ARTS + CTE = THE CREATIVE CAREERS MOVEMENT

ACTE CAREERTECH VISION 2015
NOVEMBER 20, 2015
NEW ORLEANS

Jonathan Howard
Denver School of the Arts
ATTENDEE POLL

WHO ARE YOU?
WHAT'S YOUR ROLE?
WHERE ARE YOU?

1. Currently not involved in Arts Education
2. Mostly focused on CTE, but incorporate some Arts in my instruction or program
3. Fully involved in integrating Arts and CTE
ART CLASSES ARE FINE, BUT...
ARTS CAREER EMPLOYMENT

• 702,771 Arts-Related Businesses Employ 2,909,382 People

• This represents 3.9 percent of all U.S. businesses and 1.9 percent of all U.S. employees

• Employment of creative workers in non Arts-Related Businesses not included in these statistics
CREATIVE INDUSTRIES?

- Where art or design *is* the product
- Where art or design is the *distinguishing feature* or competitive advantage of a product
- Companies *that distribute, supply, sell or support* art or design-intensive goods or services
## WHAT ARE THESE JOBS?

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>BUSINESSES</th>
<th>EMPLOYEES</th>
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</thead>
<tbody>
<tr>
<td><strong>I. Museums and Collections</strong></td>
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<tr>
<td>Museums</td>
<td>12,775</td>
<td>112,884</td>
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<tr>
<td>Zoos and Botanical</td>
<td>1,436</td>
<td>25,800</td>
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<td>Historical Society</td>
<td>2,569</td>
<td>17,216</td>
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<tr>
<td>Planetarium</td>
<td>61</td>
<td>527</td>
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<tr>
<td><strong>II. Performing Arts</strong></td>
<td>115,683</td>
<td>464,685</td>
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<tr>
<td>Music</td>
<td>49,646</td>
<td>200,566</td>
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<tr>
<td>Theater</td>
<td>2,169</td>
<td>21,652</td>
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<tr>
<td>Dance</td>
<td>207</td>
<td>3,625</td>
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<tr>
<td>Opera</td>
<td>207</td>
<td>4,402</td>
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<tr>
<td>Services and Facilities</td>
<td>23,766</td>
<td>129,681</td>
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<tr>
<td>Performers (not elsewhere classified)</td>
<td>39,688</td>
<td>104,759</td>
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<tr>
<td><strong>III. Visual Arts and Photography</strong></td>
<td>211,235</td>
<td>600,285</td>
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<td>Crafts</td>
<td>18,433</td>
<td>99,497</td>
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<td>Visual Arts</td>
<td>25,998</td>
<td>58,506</td>
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<td>Photography</td>
<td>142,987</td>
<td>325,951</td>
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<td>Services</td>
<td>23,817</td>
<td>116,331</td>
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<tr>
<td><strong>IV. Film, Radio and Television</strong></td>
<td>93,042</td>
<td>638,504</td>
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<td>Motion Pictures</td>
<td>79,464</td>
<td>379,856</td>
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<tr>
<td>Television</td>
<td>6,973</td>
<td>234,122</td>
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<td>Radio</td>
<td>6,605</td>
<td>24,526</td>
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<tr>
<td><strong>V. Design and Publishing</strong></td>
<td>244,990</td>
<td>947,096</td>
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<tr>
<td>Architecture</td>
<td>40,396</td>
<td>248,696</td>
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<tr>
<td>Design</td>
<td>166,773</td>
<td>353,847</td>
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<td>Publishing</td>
<td>3,027</td>
<td>44,410</td>
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<td>Advertising</td>
<td>34,794</td>
<td>300,143</td>
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<td><strong>VI. Arts Schools and Services</strong></td>
<td>20,980</td>
<td>102,385</td>
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<td>Arts Councils</td>
<td>1,213</td>
<td>6,844</td>
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<td>Arts Schools and Instruction</td>
<td>18,479</td>
<td>83,515</td>
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<tr>
<td>Agents</td>
<td>1,288</td>
<td>12,026</td>
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<tr>
<td><strong>ALL CREATIVE INDUSTRIES</strong></td>
<td>702,771</td>
<td>2,909,382</td>
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</tbody>
</table>
COLORADO STATISTICS

