



Museums for America

Sample Application MA-10-19-0554-19
Project Category: Lifelong Learning

Contemporary Art Museum St. Louis

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| Amount awarded by IMLS: | \$193,753 |
| Amount of cost share: | \$195,333 |

Attached are the following components excerpted from the original application.

- Abstract
- Narrative
- Schedule of Completion

Please note that the instructions for preparing applications for the FY2020 National Leadership Grants for Museums program differ from those that guided the preparation of FY2019 applications. Be sure to use the instructions in the [FY2020 Notice of Funding Opportunity](#) for the grant program and project category to which you are applying.

Abstract

The Contemporary Art Museum's ArtReach is a multi-pronged initiative, intended to be the first point of contact between the Museum and students from public schools (particularly public schools within a one-mile radius of the Museum), providing a continuum of art programs responsive to the needs of students, teachers, and schools. As CAM identifies and puts into practice artist-centered approaches to working with students in schools, the ArtReach model will develop the capacity to expand its in-school programs in order to engage more deeply with students.

CAM requests IMLS support for three years to sustain and build the ArtReach programs; to engage an external evaluator to assist with evaluation planning, creating standardized assessments, analysis, and reporting; and to support the strategic expansion of the ArtReach programs and the matriculation of ArtReach students into CAM's on-site youth programs.

ArtReach introduces students to contemporary art issues and practices in order to develop a greater critical awareness of their relationship to art history, the world, and potentially to their personal art practice; bridges the gap for teens with limited access to art opportunities; provides supportive mentorship and instruction for students in a creative environment; and makes pre-teens and teens aware that artistic study assists with postsecondary readiness.

Although St. Louis Public Schools (SLPS) are required to offer art classes, the quality of those classes is often lacking due to reduced budgets and significant administrative turnover. The SLPS struggles with low graduation rates and poor academic performance. These obstacles decrease student access to in-class opportunities that foster creative thinking and engender positive youth development, reducing post-secondary readiness.

CAM is dedicated to increasing exposure to the arts for young people in St. Louis, particularly teens who attend SLPS, who are typically living in economically disadvantaged homes with less access to cultural activities. We are committed to serving the people and schools who live in neighborhoods adjacent to the Museum, neighborhoods that are typically underserved, with resident median incomes below the poverty level and schools that are typically low-performing. We aim to engage teens who are not traditionally considered "museum visiting audiences," creating a welcoming space for them, maintaining that relationship over time, and making a lasting impact on their studies and possibly their career choices.

For the 2019, 2020, and 2021 school years, CAM will implement the following ArtReach programs, serving hundreds of public school students annually:

ArtReach In-School Partnership provides project-based curricula, CAM teaching artists, and resources for the partner school, as well as mentoring for the art teachers on staff; **ArtReach Intensives** are multi-week engagements with CAM teaching artists, using CAM exhibitions as a basis for study and exploration; **ArtReach Drop-In Workshops** are an in-class introductions to contemporary art practices through a variety of disciplines; **Advanced Placement Portfolio Day** prepares high school students for college admissions processes; and **Field Trips to CAM** arranges bus trips for each participating ArtReach school to visit CAM for guided tours of the exhibitions.

Two exceptional features of ArtReach are: the opportunity for students to learn from local teaching artists; and two of the programs culminate in exhibitions in CAM's Education Gallery, curated and installed with the same precision and care afforded to featured exhibiting artists.

Criteria for success, over time, includes: matriculation into CAM's on-site youth programs, increased student skill and portfolio development, increased interest in school, increased visits to the Museum, positive feedback indicating a sense of competence and empowerment, and graduation from high school and matriculation into college or post-secondary school training.

CAM, with the guidance of an evaluation consultant, will measure success using formative and summative evaluation techniques, giving us the tools to consistently track and analyze beyond the three-year period. Results will inform how we adapt and improve our educational programs to best serve teens and ultimately, multigenerational audiences.

IMLS Narrative

Project Justification

What do you propose to do?

