resource guide for partners of the public will campaign
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Welcome to the resource guide for partners of the Create CA public will campaign. Create CA is the name of both the campaign and the collective impact effort behind it.

Our goal is to raise awareness about the issue, get more people engaged and draw attention to solutions. We want the public to care about creativity and arts education, to talk about it on social and in their real lives, and to be ready to take action as opportunities arise.

This document provides practical tools for partners to use to reach the public. It includes strategy, resources, brand guidelines and an FAQ. And if you still have something left unanswered, just email us at info@createca.net.

We have an important opportunity in front of us: The chance to unite. To bring all of our disparate work together under one banner. To amplify the good work being done. To collaborate, celebrate, and fight for the rights of all students.

The more we are a choir, the more the tune is forced to change
CREATE CA

We are California’s statewide movement for arts education.

Create CA is not only the name of the public will campaign but also of the collective impact effort behind it. Composed of Californians working together within our communities and across the state to find practical solutions that place the wellbeing of our students—and our future—at the center of education.

We believe that creativity and arts education are essential to building the society we all want to manifest.
THE LEAD PARTNERS

STATEWIDE
Create CA Leadership Council
California State PTA
California Department of Education
California Arts Council
California Alliance for Arts Education
Cal State University, San Marcos
California County Superintendents Educational Services Association
Californians for the Arts

LOCAL
LA County Dept of Arts and Culture
LA County Arts Ed Collective
Create Alameda County, formerly Alliance for Arts Learning Leadership

YOUR NAME HERE !
HOW TO PARTICIPATE
A QUICK GUIDE

PLANNING

There are a few ways you can be a partner with us:

FIRST:
  • Promote Create CA to your community through your communications channels (jump to the next section).

NEXT:
  • Let us know about the success you’re having!
  • Let us know if you have volunteer opportunities or Calls to Actions (CTA’s) for interested members of the public.
  • Distribute materials and swag like posters and stickers. Request your swag here! (Please note that supplies are limited.)
  • Display and use the Create CA branded ephemera, especially at your events.

TOOLS

Using campaign materials helps to identify you as part of a statewide effort and unify all of our unique work! If you’re looking for specific action to take, our partners offers incredible tools, programs and resources.

For example, you can learn what students should be learning at each grade level from the PTA's Visual and Performing Arts Guide for Parents; or check out the California Alliance for Arts Education's Arts Now Program that supports the growth of local advocacy effort and Strategic Arts Plan.

Jump to page 25 to learn more. For other ideas on how you can partner with us, go here.
GET STARTED
THE DRUMBEAT

THE MORE WE ARE A CHOIR THE MORE THE TUNE IS FORCED TO CHANGE.

Here are some of our core messages that we hope all arts education advocates across the state will adopt so that we’re speaking with one voice, untied.

- Arts education is not optional, it’s essential
- Arts education is a student right/La educación artística es un derecho de estudiante
- The Arts Save Lives
- Arts Education is a Public Health Issue
- Creativity is Not Optional. It’s Essential.
- Create Equity
- Demand Equity
SHARING WITH YOUR COMMUNITY

THE VALUE OF BRINGING PEOPLE INTO CREATE CA

With one central platform, we have a greater chance of connecting with and engaging the broader public.

We are a public will campaign. Our goal is to build public will to stand for arts education. Public pressure will help decision makers implement strategic arts plans across the state.

If you have more questions, dive into the FAQ at the end of this document.

LET’S START HERE

The best way to help us build this central community is:

- Sign the Pledge
- Share, tag engage on social
- Write an article for us to post
- Download and print our resources
- Share resources with the decision makers
- Download the partner logo on the next page
- Send out a dedicated newsletter to your subscribers and promote Create CA
- Sign up for our newsletter
- Print and hang our posters
SHARING WITH YOUR COMMUNITY

SHOW YOU’RE PART OF THE MOVEMENT

Our Proud Member logo is an easy way to show that you’re part of this bigger community of arts education. Put it on your site or on materials where it’s helpful to connect to the bigger campaign.

How to use it:
  ● Download the logo (see link to the right)
  ● Insert into your site, materials, etc.
  ● If online, hyperlink the logo image to CreateCA.org
  ● Send us a link, photo, or screenshot to info@createca.net

CREATE CA PARTNER GUIDE : How to Participate
EMAIL NEWSLETTERS

Maybe you have a large fan base, or maybe you have a smaller group of highly invested people. No matter the audience, we want you to promote Create CA and encourage people to be a part of it.

