artsNOW

IMPACT REPORT

2023-2024

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For over 20 years, ArtsNOW has worked to reshape education.

By integrating music, dance, visual arts, theatre, and digital arts across academic content areas, we set the stage for teachers to be more confident and effective in their teaching, leading to deeper student engagement for greater achievement.

We bring learning to life!

The mission of ArtsNOW is to transform lives through customized solutions to meet educational needs utilizing arts integration and innovative strategies.

ArtsNOW is the leading professional learning organization for resourceful and innovative approaches which engage students, equip educators, and grow school communities for meaningful impact on the future.

Connecting for Impact

In the ever-evolving landscape of education, connection is the thread that weaves together success stories and transformative change. At ArtsNOW, we believe in the power of connection—connecting the arts to academics, teachers to innovative practices, students to deeper learning, and the school community to a shared vision of excellence.

Our commitment to connection has driven remarkable achievements. From professional learning days when teachers engage with arts integration strategies to student demonstration days that inspire educators to experiment and innovate, ArtsNOW is at the heart of a dynamic educational ecosystem.

As we reflect on our journey during 2023-2024, we celebrate the tangible impact of these connections.

- Students are not only more engaged but are also achieving higher levels of understanding and application.
- Teachers are empowered, excited, and equipped to bring the arts into their classrooms in ways that resonate deeply with their students.

The ripple effect of our work reaches beyond the classroom, fostering a sense of community and shared purpose among school leaders, families, and donors.

We are grateful for the unwavering support of our donors and partners who believe in the transformative power of the arts in education. Your contributions have been instrumental in driving change, addressing challenges, and creating opportunities for students to thrive. Together, we are building a brighter future, one connection at a time.

Join us as we explore the stories and successes of the past year, and envision the boundless possibilities that lie ahead. At ArtsNOW, connection is not just a theme—it is the foundation of our impact and the catalyst for enduring change.

Pamela Walker

Pamela Walker, President & CEO

Since 2006, ArtsNOW has impacted

420,300 STUDENTS

568 SCHOOLS

68 DISTRICTS

83,049 EDUCATORS

artsNOW
Integrated learning solutions

Integrated learning is powerful learning.

What is arts-integrated learning?

Arts integration is designed to be a joyful, active, and memorable learning experience. Incorporating the five recognized arts disciplines – **visual arts, dance, theatre, music, and digital media** – along with with common core standards and fine arts standards, the arts become an approach to teaching, as well as a vehicle for learning.

Our Approach

Known for our collaborative approach and research-based methods, **ArtsNOW offers customized, immersive professional learning for educational organizations** of all sizes.

Who We Serve

ArtsNOW is committed to serving **entire school communities** – including administrators and educators, students, and their families.

Meet ArtsNOW President & CEO Pamela Walker in this 90 second video to see how ArtsNOW brings learning to life!

Driven by a New Strategic Plan

The ArtsNOW Board of Directors approved a new strategic plan to guide our growth from 2023 to 2026. The plan includes five strategic priorities focused on bringing learning to life.

REFINE
and advance ArtsNOW services and platforms to ensure effectiveness, scalability, and relevancy

STRENGTHEN
the ArtsNOW financial model and organizational structure with a focus on bench strength and development

EXPAND
the ArtsNOW service footprint to drive organizational growth and evolution

DEVELOP
the ArtsNOW language and proof points to demonstrate long-term sustainable impact

BUILD
the premiere networking and support platform for administrators and thought leaders for arts integration

Our Partners

To enhance our impact on school communities, ArtsNOW fosters strong connections with affiliate organizations, philanthropic foundations, and partner schools. These vital partnerships amplify our reach and deepen our ability to create lasting, positive change in education.

