



2014-2015

Annual POPS Report



Total Services Provided

Districts	Charters	Schools	Inst. Hours	Teachers	Students
34	23	277	2,085.5	2,198	24,028

Introduction

The Springville Museum of Art supports the vision of our founders, embodied in the belief that the absolutes of truth, beauty and pathos, sensitivity and power of fine art have the potential to “refine the minds of youth and build character in all people,” [John Hafen] and that “art is a necessity for a well ordered life” [Cyrus E. Dallin]. To that end, our educational mission is to make art experiences and learning opportunities available to children across the state. SMA actively promotes visual art education and provides training, resources, and educational programs for teachers and students throughout Utah.

SMA continually makes a positive impact in every school district in Utah through professional developments, outreach classroom workshops and presentations, and exhibition and tour opportunities. All of our school programs are developed and assessed under the advisement of the SWAP committee, comprised of Utah elementary and secondary teachers, art specialists, school administrators, and museum educators throughout Utah. Through these programs, teachers and students learn to understand and appreciate art in ways that result in a lifelong commitment to art as a part of their lives. This commitment results in richer curricula that enhance students’ understanding of core subjects and overall learning. Our programs help every child to know and benefit from the valuable visual art heritage they inherit as citizens of this great state.



Total Services Provided

Districts	Charters	Schools	Inst. Hours	Teachers	Students
34	23	277	2,085.5	2,198	24,028

Budget Expenditure and Income Source Report

	Legislative Appropriation	Funding Leveraged from Other Sources	Total Expenditures on Approved Education Programs	Legislative Appropriation % of Total Expenditures
Personnel	\$143,564	\$171,921	\$315,485	46%
Travel	\$16,463	\$314	\$16,777	98%
Materials	\$18,996	\$13,286	\$32,282	59%
Other:				
Honoraria & Event Prog	\$18,967	\$25,435	\$44,402	43%
Hosting & Misc.	\$2,961	\$21,674	\$24,635	12%
TOTAL	\$200,951	\$232,630	\$433,581	46%

Evenings for Educators

Evenings for Educators is a program dedicated to the professional development of elementary and secondary teachers throughout Utah. These events happen at various museums and galleries but are facilitated by the StateWide Art Partnership (SWAP), which is a group of teachers, museum educators, and arts administrators from around the state committed to promoting visual arts education. Evenings for Educators include hands-on workshops providing in-depth instructional experiences, free educational materials and lesson plans, and networking opportunities where participating teachers may share strategies and learn from each other. Each event is based on a theme that synthesizes exhibitions and artwork with the Utah State Core Standards.



Lesson plan packets, containing digital images and curriculum developed by professional educators, are available at each of the Evenings for Educators. Evenings for Educators presentations and accompanying materials specifically model how teachers can integrate visual arts and implement Utah State Core Standards in their classrooms. To make these educational materials accessible to all, our most popular lesson plans can be downloaded for free on SMA's website. In addition to the many K-12 educators who attend and participate in these events, this year 82 pre-service teachers from 5 different institutions of higher learning and 40 community members benefited from Evenings for Educators training.

Teachers may receive licensure renewal points for their attendance, or one USOE credit if five evenings are attended and a field test is completed. Using the USOE OnTrack system, teachers are able to pre-register for various sessions and track the credits they have received throughout the year. This year, in conjunction with USOE's OnTrack, we have moved to a completely paperless system which has greatly simplified the process for participants. As we move into the 2015-2016 school year, we have added a new partner site and are excited to see continued growth of the Evenings for Educators program.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
22	12	109	531	209	0



District-Wide Trainings

The Museum works closely with District Arts Coordinators (DAC's) throughout the state to arrange opportunities for district professional developments. Each of these professional developments incorporates the Museum's permanent collection and is tailored to the district's needs. The trainings can be directed to arts specialists or general classroom teachers with content including strategies for integrating art into a regular school day and making cross-curricular connections, modeling of our Art Talks programs, information about how to access and use our free materials, and creation of hands-on projects.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
2	0	53	145	68	0