ArtReach is a multi-pronged initiative, intended to be the first point of contact between the Museum and students from public schools (particularly public schools within a one-mile radius of the Museum), providing a continuum of programs responsive to the needs of students, teachers, and schools. ArtReach, removes perceived and actual barriers middle and high school students have to contemporary art and museums, creating postsecondary readiness and lifelong learners. As CAM continues to identify and put into practice the most sensible and rigorous approaches to working with students in schools, the ArtReach model will improve and develop the capacity to carefully expand its in-school programs in order to engage more deeply with public school students over time.

CAM will educate and mentor ArtReach participants, exposing the students to contemporary art and ideas that will influence their lives, provide access to critically acclaimed artists, arts educators, and the tools and technology necessary to reach their creative potential, as well as provide the incentive to pursue satisfying and productive work as adults. CAM requests an IMLS grant of \$199,753 over three years to sustain and build the ArtReach programs; to engage an external evaluator to assist us with evaluation planning, creating standardized assessments, analysis, and reporting; and to support the strategic expansion of the ArtReach programs and the matriculation of ArtReach students into CAM's on-site youth programs.

The goals of ArtReach are to:

- introduce students to contemporary art issues and practices in order to develop a greater critical awareness of their relationship to art history, the world, and potentially to their personal art practice;
- bridge the gap for teens with limited access to art opportunities;
- provide catalytic and supportive mentorship and instruction for students in a creative environment;
- make pre-teens and teens aware that a cohesive course of art practice/study assists with postsecondary readiness.

Components of ArtReach, described in detail in section 2, include: In-School Partnership, Intensives, Drop-In Workshops, Advanced Placement Portfolio Day, and Field Trips to CAM.

This proposal outlines intensified efforts for ArtReach. The following strategies will advance the programs, allowing for strategic expansion:

- to increase the number of teaching artists and classroom hours;
- to meet state/national standards in partnership with the schools;
- to develop key school partners within a one-mile radius of the Museum, including a new In-School Partnership for year 3;
- to add a part-time staff position to the Learning & Engagement team, a School Programs Coordinator, who works in ArtReach classrooms along with the teaching artists and art teachers;
- to provide bus trips to CAM for all participating ArtReach schools for guided tours of the exhibitions
- and to assess the impact of ArtReach on participating youth, i.e. high school graduation rates, matriculation into CAM on-site programs, post-secondary schools/training programs.

Need

CAM endeavors to ensure the arts remain vital for area pre-teens and teens when issues of disparity within Saint Louis Public Schools (SLPS) impact the quality of life for the region. Substandard schools create a stigma for a city, indicating it is not a suitable place to live or raise a family—a reputation known to economically harm a municipality. With state school accreditation being reinstated in 2017, after being stripped of it ten years earlier, the SLPS district still struggles with low graduation rates (70% compared to a Missouri state average of 89%), poor academic performance, and 100% of students eligible for free or reduced lunch.

Although Missouri schools are required to offer art classes, the quality of SLPS art classes is often lacking due to reduced budgets and significant administrative turnover. It follows that these obstacles decrease student access to in-class opportunities to foster creative thinking and engender positive youth development.

ArtReach bridges identified gaps and fosters equitable access to lifelong museum engagement. CAM is committed to providing the programs free-of-charge, supplying students opportunities and resources that may not be available in their school, at home, or through other out-of-school programs.

ArtReach began in 2005 as a school drop-in program, bringing at least one art workshop to every middle and high school in the Saint Louis Public Schools (SLPS) each school year. Due to its exceptional reputation of fostering creativity in SLPS schools, CAM was invited by the Vashon High School administration to reinstitute an arts curriculum at the school as a year-long pilot project in the fall of 2017. The school had not had a consistent arts program for the previous five years. Because the request aligned with our programming and is located within a one-mile radius of the Museum, CAM made a commitment of time and resources to the sophomore students. Now in year two of the partnership, we have added an advanced elective art course to the two introductory contemporary arts classes.

Since embarking on the In-School Partnership, ArtReach has made a difference at Vashon High School—an additional 18% of students are accessing in-school arts education; 100% of students enrolled in art classes exhibit work in CAM’s Education Gallery while a number of students have been invited by a local gallery to exhibit; and a recent ArtReach teaching artist was invited by the school to establish a fulltime photography course at the school. Additionally, four students from the In-School Partnership at Vashon have matriculated into New Art in the Neighborhood, CAM’s on-site studio art program for teens. The work, successes, and planned expansion of the In-School Partnership will inform the work of the ArtReach Intensives and Drop-In Workshops by giving CAM a better handle on working with public school officials and teachers, standardizing protocols and processes, and rethinking educational rubrics.