PROUD TO BE PUBLISHED

Featured in June 2024 Case Study by the Education Commission of the States

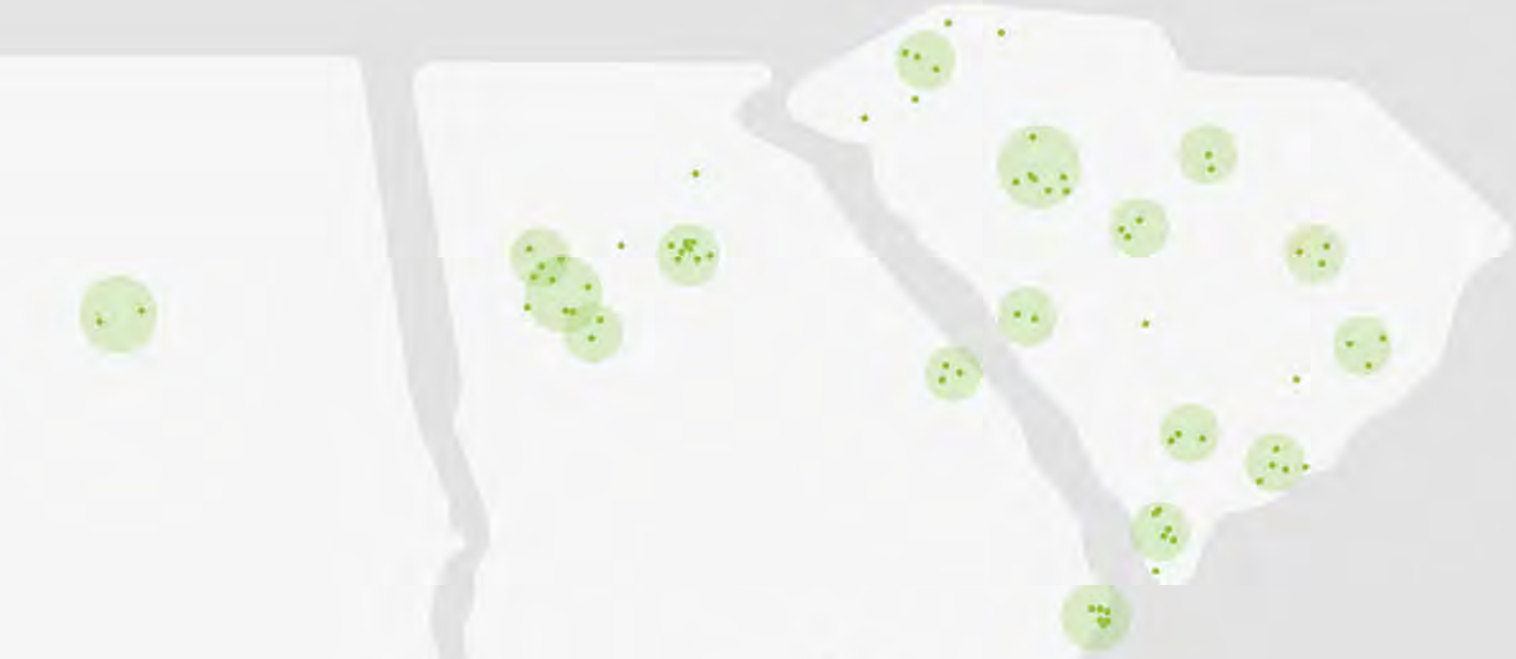
In 2023-24, ArtsNOW impacted...

+31,000 STUDENTS

+22,000 EDUCATORS

+220 SCHOOLS

+45 DISTRICTS



Making Connections through Research

Starting in 2023, ArtsNOW partnered with the Research, Evaluation, and Measurement (REM) Center at the University of South Carolina to help quantify the impact of ArtsNOW across classrooms. The REM Center team collected data from teachers and students who participated in ArtsNOW professional learning and arts-integrated lessons. Here are some of the key findings.

94%

of teachers reported that ArtsNOW significantly impacted *students' level of engagement*

Why it matters: Student engagement fosters deeper understanding, motivation, and a connection to the material, which leads to better academic achievement and long-term success.

93%

of teachers said that ArtsNOW significantly impacted their *knowledge of their students' interests*

Why it matters: Understanding student interests not only helps teachers create more personalized and engaging lessons but also strengthens relationships, fostering a supportive learning environment where students feel understood and valued.

