PROGRAM PROMOTION:
BUILDING AWARENESS
FROM THE GROUND UP!

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IF YOU ARE NOT AT THE TABLE...
YOU ARE PROBABLY ON THE MENU....

Tips and Tricks to help keep YOU and your program from becoming the “main course.”
OVERVIEW

- Be a hero in your home town
- Build your ‘tribe’ (1 can be the loneliest #)
- Find your ‘strengths’ and how to use them
- Marketing
- Youth Art Month
- Get Social
- “Plant the seed...it will grow....”
My Story....
Take a good look at your district and community - write down 5 places that might make good art exhibition areas NOW!

1.
2.
3.
4.
5.

Make a list of allies who support the arts. Start with parents.....
Friends of Friends....
Make the cold call or visit and promote.
Consider places that you might not think would be good visual arts partners........

Union, Fork & Hoe, Frankfort, NY
1991 - partnered with a local manufacturing company to produce highly detailed product illustrations.

Union, Fork & Hoe gave the art department samples of several products made at our local firm, for students to study and render in pencil. (Advanced Drawing students)

Framed works hung in reception area of company for several years.
No community resource is too small or mundane to ignore....
BUILD AWARENESS IN HOUSE
HANDS ON WORKSHOPS FOR YOUR FACULTY
Build awareness for skills taught in your program and demonstrate interdisciplinary benefits of the visual arts.

From Edwards-Knox CSD, Jennifer Impey
The Dot is the first of three books by Peter Reynolds dedicated to creativity. In this first book, students are introduced to a girl named Vashti who has convinced herself that she cannot draw. Her teacher dares her to make a mark. Vashti makes one little dot on her sheet of paper...which turns out to be the beginning of her creative journey.

But THE DOT is more than just a book about art. It is a book that encourages us to be brave about expressing ourselves. It gently reminds us to start small and explore the IDEA!

It is also a tribute to teachers who know how to use humor, “off the path” approaches ad who have the vision to see the possibilities in EVERY student. The book concludes with Vashti sharing this gift with others....starting a ripple of inspiration.

All art classes will be celebrating International Dot Day with our kick off on Monday Sept. 16th!

All students and staff are encouraged to wear DOTs somehow that day...clothing, etc.

Weather and time permitting...we may have some temporary dot installations on the sidewalk with chalk stencils....

Students will explore the possibilities of starting small and building ideas through a variety of approaches to ‘dot works’ including use of geometric shapes, fractions, collaboration, sculptural interpretations, patterning, repetition, sequencing, unity, variety, movement and contrast. Students will also engage in reflective statement writing.

There are resources for interdisciplinary work attached....and extensions exist for music ( whole notes) and PE....perhaps something with hula hoops/ring toss or Twister?

Our ultimate goal is to have an original ‘dot work of art’ on display in the hallway....from all students AND staff!

THUS....it is TIME for YOU to make your mark today......
One Can Be The Loneliest

Number....

Network with other art educators in your area

Start an Art Teacher PLC with others in your county - to advocate for relevant professional development offerings.

Attend area workshops....
"I just can't get enough of these Staff Development Days. They definitely improve my teaching!" ...said no teacher ever!
You HAVE to start somewhere...

2003 - First session for county art teachers during a 10 district PD day....

2005 - Meetings at different HS locations for art teachers

2007 - Our first county wide, hands on In Service Day for Art Teachers.....Artist Trading Cards

How did this happen?

*Consistent* inquiry about relevant PD sessions for special areas teachers......and offering to teach them!

Be *RELENTLESS*.....
2008 - College speakers for Art Educators

2009 - 17
Recognized events for Art Educators
at
MWPAI, Utica, NY
Wellin Gallery at
Hamilton College, Clinton, NY

Visual Art/Common Core/STEAM
In Service Day, 2015
Fennimore Museum
Cooperstown, NY

Be sure to ‘build your brand’.
Assemble your “Tribe”
Herkimer County
Art Circles PLC

Be active with your State Association events in your area.

Region 3:
“R3R!”
Our PLC led to two major art exhibitions in our county and marked increase in visibility, community awareness and new art partners supporting programs in our 10 districts

Mohawk Valley Center for the Arts “Reflections” (Student and Teacher art show) for Youth Art Month
Herkimer County Youth Art Month Show
Bassett Healthcare Network
10 Districts - 180 works of art
USE YOUTH ART MONTH TO MARKET YOUR PROGRAM!
Herkimer County BOCES (Vo-Tech Center) Exhibition for District Superintendents Annual Meeting April 2013

“Don’t Call us....We’ll Call You...”
GET SOCIAL

- Tweet
- Instagram
- Facebook (Art Teachers)
- Create a private FB group
- Pinterest
- Blog it
- The Artful Advocate (artfuladvocate.blogspot.com)
To get your art program news in the paper… you need to ……….

Write That Press Release!
5 STEP
Easy
Press
Release
Format

Courtesy: Teachers Pay Teachers
IDEAS, IDEAS, IDEAS

- http://artroom104.blogspot.com/ Jennifer Impey
- Our NYSATA Advocacy Blog....lots of ideas....
- http://artfuladvocate.blogspot.com/
TIME TO PLANT THAT SEED.....
Creative Energy Consulting

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