St. Louis youth deserve to develop their creativity, to have role models, and to be exposed to contemporary art—incentives to remain in school. Positive youth development, which supports youth in building a sense of competence and empowerment, requires components that ArtReach provides: physical and psychological safety; appropriate structure; supportive relationships; positive social norms; support for efficacy; opportunities for skill building; and integration of family, school, and community efforts. (Oregon Commission on Children and Families. 2006. “Best Practices: Positive Youth Development.”)

Additionally, research shows that school trips to art museums contribute to the development of a student’s critical thinking skills about art and social issues—and the benefits are more pronounced for lower-income youth. (Randi Korn & Associates. 2018. “The Effects of Facilitated Single-Visit Art Museum Programs on Students”. Washington D.C.: National Art Education Association and Association of Art Museum Directors.)

Two recent studies support our statement of need: one finds strong correlations between youth participation in quality arts programs; the other demonstrates how meaningful museum engagement programs for teens create access, making a lasting impact in their lives:

Linzer, Danielle and Munley, Mary Ellen. 2015. *Room to Rise: The Lasting Impact of Intensive Teen Programs in Art Museums*. New York: Whitney Museum of American Art.

https://api.whitney.org/uploads/generic_file/file/148/room-to-rise.pdf

Development Services Group, Inc. 2016. *Arts-Based Programs and Arts Therapies for At-Risk, Justice-Involved, and Traumatized Youths*. Washington D.C.: Office of Juvenile Justice and Delinquency Prevention.

<https://www.ojjdp.gov/mpg/litreviews/Arts-Based-Programs-for-Youth.pdf>

While getting students ready for college and careers remains an overarching goal, it is increasingly acknowledged that creativity and critical thinking are essential to healthy youth development. Evidence supports the notion that the arts can have positive effects on everything from a student’s school attendance and declining disciplinary issues to parental engagement and mastery of math. ArtReach is an effective avenue to nurture these outcomes. CAM is poised to sustain and strategically expand ArtReach, providing schools with arts education and access to museums and contemporary art.

Who will benefit?

CAM is dedicated to increasing exposure to the arts for young people of St. Louis, particularly those who attend Saint Louis Public Schools (SLPS). We aim to engage pre-teens and teens who are not traditionally considered “museum visiting audiences,” creating a welcoming space for them, maintaining that relationship over time, and making a lasting impact on their current and future studies and possibly even their career choices. Museums for America funding will allow CAM to provide ArtReach programs for 465 middle and high school students in year one; 490 in year two; and 700 in year three.

CAM is committed to serving the neighborhoods adjacent to the Museum and the St. Louis community at-large. The neighborhoods within a one-mile radius of the Museum are typically underserved, with resident median incomes below the poverty level; schools are typically low-performing, leaving several schools without the capacity to employ a full-time art teacher for two or more years, or for five years, as is the case with Vashon High School, our pilot In-School Partner. Vashon is the second oldest historically segregated African-American schools west of the Mississippi. It is worth noting that Vashon is a Title One school, one of the lowest ranked and has the highest truancy rates for high schools in the SLPS.

Because ArtReach was developed to engage youth, program participants are treated as an independent audience group and as ambassadors for the institution, rather than as part of a school or family unit. ArtReach demystifies contemporary art and museums for a new generation, inviting a spectrum of young people to engage with the Museum. With the intent of building lifelong connections to museums while building diverse audiences for the future, ArtReach programs shape the Museum by giving young people a legitimate voice in the institution.

The following story illustrates exactly who benefits from ArtReach. When ArtReach was invited to begin its work at Vashon High School in the fall of 2017, Jamijna was a sophomore who had never had an art class although she had notebooks full of cartoons and sketches. After spending time in the new art class with CAM teaching artists, she realized art was a field she could pursue. She asked about art schools, and how she could prepare for them. In spring 2018, Jamijna joined CAM’s on-site New Art in the Neighborhood (NAN) teen program. She is currently enrolled in Vashon’s Advanced Placement art class, a product of ArtReach, as well as an active participant in NAN.

