

# Arts + Social Impact Explorer Fact Sheet

## OVERVIEW

AMERICANS  
for the **ARTS**

Workforce development is any training or support program that aims to produce outstanding and well-prepared workers. Combining the arts with workforce development programs helps create well-rounded workers who not only have “hard,” technical skills in their field, but also have creative thinking skills that foster innovation and drive our global economy.

Workforce development grows economic stability and prosperity by focusing on the skills of the individuals who make our economic engine run. Successful programs focus either on the needs of the people or those of the sector. Building robust growth and health in available jobs can involve finding and developing opportunities, training and supporting individuals, and expanding and enriching individuals’ outlook through other areas like arts and culture.

# ARTS + WORKFORCE DEVELOPMENT

## IMPACT POINTS

### CREATIVITY TOP 3 DESIRED SKILL

By 2020, employers say they’ll be seeking, as their top three desired skills, complex problem-solving, critical thinking, and creativity. The arts drive all three when integrated into education.<sup>1</sup>

### 50% OF EXECUTIVES CREDIT THE ARTS

The arts are integral to career success. Nearly half of all executives say the arts significantly contributed to their career success.<sup>2</sup>

### 4.7 MILLION JOBS CREATED BY ARTS AND CULTURE

Arts and cultural production in 2015 represented 4.3 percent of the U.S. economy, produced \$689.7 billion and created 4.7 million jobs.<sup>3</sup>

### ARTS STUDY RANKED #2 IN DESIRED EMPLOYEE QUALIFICATIONS

Employers rank study in the arts as second (following self-employment experience) as an indicator of the kind of creativity they are looking for in employees.<sup>4</sup>

### 9 OUT OF 10 EXECUTIVES PARTOOK IN THE ARTS IN SCHOOL

A history of arts participation correlates with career success: 90 percent of CEOs reported participating in the arts in school.<sup>5</sup>

### NOBEL PRIZE WINNERS 2.85X LIKELY TO HAVE ARTISTIC HOBBY

The arts increase your likelihood of rising to the top of your field. Research has shown that the top scientists in the world, particularly Nobel prize winners, are 2.85 times as likely than average people to have an artistic hobby.<sup>6</sup>



# EXAMPLES OF PRACTICE

## East Street Arts (ESA), New Haven, CT



ESA provides creative workforce development for persons with disabilities and local artists and makers. It includes diverse populations in arts programming by hiring and training local artists to hold workshops with persons of all abilities and develop a salable product.

[eaststreetartsnh.org](http://eaststreetartsnh.org)

[eaststreetarts@marrakechinc.org](mailto:eaststreetarts@marrakechinc.org)

**image:** Artist with their work. Courtesy of Mary Schiffer.

## Improv Consultants, San Francisco, CA



Improv Consultants provides business training and executive coaching with a team composed of improvisers, facilitators, and executive coaches.

The intersection of improvisation and business training helps teams collaborate, imagine, and communicate more effectively while having fun.

[improvconsultants.com](http://improvconsultants.com)

[info@improvconsultants.com](mailto:info@improvconsultants.com)

**image:** Workshop by Improv Consultants

## Made in NY Production Assistant Training Program, New York, NY



The program partners with the NYC Mayor's Office of Media and Entertainment to deliver a skills training program to low-income New

Yorkers with barriers to employment in the NYC film and TV industry. It also helps to diversify the industry.

<https://www1.nyc.gov/site/mome/initiatives/pa-training-program.page>

**image:** Made in NY Production Assistant Training Program Cycle 49 graduates. Courtesy of Made In New York.

## Upstate Alliance for the Creative Economy (ACE), Albany, NY



ACE works to strengthen support for creative freelancers, creative organizations, and individuals involved in creative work. At its heart, ACE

is about strengthening the Capital Region's creative economy to drive business development, increase jobs, and promote tourism.

[upstatecreative.org](http://upstatecreative.org)

[info@upstatecreative.org](mailto:info@upstatecreative.org)

**image:** ACE Inside Business Event at EYP Architecture and Engineering. Photo by Adrian Fernandez

## Spotlight on the Arts, San Francisco, CA



This program, sponsored by California Lawyers for the Arts, is a comprehensive workforce development program for low-income

high school students. Since its start in 1993, the program has engaged more than 900 students in a three-pronged approach incorporating internships, workshops, and college counseling.