- 186,251 direct jobs in the state are associated with creative enterprises and creative occupations
- Colorado’s creative enterprise 2013 payroll earnings were $5.9 billion

http://www.coloradocreativeindustries.org/sites/default/files/media/resources-research/docs/colorado_state-of-the-art_one_page_key_findings_2-27-14.pdf
STEM – STEAM?

For press inquiries, please contact:
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jmarland@risd.edu
401 427 6954

National press coverage

> STEAM Blends Science and the Arts
  The Wall Street Journal

> STEM + A = STEAM
  ARCADE Magazine, edited by the RISD

http://stemtosteam.org
STEM – STEAM?

House RESOLUTION 247 – Passed in House

Expressing the sense of the House of Representatives that adding art and design into Federal programs that target the Science, Technology, Engineering, and Mathematics (STEM) fields encourages innovation and economic growth in the United States.

Whereas the innovative practices of art and design play an essential role in improving Science, Technology, Engineering, and Mathematics (STEM) education and advancing STEM research;

THE ALLIANCE FOR THE ARTS IN RESEARCH UNIVERSITIES (A2RU)

The world’s most pressing, complex and open-ended challenges resist singular approaches and resolutions; whether global or local, they will continue to spring from both likely and unlikely sources. High quality scholarly and creative production is most attainable when disciplines are free to experiment within and across their boundaries.

…a national movement that reaches beyond STEM to STEAM. It shows how interdisciplinary work inclusive of the arts can be further understood on its own terms...

http://a2ru.org
WHAT IS HAPPENING IN COLORADO

Accomplishments:
- Legislation
- Creative Industries
- CTE funded through Community College System
- Arts CTE Programs – Creative Careers
- Establishment of Arts CTSO – Creative Careers Student Organization

Challenges:
- Colorado Paradox
THE CREATIVE ECONOMY IN COLORADO

- Over 186,000 jobs
- 5th highest concentration of artist in the U.S.
- Creative enterprises employ over 122,000 individuals in 8,000 establishments.

Colorado ranks:

- 2nd in concentration of architects
- 7th in concentration of writers, designers, entertainers and performers
- 8th in concentration of photographers.

COLORADO LEGISLATION

2009 Colorado Creative Industries Study

2009 – CAP4K (SB09-212)
2010 – The creation of the Creative Industries Division within the Colorado Office of Economic Development
2010 – Updated incentives for Film & Media Production (HB10-1273)
2010 – Education for Workforce Development (HB10-1273)
2011 – Creation of Creative Districts
2014 – Comprehensive survey of Arts in Education
2(b): In developing the preschool through elementary and secondary education standards, the State Board shall also take into account any Career & Technical Education standards adopted by the State Board for Community Colleges and Occupational Education, created in Section 23-60-104, C.R.S., and, to the extent practicable, shall align the appropriate portions of the preschool through elementary and secondary Education standards with the Career and Technical standards.
ARTS EDUCATION WORKFORCE DEVELOPMENT HB10-1273

- Arts Experiences and Activities to be placed in ICAP
- Partnerships to deliver arts education encouraged
- Arts Education In Dropout prevention Plans
- Arts/CTE promoted
- Task Force
- Arts Education in Colorado Guidebook
THE CREATIVE ECONOMY IN COLORADO

Jobs in the creative industry will grow 25-40% in the next ten years, making it one of the fastest growing in the state.
THE NEED TO ESTABLISH AN ARTS EDUCATION PIPELINE..