Elementary School Workshops

Presented in conjunction with our Art Talks outreach visits to elementary schools (before or after school the day of the visit), this session provides non-art specialists with training on how to provide meaningful art experiences to their students as well as how to use art to teach core subjects. Each participating school receives free resources including 16 sets of our postcard-sized images and posters from SMA's permanent collection. Teachers are introduced to curriculum that incorporates these resources in their classroom. In addition, during the session teachers have the opportunity to practice using SMA resources to lead discussions, ask questions, and collaborate with colleagues.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
13	0	35	17.5	468	0

The Springville Museum of Art outreach classroom programs serve students and teachers throughout the state by bringing a museum experience directly to their schools. Participating schools receive a pre-visit packet with classroom art activities for teachers to implement before and after the program. Each of these programs is designed to highlight Utah artists and encourage young artists to consider new ideas in their own artworks. Learning about Utah art and artists raises awareness of the strong art tradition within Utah and increases the students’ sense of pride in their state while reinforcing Utah State Core Curriculum standards. The program consists of various age-specific presentations based on the Utah State Core Curriculum for elementary and middle school level students.

Gallery Experiences

Elementary school classes participate in an inquiry – based discussion of artwork reproductions by Utah artists from SMA’s permanent collection. Each age-appropriate presentation allows young students the opportunity to practice critical thinking and communication skills as they express their own ideas about the artworks. Educators from the Museum model what questions to ask when approaching an artwork and encourage students to make personal connections with the work. Because outreach educators visit the school for the entire day, they are able to see one class at a time, allowing for a more intimate setting and more participation from each student.



Districts	Charters	Schools	Inst. Hours	Teachers	Students
5	0	7	47.5	138	2,881

Studio Experiences

This studio-based presentation introduces works by Utah artists which focus on the human figure. After a facilitated discussion, students in grades K-1 arrange abstract foam shapes to show figures doing various activities, while grades 2-3 and 4-6 learn and practice age-appropriate skills for drawing the figure. They also develop observation skills, teamwork, patience, and focus through the tasks required in each assignment. The Studio Experience offers a much needed art-making opportunity for schools without an art specialist.



Districts	Charters	Schools	Inst. Hours	Teachers	Students
14	0	39	264	620	12, 294

Exploring Self



This junior high/middle school presentation builds critical thinking, creativity, and inquiry by asking students to look in-depth at artworks and contemplate how additional knowledge of an artwork affects understanding and opinion of the work. Students engage in group and class discussions and participate in relevant team-building activities to find meaning in SMA artworks, and then are invited to incorporate the concepts discussed during the presentation into their own artwork.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
10	1	16	76	82	2,174

Careers in Museums



In a continued effort to better prepare high school art students for college and career readiness, this year we have introduced a new outreach program called "Careers in Museums." This program allows students to explore career opportunities as they jump into various museum roles, namely Curator, Registrar, Educator and Marketing Specialist. This program provides hands-on experience as they work together in teams to curate and develop their own original exhibitions using images from our permanent collection. The presentation aims to ignite excitement and confidence in students as they discover future careers in the arts.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
2	0	2	6	6	191

Preparatory Workshops

High school Preparatory Workshops aim to better prepare high school art students to participate in Portfolio Day and the Annual Utah All-State High School Art Show. Held during class and after school at regional locations, these workshops invite high school juniors and seniors around the state to learn what they need to know before meeting with higher education art programs and entering professional-level exhibitions. The presentation addresses frequently asked questions, allows participants to practice writing artist statements and gives them the chance to talk about their own artistic styles. These preparatory workshops help students to understand the basics of entering the professional art world.



Districts	Charters	Schools	Inst. Hours	Teachers	Students
9	2	14	21	27	263

Portfolio Review Day

SMA collaborates with local universities, colleges, and art schools to host Portfolio Day, during which high school juniors' and seniors' visual art portfolios can be critiqued. In a personal mentoring interview, university, college, and art school faculty members provide constructive criticism and guidance regarding students' artistic futures. In the past this program has facilitated relationships that help students gain acceptance into collegiate art programs and receive art scholarships. Over the years hundreds of thousands of dollars in scholarship money have been awarded as a result of this event.



