

Messages for Integrating the Arts and Education Reform Initiative: Proposed Modification for Business Leaders/Policy-makers

School Focused Messages:

- Arts education is proven to develop well-rounded students with critical thinking-skills.
- By educating the whole child, arts education positions students to be competitive in the emerging “creative economy.”
- Learning in the arts contributes to better school attendance and student behavior.
- The arts provide the skills and knowledge students need to develop the creativity and determination necessary for success in today’s global information age.

Business/Industry Focused:

- A comprehensive arts education fosters the creativity and innovation needed to create a more competitive workforce.
- Today’s students who are learning through the arts will become tomorrow’s workforce of creative individuals and support the American economy.
- Whether students are preparing for future employment in traditional or creative industries, the skills fostered by arts education will help position students for future employment.
- Public education, arts education advocates, and the business sector should seize opportunities for partnerships that can build the type of successful communities that we all want to live in.