

EVERYDAY
ARTS

Strategic Plan

2021-2026

A Word from our Executive Director



EVERYDAY
ARTS

January 10, 2021

Everyday Arts
12046 Peoria St.
Sun Valley, CA 91352
(818) 669-9049

Dear Reader:

We are thrilled to present to you our strategic plan for the next 5 years. It has been hard won, with many hours of brainstorming and planning with our Board of Directors and staff. We have developed key strategies that will help propel Everyday Arts into a joyous future- with deeper impact in the communities we serve and ever increasing strength as an organization. Our goals are many, but we head strongly in one unified direction.

A special thanks to Peggy Burt and Kimberly Aarn, without whose help we would not have been able to complete this plan. I would also like to thank our Board of Directors, Laurel Butler, and my fellow co-founders Matt Bogdanow and Vanessa Ramirez for their dedication toward our mission. We head into the future together and feel filled with both gratitude and hope as we continue to make an invaluable difference in the lives of educators and students.

Sincerely,

Noemy Hernandez
Executive Director
Everyday Arts

MISSION

Everyday Arts' mission is to support neurodiverse students in achieving their goals through inclusive arts integration.



Bringing joy to classrooms

Everyday Arts provides engaging Professional Development in arts integration for educators, to produce collaborative and creative learning opportunities for students and families with diverse learning needs.

Using the power of the arts to foster human connection, our research-based methodology combines social-emotional learning with arts and academic skills to support student growth.



Who We Are

FOUNDING STAFF MEMBERS

Noemy Hernandez - Executive Director
Vanessa Ramirez Pegg - Director of
Operations and Programs
Matt Bogdanow - Director of Education
and Grants

BOARD OF DIRECTORS

Noemy Hernandez (President)
Matthew Bogdanow (Secretary)
Vanessa Ramirez Pegg
Darice Bailey (Treasurer)
Bryan Wake
Rosa Garcia
Heather Heslup

A stylized illustration on the left side of the page. It features a grey and white city skyline at the bottom, with a large grey sun rising over a range of grey mountains in the middle ground. The sun's rays are represented by thick, grey, curved lines. The background is a solid light blue color.

A Brief History of Everyday Arts...

Everyday Arts was founded by Noemy Hernandez, Matt Bogdanow, and Vanessa Ramirez Pegg, who previously collaborated on the largest research-based professional development program for special educators in the country beginning in 2010.

Multiple independent research studies confirmed the program's efficacy, noting that it aided students' social-emotional outcomes by providing teachers with simple, easy-to-implement activities that explicitly encourage growth on social-emotional competencies and by providing teachers with a methodology that encourages student engagement, which in turn encourages social-emotional growth.

In 2018, Everyday Arts was established as its own organization in order to sustain its powerful impact serving Los Angeles, as well as broaden the scope of its work, recognizing that children with diverse needs exist in all settings. While they took different paths to this work, ultimately each founder identified that their primary education would have been more impactful, more meaningful, and more supportive of their own social-emotional growth if the arts had been more present.

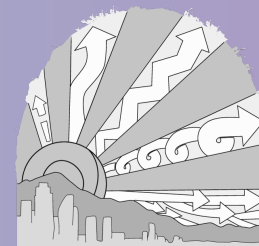
Accomplishments: The First 2 Years



In its first two years as an organization, Everyday Arts compiled a striking list of accomplishments:

