**artlook® Talking Points**

**developed by Ingenuity, to be adapted and used by local backbone agencies**

Below are a range of key facts and talking points about artlook and its benefits to your community’s local arts education goals. You can modify these to your local audiences so the can be incorporated into any number of formats -- customized emails; presentations; social media, FAQ verbal descriptions/responses; etc.

**The partnership between Any Given Child (a Kennedy Center initiative) and artlook® (Ingenuity’s collective impact data platform)**

* The John F. Kennedy Center for the Performing Arts has launched a three-year initiative to improve equitable access to arts education for students using data drawn from six cities nationally from the Center’s Any Given Child program
  + Any Given Child is a collective impact program that works with communities over the long term to build sustainable arts education programs
* The initiative, announced in 2019, is undertaken in partnership with the Chicago-based cultural data organization Ingenuity, and will first study the communities of Baltimore, MD; Houston, TX; Jacksonville, FL; New Orleans, LA; Portland, OR; and Sacramento, CA.
* Called the artlook® Project, the initiative will bring Ingenuity’s artlook® platform to each of the six cities and the Project’s goal is to help cities close the gaps for students with little to no arts access
* Artlook® is an interactive mapping platform and software that allows school districts of all sizes to collect, map, and analyze data regarding the availability and distribution of arts staffing, funding, and services on a school-by-school basis
* Numerous studies point to the value of arts education in improving student outcomes. Yet the absence of comprehensive data is a challenge, and access to the arts remains an issue for many students nationally
* Utilizing data mapping assists communities with a clear roadmap through data-driven decision-making to uplift and prioritize arts learning for all students as a critical part of a well-rounded education
  + The benefits of artlook reach across all levels of the community by unifying data in a comprehensive, interactive map
* An aim of the initiative is to build a data and fact-based case for arts education by using detailed information and rigorous measurement to understand the drivers of arts education
* The work each community is doing is informed by their own knowledge and practice

**Key background and facts**

* Launched in 2012, artlook® has been used to expand student access to the arts with extraordinary success in Chicago Public Schools, the nation’s third-largest school system
* This one-of-a-kind partnership through the Kennedy Center creates a nationwide arts education data platform. The six communities will build a network of learning and share comparative assessments with one another about the arts in their schools
* Data will be collected from the six cities over a three-year period and be analyzed and disseminated annually
* The project is supported by funding from the Kennedy Center’s U.S. Department of Education Arts in Education National Program Grant

**The benefits & value of artlook**

* Ingenuity is a cultural data hub and collective impact agency focused on advancing equity, access, and quality in the arts for public schools students. Ingenuity launched artlook® in 2012 and it has been used to great success since in Chicago Public Schools, the nation’s third largest school system.
* artlook ® is an interactive mapping platform and software that allows school districts of all sizes to collect, map and analyze data regarding the availability and distribution of arts staffing, funding and services on a school-by-school basis.
* The artlook® platform works on three levels:
  + Drives change on the ground: artlook® puts data in the hands of front-line educators (principals, teachers, and arts organizations) to effectively and measurably increase funding, programs and resources across neighborhoods and schools.
  + Drives systems-level change: artlook® fosters systems change by allowing district, city, state and philanthropic leaders to use previously unavailable data to adopt better policies, rethink staffing and resource allocations, and more efficiently target funding to the most underserved schools.
  + Unifies public and private data: artlook® brings together previously hard to gather, complicated data sets with data that aren’t available elsewhere for the benefit of education stakeholders at all levels, including school districts, cities and states.

**Benefits to specific audiences:**

artlook’s value is highly practical and can be tailored to many different users, including:

* School districts can fully understand the arts landscape within their district, map how arts resources are allocated within the school day, and use data to set strategy and measure progress
  + For instance, some key metrics that school districts can capture and track over time include: average minutes of arts instruction per school; % or # of full-time staffing instruction in the arts (in each school or an average across the district); # of local arts partners working with schools
* Superintendents can asset map their schools and identify the extent to which resources are distributed in accordance with district goals
* Principals and teachers can see the services and providers available to them and secure the best programs for their students
* Grant makers can target grants more effectively to close gaps in the neediest neighborhoods
* Arts organizations can more efficiently connect their services to schools and hundreds of thousands of students in need.
* Backbone or collective impact coalitions can
  + Accelerate arts equity for students in schools and monitor progress towards this goal over time
  + Build responsive, targeted collective impact agendas with strong data backing
  + Use real-time progress indicators to guide monthly and annual decision-making
  + Leverage aggregated data to make a compelling fundraising case to supporters/donors
  + Make a data-driven case for better arts policies and practices at district, city and state levels
  + Participate in Kennedy Center AGC community of practice to benchmark against peers and share knowledge, promising practices and resources
* Using the artlook® platform to underpin the effort, Ingenuity has achieved more progress in expanding student access in Chicago over the last 5 years than the previous 40 combined, including:
  + 100,000 more students annually receiving weekly access to arts instruction
  + 117% increase in CPS schools rated Strong or Excelling in the arts
  + 97% of schools reporting annually
  + 400 more known full-time arts instructors in CPS
  + $35 million more in annual, coordinated District investments in the arts
  + 1,200 arts organizations bringing services into schools – a known increase of 600%