This program not only helps students to shape their futures, but it also promotes college and career readiness for participating students. In their interviews they are often asked to speak about their artwork, processes, influences, and professional ambitions. Many of the college representatives who have attended have commented that they look through students' sketchbooks hoping to find evidence of solid fundamental skills, and they are often impressed with the quality and diversity of work that is presented during the interviews.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
10	1	22	69	22	69

All-State High School Show

The Annual Utah All-State High School Art Show, now in its 43rd year, gives students in every high school in Utah the opportunity to participate in a competitive juried exhibition. The Springville Museum of Art and our sponsors wish to foster the production of original visual art among Utah teenagers by providing a professional forum for student artists. For many students this exhibition will be their first taste of competition, something many will encounter in their future art careers in college and later in the professional world. This year, in addition to the many public and charter high schools which contributed to the show, we also had 7 private schools and 1 homeschool participate.

Throughout the school year SMA staff engages in ongoing conversations with teachers, DACs, and arts administrators from around the state to assess and improve upon communication of standards and expectations for the show. In response to teacher feedback, this next year we will be creating a series of instructional videos that will be uploaded onto SMA’s website. These videos will help answer questions that students and teachers may have about the show.

Each year, a color catalogue of award-winning student work is available for proud parents, peers, and potential collectors. High school educators often use these catalogues as teaching tools in their classrooms. The exhibition is designed to reflect the best of what is happening in Utah art classrooms, and encourages teachers to foster uplifting and motivating environments that will engage their students with the world around them and challenge them to reach and grow toward their full potential as artists. Through this exhibition, we hope to promote creativity, innovation, and originality as well as artistic quality and technical skill for each participating student.

The Annual Utah All-State High School Art Show is the result of careful and complex collaboration. Each year, professional artists serve as jurors and work together to select artworks for display and special awards. In addition, representatives from Utah’s Congressional offices present awards to pieces that best represent their districts. One piece from each Congressional district is sent to Washington, D.C. as part of a year-long exhibition. The artists are awarded travel expenses from Southwest Airlines to be recognized at a national reception in Washington, DC. The Utah Arts Council also selects a number of works to be part of a one-year traveling exhibition, which visits galleries, schools, and libraries throughout the state. The Annual Utah All-State High School Art Show is among the top in the nation in the number of professional opportunities it provides to high school students.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
28	11	83	773	175	773





Exhibition Tours

Schools from across Utah visit SMA for exhibition tours every year. These field trips provide students with the unique opportunity to explore original works of art. All tours are led by professionally-trained docents, and tours are tailored to fit the needs of each individual group.

We have redesigned our school group visit programs to improve teacher and student engagement. Teachers may easily request a group visit on SMA’s website using a simple google form. When a school group visit is scheduled, teachers receive a pre-visit packet that includes activities to prepare their students for a meaningful museum experience. In 2014 we began offering bus funding to aid in the transportation cost of a school museum visit, we have seen a tremendous response from the schools.

During the Utah All-State High School Art Show, docents lead hundreds of students through the Museum’s permanent collection every day. The docents facilitate and model thoughtful conversation, deeper observation, and appropriate museum behavior. After the docent-led portion of the tour, students are provided with a self-guided tour of the High School Show. This self-guided tour was

created using the Utah State Core Standards and functions as a mechanism for the independent practice of the principles students learn during the docent-led tour. The life skills learned from these tours foster confidence in exploration during cultural experiences inside and outside the classroom setting.



Each school group that visits the Museum is sent a post-visit survey about their experience, and the results are consistently positive. For example, when asked if they would recommend our school group tours to other teachers, this year 95% responded in a resounding “yes!” SMA has received dozens of ‘Thank You’ cards from students expressing their gratitude for the knowledge learned, and how they were able to have fun while interacting with art.