- In partnership with Echo Horizon, an award-winning school in Culver City with a unique approach to mainstreaming deaf students, Everyday Arts was awarded a contract with the John F. Kennedy Center for the Performing Arts for a “VSA Arts Connects All – Professional Development Program.” In this training series, Everyday Arts teaching artists provide workshops and in-class coaching designed to improve the arts skills, academic proficiency, and social-emotional learning of students with disabilities.
- Everyday Arts presented their work at the Kennedy Center’s “VSA Intersections: Arts and Special Education Conference,” which provides professionals in the intersecting fields of arts education and special education with the opportunity to share current information in research, practice, programs, and policy.
- Everyday Arts was featured at “Inventing Our Future: Integrated Learning Summer Institute,” an annual conference hosted by the Integrated Learning Department of the Alameda County Office of Education.
- Everyday Arts served as guest artists in the “Arts Education Approaches for Social Emotional Learning” course at Loyola Marymount University, delivering a series of arts experientials that feature collaborative lessons in a variety of art forms, as well as tools and strategies for adapting the activities to reach students with diverse learning needs.
- Everyday Arts was the recipient of a California Arts Council “Artists in Schools” grant, partnering with the iLead Empower Generations school to provide arts programming for pregnant and parenting teens.

Everyday Arts Programming



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Everyday Arts prides itself on delivering fun, hands-on workshops that include collaborative art-making, group discussion, reflective practice, and lesson-planning. Participants learn inclusive teaching strategies, utilizing music, visual arts, theatre and movement activities aligned to the California Arts Standards. Whether in-person or via online learning, Everyday Arts is committed to creating community, fostering social-emotional learning, and providing dynamic, interactive training.



The methodology is based on the Universal Design for Learning, a research-backed framework that optimizes teacher practice by providing multiple means of engagement, representation, action & expression for their students. Participants also explore the Collaborative for Academic, Social, and Emotional Learning “Core SEL Competencies,” which enhance students’ capacity to integrate skills, attitudes, and behaviors to deal effectively and ethically with daily tasks and challenges. These include self-awareness, self management, social awareness, relationship skills and responsible decision making.

The Everyday Arts curriculum is adaptable for a wide range of populations, including students with autism spectrum disorder, intellectual disabilities, multiple disabilities, emotional disturbance, and learning disabilities, and has been shown to have a positive effect on reaching Individual Educational Plan (IEP) goals.

