

# About Arts for Learning

## Who are we?

Since 1961, Arts for Learning has been empowering children to achieve their creative and intellectual potential through arts-integrated education. We are the oldest and largest arts education organization in Indiana. In 2018, we served over 40,000 students in 28 counties throughout the state.

## What do we do?

We engage children with the arts by bringing professional teaching artists into schools and communities. We work closely with our artists and educators to make cross-curricular connections that open student's heart and minds to learning.

We offer programs in various forms - performances, hands-on workshops, and in-depth residencies.

## Why does it matter?

Research has consistently shown the importance of arts education. According to Americans for the Arts:

- Students engaged in arts learning have higher GPA's, standardized test scores, and college attendance rates as well as **lower drop out rates** regardless of socioeconomic status.
- Low-income students who are highly engaged in the arts are more than **twice as likely** as their peers with low arts involvement to earn a Bachelor's degree.
- **Access to arts education for students of color is significantly lower** than for their white peers, and has been steadily declining for three decades.
- 72% of employers say **creativity is of primary concern** when they're hiring, yet 85% can't find the creative applicants they seek.



## Taglines

We engage children in learning through the arts.  
We believe in the arts and their ability to transform education.

## Key Words

empower  
engage  
creative

inspire  
express  
connect

learning  
integrate  
imagine

## Mission

Arts for Learning empowers children to achieve their creative and intellectual potential through arts-integrated education.

## Vision

A future in which all children and youth have the opportunity to engage in quality arts learning experiences that nurture creativity, build cultural understanding, and enhance the development of their learning and life skills.

## Values

Arts for Learning values the right of every child to have access to the arts and the participatory arts experiences that unlock minds, expand lives, and fulfill creative and intellectual potential.

## Elevator Speech

Arts for Learning engages children with the arts by bringing teaching artists into schools and communities. We believe in the arts and their ability to transform education. Studies show that when learning is enriched with the arts, students get more out of school.

Arts for Learning offers programs in various forms - including performances, hands-on workshops, and in-depth residencies. Our programs integrate the arts with the curriculum to supplement learning.

Our programs occur wherever learning takes place, including afterschool programs, libraries, community centers, and juvenile detention facilities.



## Grammar

### Arts for Learning

**Never** use Arts 4 Learning or A4L

Avoid using AFL at all costs, unless it is in informal or internal communications.

### Use of '&'

- Arts for Learning job titles (President & CEO)
- special events (Indy Pies & Pints)
- programs (Filmmaking & Storytelling)
- artist collaborations (Dave Hepler & Will Gould)

Never use in description/copy.

### Capitalization

Never capitalize:

workshop, program, performance, residency, or teaching artist

### Hyphens

Workshop duration as a descriptor is always hyphenated.

*90-minute session vs. session is 90 minutes*

## Diction

### Teaching Artist

**Always** use 'teaching artist', do **not** shorten to 'artist' unless you are describing their work as purely an artist.

### Children

**Never** use 'kids.' **Always** 'children', 'students', or 'youth'.

### Art Forms

'Art forms' is always two words, not 'artforms.'

### National Network

'Young Audiences Arts for Learning national network' - can be shortened to 'YA network' at a second mention in context.

### Preschool

Preschool is always one word, not hyphenated.



# Website & Social Media

Website: [www.artsforlearningindiana.org](http://www.artsforlearningindiana.org)

@arts4learningIN



Hashtags

#ArtsforLearningIN

#ArtsEdIndy

#Arts4Indy

## For Teaching Artists:

Please follow Arts for Learning on Facebook, Twitter, and Instagram at [@arts4learningIN](https://www.instagram.com/arts4learningIN). Tag us in your posts so we can share, retweet, and repost your impact stories!

For teaching artist resources such as professional development opportunities and upcoming events visit [www.artsforlearningindiana.org/teaching-artists](http://www.artsforlearningindiana.org/teaching-artists).