How will project benefit CAM’s strategic plan

In the fourth year of our five-year strategic plan, CAM continues to reinvigorate and multiply the Museum’s learning and engagement opportunities with a primary commitment to St. Louis pre-teens and teens. ArtReach directly supports the plan; its topmost goal states “Increase the influence and impact of the Museum” with a key strategy that “will broaden and diversify audiences—and in doing so, reach untapped communities—by building new partnerships and strengthening existing ones; providing a welcoming environment in which visitors wish to spend time; creating programmatic activity in direct response to communities; and taking our programming beyond the museum’s walls.”

ArtReach advances CAM’s strategic plan with the aim to improve equity within CAM and perhaps the wider museum stratum, by encouraging and educating young people from diverse backgrounds to engage with museums, take on prominent roles in and shape the future of the arts field. The partnerships nurtured through ArtReach extends CAM’s reach beyond the Museum’s walls, ensuring students are invited in and feel welcome.

MFA and Learning Experience Alignment

The goals and activities of ArtReach align closely with MFA’s commitment to strengthening the ability of the museum to serve its public. Our priority is to provide high-quality, inclusive educational opportunities for young people in our community, addressing the needs outlined above, including solid partnerships with the SLPS, providing Museum resources in support of school curricula, as well as rigorous youth-oriented experiences in the schools and on-site at the Museum. The student is always at the center of our youth programs.

Project Work Plan

Specific activities including evaluation and performance measurements

CAM is committed to sustaining, strengthening, and strategically increasing the capacity of ArtReach over the course of three years. In addition to the programmatic activities outlined below, we plan to:

- Year 1: serve 465 students; establish benchmarks for growth, re-affirm best practices of the in-school workshops; ensure that data management/tracking and post-participant engagement plan are in place; implement evaluation rubrics and assessments; two ArtReach students matriculate into CAM on-site youth programs; and establish annual ArtReach Alumni gathering.
- Year 2: serve 490 students; hire School Programs Coordinator to work in classrooms allowing School & Community Programs Manager to focus her time on program administration and outreach coordination; continue evaluation implementation; three ArtReach students matriculate into on-site youth programs; School & Community Programs Manager and one ArtReach student attend ICA Boston conference (providing access to peer students in similar teen programs and access to arts field, educators, and resources.; Learning & Engagement team presents at Missouri Art Education Association on school partnership model.
- Year 3: serve 700 students; expand In-School Partnership model into new school; continue program evaluation implementation; four ArtReach students matriculate into CAM on-site youth programs; Learning & Engagement team presents at National Art Education Association on school partnership model and publish in NAEA Art Education Journal.

ArtReach Activities

ArtReach In-School Partnership **Frequency:** 2 semesters/school year (2019, 2020, 2022)

Number of Schools Served: 1/year (2019, 2020); 2/year (2021)

Number of Students Served: 60/year (2019, 2020); 120/year (2021)

Classroom Hours: 500/year (2019, 2020); 750/year (2021)

CAM is in year 2 of a comprehensive partnership with Vashon Public High School, providing the sophomore students with project-based art curricula, arts-focused resources, training, and workshops conducted by CAM teaching artists, in addition to advanced training for the art teacher at Vashon. Due to the success of the pilot year, this year CAM has added an advanced elective art course to the two introductory contemporary courses. Ultimately, ArtReach In-School Partnerships will result in a long-lasting art program for the partnering school. Work created by students is exhibited in annual exhibition in the CAM Education Gallery.

ArtReach Intensives **Frequency:** 2/school year (2019); 3/school year (2020); 4/school year (2021)

Number of Schools Served: 2/year (2019); 3/year (2020); 4/school year (2021)

Number of Students Served: 75/year (2019); 100/year (2020); 200/year (2021)

Classroom Hours: 18/year (2019); 27/year (2020); 36/year (2021)

Launched in 2016, the Intensives are in-class, multi-week engagements with CAM educators and local teaching artists that are responsive to school curriculum using current CAM exhibitions as a basis for study. Work created by students is exhibited in annual exhibition in the CAM Education Gallery.

