Put Your Art Program On The Map With Youth Art Month!

Julia Lang-Shapiro & Donnalyn Shuster
NAEA New Orleans -2015
What Can YAM Do For Me?
You mean I can use Youth Art Month Activities for my Goal Setting too?

6.2 Engage and collaborate with colleagues and the community to develop and sustain a common culture that supports high expectations for student learning.

6.3 Communications: Communicate and collaborate with families, guardians and caregivers to enhance student development and success.
You mean I can use Youth Art Month activities for my APPR?

Sweet!

- Professional Growth and Community Experience
- Collaborate with Colleagues
- Writing for Publication (press release)
- Special Program Coordinator
- Communication With Parents and Community
- Student Showcase of Work
“But I already have too much to do....!!”
What Is Youth Art Month?

• Youth Art Month (YAM) is an annual observance each March to emphasize the value of art and art education for all children and to encourage public support for quality school art programs.

• This observance is coordinated through the Art and Creative Materials Institute, a non-profit organization of art and craft materials manufacturers.

• Established in 1961, YAM provides a forum for acknowledging skills that are not possible in other subjects.

• The Council for Art Education (CFAE), a sponsor of Youth Art Month, adopted the national theme, “Art Shapes The World!” It is endorsed by the National Art Education Association and co-sponsored by AMACO/NASCO.

• Art education develops self-expression, appreciation the work of others, self-esteem, cooperation with others and critical thinking skills – all valuable to the success of our future leaders – our students!
From 2008 to Now....

Our program started with advocacy poster submissions representing NYS at the NAEA Conferences in NYC (07), New Orleans (08), Minneapolis (09) and Baltimore (10) with our first full art panel display.

Formally endorsed by NYSATA in 2010, our first flag was hung at the Seattle NAEA in 2011.
6 National YAM Awards in 7 Years!

Thanks to our dedicated NYS Art Teachers!!
Providing NYS Art Teachers with Advocacy Information

State YAM Flag Design Contest

Local & Regional YAM Events

YAM Legislative Art Show in Albany

Entries from NYS For the YAM Museum At the NAEA Conference

Compiling data from NYS Events for the Annual YAM Scrapbook
What Can It Do For My Students and Art Program?

- Advocacy for the arts is essential to maintain and expand programs in New York State in this time of economic crisis and pressure on districts.
- Virtually every Common Core standard can be met through the visual arts!
- New York state teachers need advocacy tools to use to build and maintain support for their programs.
- 21st Century Skills? All used in art classes
- NYSATA has an advocacy structure in place to support this program.
- APPR – community involvement, communications with parents, professional collaborations.
National YAM Organization – Council for Art Education, Inc.
AMACO and NASCO
Collects State Data
Hosts YAM Museum at NAEA Convention
Coordinates themes and works with state chairs
Clearing house for ideas and program coordination

State Chairs
*Coordinate events/Set theme
*Collect and compile events from across NYS to submit to ACMI
*Participate in National YAM Museum at NAEA Convention
*Scrapbook Submissions
*Work with State YAM Committee/Region

Flag Design Contest

Legislative Art Show

Locally developed events & programs

National YAM Museum Scrapbook Judging State Awards
Our Events

1. National Flag Design Contest.
2. Statewide – Legislative Art Show – the flagship event for New York.
3. Celebrate in your school and Community – local and regionally.
Senator Marchione is planning on bringing a resolution to the Senate floor to recognize Georgia's work and Assemblywoman Warner is planning on preparing a citation to present to Georgia as well.
National Flag Design Contest

To help promote YAM, the Council sponsors the event “School Flags Across The U.S. –Flying High”.

Winners are selected from each state and designs made into a 3 x 5 foot flag.

We also make a smaller flag for the student to keep.

Flags are shown at the NAEA convention in the Youth Art Month Museum, then returned to each state.

Using our new theme, Art Builds Bridges, students submit entries for the 2015 NYS YAM Flag.

One design will represent NYS and be made into our official flag.
What do we do to participate in the Flag Design Contest?

- There is a set of guidelines in your folder with the steps for the flag design, as well as a handout for student use.

- All of these documents are also available at [http://www.nysata.org/youth-art-month](http://www.nysata.org/youth-art-month) website under Programs-Youth Art Month.

- Digital images are due to us by January 10, 2015.
2015 NATIONAL FLAG ENTRY FORM

The winning design will be made into a 3’ x 5’ flag and flown at the annual NAEA Convention in New Orleans, LA.