96%

of teachers reported that ArtsNOW significantly impacted *students' ability to communicate*

Why it matters: 21st-century skills, especially strong communication abilities, are essential for today's students to thrive in an increasingly complex, global, and technology-driven world.

93%

of teachers shared that ArtsNOW significantly impacted *their excitement about teaching*

Why it matters: When teachers enjoy their work, it fosters a positive classroom environment, boosts job satisfaction, and significantly improves teacher retention by reducing burnout and increasing long-term commitment to the profession.

Data was collected by the REM Center in these two surveys:
"Classroom Practices and Impact Survey Spring 2024" with Arts Grow SC
"2024 Pilot Process Impact Survey Results"

REM Center

arts grow SC

It starts with a **strong foundation**

Each year, **ArtsNOW Foundational Seminar** hosts teams of educators (K-12) to explore arts-integrated instructional strategies aligned to state and national standards.

This year, over 280 educators attended from Georgia, Alabama, and South Carolina. The numbers capture teacher and leader participation, but the energy, inspiration, excitement, and joy were immeasurable!

284 educators

49 schools

21 school districts

*"I appreciated the engagement aspect of all sessions. I feel our teachers gained many new ideas... and the resource notebook is **AMAZING**!"*

And continues with **strong leaders**

Watch to learn more!

ArtsNOW hosted our second annual **Principals' Network Conference** in February. Once again, the conference provided an excellent opportunity for principals in all stages of the arts integration journey to network with colleagues, learn from other principals and leaders, and hear about opportunities for their schools.

50 administrators

36 schools

18 school districts

"Excellent conference. This was exactly what my heart needed. I now know that I'm not alone on this journey. So many resources and people to network with. "

100%

of principals strongly agreed this conference was "**useful and worth my time.**"

Partnership in SC

Since 2022, ArtsNOW has partnered with Arts Grow SC and the South Carolina Arts Commission to work with over 20 elementary, middle, and high schools across the state.

Students in the identified high-needs areas lack access to quality arts-integrated learning. This collaboration provides them with diverse learning opportunities, supporting their overall success.

WATCH NOW

SCAN ME

Scan the QR to watch our video celebrating the work with SCAC and Arts Grow SC in South Carolina.

IMPACT
since July 2022

10,090
Students

663
Educators

24
SC Schools

11
SC Districts

From data collected by the REM Center in the "Classroom Practices and Impact Survey Spring 2024" Survey with Arts Grow SC, **teachers reported that professional learning with ArtsNOW...**

94% significantly impacted their teacher's knowledge of their students' interests

92% strongly impacted instruction in their content area

81% significantly impacted students' academic performance

"The professional learning was incredibly helpful. I will be trying to implement the strategies provided weekly. Thank you for all you do!"

- SCAC Teacher

"ArtsNOW is helping us to ensure that all students have equitable access to the arts."

- Ashley Brown, Deputy Director
South Carolina Arts Commission

USDOE FEDERAL GRANT

STEM + the Art of Integrated Learning (SAIL)

ArtsNOW received a $2.78 million Assistance for Arts Education multi-year grant by the US Department of Education for our SAIL initiative.

Now in its fourth year, the SAIL grant serves math and science teachers in grades 3-5. The project focuses on improving students' STEM achievement, building teachers' capacity to deliver arts-integrated instruction, and supporting social and emotional learning competencies.

IMPACT

2,200
Students

114
Educators

8
GA Schools

ELEMENTARY:
Dowell, Mableton (Cobb Co.)
Winder, Statham (Barrow Co.)
Garden City, Gadsden (Savannah-Chatham Co.)

RESIDENCY: Hillside Conant School (Atlanta Public Schools)
Youth Villages Inner Harbor Campus (Douglas Co.)

artsNOW

Every month, ArtsNOW publishes a newsletter showcasing our amazing partner schools and the work of the ArtsNOW team.

Sign up to see the magic and impact of arts integration.

