

Music Center Education Division

Year in Review: 2003-2004

The Music Center believes the arts belong in the lives of all people and are crucial to the development of every child. Its Education Division (MCED) is the Center's bridge to artists and audiences of tomorrow. During the 2003-2004 fiscal year, MCED produced more than 10,000 arts events, including performances, workshops, artist-in-residence sessions, and teacher training services. This programming served students, families, and educators in 464 Southern California schools and at the Music Center.

Mission

The Music Center Education Division's mission is two-fold. First, the MCED supports the Music Center's commitment to engaging people in the arts – at the Center, in schools, and throughout the community. Second, the MCED provides leadership to advance the quality and scope of arts education as an integral part of the core curriculum in Los Angeles County schools.

The Music Center Education Division has been a leader in school-based arts education for nearly a quarter-century and is one of the principal leadership organizations in the arts education field nationally. Few organizations nationally offer the breadth and depth of arts education programs that the MCED provides. Its resources include a roster of over 100 professional artists and ensembles in the performing and visual arts as well as a team of 26 full time staff members, many of whom are also accomplished artists and educators.

The pages that follow summarize the MCED's key achievements and activities of the past year. The MCED is grateful to all the supporters whose commitment and generosity made these services possible.

Program Activities

The Music Center captured international attention this year with the inauguration of the Frank Gehry-designed Walt Disney Concert Hall. October 20, 2003 marked the dedication of this remarkable venue — a milestone in the history of the Music Center and Los Angeles. The MCED had the honor of producing the opening ceremony's grand finale, *A River of Ribbons*. The exuberant performance, which featured artists from the roster and students from an MCED partner school, led the community in a joyous celebration of the Concert Hall.

Core Services for Schools, Students, and Teachers

Approximately 80% of the MCED's services take place in K through 12 schools. These programs were developed in partnership with the school community to address specific learning needs and align with educational content standards in the performing and visual arts.

During the 2003-2004 school year, the MCED partnered with schools in 75 public school districts as well as 68 individual private schools to provide arts education programming for students and teachers. Specifically, the MCED

- ☞ Presented 1,858 school assembly performances in music, theatre, and dance through *Music Center on Tour*.
- ☞ Produced 70 teaching artist workshop projects in 46 schools; these projects consisted of a cumulative total of 3,373 events.
- ☞ Produced 43 long term artist-in-residence programs for students and their teachers in 18 schools, representing eight districts and one private school; these residencies consisted of a cumulative total of 2,416 events.
- ☞ Presented 399 professional development activities for teachers at 31 schools.
- ☞ Presented a five-day intensive *Institute for Educators* in July 2003 at the Music Center that served 145 classroom teachers, artists, and arts specialists. For the first time, the Institute offered two tracks – *Introductory* and *Experienced* – to provide opportunities for educators with limited arts background as well as teachers ready to move to the next level of learning. In addition, a select group of MCED teaching artists were selected to serve as Artist Fellows during the Institute and in follow-up activities. 51 teachers, artists and arts specialists attended the supplemental series of six 4-hour Professional Development Saturday Workshops. The 2003 Institute and the Artist Fellows project were made possible, in part, by a grant from The Dana Foundation.
- ☞ Expanded its website at www.musiccenter.org/education to include over 100 web pages of information regarding the artists of the MCED roster and their programming; the site receives an average of 3,000 visits monthly.

- ☞ Published a free monthly email newsletter distributed to over 1,600 educators, artists, and arts education advocates.
- ☞ Posted 36 teacher-developed arts lesson plans online, which were downloaded an average of 3,000 times monthly.
- ☞ Distributed 2,805 copies of curriculum units from *Artsource*®, the MCED’s self-published arts resource materials for teachers. *Artsource*® units form the foundation for all the MCED’s professional development services for educators.
- ☞ Created seven new *Artsource*® units and revised existing curriculum materials for inclusion in new SRA and Glencoe/McGraw-Hill visual arts textbooks to be sold nationally for grades K through 8. The *Artsource*® Performing Arts Package resources that accompany these textbooks include audio and video components. To obtain permission to feature original works of art in these publications, the MCED negotiated more than 100 contracts with nationally and internationally recognized artists and performing companies.