Districts	Charters	Schools	Inst. Hours	Teachers	Students
23	7	75	135.5	383	5,383

Summary of Services Rendered — Three Year Report

These numbers represent services rendered by Springville Museum of Art and the Utah Museum of Fine Arts, covering all POPS visual arts programs. Accordingly, some schools may be counted twice.

District	2012-2013	2013-2014	2014-2015	2015-2016*
Alpine	36	35	43	25
Beaver	1	3	1	4
Box Elder	8	4	5	8
Cache	17	14	14	6
Canyons	17	10	15	10
Carbon	2	2	3	4
Daggett	1	0	1	1
Davis	71	24	31	34
Duchesne	1	3	10	1
Emery	3	4	7	0
Garfield	6	0	1	2
Grand	1	1	1	5
Granite	47	95	86	47
Iron	4	4	6	7
Jordan	32	27	17	24
Juab	1	2	2	1
Kane	0	3	2	0
Logan	4	3	1	8
Millard	3	2	4	1
Morgan	1	3	2	3
Murray	2	5	7	4
Nebo	22	23	27	24
North Sanpete	5	1	5	3
North Summit	1	0	0	2
Ogden	7	3	3	11
Park City	0	6	1	1
Piute	1	2	5	0
Provo	11	6	11	7
Rich	2	0	0	3
Salt Lake	41	42	38	39
San Juan	1	7	0	3
Sevier	5	5	0	3
South Sanpete	4	1	1	5
South Summit	2	2	1	1
Tintic	0	1	2	1
Tooele	10	5	3	11
Uintah	12	4	17	3
Wasatch	2	4	5	4
Washington	17	30	11	11
Wayne	1	0	2	2
Weber	12	8	10	9
Charter	49	51	54	37
USDB	0	0	2	1
Total Schools	463	445	456	376
Total Districts	39	37	37	39

**projected*

Cost-Effectiveness

SMA actively fundraises throughout the year to secure supplementary funding sources to support our programming. POPS programs and curriculum materials are offered free of charge to ensure that all schools have the ability to participate. SMA provides all outreach project materials (except paper). Visits to rural schools are scheduled in groups to maximize travel efficiency; often these visits are coordinated through District Arts Coordinators. In addition, many SMA school programs are sustained through volunteer support. Before a new program is developed, SMA staff meets to deliberate our allocation of resources and the necessity, sustainability, and educational impact of new programming. Through ongoing assessment SMA carefully considers the cost-effectiveness of every program and makes appropriate adjustments annually to improve operations.

Procedural Efficiency

SMA is aware of the need to maximize efficiency in all operations, and perpetually works to streamline procedures. Weekly staff meetings allow for collaborative planning and clear delegation of tasks on group projects. Additionally, Outreach Educators schedule schools geographically to minimize redundant travel to remote locations.

All curriculum materials are available online so that they may be easily accessed by teachers throughout the state. SMA offers online registration for the All-State High School Show and Evenings for Educators programs, dramatically decreasing data entry time for museum staff and streamlining the entry process for students and teachers. This year, based on feedback from teachers, we will begin to create instructional videos to help teachers throughout the state effectively prepare their students for the All-State High School Show without the need for a direct visit from Museum staff.

Collaborative Practices

The Museum collaborates with school districts via the District Arts Coordinators (DACs) to schedule school visits and relay information about all of our programs. SMA and DACs also work together to set up district-wide professional developments that not only train teachers, but also create opportunities for collaboration as they become advocates for Art Talks, and visual arts education, in their individual schools.

Classroom teachers present workshops at Evenings for Educators and contribute curriculum for lesson plan packets. SMA's Outreach Educators coordinate with school principals, secretaries, and teachers when scheduling school visits. The Museum also collaborates with numerous museums and galleries across the state in order to make Evenings for Educators accessible to as many teachers as possible.

Each year we partner with the Utah State Office of Education, the Utah Arts Council, Utah State Legislature, Congressional Offices, and teachers and students from across Utah to present the Annual Utah All-State High School Art Show. Finally, throughout the year SMA consults with the StateWide Art Partnership (SWAP), comprised of Utah elementary and secondary teachers, art specialists, school administrators, and museum educators, to ensure that our programs are sustainable and practical for teachers across the state.