ArtReach Drop-In Workshops **Frequency:** 10/year (2019, 2020); 12/year (2021)

Number of Schools Served: 10/year (2019, 2020); 12/year (2021)

Number of Students Served: 250/year (2019, 2020); 300/year (2021)

Classroom Hours: 10/year (2019, 2020); 12/year (2021)

ArtReach Drop-In Workshops are curriculum-based, in-class workshops, exploring contemporary art practices through a variety of disciplines such as printmaking, sculpture, and stop-motion animation.

Advanced Placement Portfolio Day **Frequency:** 1/year (2019, 2020, 2021)

Number of Schools Served: 5/year (2019); 6/year (2020); 7/year (2021)

Number of Students Served: 80/year (2019, 2020, 2021)

Teens in Advanced Placement college-level art courses are invited to share their work in one-on-one reviews with art professors and professional artists, who utilize a national portfolio rubric. Receiving feedback, guidance, and direction from visual arts experts provides valuable assistance for students in developing their portfolios for college and employment applications. (AP Portfolio rubric attachment).

Field Trips to CAM

Number of Schools Served: 13/year (2019); 14/year(2020); 18/year (2020)

Number of Students Served: 465/year (2019); 490 (2020); 700/year (2021)

As part of the ArtReach expansion, in Fall 2019 all ArtReach participant schools travel to the Museum for guided tours of the exhibitions, eliminating financial barriers for the schools by subsidizing transportation.

Risks

Due to higher concentrations of poverty, greater racial and ethnic diversity, larger concentrations of immigrant populations and linguistic diversity, and more frequent rates of student mobility, the nature of partnering with an urban public school system is a behemoth undertaking (Kincheloe, 2010). It takes patience, flexibility, consistency, and persistence, in addition to building a compelling and rigorous case for partnership. Our experience demonstrates the following risks could prevent ArtReach from being fully implemented or from achieving its goals:

- Due to SLPS administrators and teachers being overloaded, scheduling for ArtReach workshops and bus trips can be difficult, at best. Due to the collaborative skills and diligence of CAM's School and Community Programs Manager and the groundwork laid during planning meetings, these risks are minimized.
- In order for ArtReach workshops to succeed it is vital for the teaching artists to build and gain the trust of the students. This is a challenge for all educators but particularly for those coming from outside of the community and school system. This issue is mitigated by the solid relationships CAM's Learning & Engagement team nurtures with each school and by the level of proficiency of the teaching artists.
- When trust exists between educators and students, program benefits are amplified, youth motivation and program cohesiveness is increased, and students are able to draw on the teaching artists' expertise, which increases the students' agency.

Project Management

CAM's youth programs are overseen and managed by the Director of Learning & Engagement, Alex Elmestad. Mr. Elmestad oversees the education team and develops meaningful programs through partnerships with the local community. His background in museum studies and as a teacher in university museum studies programs make him particularly well suited to this role. He has been with CAM for nine years, moving through different roles from a graduate research assistant to manager of public programs to his current leadership position. (Resume attached)

All ArtReach programs are organized and implemented by Miriam Ruiz, the School and Community Programs Manager. Ms. Ruiz is a skilled educator, who motivates students and those she works with to do their best. She builds and maintains partnerships with St. Louis schools and community organizations. In addition to eight years of teaching in urban public and private school classrooms, she has run a youth art program in lower income and high-risk neighborhoods. She has an MA in Modern Art History, Theory and Criticism from the School of the Art Institute of Chicago and a BFA in Studio Art and Art Education from McKendree University. In addition, she holds TEFL Certification and recently completed restorative justice training. (Resume attached)

CAM teaching artists are hired from the community to lead workshops and address contemporary art issues with students. Teaching artists are selected based on the following criteria: working professional artists; experience with, or affinity for, working with middle and high school students; compatibility of their work with ArtReach curriculum and students' interest; and a preference for those who come from or have relationships within CAM's one-mile radius.

Evaluation consultant, Leslie Scheuler, will provide guidance and work with the CAM team to guide the ArtReach evaluation process. She is an experienced consultant, trainer, and researcher with educational and arts institutions. Leslie received her PhD in social science research as well as her MSW from Washington University in St. Louis. (Resume attached)

Resources to Carry Out Activities

CAM requests \$199,753 support from IMLS to be used over three years to help fund the salaries of the School and Community Programs Manager and the new part-time School Programs Coordinator, the stipends for the teaching artists, the fee for the evaluation consultant, supplies for all ArtReach programs, and the Museum bus trips. CAM will cover the remainder of the costs, as outlined in the accompanying budget.