Visit artsnowlearning.org to sign up!

SAIL Grant: Yes, and... What Theatre Can Teach Us

In Cobb County, the SAIL (STEM + the Art of Integrated Learning) participants had the opportunity to show off their acting skills under the direction of Theatre Consultant Susie Purcell. The improvisation method taught us to be open and go with the flow. By integrating improvisation and character techniques with math and science subjects like electricity, light, fractions, and angles, learning was brought to life!

USDOE FEDERAL GRANT

Reimagining and Accelerating Literacy through Arts Integration (REALAI)

ArtsNOW is halfway through the $2.8 million Innovative Approaches to Literacy multi-year grant award from the US Department of Education. The REALAI grant seeks to transform how children build their reading skills while enhancing resources available in their school libraries and homes.

ELEMENTARY SCHOOLS
East Clayton (Clayton Co.)
JC Lynch, Lake City Early Childhood Center of the Arts (Florence District 3)
Northside, Cottageville, Forest Hills (Colleton Co.)

IMPACT

3,200
Students

170
Educators & Media Specialists

6
GA & SC Schools

"Best presenter we've had so far! I loved that she shared so many strategies in such a short time - and all were easy strategies to take back to my classroom." - 5th Grade ELA Teacher

COMMUNITY CONNECTION

As part of the REALAI grant, ArtsNOW gives families FREE books to support their child's reading journey. ArtsNOW developed Creativity Task Cards that include arts-integrated activities that correspond with each book for families to use at home. Find the resources on our website at artsnowlearning.org.

During 2023-2024, over 2,700 books were given to students.

SCAN ME

Scan the QR code to watch children's joy when they get their books!

Building STEAM Connections

Since 2014, ArtsNOW has partnered with Georgia Tech's Center for Education Integrating Science, Mathematics, and Computing (CEISMC). This year we expanded learning programs to provide inspiring STEAM enrichment and outreach for K-12 students.

Again this year, ArtsNOW joined Georgia Tech CEISMC for **Saturday STEAMlabs** in Savannah. Saturday STEAMlabs is a monthly program for students in 1st through 8th grade designed to inspire and enrich a student's STEAM interest.

During the summer, ArtsNOW collaborated with CEISMC on **summer camps in Atlanta and Savannah** to offer students hands-on, exciting, and innovative ways to learn about science, technology, engineering, art, and mathematics.

CEISMC
Georgia Tech Center for Education Integrating Science, Mathematics, and Computing

"The ArtsNOW–CEISMC partnership is the perfect pairing! We will push the limits of our collaboration to see just how far a strong, vibrant, nationally recognized arts-in-education nonprofit organization and a world-class technical research university can go to provide innovative STEAM programming for K-12th grade students and teachers across Georgia and beyond.

The potential is limitless!"

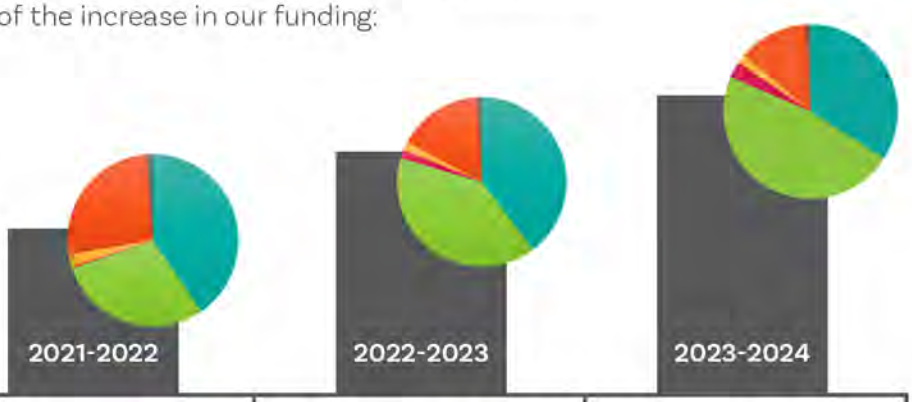
- Lizanne DeStefano, Ph.D., Executive Director, Center for Education Integrating Science, Mathematics, and Computing (CEISMC), Georgia Institute of Technology

By supporting ArtsNOW, you're not just contributing to our mission—you're directly helping us to support schools and educators across the southeast.