**Winner receives art supplies, an invitation to attend the ceremony, their design displayed on the YAM website, included in the state documentation for national review and other recognition opportunities.

IN COLOR, (OR BLACK AND WHITE IF APPROPRIATE TO THE DESIGN) BOLDLY AND CREATIVELY USE:

- Image(s) that represent your state
- Image(s) that represent art
- Use the words Youth Art Month or YAM logo (above)

**OPTIONAL:**

- use the national YAM theme
- "Art Builds Bridges.
- or your state theme

Art Builds Bridges

Mail entries (and a Self Addressed Stamped Envelope if you want them returned) to:

Julia Lang Shapiro
23 Mink Lane
East Setauket, NY
11733

please postmark by:

January 10, 2015
Youth Art Month 2015
Flag Designer’s Statement

STUDENT FLAG DESIGNER FOR THE STATE OF: ________________________________

STUDENT’S NAME: ________________________________

AGE, GRADE: __________________________________________

CITY: ________________________________________________

“WHAT ART MEANS TO ME” …..

“_______________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

”
National Youth Art Month

The signatures below allow the Council for Art Education, Inc., sponsor of Youth Art Month, to use our ________________ Youth Art Month flag, (state) student flag designer, or any photographs thereof as deemed necessary by the Council. We understand that these photographs may be used for promotional activities.

This date, __________________________

Student Flag Designer Signature __________________________

Parent/Guardian Signature __________________________
2. YAM/Legislative Art Show
All NYSATA members are encouraged to participate in the YAM/LAS show as our Flagship Event in New York State.

Partnering with this well established event allows us a fresh approach to Art Advocacy in our state as we work with the New York State Alliance for the Arts in coordinating this week long exhibition at the Legislative Office Building.

Strategically important, this show occurs in early March, during budget hearings.

Entry information is also at www.nysata.org > Programs > Legislative Art Show.
NYSATA
YAM/Legislative Art Show
Northport Arts Coalition presents

THE VILLAGE HALL 2014 YOUTH ART MONTH SHOW

featuring artwork from the students of
Northport High School,
East Northport Middle School
and Northport Middle School

Opening Reception:
Sunday, March 9th
1-3pm, Village Hall,
Main Street, Northport

poster artwork by Riley Osteron

3. Celebrate In Your Community!
PSA
What Can I Do In My Community?

- Approach local doctor’s offices and medical facilities to hang student art work in waiting rooms and public areas.
- Make and wear art ties, visors, bandanas, decorate sneakers
- Create book art sculptures (hand made books) for a library display. Create book jackets.
- Host an Empty Bowls project with a community partner. Or, work with the music department as it is also Music In Our Schools month and schedule a performance during this event.
- Artist in Residence Program during March, invite in local community artists to demonstrate and/or talk to students.
- Living art program: Students pose as famous artists and talk about their favorite work of art. (use a reproduction)
- Statewide postcard exchange with another school or legislator, etc.
- Student designed placemats and table tents that can be used by local restaurants
- Students decorate grocery bags or Meals on Wheels boxes
- Calendars of student artwork, present to businesses or nursing homes.
- Select an Honorary Chairperson; appoint a local celebrity who is supportive of the arts and art education

Don’t forget to notify the media about your event!

Use our Media Advisory and Press release templates to communicate your message easily to the press and TV!
“Art education is one of the many ways our students are able to express themselves and excel,” said Senator Seward.

“Achievement in art can be linked to success in a number of other subject areas and the creative skills demonstrated are highly valued in business and in life.”


• http://www.irondequoitpost.com/article/20150226/News/150229701

• Dinner and student art show to raise money for local food pantry.
• Raised $1700 in 2014.
School Wide Celebration
Edwards - Knox Central School

Activities involving students and faculty, facilitated by Jennifer Impey
Spirit Week – Color/Pattern Theme Days.

POP ART Day

Giant YAM Participation Mural
Frankfort – Schuyler Elementary School

- Gallery Walk
- “You Can Make A Difference”
Northport Arts Coalition presents
THE VILLAGE HALL 2014 YOUTH ART MONTH SHOW

Featuring artwork from the students of Northport High School, East Northport Middle School and Northport Middle School

Opening Reception: Sunday, March 9th 1-3pm, Village Hall, Main Street, Northport

poster artwork by Riley Overton

Frankfort Village Library YAM 2014 Intermediate level Art Show

Northport Village Hall YAM 2014 Secondary level Art Show
Northport High School Empty Bowl Project. Bringing the Arts to the community for social action.
Use Google Forms and DRIVE to organize your State Submissions!

