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Bridging the gap: Providing opportunities for better access, equity and quality arts education for Every Child, Every Chance, Every Day

artlook®101: Arts Liaison Edition



Explore Arts Education in Alabama

Advanced Filters:

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Welcome & Introduction

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Who are the partners?

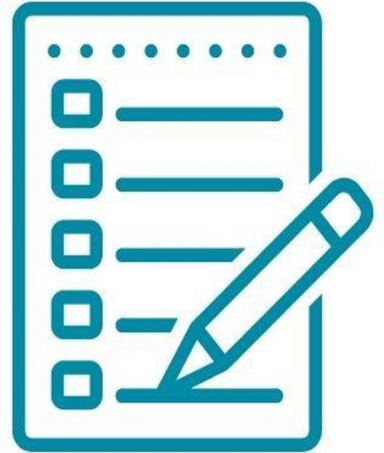


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Agenda

1. Why are we here?
2. What is artlook®?
3. The Arts Liaison Role
4. School Portal Walkthrough (with liaisons)
5. Public-facing Map Walkthrough



Why are we here? Learning objectives for arts liaisons

- **Understand:** Gain a foundational understanding of the artlook® platform, its functionalities, and its uses for schools and the arts education sector at large
- **Know:** Learn how to leverage artlook® for partnerships, plan for the arts at your school, and showcase your school's arts offerings
- **Do:** Make immediate updates to your artlook® profile with guidance and technical assistance
- **Do:** Identify and practice using new features and functionalities designed to help you better connect with arts organizations in your area



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Why are we here? The importance of keeping your artlook® profile up-to-date (for arts liaisons)

1. artlook® is a tool to help you to plan – and find –arts programs and resources for your school (*it makes your job easier!*)
2. Arts organizations can use artlook® to find and reach out to you to explain and provide their services to you
3. artlook® allows other organizations (city, funder, and nonprofits) to best tailor their own supports and resources for your school
4. Without periodic updates, your school will have outdated information in the public map and in public data gathered by artlook®



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What is artlook®?

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Increasing arts equity for kids across America

artlook® is the only data-sharing platform that allows communities to work collaboratively and strategically to deliver high-quality arts education experiences to

**Every child
Every chance
Every day.**

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What is artlook designed to solve?



Inequitable access to arts learning for public school students



The lack of a cohesive system for arts ed data collection & analysis



The lack of efficient tools to connect arts resources to the schools and students most in need

How does artlook create equity?

1

Drives change on the ground

2

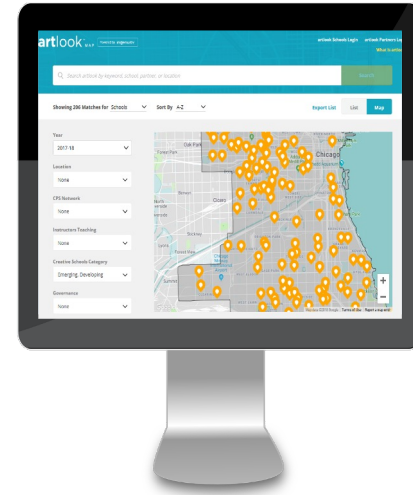
Drives systems-level change

3

Unifies community-wide education data



Real-time insights help support equity in arts staffing, programs, and funding for all students.



How does artlook create equity?

1

Drives change on the ground

Acts as a matchmaking tool between arts educators in schools and arts orgs to more effectively and efficiently to increase arts ed opportunities for students

2

Drives systems-level change

Provides diverse set of leaders with data to identify gaps, opportunities, & successes in arts education equity and access

3

Unifies community-wide education data





Amplifies change-making power by being the only platform to house information from school districts, individual schools and arts organizations collectively

How does artlook benefit stakeholders?

Arts Leadership can...

- 1** Have a comprehensive, efficient, mapping system (w/ rolling upgrades) 
- 2** Drive change in local & state-level policy and funding 
- 3** Create shared measurement across schools, agencies & funders 
- 4** Create collaborative equal access strategies for students in all schools 

Districts, Schools, Partners & Funders can...

- 5** Connect services to schools more frequently & effectively 
- 6** Track & eliminate arts equity gaps 
- 7** Increase data-driven grant making to areas of greatest need 
- 8** Revolutionize how agencies connect to schools & students 



The Arts Liaison Role

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What is an Arts Liaison?

An arts teacher or staff person at each school who maintains the school's artlook® account and acts as the point-person for its arts programs, partnerships, and needs.



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What does an Arts Liaison do?