Arts Education for Special Populations

In addition to core programs, developed to advance K through 12 arts education, the MCED offers services designed to address special learning needs. During the 2003-04 school year, the MCED

- ☞ Presented 60 *Arts CARE* artist-in-residence projects in 18 Los Angeles County mental health and social service agencies. Through *Arts CARE*, artists from the MCED roster collaborate with mental health clinical staff to provide arts activities for severely emotionally disturbed children and adolescents.
- ☞ Presented 57 artist-in-residence projects in preschool facilities, including Los Angeles County Head Start centers, through the *Southern California Wolf Trap Program*. The program is funded, in part, by The Thelma Pearl Howard Foundation.
- ☞ Produced the 25th annual *Very Special Arts Festival* for an estimated audience of more than 8,000 that included young people with disabilities, as well as their parents, their teachers, and members of the general public. The Festival — a collaboration with the Los Angeles Unified School District and Los Angeles County Office of Education — culminates a year-long arts education program for special education students. Each year, students perform on the Music Center Plaza, exhibit their artwork, participate in arts workshops, and enjoy professional performances and other activities with mainstream children. Robinsons-May, the City of Los Angeles Cultural Affairs Department, and Helen and Peter Bing are longtime major supports of the *Very Special Arts Festival*.

Other Programs for Students and Teachers

The MCED also produces several programs and events for students and teachers that provide distinctive learning opportunities in the arts and celebrate the power of imagination. During 2003-04, the MCED

- ☞ Produced the 16th Annual *Music Center Spotlight Awards Program* for high school age performing and visual artists. The over 800 participating performing arts students each auditioned and received personal feedback from a jury panel of distinguished artists; semi-finalists in each of six categories also attended in-depth master classes. Twelve finalists performed at the Music Center on the Dorothy Chandler Pavilion stage and won cash awards. The visual arts finalists also won cash awards as well as exhibition opportunities. A total of 1,118 young artists participated in the 2003-04 *Spotlight Awards Program*.
- ☞ Presented six school matinee performances by Ailey II, Alvin Ailey American Dance Theater's second company, for a total audience of 19,000 fifth graders through the 34th Annual *Dorothy B. Chandler Blue Ribbon Children's Festival*. Thanks to a generous gift from Ms. Maxine Dunitz, the MCED produced a new book *A Journey Through the Music Center*, which was provided to all the children who attended the festival. Ms. Dunitz's gift will provide resources to reprint the book in perpetuity.
- ☞ Recognized 61 nominated teachers and schools through the *BRAVO Award* for excellence in arts education. Nominees and finalists were honored at a gala event held in February at the Millennium Biltmore Hotel. By celebrating the accomplishments of these outstanding educators, *BRAVO* underscores the essential value of providing arts education for all students.
- ☞ Produced the annual *Showcase of Artists* at Walt Disney Concert Hall for an estimated 2,000 visitors, including school administrators, teachers, and parent leaders. During this admission-free event, attendees previewed artist programs available to schools in the 2004-05 academic year. The event was supported by grants from the Los Angeles County Arts Commission and Farmers Insurance Group.
- ☞ Provided 75 middle school-age students from local dance studios with the rare opportunity to attend intensive dance workshops with educators from Dance Theatre of Harlem, one of the companies that appeared in the 2003-04 season of *Dance at the Music Center*. Thanks to a generous gift from Ms. Wallis Annenberg and the Annenberg Foundation, these young dancers gained experience with the company's style and technique, learned about dance careers from professional dancers in a panel discussion, and attended a sold-out performance of the company's *St. Louis Woman*.

