

# WYLAND FOUNDATION

11:00 - 11:50 AM

## **SUPER SESSION**

Wyland & Friends: Making a Case to Save the Arts... and our Future

*Wyland, Linda Keane, Harvey Seifter, Paul L. King, Jim Toomey*

Renowned environmental artist, educator, and television personality Wyland leads an interdisciplinary panel of artists, educators, and government leaders on the singularly important topic: "Building a case to save arts in schools." From how art educators can stimulate public interest in the arts to crafting a universal message for corporate and government funders that the arts need their support.

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### ***Prologue***

Today's panel is about saving the arts. But more specifically it is about empowering people on the front lines - the arts teachers - to overcome the hurdles that often get in the way of sustaining successful art education programs. The people on this panel — Wyland, Paul King, Linda Keane, Harvey Seifter, and Jim Toomey — have all found ways to keep the flame of arts alive in our communities and across the nation. The Wyland Foundation is privileged to bring these people together to share the insights they have gained over the years. Each has struggled and persevered to demonstrate the enormous value that arts have in our rapidly changing world. We hope that the members of NAEA can take the inspiration and lessons from these experts grow their arts programs in their communities.

As you'll discover there are more ways today than ever to make that case.

### ***Format***

Because our time is tight - and because everyone on the panel could talk for hours about their work, we're going to do something different. To start, each panelist will show 8-10 images of their work or interests in the arts. Each image will be displayed for 20 seconds, then forward automatically. The panelists will have roughly three minutes to talk over the slides. Then we'll get right into the panel discussion. If we have time toward the end of the session, we'll take questions from the audience.

### ***Moderator:***

Steve Creech, Executive Director of the Wyland Foundation, a 501c3 non-profit public charity founded in 1993 that encourages engagement in the arts and natural sciences.

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## **Panel Schedule**

General Introduction (Steve / Wyland)	5 minutes
Introductions	15 minutes
<ul style="list-style-type: none"><li>• Wyland</li><li>• Linda Keane</li><li>• Harvey Seifter</li><li>• Paul King</li><li>• Jim Toomey</li></ul>	
Panel Discussion	30 minutes
Audience Q&A	(TBD)

## Sample Questions for panel

- The arts can be taught - and applied - in different ways for different ends. Our panelists are all living proof of that. For the teachers in the audience who are trying to broaden the thinking in their communities that the arts offer more than the culmination of a piece of art or a performance, what is your best advice for them?
- How important is it for teachers to be able to demonstrate that the arts can contribute to a student's future success in the work force?
- What is our role in educating school leaders, administrators and policy makers about the role and value of the arts?
- What is the evidence of student achievement in and through the arts that we should capture and articulate?
- What national education trends, standards and movements are impacting how the arts are or may be viewed in the future?
- What are the benefits and pitfalls of alignment of the arts with other content areas or education trends?
- The effectiveness of traditional curriculum in school is measured by standardized testing. The test results create an objective, common language that everyone seems to understand. The cognitive growth that comes with a deeper understanding of art doesn't reduce itself easily to numerical scores. How can arts teachers overcome this dissonance?
- There are many visions of arts education. In the panel's opinion, which of the following makes the most universal case to engender a widespread support for arts education: an ability to deode our visual culture, creative problem solving, an outlet for the creative impulse, preparation for the world of work, or promoting improved academic performance.

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## Panelist Bios

### Wyland

Marine life artist Wyland has done more than any other artist to raise awareness of the beauty of life on our blue planet. In May 2010, the United Nations issued a series of commemorative stamps of Wyland artwork to celebrate the 50th Anniversary of the Intergovernmental Oceanographic Commission. He has been an official artist for the last two U.S. Olympic teams in Beijing and Vancouver, hosted his own shows on Discovery Channel, PBS, and is best known for his Whaling Wall murals, a series of monumental environmentally themed artworks that are seen by more than one billion people every year. He is a member of the New York-based Explorers Club, the SCUBA diving hall of fame, and his non-profit Wyland Foundation is actively engaged in teaching millions of students around the country about our oceans, river, lakes, streams, and wetlands. His latest project, FOCUS (Forests, Oceans, Climate - and US — brings together the U.S. Forest Service, NOAA, the Wyland Foundation, and numerous non-profits to teach young people about our forests and ocean - and how these two irreplaceable resources hold the key to our future.