- Manages the school's profile in artlook – by directly providing/entering information into the platform directly, as well as gathering information from school colleagues as needed.
- Serves as the primary point of communication between their school, their district, and arts partners/organizations in their community.
- Uses artlook for their own needs – to identify arts partnerships, programs, and resources to fill their school's unique needs.
- Acts as an arts education advocate by seeking actionable ways to expand and improve arts education and programming in their school and in the broader community.



School Portal Walkthrough

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Logging in

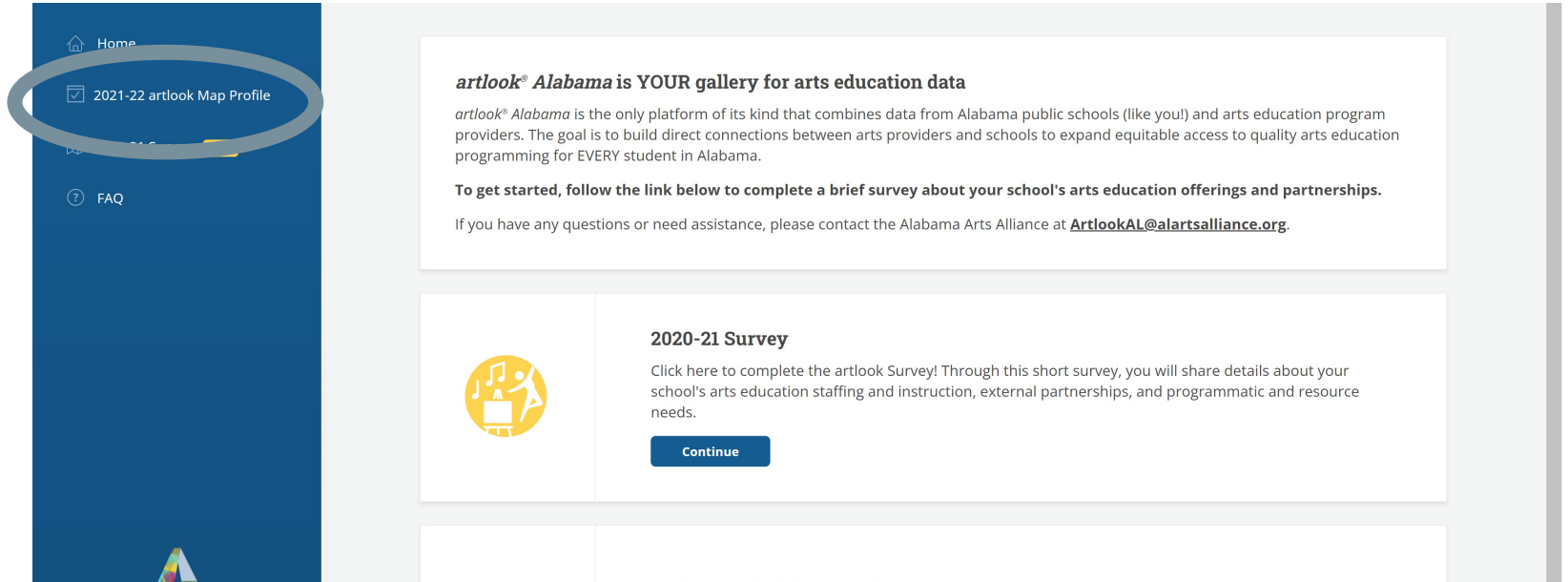
When an account is created for your school in artlook, you will initially receive a “Claim School Account” email from **no-reply@artlookmap.com**. Follow the directions to create a password for your account using the email address that received the email.

You can also go to <https://alabama.artlookmap.com/school-portal/sign-in>.

- Click on “Forgot Password”
- If you have an account associated with an artlook profile, you will receive an email from **no-reply@artlookmap.com** titled “Change your password”. Please check your Junk or Spam folders.
 - If you go through this process again and receive more than one “claim account” or “change your password” email, you will need to follow the link in the most recent email.
- Once you have set a password, you can log in at <https://alabama.artlookmap.com/school-portal/sign-in>

If you do not have an account or would like to use a new email address, please email artlookal@alartsalliance.org

Updating your profile



Home

2021-22 artlook Map Profile

FAQ

artlook® Alabama is YOUR gallery for arts education data

artlook® Alabama is the only platform of its kind that combines data from Alabama public schools (like you!) and arts education program providers. The goal is to build direct connections between arts providers and schools to expand equitable access to quality arts education programming for EVERY student in Alabama.

To get started, follow the link below to complete a brief survey about your school's arts education offerings and partnerships.

