

ARTS + CTE = THE CREATIVE CAREERS MOVEMENT

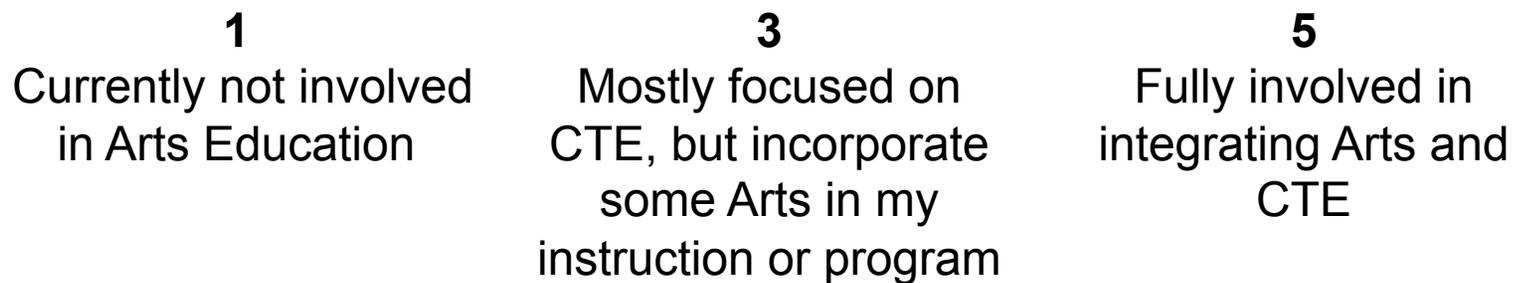
**ACTE CAREERTECH VISION 2015
NOVEMBER 20, 2015
NEW ORLEANS**

Jonathan Howard
Denver School of the Arts



ATTENDEE POLL

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



ART CLASSES ARE FINE, BUT...