Family Programming

The MCED is committed to [engaging new audiences for the arts by offering more programming for families with young children](#). The opening of Walt Disney Concert Hall in October 2003 launched a new era for family programming at the Music Center. In addition to the main auditorium, the concert hall adds additional intimate performance spaces that are ideal for family programming. During the 2003-04 performance season, the MCED

- ☞ Debuted *World City*, an admission-free performance series for families developed especially for the W.M. Keck Foundation Children’s Amphitheatre at Walt Disney Concert Hall. The premiere season offered six events, each of which celebrated the artistic traditions of different world cultures represented in Los Angeles. Featured artists included music ensembles, dance companies, and storytellers. The total cumulative audience for the series exceeded 4,200. Following each performance, families were invited to participate in art-making workshops in the adjacent Blue Ribbon Garden. Major support for *World City* was provided by the Weingart Foundation.
- ☞ Presented the fourth season of *Pillow Theatre*, a Saturday morning performance series for preschoolers, at BP Hall, an intimate space in Walt Disney Concert Hall. *Pillow Theatre* events introduce very young children to the live performing arts, while nurturing pre-literacy skills. The four-event series attracted a cumulative audience of 3,172 children and adults. Each performance was followed by hands-on arts workshops in the Blue Ribbon Garden.
- ☞ Partnered with the Los Angeles Philharmonic to produce an admission-free family event on the Music Center Plaza as part of the *Creation Festival*, which celebrated the inauguration of Walt Disney Concert Hall. The event, sponsored by the Washington Mutual Foundation, was the first chance for the larger community to experience the inspiration of the Music Center’s newest venue.
- ☞ Launched *Performing Books*, a family performance series developed in collaboration with the Los Angeles Times *Reading by Nine* program and the Los Angeles Public Library. These admission-free events, presented at the Downtown Central Library, feature professional storytellers and artists who collaborate to bring a children’s picture book to life. Featured books focus on the performing arts and are selected to nurture a child’s interest in reading as well as music, theatre, and dance. More than 1,000 children and adults attended the three-event premiere series. This project, underwritten by grants from the Dwight Stuart Youth Foundation and the City of Los Angeles Cultural Affairs Department, reflects the Music Center’s commitment to promoting the Grand Avenue cultural corridor as a destination for families and other audiences.

Artistic Development

The Roster of Artists is one of the MCED’s most valuable assets. The high artistic quality, educational integrity, and cultural diversity are central to the MCED’s distinctive approach to arts learning and to its reputation for excellence. Individual artists and ensembles who wish to join the roster undergo a rigorous process that includes formal applications, auditions, training, and assessment. The MCED continuously invests in developing its Roster of Artists. Over the past year, the MCED

- ☞ Produced an eight-session, tuition-free professional development course for ten artists from the MCED roster. The MCED’s *Artist Training Seminar Series* was designed to support artists in all four disciplines (music, theatre, dance, and the visual arts). The course introduces the California State *Visual and Performing Arts Framework*, the *VAPA Content Standards*, and their practical application. It focuses on

strengthening teaching ability, designing meaningful student tasks and projects, and classroom management skills.

- ☞ Screened and evaluated applications submitted by 66 individual artists and performing ensembles seeking to audition for the MCED roster. The MCED invited selected applicants to audition before children from a partner school and panel of artists, educators, and arts managers.
- ☞ Added seven new performances to the *Music Center on Tour* roster for the 2004-05 academic year. Four of these programs are from new roster ensembles – Brass Pacifica (brass quintet), Daughters of the Purple Sage (vocal music of the American West), Musicantica (Italian folk music), and Pacifico Dance Company (Mexican folk dance); one performance marks the return of an ensemble — Xochimoki (music of the Americas) – after a six-year absence from the roster; one is a new presentation — *Americana!*, developed by String Family Players, a longtime roster member; and the seventh marks the addition of a performance from a Music Center resident company, Los Angeles Opera, which will be touring *Don't Be Afraid, It's Just Opera*, featuring the popular mezzo-soprano Suzanna Guzman.
- ☞ Added three new teaching artists to the MCED roster – Amy Molinelli (percussion), Ben Harbert (vocal music), and Will & Company (a longtime *Music Center on Tour* roster member which will begin to offer workshops in Shakespearean theatre).
- ☞ Commissioned a special in-school residency, *The Gehry Project*, in which MCED visual artist Todd Smith explored the artistic vision of the acclaimed architect who created Walt Disney Concert Hall. Participating students created their own imaginative structures inspired by the Concert Hall and experienced a special guided tour of the venue.