If you have any questions or need assistance, please contact the Alabama Arts Alliance at ArtlookAL@alartsalliance.org.

2020-21 Survey

Click here to complete the artlook Survey! Through this short survey, you will share details about your school's arts education staffing and instruction, external partnerships, and programmatic and resource needs.

[Continue](#)

You can update your profile through the “2021-22 artlook Map Profile” section on the left.

Updating your profile

2021-22 artlook Map Profile

Overview School Partnerships Interests

Use this section any time to keep your school's artlook profile up-to-date! When you share the kinds of arts education programs and resources your school needs most, you're letting others—including arts partners and funders—know how they can help ensure every child has access to a great arts education!

Your School

Name: Alabama Connections Academy (Athens) **School Type:** Combination

Address: 21465 AL Hwy 99 Athens AL 35614 **Enrollment Number:** None found.

Arts Liaison

First Name Last Name Phone Email

There are three sections for updating your artlook map profile:
Overview, School Partnerships, and Interests.

Updating your profile

Arts Liaison Contact Info

This information allows people to get in touch with you to help support arts programs in your school! Your information will show up on the public-facing map.

Arts Liaison

First Name	Last Name	Phone	Email
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

[Save Response](#)

Updating your profile

School Programming

This lets arts partners know what your programmatic offerings currently are. You can select specific sub-disciplines.

Please select the types of arts programs that students at your school have access to and whether those programs are offered in school, out of school, or both.

Dance	0 / 16 selected	▼
Literary Arts	0 / 8 selected	▼
Media Arts	0 / 15 selected	▼
Music	0 / 22 selected	▼
Theatre	0 / 16 selected	▼
Visual Arts	0 / 23 selected	▼

[Save Response](#)

Updating your profile

School Partnerships

For each partnership with an arts organization, you can select the program type.

The screenshot shows the '2021-22 artlook Map Profile' interface. On the left is a dark blue sidebar with the Alabama Arts Alliance logo at the top and 'Powered by artlook' at the bottom. The sidebar contains navigation links: Home, 2021-22 artlook Map Profile (checked), 2020-21 Survey (with an 'Open' button), and FAQ. The main content area has a header with the title '2021-22 artlook Map Profile' and three tabs: Overview, School Partnerships (selected), and Interests. Below the tabs is a text box explaining the purpose of the section: 'Use this section any time to keep your school's artlook profile up-to-date! When you share the kinds of arts education programs and resources your school needs most, you're letting others—including arts partners and funders—know how they can help ensure every child has access to a great arts education!'. A table below shows two columns for school years: '2021-22' (highlighted in yellow) and '2020-21'. Under the '2021-22' column is a text box with the question: 'Which arts organizations / teaching artists is your school partnering with this year?'. The text box contains instructions: 'In this section, please list only partnerships that are happening during this School Year. You can list partnerships that happened in your prior School Year in your 2020-21 Survey. Please contact ArtlookAL@alartsalliance.org if you have any questions. Click [here](#) for a list of program type definitions. Click [here](#) for additional tips and guidelines for reporting partnerships.' At the bottom of the text box are two buttons: '+ Add New Partner' and 'Copy partners from other school years'. Below the text box, it says 'No partnerships reported for the 2021-22 school year.'

Updating your profile

Partnership status:

- Lets schools and partners “effectively” raise their hand and say, “I’m looking for a partner!”
- Available **NOW!**

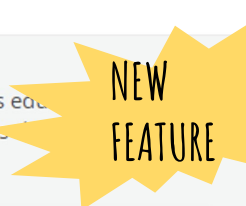
School Portal > School Partnerships > “Are you currently looking for partnerships”?

Use this section any time to keep your school's artlook profile up-to-date! When you share the kinds of arts education programs and resources your school needs most, you're letting others—including arts partners and funders—know what you can help ensure every child has access to a great arts education!

Are you currently looking for partnerships?

Potential partners will see this status and will be more likely to contact you if they know you're currently interested in a partnership.

No Yes



Updating your profile

Interests

When you share the kinds of arts education programs and resources your school needs most, you're letting others--including arts partners and funders--know how they can help ensure every child has access to a great arts education!

- Arts-programming resources
- Partner program type interests ★
- Discipline interests ★
- School's Interests (open text)



Update these fields so that your future "Suggested Matches" will be accurately curated based on your school's current interests!



Public-facing Map Walkthrough

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Alabama Arts
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Home

2021-22 artlook Map Profile

2020-21 Survey **Open**

FAQ



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2021-22 artlook Map Profile

Overview **School Partnerships** Interests

Use this section any time to keep your school's artlook profile up-to-date! When you share the kinds of arts education programs and resources your school needs most, you're letting others—including arts partners and funders—know how they can help ensure every child has access to a great arts education!