Text **GIVE** to **844-600-3095** to donate today.

Highlights of the Increase in Our Funding

With a purposeful focus on strengthening our financial model and organizational structure, here are the highlights of the increase in our funding:



	2021-2022	2022-2023	2023-2024
Government	$1,032,774	$1,299,083	$1,232,701
Earned Revenue	$746,682	$1,303,539	$1,719,740
Investments	$(7,110)	$52,857	$109,946
Contributions	$60,016	$54,749	$59,521
Foundations	$676,441	$531,206	$470,534
In-Kind Donations	$30,000	$30,000	$30,000
	$2,538,803	**$3,271,434**	**$3,622,442**

From Dr. Carol McGrevin, ArtsNOW Board Chair

This year's success would not have been possible without the incredible support of our financial donors. Their belief in our mission and generosity have enabled us to reach more students and teachers than ever.

We are deeply grateful to the individuals, family foundations, corporations, and small businesses who have partnered with us, sharing our commitment to making a difference—especially for our children.

In return, we remain dedicated to ensuring the quality and sustainability of our work. Together, we've made a real impact and had an extraordinary year!

Special Thanks to Our Financial Supporters

Our work would not be possible without the financial support we receive from foundations, corporations, and individuals throughout our community. ArtsNOW supporters are essential to developing and delivering integrated learning solutions to schools across our network.

Arts in Basic Curriculum
Bear Creek Solutions
Bennett Thrasher
Atlanta Braves Foundation
Chestnut Family Foundation
Garrison School for the Arts
Georgia Council for the Arts
JMACRAE Group
Logosurfing
Liberty at Calvary LLC
Georgia Department of Education
McMaster-Carr Supply
South Carolina Arts Commission
US Department of Education
Joseph B. Whitehead Foundation
Young Audiences Arts for Learning
The Zeist Foundation

Thanks to the generosity and support of these foundations, ArtsNOW has unlocked new opportunities and built new school partnerships, one meaningful connection at a time.

TEAM & PARTNERS

Core Team

Pamela Walker
President & CEO

Crystal Collins
Executive VP & COO

Regi Strickland
Regional Director

Shawn Williams
Regional Director

Shenley Rountree
Director of Marketing & Development

Lane Hall
Executive Assistant

Delores McDaniel
Business Manager

Katy Betts
Curriculum & Instruction Specialist

Kim Mercer
Project Manager

Chris Crabb
Project Manager

April Duffey
Project Coordinator

Kristin Mumford
Project Coordinator

Jaffia Royes
Project Coordinator

Bo Robinson
Development Coordinator

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Confluence Educational Consulting

David Shatz
Senior Manager, Blackbaud

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CMO & SVP, Milliken & Company

Pamela Walker
President & CEO, ArtsNOW

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Chief Client Officer, Equifax Strategic Financial Services

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ArtsNOW Board Member

Elizabeth Cleveland
Community Representative

Sherry Cohen
ArtsNOW Board Member

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Executive VP & COO, ArtsNOW

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Director of Fine Arts/School Choice, Clayton County Public Schools

Shawn Williams
Regional Director, ArtsNOW

Bradley Wingate
Director of Visual & Performing Arts, Greenville County School District

Artists & Consultants

Dance
Julie Baggenstoss
Laurin Dunleavy
Tamara Irving
Melissa Joy
Simone Liberty

Theatre
Keighly Brown
Susie Purcell
Barry Stewart Mann

Music
Ashley Drake
Dr. Rue S. Lee-Holmes
Dr. Maribeth Yoder-White

Visual Arts
Shannon Green
Stephanie Lancaster
Debi West

Consultant Support
Lisa Hill

We bring learning to life!

artsNOW

Integrated learning solutions

artsnowlearning.org