Leadership Initiatives

As one of the nation's leading performing arts centers, the Music Center is committed to providing leadership to advance the quality and scope of arts education as an integral part of the core curriculum in Los Angeles County schools. The MCED is working to help districts and schools advance along a continuum from limited arts programs for some students to comprehensive, sequential arts education for all students. This commitment is reflected in the following projects:

ArtStrategy™

In order to measure the impact of its in-school programs, the MCED has developed *ArtStrategy*™ — a survey through which each teacher at a participating school can report the status of arts education in her or his classroom. The examination of all the teachers' surveys yields a baseline for the status of arts education at a school. This information can inform school planning for arts education and help measure progress over time.

In September 2002 the MCED won a \$40,000 grant from *MetLife Foundation's*

Partnerships: Arts and the School program. The MCED was invited to apply for the 2002 competition and chosen as one of only ten national grant winners. These funds supported a two-year project to strengthen sequential, standards-based arts instruction in seven Los Angeles Unified School District elementary schools. The project also helped MCED to “field test” the *ArtStrategy*[™] survey in the seven participating schools. Additional support for the MetLife Schools Project was provided by the California Arts Council, a state agency. Detailed information regarding the results of the MetLife Schools Project is available online at www.musiccenter.org/education. During 2004-05, the MCED will continue to refine and implement *ArtStrategy*[™] in partner schools.

Arts for All

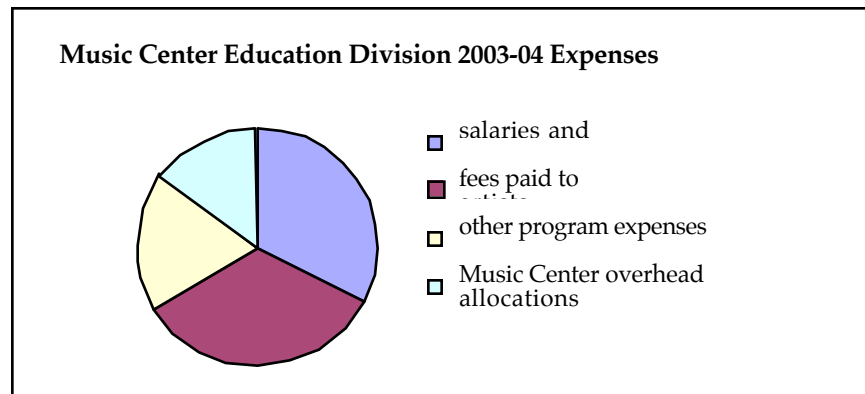
In August 2002 the Los Angeles County Board of Supervisors adopted *Arts for All: A Regional Blueprint for Arts Education*. This plan, which was developed with the active involvement of the Music Center Education Division, sets forth a bold vision that the arts should be part of the basic school program for all K through 12 students in Los Angeles County public schools. Mark Slavkin, Music Center Vice President for Education, serves on the executive committee guiding this initiative and the MCED is playing an important leadership role in the plan’s implementation.

Among the needs identified in *Arts for All* is the requirement that artists acquire the skills and knowledge to support standards-based arts education in the classroom. To address this need, the Los Angeles County Arts Commission contracted with MCED to provide a comprehensive professional development course for teaching artists that work in the community’s schools. During the past year, the MCED provided its eight-session *Artist Training Seminar Series* to 31 Los Angeles County teaching artists. Each session was three hours long with a homework assignment assigned and discussed in the following session. In addition, every participating artist received a written evaluation of their assignments completed by each artist.