Our Offerings



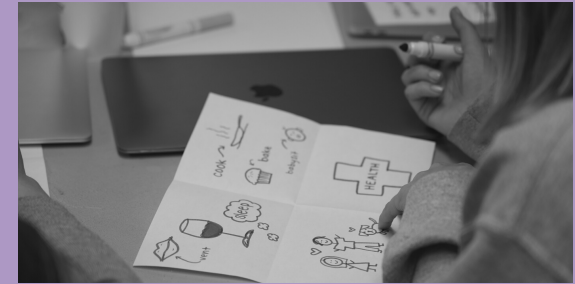
WORKSHOPS

Hands-on learning for educators



IN-CLASS COACHING

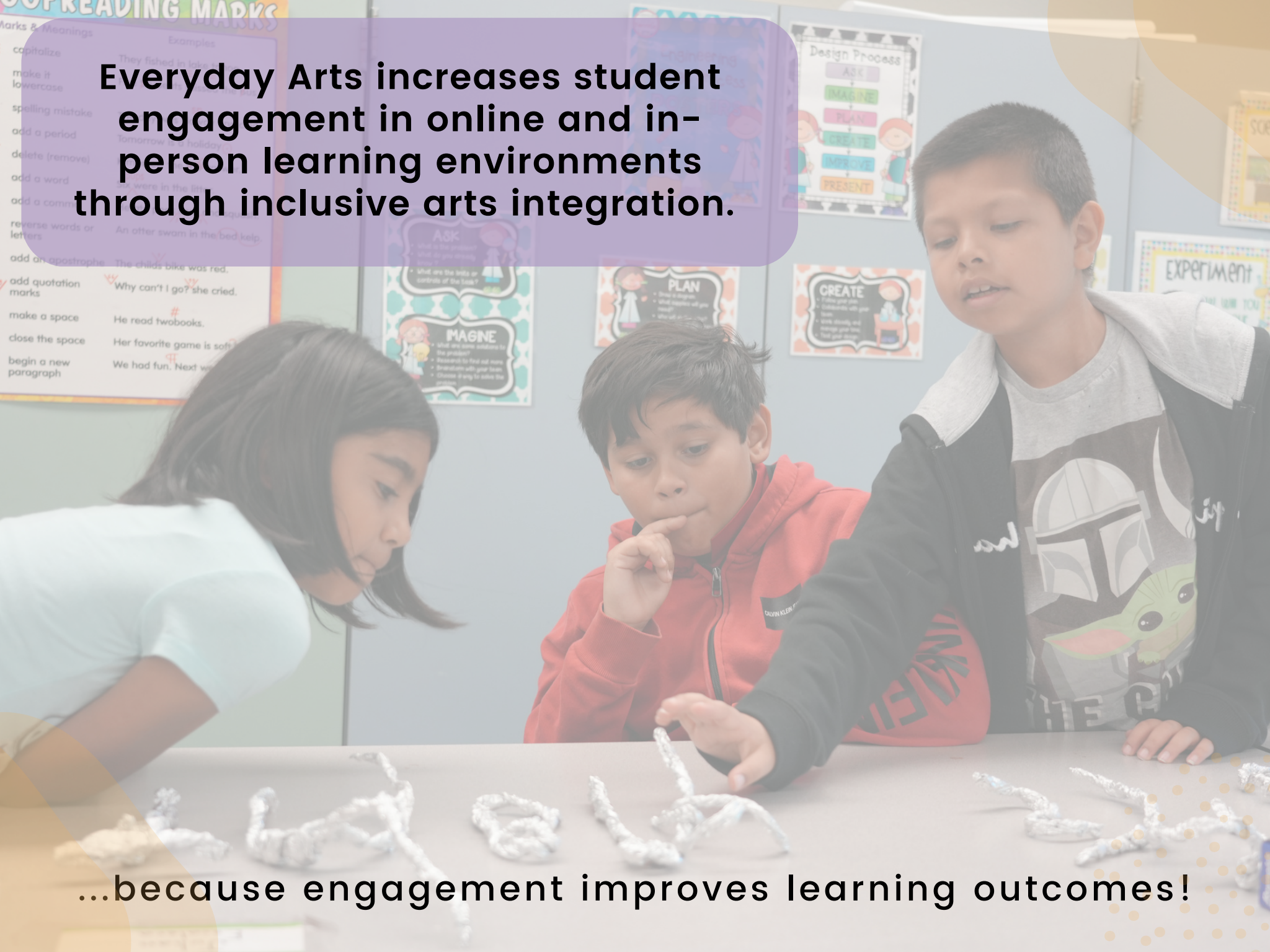
Real-time support with implementation



FAMILY WORKSHOPS

Families find new ways to engage at home

Everyday Arts increases student engagement in online and in-person learning environments through inclusive arts integration.



...because engagement improves learning outcomes!

Continuing Our Journey...

In September of 2020, the Staff and Board Members of Everyday Arts came together to envision the future. Originally, Everyday Arts was fiscally sponsored by the Institute for Education, Research, and Scholarships (IFERS), an award-winning 501(c)(3) charity dedicated to improving society by conducting scientific and social research.

In 2020, Everyday Arts became its own 501(c)(3) nonprofit arts education organization. As a result of this new status, the organization is now poised to enter a phase of rapid growth and development.

The following Vision Elements represent the target or aim of the organization over the next five years.



The Strategic Plan for Everyday Arts is a model of growth and expansion in the following areas:

Over the next 5 years, we will expand our capacity by building out our internal systems. By expanding our innovative, research-based curricula and increasing the diversity of our program models we will have a deep, dynamic impact and support and expand staffing.

We will expand our reach with partnerships. We will develop strategic partnerships that leverage new opportunities, engage research partners, and create long-term financial stability. We will provide broader access to our programs through targeted geographic expansion.

We will expand programming, by amplifying stories of impact, increasing visibility through compelling content and deepening community connections.

