Bridging the gap: Providing opportunities for better access, equity and quality arts education for every child, every chance, every day

artlook®101: Arts Liaison Edition
Welcome & Introduction

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Who are the partners?
1. Why are we here?
2. What is artlook®?
3. The Arts Liaison Role
4. School Portal Walkthrough (with liaisons)
5. Public-facing Map Walkthrough
Why are we here? Learning objectives for arts liaisons

- **Understand**: Gain a foundational understanding of the artlook® platform, its functionalities, and its uses for schools and the arts education sector at large

- **Know**: Learn how to leverage artlook® for partnerships, plan for the arts at your school, and showcase your school’s arts offerings

- **Do**: Make immediate updates to your artlook® profile with guidance and technical assistance

- **Do**: Identify and practice using new features and functionalities designed to help you better connect with arts organizations in your area
Why are we here? The importance of keeping your artlook ® profile up-to-date (for arts liaisons)

1. artlook® is a tool to help you to plan – and find – arts programs and resources for your school (it makes your job easier!)
2. Arts organizations can use artlook® to find and reach out to you to explain and provide their services to you
3. artlook® allows other organizations (city, funder, and nonprofits) to best tailor their own supports and resources for your school
4. Without periodic updates, your school will have outdated information in the public map and in public data gathered by artlook®
What is artlook®?
Increasing arts equity for kids across America

artlook® is the only data-sharing platform that allows communities to work collaboratively and strategically to deliver high-quality arts education experiences to Every child, Every chance, Every day.
What is artlook designed to solve?

- Inequitable access to arts learning for public school students
- The lack of a cohesive system for arts ed data collection & analysis
- The lack of efficient tools to connect arts resources to the schools and students most in need
How does artlook create equity?

1. Drives change on the ground
2. Drives systems-level change
3. Unifies community-wide education data

Real-time insights help support equity in arts staffing, programs, and funding for all students.
How does artlook create equity?

1. **Drives change on the ground**
   Acts as a matchmaking tool between arts educators in schools and arts orgs to more effectively and efficiently to increase arts ed opportunities for students

2. **Drives systems-level change**
   Provides diverse set of leaders with data to identify gaps, opportunities, & successes in arts education equity and access

3. **Unifies community-wide education data**
   Amplifies change-making power by being the only platform to house information from school districts, individual schools and arts organizations collectively
How does artlook benefit stakeholders?

**Arts Leadership can...**

1. Have a comprehensive, efficient, mapping system (w/ rolling upgrades)
2. Drive change in local & state-level policy and funding
3. Create shared measurement across schools, agencies & funders
4. Create collaborative equal access strategies for students in all schools

**Districts, Schools, Partners & Funders can...**

5. Connect services to schools more frequently & effectively
6. Track & eliminate arts equity gaps
7. Increase data-driven grant making to areas of greatest need
8. Revolutionize how agencies connect to schools & students
The Arts Liaison Role
What is an Arts Liaison?

An arts teacher or staff person at each school who maintains the school’s artlook® account and acts as the point-person for its arts programs, partnerships, and needs.
What does an Arts Liaison do?

- **Manages the school’s profile in artlook** – by directly providing/entering information into the platform directly, as well as gathering information from school colleagues as needed.

- **Serves as the primary point of communication** between their school, their district, and arts partners/organizations in their community.

- **Uses artlook for their own needs** – to identify arts partnerships, programs, and resources to fill their school’s unique needs.

- **Acts as an arts education advocate** by seeking actionable ways to expand and improve arts education and programming in their school and in the broader community.
School Portal
Walkthrough
Logging in

When an account is created for your school in artlook, you will initially receive a “Claim School Account” email from no-reply@artlookmap.com. Follow the directions to create a password for your account using the email address that received the email.

You can also go to https://alabama.artlookmap.com/school-portal/sign-in.