2021-22 2020-21

Which arts organizations / teaching artists is your school partnering with this year?

In this section, please list only partnerships that are happening during this School Year.

You can list partnerships that happened in your prior School Year in your **2020-21** Survey.

Please contact ArtlookAL@alartsalliance.org if you have any questions.

Click [here](#) for a list of program type definitions.

Click [here](#) for additional tips and guidelines for reporting partnerships.

+ Add New Partner

Copy partners from other school years

No partnerships reported for the 2021-22 school year.



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Bridging the gap: Providing opportunities for better access, equity and quality arts education for Every Child, Every Chance, Every Day



Explore Arts Education in Alabama

Schools



2021-22



Search artlook by school, organization, program, or instructor

Search

Advanced Filters:

Instructors Teaching

School Type

Number of Organization Partners

Programs Offered

Discipline Interests

Resource/Program Interests



Upcoming Features

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Updating your profile



Email Notifications



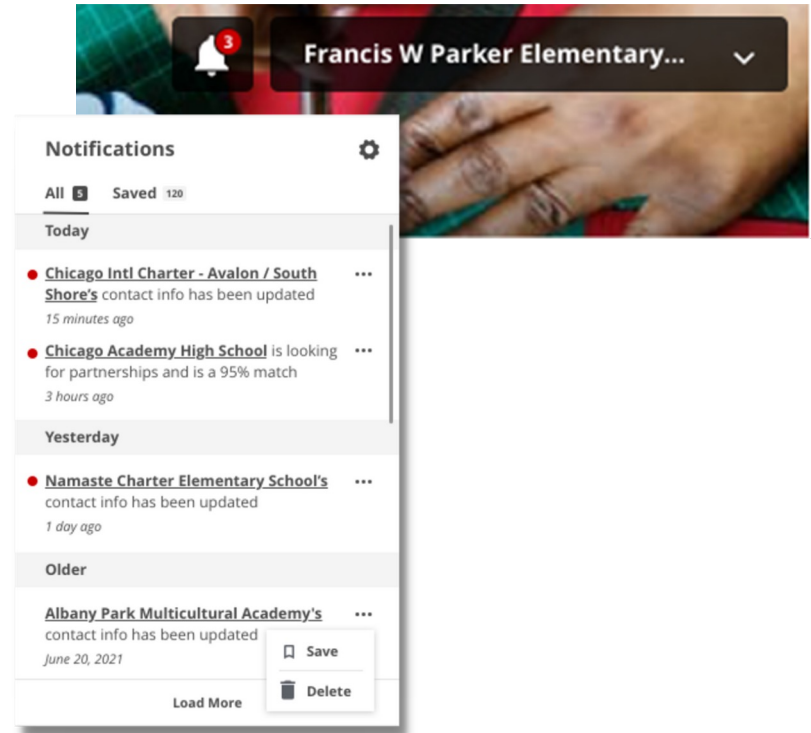
Suggested Partner Matches

Upcoming: Email notifications

You'll be able to **opt in** to artlook® emails notifying you of important events.

Such as:

- New suggested matches are found
- A partner's contact information changes
- When it's a good time to update your profile



Upcoming: Suggested partner matches

This will be a list of suggested matches that only you will see, when you're signed into the School Portal.

Only schools and partners that have toggled their partnership interest status to "Yes" would show up in a suggested matches list.

The screenshot displays the 'ingenuity Suggested Partnerships' interface. On the left is a navigation menu with options: Home, What's Happening Now?, 2019-20 Survey, and Suggested Partnerships. The main area features a map of Chicago with several green location pins. Below the map is a table of suggested matches. At the top right, there is a user profile for 'Francis W Parker Elementary...' and a 'Yes' toggle switch.

Match	School Name	Interests	Contact
Excellent!	Albany Park Multicultural Academy	Metalworking / Metalsmithing, Architecture, Design (2D), Design Objects, + 7	Contact ?
Excellent!	Chicago Academy High School	Poetry, Spoken Word	Contact ?
Excellent!	Chicago High School for the Arts	Music	Contact ?
Great	Chicago Intl Charter - Avalon / South Shore	Music, Show Choir, Music Technology	Contact ?
Great	Chicago Intl Charter - Loomis Primary	Marching Band	Contact ?

Contact Information:

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artlook questions:
artlookal@alartsalliance.org

(334-320-3609)

This presentation will be available on the artlook webpage:
<https://www.alartsalliance.org/artlookalabama>