2003 Blue Ribbon Commission identifies the Colorado Paradox – a highly educated state which imports its talent.

Although the Creative Industry is the 5th leading economic employer in the state of Colorado, few Colorado residents have the training necessary to support these jobs.

Colorado is a pace-setting “Creative Economy” with a strong brand identity, a Top 10 reputation, and significant and sustained investment in the creative sector.
90% 21ST CENTURY FAMILY WAGE JOBS REQUIRE POSTSECONDARY CREDENTIALS

67% COLORADO JOBS OVER NEXT DECADE REQUIRE B.A

Source: NCES 2006
As demand for creativity skills increases, arts education in public schools decreases; 53% of Colorado’s high school students do not take any arts courses.
21\textsuperscript{ST} CENTURY SKILLS

- **Critical thinking and reasoning**
  Problem solving, Analysis, Logic, Cause/effect

- **Information literacy**
  Knowledge acquisition, Source discernment, Systems management

- **Collaboration**
  Synergy, Team resourcing, Social skills, Leadership

- **Self-direction**
  Adaptability, Initiative, Personal responsibility, Work ethics, Self-advocacy

- **Invention**
  Creativity, Innovation, Integration of ideas
21st Century Education

20th Century

- # of Jobs: 1 – 2 Jobs
- Job Skill: Mastery of One Field
- Learning Model: Subject Matter Mastery

21st Century

- # of Jobs: 10 – 15 Jobs
- Job Skill: Flexibility and Adaptability
- Learning Model: Integration of 21st Century Skills into Subject Matter Mastery
EXPECTED EMPLOYMENT GROWTH
(2008-2018)

• Video Game Design >20%
• Landscape Architect >20%
• Museum Technician >20%
• Instructional Designer >30%
• Multimedia Artist / Animator 14-19%
• Interior Design 14-19%
• Set / Exhibit Designer 14-19%
• Technical Writers 14-19%
• Audio/Video Technician 14-19%
• Commercial / Industrial Designer 7-13%
• Graphic Design 7-13%
• Film / Video Editor 7-13%

For more information see: http://online.onetcenter.org/
CAREER AND TECHNICAL TRAINING PROGRAMS

- Video Game Design
- Graphic Design
- Audio/Video Production
- Theatre Technology
- Radio/TV Production
- Journalism & Broadcasting
- Photography
- Multimedia/Digital Technology
- Fashion/Interior Design
- Fine Woodworking
- Landscape Architecture

For more information see: http://www.coloradostateplan.com
THE COLORADO CTE LANDSCAPE

- CTE uniquely placed in the Community College System
- Colorado State Plan – integrated implementation of Perkins IV
- Recognition that rigor follows relevance and not the other way around
- CTE organization and staffing
- Education Preparation / Endorsement / Credential
- Concurrent Enrollment
- Career Clusters and Plans of Study
- Math-in-CTE Initiative
Creative Careers Student Organization

- Modeled from other student leadership organizations (Skills USA, TSA, FCCLA, DECA, HOSA, FCCLA)
- Provide Leadership Opportunities for students
- Develop leadership skills for “Creatives”
- Supported by instructors – RUN by students
CREATIVE CAREERS FESTIVAL

Hands-on workshops taught by working professionals, informational sessions about careers in the arts fields, and an interactive critique of submitted projects. Includes:

• Film/Video
• Audio Technology
• Graphic Design
• Computer Animation
• Web Design
• Photography
• Technical Theater and Design (Sets, Lights, Costumes and Stagecraft)
ADDITIONAL RESOURCES

- [Colorado CTE Website](#)
  - Colorado CTE Creative Standards
  - Colorado Plans of Study
- [Colorado Creative Industry](#)
  - Colorado Creative Industry Key Findings
- [Colorado Department of Education](#)
  - Colorado Unit of Academic Standards
- [Denver School of the Arts](#)
- [Math in CTE initiative](#)
THANK YOU FOR ATTENDING THE SESSION!

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