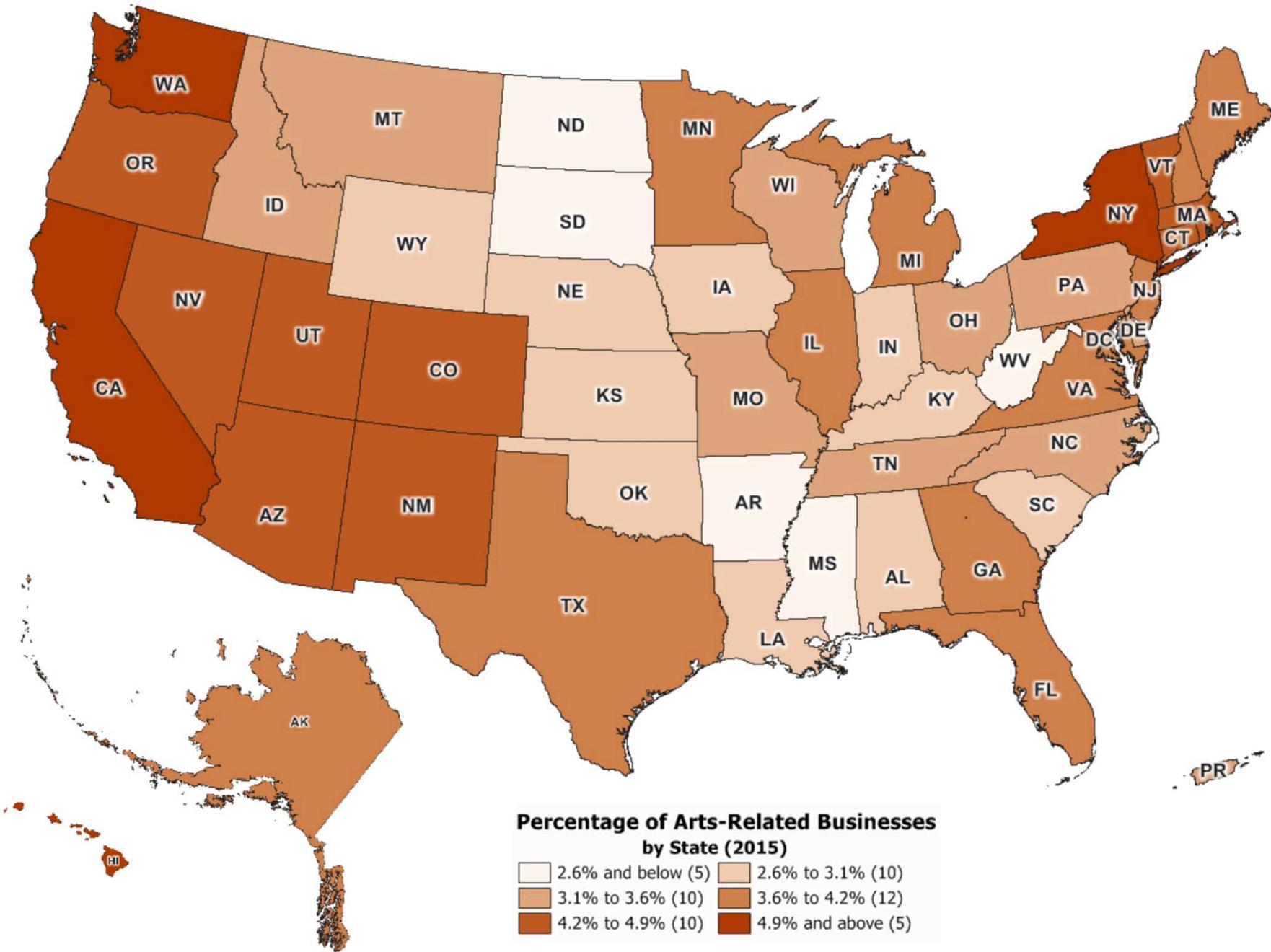


ARTS CAREER EMPLOYMENT

- **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**

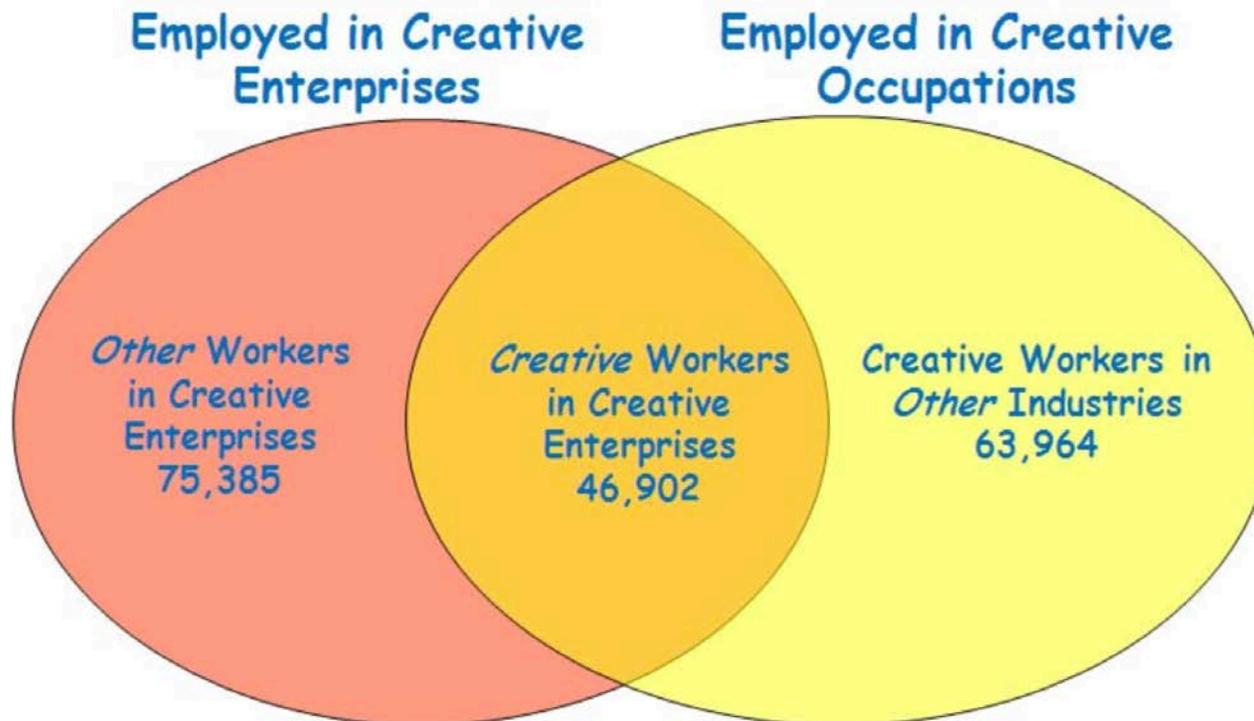


WHAT ARE THESE JOBS?

CATEGORY	BUSINESSES	EMPLOYEES
I. Museums and Collections	16,841	156,427
Museums	12,775	112,884
Zoos and Botanical	1,436	25,800
Historical Society	2,569	17,216
Planetarium	61	527
II. Performing Arts	115,683	464,685
Music	49,646	200,566
Theater	2,169	21,652
Dance	207	3,625
Opera	207	4,402
Services and Facilities	23,766	129,681
Performers (not elsewhere classified)	39,688	104,759
III. Visual Arts and Photography	211,235	600,285
Crafts	18,433	99,497
Visual Arts	25,998	58,506
Photography	142,987	325,951
Services	23,817	116,331

IV. Film, Radio and Television	93,042	638,504
Motion Pictures	79,464	379,856
Television	6,973	234,122
Radio	6,605	24,526
V. Design and Publishing	244,990	947,096
Architecture	40,396	248,696
Design	166,773	353,847
Publishing	3,027	44,410
Advertising	34,794	300,143
VI. Arts Schools and Services	20,980	102,385
Arts Councils	1,213	6,844
Arts Schools and Instruction	18,479	83,515
Agents	1,288	12,026
ALL CREATIVE INDUSTRIES	702,771	2,909,382

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

STEM – STEAM?

The image shows a screenshot of a website with the following elements:

- STEM** logo with a red triangle graphic.
- Text: Science, Technology, Engineering, Math + Art / Design
- Navigation menu: What is STEAM? About Case Studies Events **Press** Resources STEAM @ RISD Tak
- Press** section header.
- Contact information for Jaime Marland, Director of Media Relations at Rhode Island School of Design.
- Section titled "National press coverage" with links to "STEAM Blends Science and the Arts" and "STEM + A = STEAM".

For press inquires, please contact:
Jaime Marland
Director of Media Relations
Rhode Island School of Design
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 RIS

<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;

<https://www.congress.gov/bill/114th-congress/house-resolution/247/text>

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 Creative Industries. (2008, December). *Economic Development Colorado's Creative Economy Study*. Retrieved November 17, 2010, from http://www.coloarts.state.co.us/programs/economic/co_creativeeconomy/

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

2010 – Education for Workforce Development (HB10-1273)

