CREATIVE LEADERSHIP TEAMS
CHAMPION CREATIVELY ALIVE CHILDREN GRANTS

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School Creative Leadership

- 81% Schools have Leadership Team
- Many School Improvement Plans address need for Creativity and 21st Century Skills
- Half of Principals say “a person serves as Chief Creative Officer”
- 60% of CCOs are art teachers

**My School Has a Person Responsible for Building Both Students’ and Faculty Creativity**

- Yes: 46%
- No: 44%
- Not Sure: 10%

**Who is that “Chief Creative Officer?”**

- Art Teacher
- Principal
- District Personnel

National Arts Infused Education Study, Crayola LLC, July 2014
What Being a Chief Creative Officer Means…

- Reflect on the card explanations—front and back…

- Share thoughts with person next to you on what this could mean for you…
When Art Teachers Share Art Expertise with Colleagues…

Do Art Teachers believe this increases their influence & value to schools?

- Vast majority of Art Teachers (87%) believe that their value to the school increases when they ‘share what they know with others in the school.’
- Principals and Classroom Teachers agree.

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<thead>
<tr>
<th></th>
<th>2014</th>
<th>Significantly Increased</th>
<th>Slightly Increased</th>
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<tbody>
<tr>
<td>Art Teachers</td>
<td></td>
<td>59%</td>
<td>28%</td>
</tr>
<tr>
<td>Classroom Teachers</td>
<td></td>
<td>62%</td>
<td>29%</td>
</tr>
<tr>
<td>Principals</td>
<td></td>
<td>73%</td>
<td>23%</td>
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Q52c: In your opinion, how does an Art Teacher’s influence and value to the school change when they share what they know with others in the school? All Respondents (2014, n=1689)
Art Teacher & Classroom Teachers Share Teaching Ideas

- **Art Teachers**:
  - Daily/Almost Daily: 6%
  - Few Times/Week: 12%
  - Few Times/Month: 23%
  - Few Times/Year: 38%
  - Less Often/Never: 22%
  - Not Sure: 0%

- **Classroom Teachers**:
  - Daily/Almost Daily: 5%
  - Few Times/Week: 7%
  - Few Times/Month: 18%
  - Few Times/Year: 35%
  - Less Often/Never: 32%
  - Not Sure: 4%

- **Principals**:
  - Daily/Almost Daily: 9%
  - Few Times/Week: 14%
  - Few Times/Month: 29%
  - Few Times/Year: 31%
  - Less Often/Never: 14%
  - Not Sure: 3%

41% share ideas at least few times per month.

Majority share ideas rarely.

= Significant increase/decrease from 2012 Study
Art Teacher Shares Art Knowledge & Expertise with Classroom Teachers to Help Them Use Art in Classroom

39% share art expertise at least few times per month. Majority share art knowledge rarely.

Art Teachers
- 6% Daily/Almost Daily
- 12% Few Times/Week
- 21% Few Times/Month
- 39% Few Times/Year
- 22% Less Often/Never
- 0% Not Sure

Classroom Teachers
- 6% Daily/Almost Daily
- 7% Few Times/Week
- 14% Few Times/Month
- 28% Few Times/Year
- 40% Less Often/Never
- 5% Not Sure

Principals
- 9% Daily/Almost Daily
- 11% Few Times/Week
- 26% Few Times/Month
- 35% Few Times/Year
- 18% Less Often/Never
- 2% Not Sure

↑↓ = Significant increase/decrease from 2012 Study

Crayola
Creative Leadership Grants to Schools

- Creative Leadership Team
- Build creative capacity school-wide
- Principal member of NAESP
- Collaboration with community priority

Champion Creatively Alive Children®
Creative Leadership Grants 2015

Creative Leadership Grants
Apply today for a grant to fund an innovative, creative leadership professional development program, within your elementary school.

Request for Proposals
Up to 20 elementary schools from the United States or Canada will receive grants to implement and share results of an innovative program that will build creative capacity and collaborative culture school-wide.

Proposals will be accepted December 1, 2014 through June 22, 2015. Every Early Bird application submitted before midnight on Monday, June 8, 2015 will receive a Crayola product gift pack.

Each grant-winning school receives $2,500 and Crayola products valued at $1,000.
For complete information and application, go to Crayola.com/educators or naesp.org.

For any questions and to submit proposals, contact CreativelyKne@crayola.com
Importance of Art Inspiration and Visual Metaphor Exercises
Guidance of Applying for a Crayola Creative Leadership Grant

• “What if…”
• Goals-Objectives—how a Creative Leadership Team will impact the school
• What does success look like?
• Promising Practices—potential to impact other schools
• Innovative
• COLLABORATION
• Sustainable
• Contacts-timeline-budget-other resources
Creative Leadership Grants

Your School’s Creative Leadership Team—

- $2,500 grant to build creative capacity in your school
- $1,000 Crayola product
- Best part is telling your school’s story in national publication
Champion Creatively Alive Children

free professional development resources

Discover the Power of Arts-Infused Learning

Champion Creatively Alive Children™ is a free professional development program that uses arts-infused, hands-on learning to help children reach their full potential.

