



**cultural  
initiatives**  
silicon valley

# Cultural Initiatives Update

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## Cultural Initiatives Adds New Associate Director: Laura Jason, CFRE

Jennifer Leclerc, Communications Coordinator

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Cultural Initiatives recently added Laura Jason, CFRE, as its new Associate Director.

Laura joins Cultural Initiatives from the California Academy of Sciences in San Francisco, where she served as Senior Development Officer, responsible for corporate and foundation programs.

Previously, she was the Principal of Grants Management in Menlo Park, Grants Officer for the San José Museum of Art, and Founder and Executive Director of the Bay Area Writers Workshop.

Volunteer affiliations have

included the Commonwealth Club of California, *Poetry Flash*, Villa Montalvo Center for the Arts, and National Association of Writers' Conferences and Retreats. She holds an M.F.A. in Creative Writing and a B.A. in English Literature with a minor in Asian Art History, both from Mills College.

In her new role with Cultural Initiatives, Laura will be responsible for fund development, financial management and oversight of the Leadership Development program.

Laura can be reached at 408.283.8507 or [laura@ci-sv.org](mailto:laura@ci-sv.org) ●



Photo by Jennifer Leclerc

Laura Jason, CFRE, Associate Director of Cultural Initiatives Silicon Valley.

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## From the Desk of the Executive Director

John Kreidler

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At the start of a new year, it is useful to reflect back on the year past. A highlight, to be sure, was the release of the *Creative Community Index*, the product of two years of research on the cultural aspirations of Silicon Valley residents and the condition of local cultural institutions. The *Creative Community Index* is an ambitious attempt to document the broad features of cultural expression in the Valley, and it has attracted local, national and international attention.

Cultural Initiatives' pioneering game/simulation of regional cultural policy, "Great Cities," continues to

attract new audiences. "Great Cities" remains the only computer simulation of cultural policy options ever created, and at last count, was in use in the arts management and policy programs of six American universities and one in Australia.

The core of Cultural Initiatives' mandate, however, is the restoration of sequential standards-based arts curriculum in public school classrooms. Now in its fourth year of operation, our Creative Education Program has provided more than \$3 million in direct funding to more than 150 schools, in addition to thousands of hours of on-site

consulting and hundreds of hours of off-site teacher training. Early evaluation results, commissioned by the David and Lucile Packard Foundation, indicate that the Creative Education Program is producing solid and sustainable results.

Despite a difficult economy, 2002 was Cultural Initiatives' most productive year yet, providing a strong base for an equally productive year in 2003.

John Kreidler, Executive Director

## Renowned Actor Rallies SV Leadership on Arts Ed

Giancarlo Esposito addresses da Vinci Forum attendees

Cultural Initiatives' November da Vinci Forum featured Giancarlo Esposito, acclaimed film, Broadway and television actor. Esposito met with about a dozen business and civic leaders at a private downtown luncheon to discuss the importance of the arts in Silicon Valley.

"The arts open a different part of the brain and stimulate creativity, which is very important to an area that relies on technology and other creative industries," said Esposito. "The arts make us a kinder, gentler, more tolerant society, but there is no doubt that they also improve technological skills."

Esposito shared insights into his experiences as an artist, and led the group in an engaging dialogue about the importance of maintaining a vibrant arts and cultural community in Silicon Valley, where technological innovation and other

types of creative thinking flourish. Esposito also stressed the importance of arts education as vital to developing the next generation of creative thinkers.

"The community here in Silicon Valley is larger than the San Francisco community, and yet the arts are shrinking here," said Esposito. "If we do one thing here to strengthen the link between arts education and technology, it will be one more thing than we did before."

The da Vinci Forums are sponsored by Cultural Initiatives Silicon Valley, Community Foundation Silicon Valley, and the Tech Museum of Innovation. Previous da Vinci Forums speakers have included urban historian Sir Peter Hall, Carnegie Mellon University Professor Richard Florida, and former Poet Laureate Robert Pinsky. ●



Photo by Chris Ayers

Leigh Weimers, columnist with the San José Mercury News, and David Mitchell, a partner with Hoge, Fenton, Jones & Appel, meet acclaimed actor Giancarlo Esposito at Cultural Initiatives' da Vinci Forums in November.

## TUNE IN!

John Kreidler and Brendan Rawson will be on KBAY B94.5 and KEZR Mix106.5 radio. In an interview with Barry Pool, John and Brendan discuss the role of arts and culture in Silicon Valley community life, sharing highlights from the *Creative Community Index*.