2011 – Creation of Creative Districts

2014 – Comprehensive survey of Arts in Education

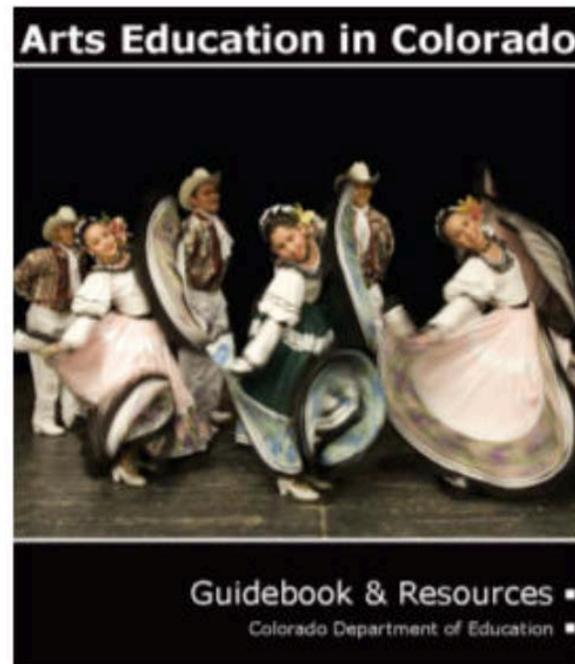
CAP4KIDS - ACADEMIC & CTE STANDARDS

2009 Senate Bill 0212- CAP4Kids

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.**

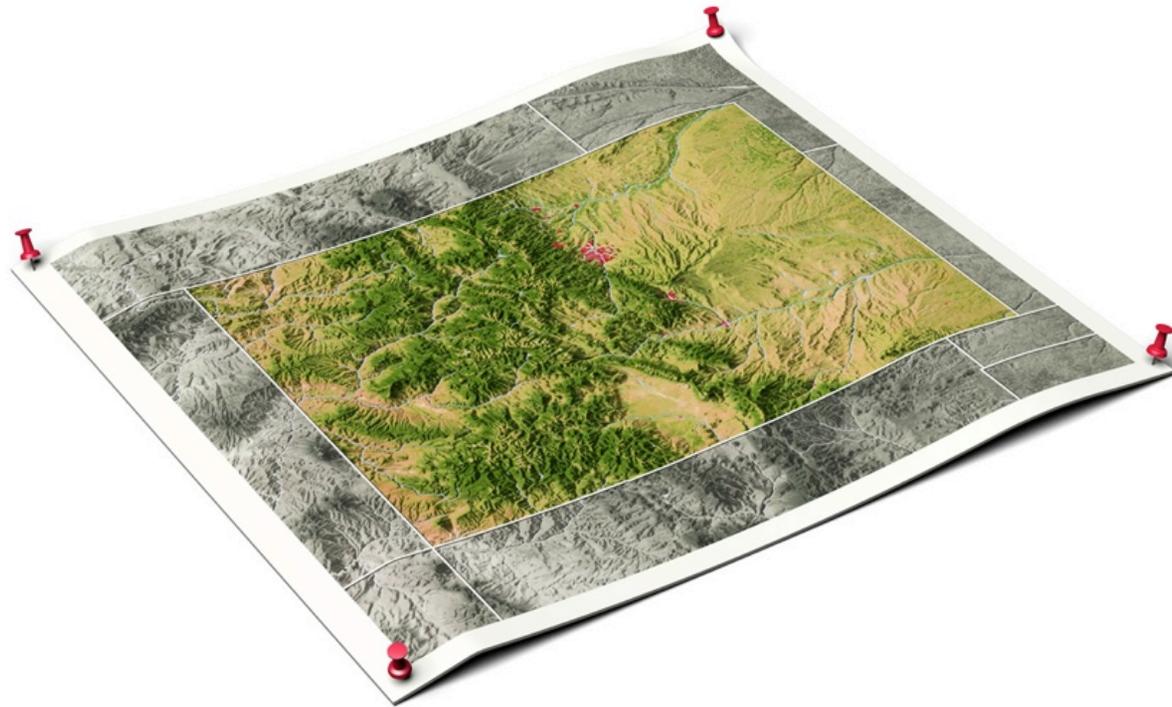
ARTS EDUCATION WORKFORCE DEVELOPMENT HB10-1273

- ❖ 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.

