

APAP | MetLife Foundation Case Study
Increasing Arts Access in Underserved Communities

ARIZONA STATE UNIVERSITY
ASU GAMMAGE

Tempe, AZ

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[Program Information](#)

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Take Note

- ASU Gammage strives to create opportunities with artists that will foster dialogue between contemporary and traditional communities in order to serve increasingly multiracial communities while remaining respectful of traditional cultures.
- Journey Home, a unique, ground-breaking program at Estrella Correctional Facility enables incarcerated women to discover a personal sense of constructive identity through performance, visual arts, creative writing and storytelling.

Overview

Located on the Tempe campus of Arizona State University in an historic hall designed by internationally renowned architect, Frank Lloyd Wright, ASU Gammage is among the largest university-based presenters of performing arts in the world. ASU Gammage is the home theater of the *PROGRESSIVE*[®] Broadway Across America - Arizona series and the ASU Gammage Beyond series. Its mission is to connect communities through artistic excellence and educational outreach.

The ASU Gammage Cultural Participation Program (CPP) provides access to community arts programs, world-class artists and innovative academic learning tools for children and adults of all economic circumstances and cultures. The programs that compose CPP are the heart of ASU Gammage's mission of "connecting communities." By merging artists' voices with community identities, Gammage brings together thousands of Arizonans for extraordinary shared experiences that create community and foster learning.

Commitment

Strategic Concepts

- Thought is given to creating partnerships between organizations whose missions and resources align with and complement those of ASU Gammage. Partners must also be capable of sustaining successful long-term partnerships.
- ASU Gammage extends its reach by partnering with organizations that share a commitment to providing access to arts programs for economically underprivileged, culturally specific or marginalized populations, such as EPSA/Art Awakenings and Rosie's House.
- ASU Gammage is working to diversify funding to offset variables that might affect revenue from ticket sales and support from organizations that are susceptible to cyclical variation in the economy.

Professional Development

- Arts Leading Learning Model (ALLM), a partnership with the Kennedy Center and Desert Harbor Elementary School, provides ongoing professional development for educators, teaching them to incorporate the arts with math, science and social studies in the classroom. To date, 85% of the teachers at Desert Harbor have successfully implemented and use ALLM.

Leadership in the Community

- CPP helps to fill the void left by loss of arts education funding by providing schools with inclusive access to arts education and innovative programming and performances.
- ASU Gammage has established itself as a leader dedicated to telling the stories of all Arizona communities by presenting culturally specific projects and collaborating with cultural groups,

including Latino, Asian American, Jewish, Indian/First Nations, African American, and European American communities.

Effective Practices

Community Engagement

Staff outreaches to key community groups to raise awareness of the opportunities offered by ASU Gammage.

Implementation

ASU Gammage's Cultural Participation Program has implemented educational programs to bridge divides in language, age, socioeconomics, culture and religion through access to the performing arts:

- Art of Me is a partnership between CPP and Greater Phoenix Youth at Risk (PYAR) that presents a series of visual and performing arts workshops that inspire self-esteem and confidence in participating youth. Many of the participants are homeless or have one or no parent homes; some are members of gangs, and/or are subject to abuse.
- Kaleidoscope is an eight-week unit-based initiative that identifies and motivates students who otherwise might not have the opportunity to experience live theater. In-depth exploration of the historical and sociological aspects of a Broadway show provides access to a unique and memorable theater experience.
- School to Work is a workshop that highlights potential careers in arts administration. High school students interact with ASU Gammage staff from the box office, development, marketing, programming, CPP, accounting and production. They also meet with a company manager from a Broadway show and get an exclusive behind-the-scenes tour to see what jobs are available with a touring show.
- Camp Broadway is a week-long summer camp at ASU Gammage that gives young people an introduction to acting, scene study, improvisation, music theory, singing and dance. CPP provides \$41,000 in full or partial scholarships to all 90 participants to help offset the \$1,000 per student tuition fee.
- The Performances for Students series provides K-12 students of all economic circumstances with high quality live performing arts and cultural education experiences at a ticket cost of only \$3 per student. The series has a significant impact on 80-100 schools annually, helping to fulfill their arts and cultural diversity education mandates in an environment of diminishing arts education programs.

- Open Rehearsals break down the formalities of theater and give audiences a unique behind-the-scenes look at live performance preparation. Open Rehearsals are free to the public and include world renowned artists.
- Journey Home is an arts residency at Estrella Correctional Facility that enables incarcerated women to discover a personal sense of constructive identity through performance, visual arts, creative writing and storytelling. Participants face and constructively analyze past decisions in order to break the negative patterns that lead to incarceration while developing problem-solving skills that reduce recidivism.

Challenges

- There is a need to identify additional sources of funding in order to respond to requests from teachers and community groups.

Advice

- Explore strategic community and campus partnerships that can provide support in an environment of diminishing support for arts-based programming.
- Reflect the diverse nature of programs and their respective constituents with project marketing. Examples include school district e-newsletters and informational discussions targeted to teachers of ESL students. The Journey Home final performance is marketed to high schools with high crime and dropout rates and churches in economically disadvantaged neighborhoods. Camp Broadway scholarships are promoted through high school and middle school guidance counselors and academic booster programs as well as Boys and Girls Clubs in areas with high levels of public housing.



Association of Performing Arts Presenters

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The Kennedy Center