Youth Art Month

* Required

Name *

This is a required question

District *

This is a required question

Level You Teach *

- Elementary
- Middle School
- High School
- Other: [ ]

This is a required question

Email *

This is a required question

Youth Art Month Exhibits *

Did you have an art show or exhibit during the month of March?

- Yes
- No

This is a required question

Continue »
Herkimer County Youth Art Month Show @ Bassett Healthcare
Herkimer NY

County art show sponsored by art teachers in a professional development group. Over 150 works of art from 11 schools were displayed.

Self Funded T shirts were available at a nominal cost to the students.

Health care facilities are great venues for artwork due to high traffic and are supportive of the arts!
# New Ideas...

## Youth Art Month

Ideas for Celebration and Observance in Your School, City, or State

(Provide documentation to local and state coordinators to be included in state report)

<table>
<thead>
<tr>
<th>School Communication and Promotion</th>
<th>School Activities</th>
<th>School Activities</th>
<th>Community Outreach</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Create a bulletin board declaring March as Youth Art Month.</td>
<td>1. Coordinate a flag contest with students.</td>
<td>9. Have the school library feature books on children's art, art careers.</td>
<td>1. Obtain a proclamation from the Mayor and the Governor.</td>
</tr>
<tr>
<td>2. Create and communicate a daily or weekly announcement.</td>
<td>2. Create a calendar of daily art activities for each day of the month of March and distribute to students and teachers.</td>
<td>10. Have your Technology department create computer screen savers of the Youth Art Month flag design winner.</td>
<td>2. Contact local agencies (hospitals, restaurants, banks, offices, retail shops) to display student work.</td>
</tr>
<tr>
<td>3. Obtain endorsements signed by the principal, superintendent, state legislators, and other officials and important community members.</td>
<td>3. Organize a school art show.</td>
<td>11. Encourage students to wear primary, secondary colors, patterns, etc. to be part of &quot;wearable&quot; art on different days of the week or month.</td>
<td>3. Arrange student art demonstrations in local banks, stores, shopping centers.</td>
</tr>
<tr>
<td>4. Add Youth Art Month information to the school web page.</td>
<td>4. Organize a district art show.</td>
<td>12. Plan an art festival — devote a school day to art activities. Include discussions, talks, and films.</td>
<td>4. Work with local merchants to invite students to design newspaper ads, paint store windows, design grocery bags, and more.</td>
</tr>
<tr>
<td>5. Collect and display quotes from leading citizens in support of art education.</td>
<td>5. Create an art game (trivia, name that artist, Art Jeopardy, etc.) for your class or school to play during the month of March.</td>
<td>5. Plan with local senior citizens or other member centers to host the Youth Art Month flag design winners.</td>
<td>5. Contact local street department to hang student created Youth Art Month banners during the month of March.</td>
</tr>
<tr>
<td>6. Hand out flyers with information about Youth Art Month and the benefits of art education.</td>
<td>6. Have students create and wear buttons, and make tags for the faculty to wear.</td>
<td>6. Contact local street department to hang student created Youth Art Month banners during the month of March.</td>
<td>6. Frame student artwork and present it to local leaders in the community.</td>
</tr>
<tr>
<td>7. Distribute student made postcards.</td>
<td>7. Create cards for lunch trays for hospital patients or nursing homes.</td>
<td>1. Invite parents or other relatives to hang their child’s art work in their place of business.</td>
<td>7. Provide press releases to local, regional, and state media. Appearance on local television news shows.</td>
</tr>
<tr>
<td>8. Have principal read an appropriate art quote or talk about a famous artist every day or week of March.</td>
<td>8. Have students create a book of teacher caricatures.</td>
<td>2. Arrange Family Fun Art workshops after school or evenings.</td>
<td>8. Provide press releases to local, regional, and state media. Appearance on local television news shows.</td>
</tr>
</tbody>
</table>

## Family Activities

1. Invite parents or other relatives to hang their child's art work in their place of business.
2. Arrange Family Fun Art workshops after school or evenings.
3. Obtain a proclamation from the Mayor and the Governor.
4. Contact local agencies (hospitals, restaurants, banks, offices, retail shops) to display student work.
5. Plan with local senior citizens or other member centers to host the Youth Art Month flag design winners.
6. Contact local street department to hang student created Youth Art Month banners during the month of March.
7. Frame student artwork and present it to local leaders in the community.
8. Provide press releases to local, regional, and state media. Appearance on local television news shows.
4. The National YAM Museum at the NAEA Conference
The Youth Art Month Museum is installed yearly at the NAEA Convention.