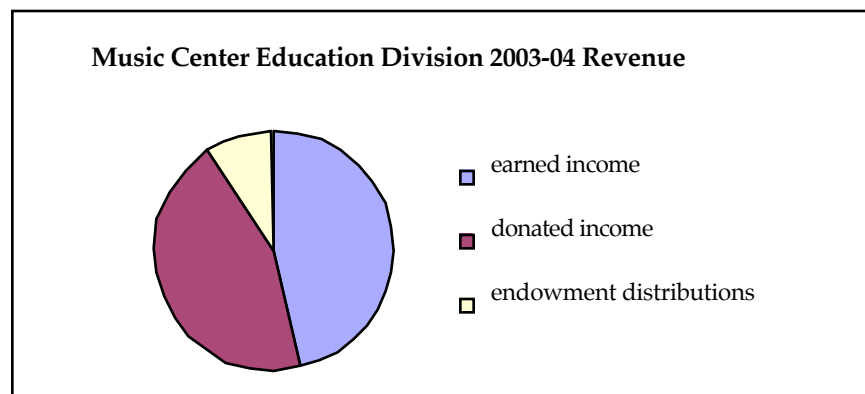
MCED staff members are also playing key leadership roles in support of the arts planning committees in several of the school districts participating in *Arts for All*, including Culver City, Norwalk-La Mirada, and the Los Angeles County Office of Education.

Fiscal Summary

The MCED’s expenses for the 2003-2004 fiscal year totaled \$4.76 million, exclusive of \$870,000 incurred for the Spotlight Awards Program, accounted separately.



Over 40% of these costs were covered by earned income, including fees paid by schools and school districts for MCED services. More than \$2.7 million in contributed revenue came through grants from the private sector and government grants, including the annual distribution from the MCED's endowment (\$450,000), managed by the Music Center Foundation.



In addition to the project donors acknowledged throughout this report, major grants from the following institutions also contributed to supporting the MCED's 2003-04 services: National Endowment for the Arts, The Ralph M. Parsons Foundation, Bank of America, the Wells Fargo Foundation, The Boeing Company, the Washington Mutual Foundation, the Los Angeles Times, Capital Group Companies, Inc., KNU Foundation, JPMorgan Chase Foundation, and Citibank. A complete list of all MCED 2003-04 donors appears at this report's conclusion.

Support provided by the Music Center's volunteer associations also played a critical role in producing these services. The MCED is deeply grateful to *The Blue Ribbon* for their sponsorship of the *Dorothy B. Chandler Children's Festival*, *Fraternity of Friends* for their support of the *Spotlight Awards Program*, and *Club 100* for their efforts on behalf of the *Bravo Awards*. Finally, the MCED thanks the *Education Guild* for their many volunteer hours in staff offices, at schools, and through events at the Music Center.

Looking Ahead ...

In-School Services to Los Angeles County Schools

The MCED's central focus continues to be in-school arts education programming. In response to expanding commitment to arts education in area schools, the MCED is evolving toward programs of greater depth and impact. For example, to meet the needs of the Los Angeles Unified School District's *arts prototype* schools, the MCED developed a new package of services that allow schools to work in depth in a designated art form.

In addition, for the first time, MCED is offering planning and consultation services to schools and districts. These services are designed to help schools create and sustain their own ongoing arts education programs.

With 1.7 million students attending public schools in 81 local school districts, Los Angeles County provides enormous opportunities for the MCED to make a large scale difference in advancing arts education. Accordingly, starting with the 2004-05 school year, the MCED will focus on serving public and private schools within Los Angeles County and discontinue programming in other Southern California regions.

