



Introduction to artlook®Alabama

An interactive mapping platform, *artlook*® is 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. *artlook*® has been used for more than six years to expand student access to the arts with extraordinary success in Chicago Public Schools, the nation's third-largest school system. Using *artlook*®, school districts can, for the first time, 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. They can also identify and connect with art education resources available in the community at large.

The *artlook*® platform works on three levels:

1. **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.
2. **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.
3. **Unifies public and private data sets:** *artlook*® brings together previously-disparate and complicated data sets with data that aren't available elsewhere for the benefit of stakeholders at all levels, including school districts, cities and states.

Now city and school district leaders, grant makers and service agencies are able to act in concert with each other, using real-time data to inform decision-making that can transform how funding, resources and supports are efficiently and equitably distributed to students and 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; and
- **Arts organizations and teaching artists** can more efficiently connect their services to schools and students.

How Your Community Will Benefit:

artlook[®] will become an online meeting place for arts education stakeholders in your community. Through an artful and intuitive interface, *artlook*[®] provides easy access to information on the arts education environment in your schools, allowing users to explore and download information about schools and the community-based arts organizations, and independent artists who serve them. Among other valuable information, *artlook*[®] contains data on the presence of arts teachers and partners in schools, minutes and disciplines of instruction, school and partner arts programs, and school needs. *artlook*[®] will directly benefit and assist many different entities across the arts education landscape in each community, as outlined below.

School districts can:

- Understand the extent to which arts resources are equitably distributed across schools; direct time and resources accordingly

Schools can:

- Access resources and develop right-fit partnerships faster and more efficiently
- Reduce teacher time required to source new partnerships
- Access *artlook*'s[®] free, public mapping tool which provides a powerful search engine for principals, teachers and even parents. Its insightful matching tool links schools to programs and helps to target resources and connect individuals

Arts education organizations and teaching artists can:

- Share the programs and services they offer as well as school partnerships in an easily-digestible, visual format
- Represent the actual reach of activities in schools in real-time via mapping function
- Download and share summary statistics showing the geographic and demographic reach of programs across schools
- Position effectively among funders and the public as a critical partner to districts and schools
- Reduce resources required to find new partnerships with schools

Foundations and corporations can:

- Better track the geographic, demographic and program reach of arts grantees
- Solicit more effective and uniform grant reports from grantees
- Leverage data to understand the reach of grant-making as well as target future grants to neighborhoods and schools in need of programs
- Establish measurable giving outcomes and monitor progress over time

Students and families can:

- Directly benefit from increased access to arts education and empowered art teachers
- Find the schools that offer the arts programs that match student interest, in districts with student choice (*e.g. which high schools offer orchestra*)
- Find compelling programs offered by arts organizations, then advocate or fundraise to bring them to their schools

How We Will All Benefit

Together, we can create a rising tide of data that can empirically drive national arts policy and funding. Not only will artlook® drive change within each of the communities in which it is adopted, it will also become a vehicle to advance arts education across all communities. For the first time, communities will be able to share comparable information with one another about the arts in their schools and communities. And as the platform is further developed, artlook® will provide opportunities for sharing lessons and insights across communities.

Proven Success

Launched in 2011, Ingenuity is a backbone agency that increases arts education equity in Chicago Public Schools (CPS) by advancing access to high-quality programs for every child, in every grade, in every school. This effort is grounded in their deep belief that equitable access to high-quality arts learning experiences is fundamental to a well-rounded education.

Using the artlook® platform to underpin the effort, Alabama will have the ability to achieve more progress in expanding student access to art education similar to Chicago's success:

- 100,000 more students annually receiving weekly access to arts instruction;
- 128% 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;
- \$40 million more in annual, coordinated District investments in the arts; and
- 1,200 arts organizations bringing services into schools – a known increase of 600%.

Now, we are excited to share the data system and partner matching platform that have enabled such progress in Chicago with Alabama.