

A local partner for arts education advocacy

[The California Alliance for Arts Education](#) works in local communities to start and sustain local advocacy efforts. “More and more, budget decisions are being made at the local level, and we wanted to offer our experience and support,” says Alliance Policy Director, Joe Landon. That support has become the [Local Advocacy Network](#), a group of twenty-five local coalitions all over the California that convene business partners, community, arts and other organizations such as the California State PTA to advocate for arts education. By providing leadership development, strategic assistance and online resources and communication tools, the Alliance has helped these groups to make effective school board presentations, earn media coverage of their issue and, this year, complete an [arts education survey of candidates](#) running for school board in forty California districts.

The Alliance has actively sought to partner with the PTA in their efforts. “Parents are the most effective advocates for arts education, because they see the impact of its influence on their children's lives. Any effective advocacy effort needs parents at its center, representing the needs of children,” says Landon. The LANs provide an opportunity for PTA leaders to broaden their base of support within the community, creating alliances with other community organizations, including arts and business organizations, political leaders and education representatives.