Click on the link for both header images and template email blasts!

Are you sending out a newsletter? We’d love to see it! Please forward to info@createca.net.
SOCIAL MEDIA

One of the easiest ways to support what we’re doing is by following us across the different channels and reposting content that is in line with your work. We’ll do the same!

If you’d like to share your own content, click on the images or links to the right to download pre-existing graphics, or editable templates. We’ll keep these fresh with occasional new creative.

We’ll also send out a social media toolkit in our monthly newsletter. Alternatively, you can always find them [here](#).

SHARE & REPOST!

Instagram: @create_ca

Twitter: @create_ca

Facebook: @createcalifornia

DOWNLOAD PRE-DESIGNED INSTAGRAM IMAGES

DOWNLOAD EDITABLE INSTAGRAM IMAGES

DOWNLOAD PRE-DESIGNED FACEBOOK OR TWITTER IMAGES

DOWNLOAD EDITABLE FACEBOOK EVENT IMAGES
ADDITIONAL ACTIONS & RESOURCES
WHAT WE’RE LOOKING FOR:

● Volunteer opportunities (CTA’s) for the public
● Opportunities for the public to express their support for arts education to decision makers.

Calls to Actions are things like:

● Share on social
● Sign a pledge
● Sign a petition
● Donate
● Go to an event
● Write an op ed
● Call or write your decision makers (school board member, principal, superintendent)
● Make public comment at a school board meeting
● Join or start an Arts Now Community
● Make a Strategic Arts Plan

WHY YOU SHOULD SHARE WHAT YOU’RE DOING

Organizations have already built numerous resources and programs that provide practical support to people and communities looking to bring more arts to students. The solutions are out there!

As a collective let’s develop a robust series of calls to action that the public can do. We’ll amplify those calls to action and funnel new advocates to you.
PRESENTATION

Whether you’re sharing the campaign with your team or hoping to have a presentation at a public event, we’ve created an open-source slide deck that maps out the key information.

At the back of the presentation, you’ll see a few sample slides so you can customize as you please.

To edit, follow the directions on the first page.

CHECK OUT THE OPEN-SOURCE SLIDE DECK
DOWNLOADABLE RESOURCES

ADVOCACY POSTER

Co-developed with our partners at the California Alliance for Arts Education, this poster is meant to be used for either large advocacy gatherings (fill in the blank on the front and hold your sign up!) and one-on-one meetings (flip it around and use the back to talk through important information).

Download the files at the link to the right to print, or go to our swag request page to ask for a few limited edition prints of this.
DOWNLOADABLE FLYERS

ARTS ED DATA FLYER

Key findings from the Arts Education Data Project and how to use data to address inequities in your local school. Print this out and share it with your principal, school board members or superintendent. Encourage them to explore the data project at CAArtsEdData.com

CASEMAKING DOCUMENT

Messaging and key facts to help you make the case for arts education. Print this out and share it with your principal, school board members or superintendent.

PRACTICAL NEXT STEPS

Five steps to increase access to arts education in your local schools. Print this out and share it with your principal, school board members or superintendent.
SCHOOL LEADER FLYER

A step-by-step data driven guide to help you support the creation of a strategic arts plan. Print this out and share it with your principal, school board members or superintendent.

STUDENT PATHWAYS

Clear examples of the successful art education pathways that lead to multi-disciplinary and multi-industry careers. Print this out and share it with students, teachers, principals, school board members and superintendents.
Posters

One of the simplest ways to let people know that you are advocating for arts education is by putting up a poster. Maybe it’s in your classroom, at an event, or distributing copies to other supporters.

To the right are some different things that you can easily print and share in standard printer-sized paper.
(Tip: the black and white versions of the posters work great on school copy machines!)

We also have customizable posters available with open areas for your specific information (especially events!).

Download pre-designed posters

Download customizable posters
**DOWNLOADABLE RESOURCES**

**EVENT MATERIALS**

Linked to the right are different files that can help you have a few things on hand at—or before—your event. Our centerpieces fold into a three-sided column, with a piece of tape or adhesive holding the yellow and blue section together.

If you need a logo, please see page 19 this document.