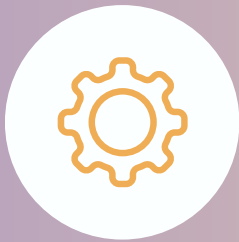
Our Values

We believe in the value of the arts as a conduit of joy from which learning can occur. We use our breadth of knowledge and experience in the field of arts-in-education to bring more joy to the learning process, while honoring the educators who partner with us in this impactful work that provides growth opportunities for all students we reach.

We commit to:

- Providing memorable arts learning that is engaging and fun
- Offering interactive, hands-on workshops that include collaborative art-making, group discussion, reflective practice, and lesson-planning
- Promoting Inclusive teaching strategies
- Including rigorous, research-based practices
- Nurturing and developing community connections
- Fostering social-emotional learning, and
- Partnering with creative educators who serve students with diverse learning needs.

Strategic Direction



Develop Robust,
Internal Systems
for Effective
Delivery



Identify and
Engage Partners
for Sustainability



Expand
Programming
through
Compelling
Communication

JULY 2021

Strategic Plan
July 2021 - June 2022

	Q1	Q2	Q3	Q4
	<p><u>Leverage Partnerships to Expand Reach</u> Utilize resources from our staff's network</p> <p><u>Amplify Stories to increase visibility and engagement</u> Develop a shared "elevator pitch" based on mission and vision</p>	<p><u>Ensure Fidelity to Culture through Dynamic, Inclusive Policies & Procedures</u> Host internal community building events</p> <p><u>Leverage Partnerships to Expand Reach</u> Deepen current partnerships</p>	<p><u>Commit to ongoing Program & Infrastructure Development</u> Integrate data collection into workshop model</p>	<p><u>Amplify Stories</u> Appoint Social Media Account Manager for increased audience via social media</p>

Strategic timeline



Y2
JULY 2022

2

Strategic timeline



Q1

Develop Human Resource Capacity
Consider strategic use of founding members' time

Ensure Fidelity to Culture through Dynamic, Inclusive Procedures & Practices
Codify onboarding process for staff & board

Q2

Develop Human Resource Capacity
Build in good margins to support staffing in contracts

Commit to ongoing Program & Infrastructure Development
Develop expanded curricula

Q3

Expand & Diversify Funding Streams
Develop donor base
Create Development Committee

Commit to Ongoing Infrastructure
Enhance & build out website

Q4

Expand & Diversify Funding Streams
Develop donor base
Cultivate Community Leadership
Create an Advisory Board of experts in the field

Y3

JULY 2023

Strategic timeline



Q1

Leverage Partnerships to Expand Reach
Develop new partnerships with other organizations

Develop Capacity around Human Resources
Schedule staff to receive coaching/training

Q2

Amplify Stories
Appoint Communications/Marketing Director

Expand & Diversify Funding Streams
Enlist grant writing professional

Q3

Commit to Ongoing Program & Curriculum Development
Create technological tools for dissemination

Validate Methodology
Partner with a larger organization or university for research funding

Q4

Cultivate Community Leadership
Create a Youth Advisory Council

Leverage Partnerships
Identify opportunities for geographic expansion

Y4
JULY 2024

Strategic timeline



Q1

Amplify Stories
Develop
Communications
plan with stories and
specific methods

Q2

Expand & Diversify
Funding Streams
Identify celebrity
benefactor

Q3

Commit to Ongoing
Curriculum
Development
Develop college
courses &
internship/training
opportunities

Q4

Expand Reach
Continue to develop
partnerships with
outside
organizations

Strategic Plan
July 2024-June 2025

Y5

JULY 2025

Strategic timeline



Q1

Expand & Diversify
Funding Streams
Appoint
Development
Director

Expand Reach
Launch mentorship
program at select
school/district

Q2

Expand Reach
Develop a path for
in-person teaching
in other cities

Q3

Amplify Stories
Expand impact to
state and national
level including
presence at
conferences

Q4

Commit to Ongoing
Program &
Curriculum
Development
Develop Everyday
Arts App

Find Us Online!



@EverydayArtsOrg



@everydayartsorg



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