Arts Education Advocacy

Connects Families

Connects World

Critical Thinking

Creativity

Collaboration

Communication

Creativity Connects the World

Critical Thinking

Communication

Connects Families
Creative Leadership Within Schools

- How could a team of teacher-leaders, committed to arts-infused education, influence the school culture and build support for arts in education?

- What would a strong Creative Leadership Team add to your school that is currently missing?

- How would you articulate the role of a Creative Leadership Team to potential members?

- What would you list as “top 4 priorities” for your Creative Leadership Team to do?
Creative Leadership Teams
What priorities emerged from group discussions?

1. Articulate common goal—making art and creativity integral to school vision
2. Help colleagues understand how art-infused education increases student engagement & achievement
3. Create a strategic plan mapping out how the arts will be embedded, school-wide
4. Provide Professional Development—building colleagues creative capacity and confidence
5. Collaborate with classroom teachers to share ideas, align plans, co-teach, and coach
6. Cultivate a creative, collaborative culture in the school
Craft a Vision & Build Creative Capacity

Story of Silverton Elementary School
Cincinnati Public Schools
Create a Creative Leadership Team

• What expertise is needed on your team?
• How do members from different spheres of influence strengthen the team?
• How would adding diverse points of view enrich the team?
• How can team members’ credibility and talent be leveraged, regardless of organizational hierarchy?
• How can emotions and organizational history be respected without stifling change?
1. **WHAT leadership qualities needed on CLT?**

   For Example...

   **Warm colors** (reds, yellows, oranges)
   - Inspire Others
   - Communicate Urgency
   - Encourage Creative Contributions of Others
   - Respect Diverse Styles and Ideas

   **Cool Colors** (blue and green color families)
   - Convey Messages with Clarity
   - Develop Policies that Foster Creative Collaboration
   - Advocate for Arts Funding
   - Explain Compelling Evidence-Based Research

2. **After each Leadership Capability is identified—then discuss individuals/members**

   - Strong candidates based on competencies
   - Bring “in” different spheres of influence

   Like “complementary colors” on the wheel, consider how individuals with contrasting skills or points-of-view could complement each other and strengthen your team?
Reflective Prompts

• How aligned are colleagues’ thoughts on the leadership qualities needed?
• Is there enough diversity of thought and style represented on the proposed team?
• Will communicating the composition of the new or refreshed CLT surprise, delight and unite the faculty? Administration? Parents?
• What concerns do you anticipate? What is planned to address them?
Champion Creatively Alive Children
2013-14 Grant Recipient
Rosa Parks Elementary, Hyattsville MD

“Alone you are an advocate, with your team you create a more powerful catalyst for change with the mission of improving and sustaining active learning for all students.”
- Eileen Cave, Art Educator & Chief Creative Officer
Creative Leadership …the gift that keeps on giving!

“How can we train teachers to become leaders in our school, to recognize the arts are essential to help implement the Common Core Standards”

- Rosa Parks Elementary, 2013

CLT Objectives:

- Build an effective Creative Leadership Team: collaboration, creativity, outreach, reflection and flexibility
- Implement and Assess PD Teacher Training Workshops
- Engage the Arts Community in Artist-in-Residency & After-school Programs
- Partner with local universities, the arts council and local museums
Creative Leadership Development Impacts Student Learning

• **Provided teacher-led workshops for classroom teachers**
  – “Teacher’s Passport to Creativity” (After-school, stipend provided by the principal) & The Magic of Music, You Don’t Have to be an Artist to Teach Creatively – Staff Meeting PD

• **Offered professional learning opportunities to expand knowledge**
  – Arts integration conference, summer institutes at art museums, and forming a school team to attend MATI, a MSDE Artist Teacher Art integration summer Institute.

• **Collaborated with community partners**
  – University of MD taught “Using Drama to Teach the Reading/LA Common Core Standards”; The Prince George’s Arts & Humanities Council offered “Grant-writing 101.”

• **Mentored an Artist in Residency Program** to train teachers how to write lesson plans and plan in-school residencies.

• **Established an Arts Integration Resource School Library** for teacher PD
CLT Sustainability is Ongoing at Rosa Parks and Beyond

What are the visible signs of CLT success?

Paying it Forward: Educators share best practices and outcomes with local school districts and deliver presentations at regional/national conferences

• New CLT PD opportunities offer training at all levels of teacher experience:
  Master teachers mentor pre-service teachers, and pursue advancement of their own credentials; arts and education community assets build capacity and competency.

• Advocacy network supports arts education funding that helps sustain success!
Envision Your Creative Leadership Grant

Visit Crayola.com/educators for Grant Info

Accepting Proposals Now – June 22, 2015
THANK YOU

Contact creativelyalive@crayola.com with updates about your Creative Leadership Team

Join our FREE community on edWeb.net
Champion Creativity: The Power of Art-Infused Education
www.edweb.net/creativity