

## **California State PTA Arts Planning Grant**

September 2008



California State PTA, with nearly one-million volunteer members across the state, has received a one-year, \$175,000 planning grant from the Hewlett Foundation to develop a comprehensive long-range plan to identify, develop and mobilize “Parents for the Arts” throughout California.

The “Ultimate Outcome” of this work is for California State PTA to **promote student success by establishing and mobilizing a network of “Parents for the Arts” throughout California to advocate for high-quality arts education for ALL California students, to provide opportunities to share best practices, and to raise awareness about the relevance of the arts in increasing academic achievement and building a vibrant, productive society.**

As part of the planning grant we have established a Special Committee consisting of members of the PTA Board of Managers, and an Advisory Group consisting of PTA district, council and unit leaders, educators, community leaders and local and state arts group leaders, as well as a team of expert consultants, to provide input and guidance.

The long-term plan will include strategies for training parents, communicating and mobilizing parents, and collecting data to inform policy decisions. A major focus will be reaching out to underserved areas to ensure greater equity of arts education programs.

A key piece of the planning process will be field research (focus groups and direct interviews in several parts of the state) so we can understand more about how parents currently view arts education, and why they do or do not get involved in advocacy efforts.

The Advisory Group’s initial work involves creating a working definition of “Parent for the Arts.” What specific actions will parents need to take to be effectively engaged toward achieving the Ultimate Outcome? What knowledge must parents have to take these actions? What skills will parents need to possess?