Expanded Family Programming at the Music Center

Because of the enthusiastic community response to the inaugural *World City* season, the MCED will expand the admission-free series from six to nine events in the W.M. Keck Foundation Children's Amphitheatre at Walt Disney Concert Hall. The 2004-05 series will open on October 9.

The accomplishments summarized in this report were made possible by the artists, teachers, school administrators, parents, community leaders, volunteers, and Music Center donors who support the Education Division's initiatives. These individuals and institutions share the Music Center Education Division's commitment to bringing creativity into the lives of young people and the community at large. On behalf of all the children and adults who benefit from the Education Division's programs, the Music Center extends sincere thanks to its partners and friends for their contributions toward Southern California's cultural life.

September 30, 2004

The Music Center Education Division expresses sincere thanks to the following individuals, corporations, foundations, and government agencies for their commitment to young people and to arts learning.

Caroline Leonetti Ahmanson
The Ahmanson Foundation
American Express Company
Amgen Foundation, Inc.
The Annenberg Foundation
Automobile Club of Southern California
Bank of America Fund
Mr. & Mrs. Thomas L. Beckmen
Helen & Peter Bing
Bank of the West

Bloomington's
The Blue Ribbon
The Blue Ribbon
Children's Festival Endowment
The Boeing Company
California Arts Council
California Community Foundation
Capital Group Companies, Inc.
ChevronTexaco Corporation
Citibank

City of Los Angeles
Cultural Affairs Department
Club 100 of the Music Center
Dorothy & Sherrill C. Corwin Foundation
The Dana Foundation
Mrs. Maxine Dunitz
Edison International
Employees Community Fund of
Boeing California
Entertainment Industry Foundation
Farmers Insurance Group
Lawrence P. Frank Foundation
The Frank L. Hartley Family Foundation
Hilton Hotels Corporation
Hitachi, Ltd.
The Thelma Pearl Howard Foundation
The Lorraine Jackson Foundation
Peter J. Julien
The Jill and Curtis Kaufman Fund
Zuade Stacie Kaufman
Kellogg Company
KNU Foundation
Kraft Foods, Inc.
KTLA Channel 5
Los Angeles County Arts Commission
Los Angeles County Board of Supervisors
Los Angeles Financial Credit Union
Los Angeles Times
MARSH
Irene Mecchi
MetLife Foundation
J.P. Morgan Chase Foundation
The Morrison & Foerster Foundation
The Music Center Foundation
National Endowment for the Arts

Navigant Consulting, Inc.
The Kenneth T. & Eileen L. Norris Foundation
Richard Owens
Pacific Life Foundation
Panasonic
The Ralph M. Parsons Foundation
Councilwoman Jan Perry, City of Los Angeles,
District 9
Playa Vista
Barbara & Sheldon Pinchuk Artist
Development Fund
Laurie A. Rader
Recording Industries' Music Performance
Trust Fund
Robinsons•May
Roth Family Foundation
See's Candy Shops, Inc.
Annette Seydel
Thomas Schumacher
Dr. & Mrs. Morton Shane
Sony Pictures
Dr. & Mrs. Herbert T. Spiro
Dwight Stuart Youth Foundation
TenetHealthcare Foundation
Transamerica Foundation
Elinor & Rubin Turner
Union Bank of California
US Bank
Washington Mutual Foundation
Weingart Foundation
Wells Fargo Foundation
Lynda & J. Patrick Whaley
Mr. & Mrs. Frank Wolf
Xerox Corporation
Harold Yellen Charitable Foundation

The Music Center Education Division also expresses appreciation to The Fraternity of Friends of the Music Center, Bank of America, the California Community Foundation, Helen & Peter Bing, and all the individuals and institutions who contribute toward the success of the Music Center Spotlight Awards. For a complete list of Spotlight donors, please visit www.musiccenter.org/spot.

For additional information regarding the Music Center Education Division and its programs, please visit www.musiccenter.org/education or call (213) 250-ARTS.