Tracking Progress

CAM is committed to tracking progress toward achieving intended results, in particular, our youth programs. A consultant with extensive expertise in evaluating arts and social impact programs, Dr. Leslie Scheuler, has been

engaged to assist in measuring program progress toward targeted outcomes. The scope of her work includes developing the evaluation tools, training teaching artists and staff in completing observational rubrics and facilitating the completion of surveys, analysis of all data, summarizing these from focus groups and interviews, and issuing mid-year and year-end reports. The Learning & Engagement team will work closely with Dr. Scheuler to track and analyze outcomes to determine impact. (see attachment)

A crucial component of tracking our teen participants and alumni is the recent implementation of an integrated database system that will be utilized for tracking our students, schools and teachers. This new CRM will provide the Learning & Engagement team with the capacity to monitor matriculation, graduation, and career success of our teen program participants in addition to maintaining regular contact with participants and program alumni. We plan to import data collected from our youth participant programs in Summer 2019, providing us with demographic information heretofore difficult to access. The School and Community Manager, will work closely with CAM's database manager, who enters data and runs reports, to track information over time.

With the database element in place, the Learning & Engagement team will implement its alumni engagement plan in early 2020. This plan includes inviting alumni to an annual event as well as sending an alumni newsletter to them twice yearly. This contact is critical to the continued engagement of young people who have participated in CAM's youth programs.

We expect the collected data and the evaluation reports to inform how ArtReach moves forward, throughout the course of the three-year project and beyond, informing retention of youth—with matriculation from ArtReach to CAM's on-site youth programs—as well as for recruitment efforts.

Sharing Projects Results

Because ArtReach is often a young person's first point of contact with contemporary art and a museum, it epitomizes vital aspects of CAM's progressive and holistic view of education and continued engagement with art and the Museum; as such, it has the potential to be a model for immersive youth programs at small to mid-sized cultural institutions. CAM, in collaboration with our SLPS partners, will produce a final report which will be shared through CAM's website and distributed to partners and museum/cultural institution peers, as well as with SLPS leadership and our partner schools. Additionally, CAM's Learning & Engagement team and at least one participating student will participate in the Teen Convening at ICA Boston as well as attending and presenting at the Missouri Art Education Association and the annual National Art Education Association conference. CAM's director, Lisa Melandri, is a member of AAMD and CAMD, which are excellent vehicles for sharing our results with a national cohort.

Project Results

Performance Goals

Through the ArtReach initiative, CAM will provide a continuum of programs responsive to the needs of middle and high schools students, creating postsecondary readiness and lifelong learners. With the assistance of our external evaluation consultant, we will measure the effectiveness of meeting the outcomes outlined.

The impact of the program will be measured through teacher/artist/staff surveys, end-of-year student focus groups, end-of-year interviews with school personnel, photographic documentation of student work, class observations, students' increased skill and portfolio development, and CAM's responsiveness to the articulated needs of each individual student, classroom, and school. CAM tracks program participation rates and demographics, and the number of workshops provided for the teens. We also look closely at whether CAM is successful at having students matriculate from ArtReach into CAM's on-site youth programs (please see attachment for information regarding the on-site programs).

Results, reflecting our outcomes, will inform and guide ArtReach efforts and decisions on a regular basis. Evaluation results inform our future programming by reinforcing our ability to identify strengths and areas for improvement. Additionally, these results will gauge whether there is an increase in students who choose to explore art in college or as a career path.