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Can we help promote your event to the community? Email us at info@createca.net
DOWNLOADABLE RESOURCES

EVENT MATERIALS

Buttons and postcards can make your event feel especially energetic. Click on the links to go directly to the files!

If you want to request bumper stickers and 8.5x11” posters, go here to fill out the form. We’ll be in touch if we can send them to you!
DOWNLOADABLE RESOURCES

EVENT MATERIALS

When Create Alameda County hosted a launch event, their friends at REACH Ashland Youth developed large-scale exclamations, photo booth frames, and a creative art-making activity inspired by the campaign.

These resources are now available for you to use! Click on the link to download the files. You’ll also find printer information (and associated costs) so you can plan accordingly.
LOGO

We have a variety of logos available for you to use in event promotions, emails, or other materials.

While this logo is free and open for use, please review our guidelines for events, programs, or resources earlier in this packet.

** In case you need help, our team is available to advise or guide any designs you are creating. If you want to create a logo with your city or county name, please contact us!

DOWNLOAD LOGO HERE

PARTNER BRAND GUIDELINES HERE

DO’S

Black logo on solid color

White logo on solid color

DON’T’S

Do not place logo on multi-color backgrounds or photos. Don’t use the color version on colored backgrounds, and don’t stack it (or alter it in any way). If you have other questions, email us.

Black & White Logo
The CreateCA logo should most often be used in either solid black or white.

Full Color Logo
The full-color logo should be used only on a white or light gray background.
COLOR PALETTE

The Create CA color palette is comprised of the three primary colors, two tertiary colors, plus black, grey and white.
EXCLAMATIONS

The exclamation is one of our central visual themes. It is bold, recognizable and communicates the sense of urgency which is so crucial to this campaign.

DOWNLOAD EXCLAMATIONS HERE
RESOURCES FROM PARTNERS
PARTNER RESOURCES
Data Sources & Research

CALIFORNIA ARTS EDUCATION DATA PROJECT
Dive into the specific data of your school and use this as an opportunity to start a real conversation about what needs to change.

GO HERE TO SEARCH THE DATA.

OTIS REPORT ON THE CREATIVE ECONOMY
The impact of creativity on California's economy has been one of the strongest arguments for increasing access in schools. Read the latest findings from 2018.

GO HERE TO READ THE REPORT.

ART = OPPORTUNITY
A research based movement in San Diego County that provides leadership training, literacy residencies, summits, workshops, and anchor events. However, all the research behind the campaign is useful, no matter where you live!

GO HERE TO SEE THE RESEARCH & CAMPAIGN.
PARTNER RESOURCES
Data Sources & Research

VAPA STANDARDS
New standards will be released in early 2019. Read up on the proposed updates, and submit any final feedback.

GO HERE TO REVIEW THE STANDARDS.

* GREAT FOR EDUCATORS *

ARTSED SEARCH
An online research and policy clearinghouse focused entirely on student and educator outcomes associated with arts learning in and out of school.

GO HERE TO REVIEW THE RESEARCH.

ARTS ED NAVIGATOR
Looking for quick facts on the importance of arts education? Check out the national research that's been done by Americans for the Arts.

GO HERE TO REVIEW THE FACTS.
PARTNER RESOURCES
Advocacy

ADVOCACY, POLICY & PLANNING
The California Alliance for Arts Education has one of the most robust set of resources for making concrete changes.

GO HERE FOR THE LCFF TOOLKIT.

ARTS NOW
Connect with activists in your community who are working out the details of your local plan, thanks to the help of coaches, network events, and other programs.

GO HERE TO FIND OUT MORE.

STUDENT VOICES CAMPAIGN
This annual video challenge is an incredible way to bring students into the conversation about their education.

GO HERE TO LEARN MORE.
* GREAT FOR STUDENTS & EDUCATORS *
PARTNER RESOURCES FOR ACTION

Awareness & Education

DECLARATION OF STUDENTS’ RIGHTS

One of the best tools to set the bar for arts education for every student. This declaration can be formally adopted by schools or used as a conversation starter.

GO HERE TO ADOPT THE DECLARATION.

* GREAT FOR STUDENTS & EDUCATORS *

PARENTS’ VAPA GUIDE

The PTA and Create CA developed an in-depth guide to capture what a quality arts education should look like at each grade level.

GO HERE TO DOWNLOAD THE GUIDE.