- Click on “Forgot Password”
- If you have an account associated with an artlook profile, you will receive an email from no-reply@artlookmap.com titled “Change your password”. Please check your Junk or Spam folders.
  - If you go through this process again and receive more than one “claim account” or “change your password” email, you will need to follow the link in the most recent email.
- Once you have set a password, you can log in at https://alabama.artlookmap.com/school-portal/sign-in

If you do not have an account or would like to use a new email address, please email artlookal@alartsalliance.org
You can update your profile through the “2021-22 artlook Map Profile” section on the left.
Updating your profile

There are three sections for updating your artlook map profile: 
**Overview, School Partnerships, and Interests.**
Updating your profile

Arts Liaison Contact Info

This information allows people to get in touch with you to help support arts programs in your school! Your information will show up on the public-facing map.
School Programming

This lets arts partners know what your programmatic offerings currently are. You can select specific sub-disciplines.

<table>
<thead>
<tr>
<th>Discipline</th>
<th>Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dance</td>
<td>0 / 16</td>
</tr>
<tr>
<td>Literary Arts</td>
<td>0 / 8</td>
</tr>
<tr>
<td>Media Arts</td>
<td>0 / 15</td>
</tr>
<tr>
<td>Music</td>
<td>0 / 22</td>
</tr>
<tr>
<td>Theatre</td>
<td>0 / 16</td>
</tr>
<tr>
<td>Visual Arts</td>
<td>0 / 23</td>
</tr>
</tbody>
</table>
Updating your profile

School Partnerships

For each partnership with an arts organization, you can select the program type.
Updating your profile

Partnership status:

- Lets schools and partners “effectively” raise their hand and say, “I’m looking for a partner!”
- Available NOW!

School Portal > School Partnerships > “Are you currently looking for partnerships”? 

NEW FEATURE

Use this section any time to keep your school’s Artlook profile up-to-date! When you share the kinds of arts education programs and resources your school needs most, you're letting others—including arts partners and funders—know you can help ensure every child has access to a great arts education!

Are you currently looking for partnerships?

Potential partners will see this status and will be more likely to contact you if they know you're currently interested in a partnership.
Interests

When you share the kinds of arts education programs and resources your school needs most, you're letting others--including arts partners and funders--know how they can help ensure every child has access to a great arts education!

- Arts-programming resources
- Partner program type interests ★
- Discipline interests ★
- School’s Interests (open text)

Update these fields so that your future “Suggested Matches” will be accurately curated based on your school’s current interests!
Public-facing Map Walkthrough
2021-22 arlook Map Profile

Use this section any time to keep your school's arlook profile up-to-date! When you share the kinds of arts education programs and resources your school needs most, you're letting others—including arts partners and funders—know how they can help ensure every child has access to a great arts education!

2021-22

Which arts organizations / teaching artists is your school partnering with this year?

In this section, please list only partnerships that are happening during this School Year.

You can list partnerships that happened in your prior School Year in your 2020-21 Survey.

Please contact ArtlookAI@alartsalliance.org if you have any questions.

Click here for a list of program type definitions.

Click here for additional tips and guidelines for reporting partnerships.

+ Add New Partner  Copy partners from other school years

No partnerships reported for the 2021-22 school year.
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Explore Arts Education in Alabama

Advanced Filters:

- Instructors Teaching
- School Type
- Number of Organization Partners
- Programs Offered
- Discipline Interests
- Resource/Program Interests
Upcoming Features
Updating your profile

Email Notifications

Suggested Partner Matches
You’ll be able to **opt in to** artlook® emails notifying you of important events. Such as:
- New suggested matches are found
- A partner’s contact information changes
- When it’s a good time to update your profile
Upcoming: Suggested partner matches

This will be a list of suggested matches that only **you** will see, when you’re signed into the School Portal.

Only schools and partners that have toggled their partnership interest status to “Yes” would show up in a suggested matches list.
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This presentation will be available on the artlook webpage: https://www.alartsalliance.org/artlookalabama