**February 9, 6:30AM**  
**KBAY B94.5**

**February 9, 7:30AM**  
**KEZR Mix106.5**

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### Contact Us

[www.ci-sv.org](http://www.ci-sv.org)

John Kreidler, Executive Director  
408.283.8505  
[john@ci-sv.org](mailto:john@ci-sv.org)

Laura Jason, CFRE  
Associate Director  
408.283.8507  
[laura@ci-sv.org](mailto:laura@ci-sv.org)

Dana Powell, Ed.D.  
Director, Creative Education Program  
408.283.8508  
[dana@ci-sv.org](mailto:dana@ci-sv.org)

Brendan Rawson  
Director, Community & Neighborhood Arts  
408.283.8506  
[brendan@ci-sv.org](mailto:brendan@ci-sv.org)

Jennifer Leclerc, Communications Coordinator  
408.283.3407  
[jennifer@ci-sv.org](mailto:jennifer@ci-sv.org)

Aimée Ipson  
Professional Development Coordinator  
Creative Education Program  
408.283.3409  
[aimée@ci-sv.org](mailto:aimée@ci-sv.org)

Lilia Agüero, School Grants Coordinator  
Creative Education Program  
408.283.3408  
[lilia@ci-sv.org](mailto:lilia@ci-sv.org)

Vanessa Shieh, Administrative Coordinator  
408.283.7000  
[vanessa@ci-sv.org](mailto:vanessa@ci-sv.org)

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THERE'S NOT ENOUGH  
ART IN OUR SCHOOLS.

NO WONDER  
PEOPLE THINK

**MARTHA  
GRAHAM**

IS A SNACK  
CRACKER.

Charles Mager, for "Martha Graham: From Snacks to Performance" by Susan Mager



For more information about the importance  
of arts education, please contact  
[www.AmericansForTheArts.org](http://www.AmericansForTheArts.org).



Americans for the Arts has partnered with the Ad Council on a national advertising campaign to promote arts education for children.

The campaign educates the public on how the arts impact a child's development and shows parents how to ask for more art for their children.

The arts are much more than just fun "extra" activities for children. In addition to learning to express themselves creatively, the arts teach children to be more tolerant and open. The arts also promote individuality, nurture self-confidence, and improve academic performance.

Visit the Americans for the Arts website for more information and resources.  
[www.artsusa.org](http://www.artsusa.org).

## SAVE THE DATES!

upcoming creative education symposia

March 19, 2003 **Jay McTighe** on  
**Understanding by Design  
Standards-Based Curriculum Development**  
6:30 p.m., Le Petit Trianon Theatre

April 30, 2003 **Arts Education Expo**  
**School Arts Programs +  
Arts Provider Organizations**  
4:00 p.m., location to be announced

information

Aimée Ipson, Professional Development Coordinator  
[aimee@ci-sv.org](mailto:aimee@ci-sv.org) • 408.283.3409

## Silicon Valley "Creative Community" Research Attracting Interest From Abroad

Brendan Rawson to present findings at London conference

Brendan Rawson, Director of the Community & Neighborhood Arts Program at Cultural Initiatives, has been invited by the UK's Centre for Creative Communities in London to be a panelist in a symposium entitled, "Common Threads: An Agenda for Active Citizenship." As the Research Director and primary author of the *Creative Community Index*, Brendan will present findings from the *Index* about the connection between community, cultural participation and broad civic engagement. Brendan will also discuss our current research on the cultural participation and creative expression of local immigrant communities.

The "Common Threads" symposium is expecting to attract 400 participants from around Europe and North America. The symposium will present the latest information and experience on effective means to strengthen local communities and promote civic engagement, and will address issues such as global and local citizenship, the information society, corporate social responsibility, culture and community, values, and civil society.

The *Creative Community Index* has already received strong interest from various communities around

the United States. Other technology regions, such as Boston and Austin, are using the report as a model for measuring cultural participation, creativity and innovation in their own cities.

This will be Brendan's second trip to the UK to discuss findings in the *Creative Community Index*. In November, the Creative Clusters Summit conference invited Brendan to participate in its first ever convening. The conference, sponsored by the European Union, the UK Department of Trade and Industry, and the Financial Times newspaper explored one of the fastest growing sectors of the world economy: the "Creative Industries" sector.

The conference defined Creative Industries as "those activities which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation of intellectual property." Industry examples include advertising, film and television, design, software, music, architecture, the arts, and publishing.

"Common Threads: An Agenda for Active Citizenship" will take place in London, February 4-5. For more information, please contact Brendan at Cultural Initiatives or visit [www.creativecommunities.org](http://www.creativecommunities.org)

## Art on Route: Cultural Initiatives Partners with VTA to Feature Art by Local Elementary Students

Source: Santa Clara Valley Transportation Authority



Sample poster design for Art on Route.

Sample poster design by Dana Powell

Beginning in late February, selected VTA bus shelters will display works of art created by local elementary school students. At the urging of Santa Clara County Supervisor Blanca Alvarado and San José Councilmember Cindy Chavez, both VTA Board members, the public transportation agency is collaborating with Cultural Initiative Silicon Valley to bring the student artwork to selected bus shelters in San José.

The purpose of the *Art on Route* program is to increase public interest in schools arts programs while promoting the benefits of public transportation. Artwork for the program was collected from five school districts: Berryessa, Cambrian, Franklin-McKinley, Oak Grove and San José Unified. Each of these districts are currently participating in Cultural Initiatives' Creative

Education Program, which gives cash grants and technical assistance to public elementary schools in Santa Clara County to develop arts education curricula.

"The *Art on Route* program is a benefit for everyone," says John Kreidler, Executive Director of Cultural Initiatives Silicon Valley. "Children gain the thrill of seeing their creative work in public settings. Transit riders are enriched by the lively images of young imaginations. And we are all reminded of the need to support the arts and creativity in our schools."

To learn more about Art on Route, visit [www.vta.org](http://www.vta.org).