

# Presentation to the Fresno County Board of Supervisors

September 12, 2017

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Fresno County Superintendent of Schools



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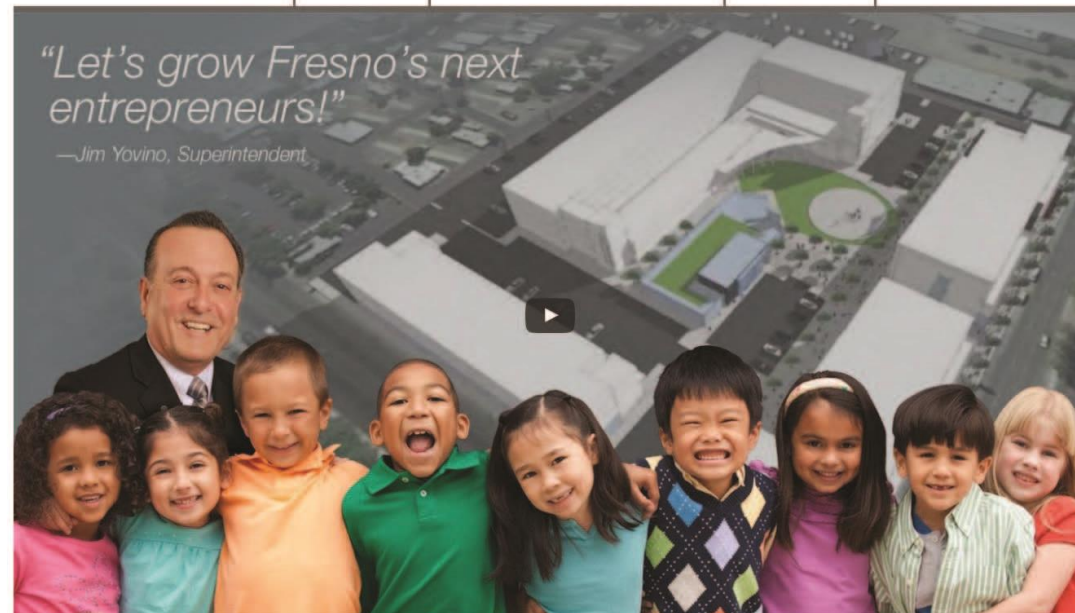
**who**  
believes the arts can **SAVE**  
FRESNO'S ECONOMY?

**what**  
data is there to  
prove it?

**when**  
did the arts inspire today's business  
leaders?

**where**  
is it happening  
**NOW?**

**how**  
can **YOU** help?  
**CLICK!**



HOW ARTS IN EDUCATION CAN  
HELP SAVE FRESNO'S ECONOMY

## Spark Fresno



**spark!** The Arts Mean Business.™





**spark!** The Arts Mean Business.™

**Our future economy demands better-educated workers.** Research proves that children and teenagers who receive a more creative education are three times more likely to stay in school and graduate.

[READ MORE](#)





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**The skills to succeed** are needed so kids don't succumb to failure and crime. Safer, more engaged communities are a proven result in numerous studies of how arts in education can impact a student's future ambition and behavior.

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**WHO VOTES?**

**60%**

OF AMERICANS

**86%**

OF ARTISTS



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The leaders of every industry for the 21st Century agree that **our economy can only grow if we have more creative problem solvers.**

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# WHY?



Statewide, one in 10 jobs are in creative industries that generate \$273.5 billion in yearly revenue, producing almost **8% of the state's gross domestic product.**

**Creatively-driven industries employed 1.4 million workers** who earned \$99.3 billion in labor income and paid nearly \$13 billion in state and local taxes.

According to a survey conducted by American Management Association (AMA), skills such as Critical thinking and problem solving, Communication, Collaboration, and Creativity and innovation (the four Cs) will become even more important to organizations in the future.

The survey also shows that managers and executives believe **it is easier to develop these skills in students (58.6%) than it is to develop them in experienced workers (28.8%)** with no arts education. This may suggest that students and recent graduates may be more open to new ideas vs experienced workers with established work patterns and habits.

Arts Students  
MORE THAN  
**2x**  
easier  
to train

**85%**  
*of employers can't  
find creative applicants  
that they need!*

However, even though employers say that creativity is their number one concern when hiring new workers, **85% can't find the creative applicants they need.**



# spark!

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