Criteria for the success of the programs include:

- Positive feedback from participant surveys indicating a sense of competence, usefulness, and empowerment
- Increased program participation including increased visits to the Museum
- Increased skill and portfolio development
- Successful recruitment of ArtReach students into CAM's on-site youth programs
- Graduation from high school and matriculation into college or post-secondary school training

Intended Results and Change in Knowledge/Skills/Behaviors/Attitudes

In alignment with the goals of ArtReach (introduce/engage students in contemporary art issues and practices; bridge the gap for teens with limited access to art opportunities; and make teens aware that museums and the arts arena are fields with career potential), the following outcomes will be measured both quantitatively and qualitatively to identify changes in knowledge, skills, behavior, and attitudes:

- Students and teachers increase their understanding of/interest in contemporary art and the creative process
- Students learn and develop skills in creative and critical thinking, problem-solving, and informed decision-making
- Students develop greater self-awareness and self-confidence through creative expression, new competencies, and mentoring relationships with participating artists
- Students demonstrate art literacy (the ability to use imagination, investigation, construction and reflection to produce meaningful work)
- Students and teachers are exposed to CAM as a welcoming museum experience, breaking down perceptions of barriers between community and institution
- Students and teachers are more comfortable and confident in the museum environment, finding validation and value in their experiences
- Partner schools report an increased capacity to provide quality arts instruction to their students
- School personnel perceive CAM as a resource that sustains engagement to address community needs.

Tangible products

The following products/deliverables will result from the ArtReach projects:

- Stronger partnership with the St. Louis Public Schools: as CAM becomes increasingly involved in the SLPS networks, the Learning & Engagement team will use the approaches and experiences to navigate the school system more efficiently and with greater benefit to the students and schools, as well as expanding into a second ArtReach Partnership in year 3 of the project.
- Database system: a new database system (CRM) will track program participants in order to maintain regular contact with participants and alumni.
- Impact Evaluation Reports will be disseminated as outlined above.
- Development of a teacher guide that includes resources, talking points, and information/training modules for how to teach contemporary art in the school classroom.
- The coordination of a minimum of three ArtReach student exhibitions in CAM's Education Gallery annually. The project will also yield from 1-3 exhibitions at local St. Louis galleries.
- Establishment of annual ArtReach alumni gathering.
- Two presentations on the ArtReach model at the NAEA and MAEA conferences.

Sustaining the benefits of the project

As a public institution, it is the responsibility of CAM to serve the community in which it exists. CAM works with its immediate neighbors and community partners to provide lifelong contemporary art education and engagement. With programs like ArtReach, CAM is a community-driven space, creating accessibility for youth—particularly from our neighboring schools—by fostering creative thinking and engendering positive youth development strategies, which support teens in developing a sense of competence, usefulness, and self-confidence. ArtReach fosters a culture of innovation by establishing rigorous and intensive training for our young people related to contemporary art and the curious pursuit of expanded career horizons.

Thirteen years of ArtReach proves longevity, commitment, and change for teen populations in our community. To expand ArtReach successfully, CAM intends to track, analyze, and improve the progress of our model with a Museums for America grant. ArtReach contributes to our youth participants staying in school, graduating from high school, and laying the groundwork for success as adults.

IMLS Schedule of Completion



Contemporary Art
Museum St. Louis

3750 Washington Blvd
St. Louis, MO 63108
314.535.4660 camstl.org

| 2019 - 2020 | Oct-19 | Nov-19 | Dec-19 | Jan-20 | Feb-20 | Mar-20 | Apr-20 | May-20 | Jun-20 |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| In-School Partnership | | | | | | | | | |
| Intensives | | | | | | | | | |
| Drop-In Workshops | | | | | | | | | |
| AP Portfolio Day | | | | | | | | | |
| Field Trips | | | | | | | | | |
| ArtReach Exhibits/Alumni Event | | | | | | | Alum | | |

| 2020 - 2021 | Oct-20 | Nov-20 | Dec-20 | Jan-21 | Feb-21 | Mar-21 | Apr-21 | May-21 | Jun-21 |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| In-School Partnership | | | | | | | | | |
| Intensives | | | | | | | | | |
| Drop-In Workshops | | | | | | | | | |
| AP Portfolio Day | | | | | | | | | |
| Field Trips | | | | | | | | | |
| ArtReach Exhibits/Alumni Event | | | | | | | Alum | | |

| 2021 - 2022 | Oct-21 | Nov-21 | Dec-21 | Jan-22 | Feb-22 | Mar-22 | Apr-22 | May-22 | Jun-22 |
|--------------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| In-School Partnership | | | | | | | | | |
| Intensives | | | | | | | | | |
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