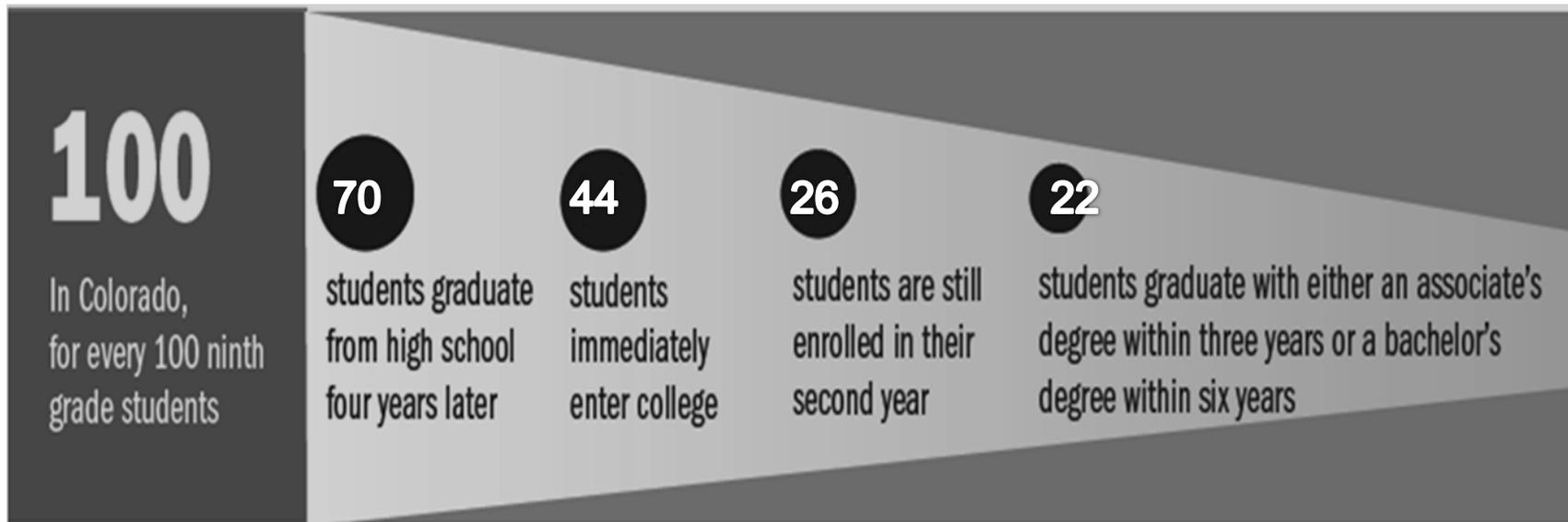
Although the Creative Industry is the 5th leading economic employer in the state of Colorado, few Colorado residents have the training necessary to support these jobs.

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.