* GREAT FOR PARENTS *
CREATIVITY AT THE CORE

CCSESA's professional learning modules bring arts learning and Common Standards together through practical guides for educators.

GO HERE TO ACCESS EACH LEARNING MODULE.

* GREAT FOR EDUCATORS *

FUNDING GRANTS

California Arts Council is awarding $21 million to different organizations for project, youth, and operational support.

GO HERE FOR AN OVERVIEW.

GO HERE TO APPLY.

If you have a resource or program that our statewide community can benefit from, let us know about it!
info@createca.net
FREQUENTLY ASKED QUESTIONS

WHAT IS CREATE CA?

Create CA is a statewide movement for arts equity in California. Our collective goal is to ensure that every student in California receives access to an arts education.

Create CA is the marketing arm for the collective impact group of arts education advocates. This is a public will campaign designed to build the public’s will to stand for arts education.

We are focused on reaching the public and have a variety of audiences we create messaging for including, artists, creatives, innovators, business leaders, parents, students and policy makers.

IS IT THE SAME THING, OR DIFFERENT THAN CREATE CA, THE COLLECTIVE IMPACT ORGANIZATION?

Create CA, the collective impact organization, is the launchpad of this movement. Thanks to years of uniting partners and collecting data from across the state, Create CA is ready to bring the general public into this work. We are all working together to develop a statewide movement for arts education.

Our role is to amplify the work that arts education advocates are doing so that it’s visible to the public.

HOW CAN I HELP?

The first and best opportunity to get started is by following us on social and re-posting.

Instagram: @create_ca
Twitter: @create_ca
Facebook: @createcalifornia

Be sure to sign up to receive our newsletter at createca.org.

Too excited and want to get started now? Take a look at this document! The main thing we’re asking from everyone—no matter who they are—is to spread the word, but this document also details other ideas of how we could use your help.
WHAT DOES THIS MEAN ABOUT THE WORK THAT I’M ALREADY DOING?

The Campaign does not replace or supplant the work already happening in the field. We're ready to elevate, amplify and celebrate your work! The strength of this movement will come from how we directly connect to what’s already happening in communities across the state.

We want to let the public know that there’s a problem and what the solutions are so that they can A) help us change the narrative and B) find more engaged advocates.

We are not creating any new programs. We're raising awareness around the programs that already exists and CTA's our partners run. Many people don’t even know there's a problem with arts education. We're trying to reach those people and bring them into the work.

I’M CURIOUS ABOUT STARTING A LOCAL CHAPTER, BUT WHAT DOES THAT MEAN?

So glad you’re ready to dive in! While we don’t offer a formal chapter program, we want to connect you to other people who are in your community.

Some people are starting groups and naming them Create ______ (Like Create Tulare County, Create Alameda County and CreateKings.) We encourage that and will help you get your logo done! Just reach out at info@createca.net

There are many arts education advocacy efforts underway. We can connect you!
FREQUENTLY ASKED QUESTIONS

THERE’S A WEBSITE FOR THIS INITIATIVE, BUT I ALSO HAVE MY OWN WEBSITE, CAMPAIGNS, AND NEWSLETTER LIST. WHY ARE YOU ENCOURAGING ME TO DRIVE PEOPLE TO CREATECA.ORG WHEN I’M ALREADY TRYING TO GET PEOPLE’S ATTENTION ON OUR WORK?

The vision for a central platform is that, together, we can create the energy and momentum that will help get the attention of more people. With partners like you, we’re eager to connect people to your programs and resources. Our goal is to raise awareness so that your work will be more successful and you’ll get more supporters.

DO WE HAVE TO CHANGE OUR NAME?

The Campaign provides graphic tags that identify organizations as members or partners in the campaign. These can be used in concert with existing organization branding. Some partners may opt to use the name Create [location] if it makes sense for their specific work. In those cases, Create CA will provide a custom logos.

Have other questions not answered here? Don’t hesitate to reach out at info@CreateCA.net
The campaign’s parent organization, **Create CA**, is a collective impact group. Find out more [here](#).

And special thanks to our incredible funders who have made all of this possible:

**Our founding members**

- California State PTA
- California Alliance for Arts Education
- Arts Education

**Our generous supporters**

- Adobe
- Hewlett Foundation
- Stuart Foundation
- Art Works Foundation
- John & Marcia Goldman Foundation
- Panta Rhea Foundation