### Linda Keane

Linda Keane, AIA, an innovator in design education, is Professor of Architecture and Environmental Design at The School of the Art Institute of Chicago where she directed the City of Chicago Green Roof Website and led initiation of a third accredited Master of Architecture program in Chicago. With Mark Keane, partner in STUDIO 1032, she works on green initiatives along the Chicago Milwaukee corridor. Early-animated films, (created with Keane), were shown internationally at museums, conferences and film festivals, awarded a PBS Emmy and included in the J Paul Getty and Metropolitan Museum Film and Architecture Collection. The Keanes authored the first CD and Book created by architects introducing the art and science of architecture and allied fields to the general public, *ARCHITECTURE An Interactive Introduction* (McGraw Hill). The Keanes are co-creators of the educational non profit, NEXT.cc, that introduces environmental stewardship activities across nine scales- nano, pattern, object, space, architecture, neighborhood, region and world. NEXT.cc offers Green Imagination and Design As Nature Workshops championing place based STEAM projects that connect the built and natural worlds. Keane's work is recognized by the American Institute of Architects, Association of Collegiate Schools of Architecture, American Architecture Foundation(2006-2008), National Endowment for the Arts (1996, 2008), United States Green Building Council (2009)and the Union of International Architects (2011).

### Harvey Seifter

Harvey Seifter is one of the world's leading authorities on business creativity and arts-based learning. Over the past decade, he has brought arts-based approaches to innovation to corporations such as IBM, AstraZeneca, Morgan Stanley, Siemens, Real Networks, Alcatel-Lucent, Honeywell, Johnson & Johnson, Chrysler, Novartis, Morgan Stanley, Goldman Sachs, BMW and McGraw-Hill. In 2001, Seifter was recognized as a Thought Leader by the Peter F. Drucker Foundation; in 2008 he was named one of twenty "transformational leaders" by the James MacGregor Burns Leadership Institute and the Fetzer Institute; and in 2010 he founded The Art of Science Learning, a National Science Foundation-funded initiative that explores ways in which the arts can help people of all ages learn the sciences.

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## **Paul King**

**Paul L. King** is the Executive Director of the Office of the Arts and Special Projects (OASP) at the New York City Department of Education. Additionally, he is an adjunct instructor in the Performing Arts Management program at Brooklyn College. Previously, Mr. King served for four years as the Department of Education's Director of Theater Programs. He was the recipient of the 2010 Citizen Award for Community Engagement from NYU's Steinhardt School of Culture, Education and Human Development by the Educational Theater program. He is a member of the Mayor's Task Force on Diversity in Film, Television, and Commercial Production in New York City and has served as a member of the New York City Board of Education's Pre-Professional Advisory Committee for Performing and Visual Arts and as a grant review panelist for the Surdna and Doris Duke Foundations on the Talented Students in the Arts initiative. Mr. King holds a B.A in Theater from the Colorado College and a M.F.A. in Performing Arts Management from Brooklyn College.

## **Jim Toomey**

For the past 13 years Jim Toomey has been creating the daily comic strip Sherman's Lagoon, which appears in over 250 newspapers in North America and in over 30 foreign countries. Sherman's Lagoon is a combination of Toomey's two lifelong passions: drawing and the sea. He's been engaged in the former activity since he could hold a crayon, and his love affair with the sea dates back to his early childhood. The inspiration for the comic strip can be traced back to a family vacation in the Bahamas where he saw a real shark swimming in a remote lagoon. Toomey became a certified diver at the age of 12, and, as an adult, has logged dives all over the world, including Asia, Africa, the Mediterranean, Latin America, and extensively in the kelp forests of California. Toomey received his B.S.E. from Duke University's Pratt School of Engineering in 1983, an M.L.A. from Stanford University in 1995, and a Master's of Environmental Management from the Nicholas School of the Environment and Earth Sciences in 2008.

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