THE COLORADO PIPELINE

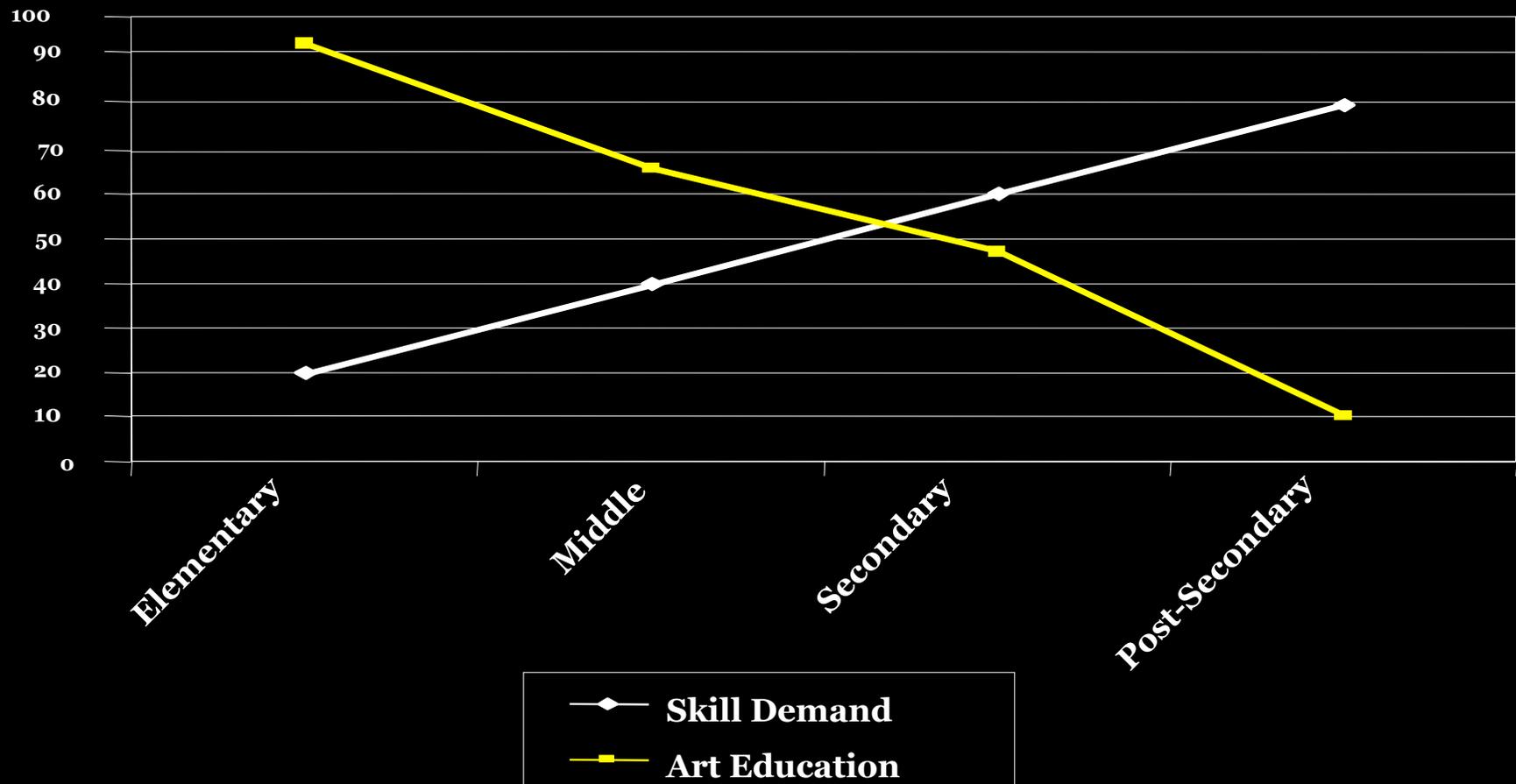
90% 21ST CENTURY FAMILY WAGE JOBS REQUIRE
POSTSECONDARY CREDENTIALS

67% COLORADO JOBS OVER NEXT DECADE REQUIRE B.A



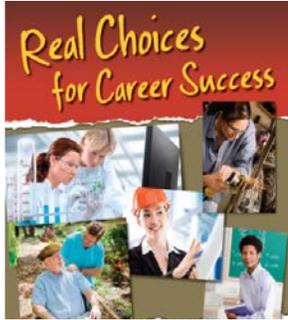
Source: NCES 2006

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.



21ST 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

21st Century

of Jobs

1 – 2 Jobs

10 – 15 Jobs

Job Skill

Mastery of One Field

Flexibility And Adaptability

Learning Model

Subject Matter Mastery

Integration of 21st Century Skills into Subject Matter Mastery

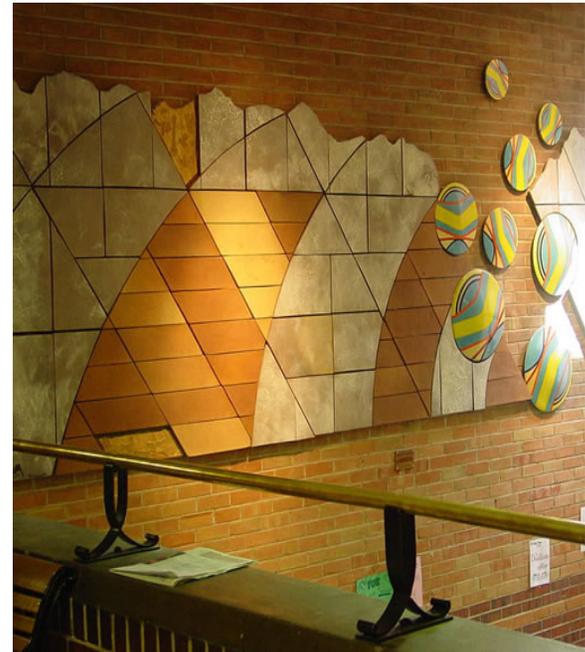
EXPECTED EMPLOYMENT GROWTH (2008-2018)