A look at some colorful and exciting displays from neighboring states!
5. Reporting...Reporting... Reporting!!
How Do We Report Our Activities?

There is a copy of the reporting form in your folder and it is available on the [www.nysata.org](http://www.nysata.org) website under Programs> YAM.

Your data is very important as we assess the program yearly and submit our report and Youth Art Month Scrapbook for national review and judging.

Send information to either your REGION Chairs –

or to Donnalyn By JUNE 1st!
Proclamations and Citations
Youth Art Month Events by County – New York State 2014

(* denotes first time YAM Counties and schools!)

1. Albany County – The Legislative Art Show – Legislative Office Building March 2014
   Our flagship event for Youth Art Month in New York State celebrated its 24th year in 2014 with 267 students participating in grades K – 12, and 133 teachers plus 19 volunteers on the committee. Serving as Co Chairman for the second year, I was pleased to see the increase in numbers this year. The event is held in the lobby area of our Legislative office building visited by elected state officials and dignitaries. The reception features speakers from State Education and our honorary Legislative Chairperson in addition to friends, families, administrators present.

   The highly successful Art at the Zoo exhibition in March featured work by 25 of her students. The Bronx Zoo continues to support YAM with increased gallery space and signage this year.

3. Broome County* Chenango Forks Central School Jessica Russell
   Chenango Forks students celebrated YAM with school wide displays of work from a portrait and figure drawing lesson. To increase community awareness, they also produced a You Tube video stressing the value of the arts for the 220 students in the art program.

4. Chenango County – Norwich City Schools –Kathleen Pfeiffer, Matt Wilson
   Led by Kathleen, this small city school district conducts an outstanding job of exhibitions both in the district and surrounding communities. In addition to being a first time participant in the Legislative Art Show, Norwich held two shows in district, produced a video on the value of the arts, and held community shows in Earlville Opera House and Sidney Credit Union. They also use a virtual display at Artsonia and sold car magnets through the Perry Browne Intermediate School art club. The Board of Education also was included for a presentation on YAM.
<table>
<thead>
<tr>
<th>Categories</th>
<th>2014</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reports submitted</td>
<td>19</td>
<td>12</td>
<td>45</td>
<td>55</td>
<td>20</td>
</tr>
<tr>
<td># of Teachers Participating</td>
<td>233</td>
<td>162</td>
<td>208</td>
<td>255</td>
<td>20</td>
</tr>
<tr>
<td># of Events</td>
<td>62</td>
<td>42</td>
<td>53</td>
<td>24</td>
<td>45</td>
</tr>
<tr>
<td># of Counties with Events</td>
<td>15</td>
<td>11</td>
<td>12</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td># of students reported</td>
<td>3,855</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>In Kind Support Reported</td>
<td>$264.86</td>
<td>na</td>
<td>na</td>
<td>na</td>
<td>na</td>
</tr>
<tr>
<td>NYSATA LAS Budget ( As a YAM endorsed event)</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
<td>$2,000</td>
<td>na</td>
</tr>
<tr>
<td>NYSATA YAM Budget</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>$500</td>
<td>na</td>
</tr>
<tr>
<td>Total YAM Monies spent ( reported)</td>
<td>$5,964.86</td>
<td>$2,500</td>
<td>$2,500</td>
<td>$2,500</td>
<td>na</td>
</tr>
</tbody>
</table>
NYSATA/YAM Stats at a glance

• As teachers become familiar with reporting process, more detailed data available.
• 2013 dip in numbers…due in part to increased work load as a result of Common Core and APPR mandates.
• Awards Received:
•  2010 – Certificate of Commendation
•  2011 – Award of Merit for NYS
•  2011 - Special Recognition Award – New Program
•  2012 – Award of Excellence
•  2013 – Award of Merit
•  2014 – Award of Merit
6. Your YAM-Plan Tool Kit
For More Information and General Questions….

• Contact State Co Chairs:
  – Julia Lang-Shapiro
    julia.lang@northport.k12.ny.us
  – Donnalyn Shuster
    dshuster@frankfort-schuyler.org
    d_shuster@yahoo.com
  – Check the YAM section at www.nysata.org
  – YAM national info site (NAEA link)
Social Media

Facebook Page
https://www.facebook.com/#!/YouthArtMonthNewYorkState

Please “like” our page!

Pinterest
http://pinterest.com/cr8tive/youth-art-month-ideas/
Our Newest Board.....
http://www.pinterest.com/cr8tive/nysata-youth-art-month/
Thank you!