Educational Soundness

SMA strives to remain educationally sound by keeping the best interests of our community's youth at the forefront of our planning. Evenings for Educators lesson plan packets are designed to integrate Utah Core Standards with art for every grade level. The Art Talks program offers presentations tailored to specific grades in schools. Each class discussion is designed to be adaptable to students' interests, skills, and classroom learning objectives. Students become more visually literate as they search their vocabulary to describe and express their feelings and opinions of artworks on exhibition tours, in classroom presentations, and in artist statements for student exhibitions. Professional developments show teachers how to integrate art with math, science, social studies, and language arts to further reinforce the Utah State Core Standards. Every program is vetted by classroom teachers participating on the State Wide Art Partnership for feasibility and utility. Every program reinforces the Utah State Core Standards by offering opportunities for students to practice listening, speaking, language, and critical thinking skills.

The Museum encourages direct experience with practicing studio artists at the majority of our events. Full-time professional artists are invited to participate in Evenings for Educators as keynote



speakers, with the High School Show as jurors, and at Portfolio Day as mentors. Interacting with these professionals increases students' exposure to the professional art world. Our entire set of high school programs promotes college and career readiness through direct contact with professionals working across the visual arts. Furthermore, SMA encourages and models the use of constructive criticism by soliciting evaluations at all SWAP programs and on comment cards provided to museum patrons, as well as through online surveys.

Professional Excellence

SMA's education programs are developed and implemented by qualified and experienced professionals. Highly trained art educators are employed to coordinate and present Art Talks, SMA's outreach program. Every staff member is a college graduate, and many hold advanced degrees. The staff perpetually collaborates to draw from the collective experience and education of the group. Volunteers involved with educational programming are carefully trained by qualified experts to ensure program quality.

In addition, SMA education staff participates in local and national professional organizations, and staff members have presented numerous times at National Art Education Association conferences on SMA school programs. Staff members have also served on various state art education and advisory boards, presented at the Utah Art Education Association conference and the Utah Museums Association Conference, and received Utah Museum Educator of the Year awards. A library is kept onsite with professional development texts, and staff members are expected to spend time in reading and research to keep current with advances and developments in the field of museum education.

Resultant Goals for Continued Evaluation and Improvement

SMA is always seeking to improve and welcomes feedback regarding all programs. Educators complete evaluation forms during all Professional Development sessions and after all onsite tours. Additionally, university faculty members and jurors involved with the Annual Utah All-State High School Show and Portfolio Day complete evaluation forms, which we use each year to make our operations more efficient and convenient. This year we will transition to more online surveys to make the feedback process easier for rural program participants as well as strengthen our internal ability to analyze and understand the data collected from these surveys.

Based on evaluations from the past few years, we are making adjustments to all of our programs to improve quality and accessibility. We have developed a new program focused on Careers in Museums that is now available to Utah high schools. This year we will be working with high school teachers and students to create a series of instructional videos designed to prepare students across the state more effectively for Portfolio Day and the All-State High School Show. Onsite workshops and presentations will still be available, but this will allow for a larger population of Utah students to access the training. We will also be adding a new partner host site in St. George for the Evening for Educators program, allowing more Utah educators to participate in the program.

We hope to establish our Art Talks schedule early this year by booking with teachers and principals primarily before school begins in August. With regards to Evenings for Educators, we would like to improve attendance through enhanced online and paper marketing with a more efficient tracking system so that we may stay in contact with participants after each event. Last year we introduced an online pre-registration system with tremendous results, and are currently exploring how that process could translate to other programs.

Finally, we are currently reviewing all of our program pre-visit materials. We will begin to introduce new materials at the start of the 2015-2016 school year so that teachers and students will be better prepared for classroom presentations and museum visits.

Self-Evaluation

Evidence of
Non-Profit Status



Identification Number: 87-0275715