<https://www.calawyersforthearts.org/arts--community-development.html>

[jill.roisen@calawyersforthearts.org](mailto:jill.roisen@calawyersforthearts.org)

**image:** Spotlight on the Arts participants in workforce development program. Courtesy of California Lawyers for the Arts

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**top image:** Ellen (artist) and her dots. Courtesy of Mary Schiffer

### REFERENCES

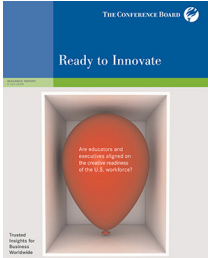
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2. Shugoll, M. (2015) Unmasking Business Success: Executive Perceptions of Arts Engagement and Workforce Skills. Retrieved 15 May 2018 from <https://theatreforward.org/success/>.
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# READING LIST

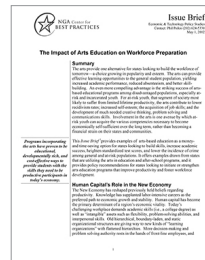
## Ready to Innovate



Ready to Innovate summarizes research findings by the Conference Board and Americans for the Arts, working with the American Association of School Administrators, that sought to determine the skills and abilities that cultivate creativity. Ready to Innovate: Key Finding summarizes the larger report findings.

<https://www.americansforthearts.org/node/85871/edit>

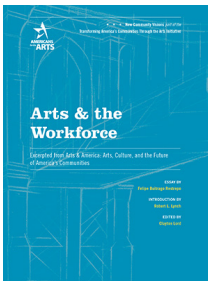
## The Impact of Arts Education on Workforce Preparation



This Issue Brief provides examples of arts-based education as a money- and time-saving option for states looking to build skills, increase academic success, heighten standardized test scores, and lower the incidence of crime among general and at-risk populations.

<https://www.americansforthearts.org/node/100867>

## Arts and the Workforce



This essay from the book *Arts & America: Arts, Culture, and the Future of American Communities* discusses the changing nature of work and the need for creative workforce development solutions.

<https://www.americansforthearts.org/node/90695>

## Developing the Creative and Innovative Potential of Young People through Non-Formal Learning in Ways that Are Relevant to Employability



This report is about how non-formal learning can enhance the creative and innovative capacities of young people in ways that are relevant to employability.

<https://www.americansforthearts.org/node/100865>

## America's Creative Economy



America's Creative Economy details extensive research used to create metrics for the contributions of the creative sector to the overall economy.

<https://www.americansforthearts.org/node/100592>

top image: Made in NY Production Assistant Training Program. Courtesy of Made In New York.

REFERENCES continued

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# ORGANIZATIONS

## California Lawyers for the Arts National Creativity Network

The National Creativity Network engages, connects, informs, promotes, and counsels cross-sector stakeholders who use imagination, creativity, and innovation to foster flourishing individuals, institutions, and communities across the United States.

<http://nationalcreativitynetwork.org>

## Workforce Development Institute (WDI)

Based in New York state, WDI offers information on how to facilitate projects that build skills and strengthen employers' ability to hire and promote workers. Its work is accomplished through partnerships and collaborations with businesses, unions, other nonprofits, educational institutions, and government.

<https://wdiny.org/>

## The Artian

Through seminars, blogging, community events, workshops, and presentations, TheArtian exposes, promotes, and educates about the value of art to drive innovation in business. Its blog and community provide resources to help drive innovation by embracing art and creativity.

<http://theartian.com/>

## The pARTnership Movement

The pARTnership Movement is an initiative from Americans for the Arts to reach business leaders with the message that partnering with the arts can build their competitive advantage.

<http://www.partnershipmovement.org/>

top image: Spotlight on the Arts participants in workforce development program. Courtesy of California Lawyers for the Arts

## THANK YOU TO OUR SPONSORS



The Arts & Social Impact Explorer was made possible thanks to the generous support of the Mellon Foundation and the National Endowment for the Arts. Additional support provided by the Doris Duke Charitable Foundation.

**LEARN MORE**  
[AMERICANSFORTHEARTS.ORG/SOCIALIMPACT](http://AMERICANSFORTHEARTS.ORG/SOCIALIMPACT)

Americans for the Arts developed this Fact Sheet as part of the Arts + Social Impact Explorer.