- 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>

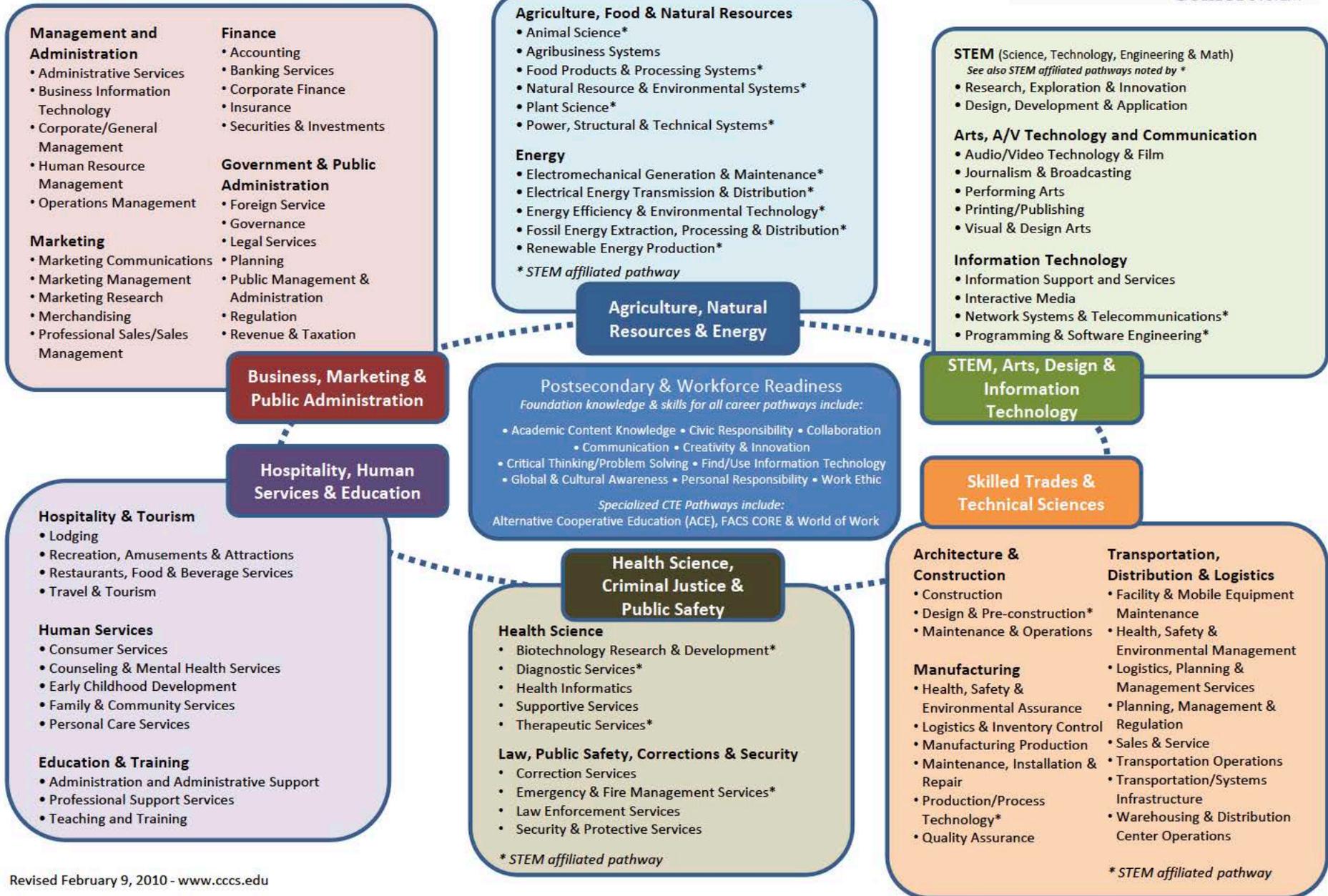
THE COLORADO CTE LANDSCAPE

- 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

Colorado Career Cluster Model



COLORADO COMMUNITY
COLLEGE SYSTEM



CREATIVE CAREERS STUDENT ORGANIZATION BRINGING TOGETHER ARTS CTE PROGRAMS

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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