . The “National Assessment of Education Progress in the Arts,” a study of eighth-grade students nationwide, revealed **mediocre achievement** in their knowledge and skills in the visual arts and knowledge of music.

Average Responding Scale Score in NAEP Music and Visual Arts Assessments at Grade 8, by Selected Student Characteristics: 2008



The National Assessment Governing Board released the 2008 National Assessment of Education Progress (NAEP) in the Arts, which presents the educational progress of eighth-grade students nationally in visual arts and music.

Theatre and dance were not surveyed because of budget restrictions and difficulty in previous years finding enough theater and dance classes to yield reliable results. In addition, the questions that assessed a student’s ability to create music were eliminated for budget reasons.

In both music and visual arts (see chart above, higher scale scores indicate higher proficiency),

- Average responding scores were higher for White and Asian/Pacific Islander students than Black and Hispanic students.
- Female students had a higher average responding score than male students.
- Students who were eligible for free/reduced price school lunch had a lower average responding score and a lower average creating task score in visual arts than those who were not eligible.
- City students scored lower than suburban, town and rural students.

Additional findings included the following:

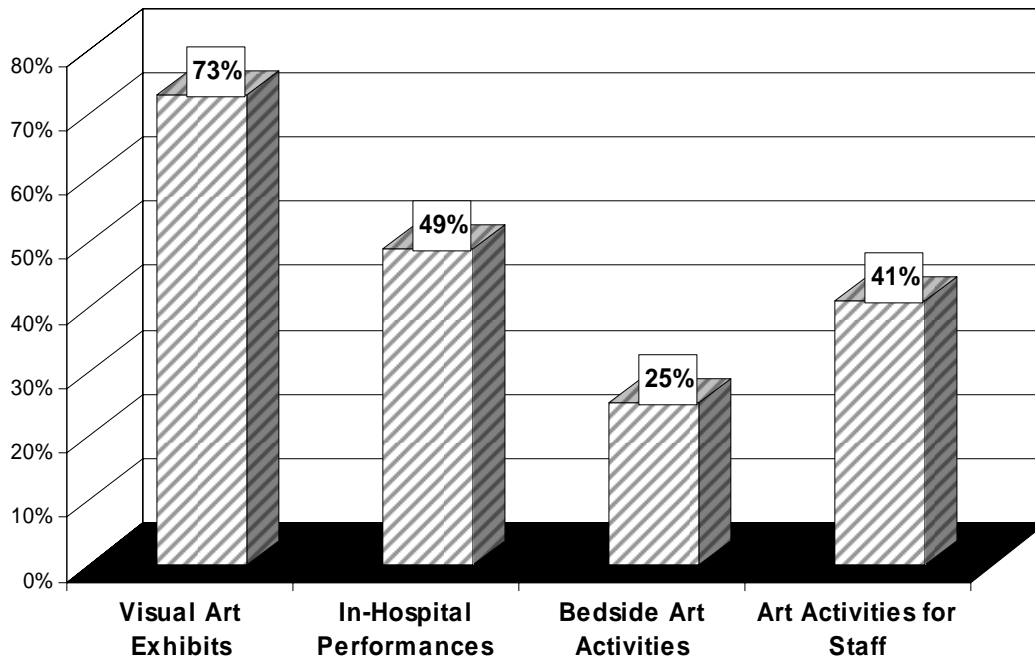
- Eight percent of surveyed schools do not offer music instruction. Fourteen percent of schools do not offer visual arts classes.
- Eight percent of surveyed schools offer music instruction less than once a week. Ten percent of schools offer visual arts instruction less than once a week.
- Fifty-seven percent of eighth-graders in 2008 attended schools where students received music instruction at least three or four times a week.
- Forty-seven percent of eighth-graders in 2008 attended schools where students received visual arts instruction at least three or four times a week.



Arts Facts . . . Arts and Healthcare

Nearly half of the nation's healthcare institutions provide arts programming for patients, families, and staff. 78 percent provide these programs because they benefit patients and create a healing environment.

Arts Programs in U.S. Healthcare Institutions



- In a 2004 national survey about arts programs in healthcare institutions, 1,023 of the 2,336 responding organizations (44 percent) have on-site programming for their patients and staff. The reasons are many—but 73 percent present the arts because it aids in a patient's mental and emotional recovery and 46 percent because it aids in physical recovery.
- Arts programs in healthcare institutions serve multiple audiences: 79 percent are designed to serve patients directly; 46 percent include the patient's family; and 41 percent serve staff as a means to deal with the stress in the healthcare environment.
- Hospital arts programs are largely funded by the hospital itself—66 percent of arts programs are funded by the hospital's general operating fund. Programs engage many diverse art forms and are often conducted in partnership with local performing and visual arts organizations, or their local arts agency.

Source: Americans for the Arts, 2008. Survey conducted by The Joint Commission, Americans for the Arts, and Society for the Arts in Healthcare.