

# DIGITAL SCRAPBOOK OVERVIEW



Each year at the NAEA National Convention, The Council for Art Education (CFAE) recognizes outstanding achievement at the state level in celebration and support of Youth Art Month. Recognition and awards are based on participating states' digital scrapbook submissions. The scrapbook serves to:

- Document each state's annual activities and efforts toward the promotion and support of art education
- Demonstrate the positive impact and association between art teachers, their students, and their community as a result of the state's activities

Awards are presented to State Youth Art Month Chairpersons. These include:

## Claire Flanagan Memorial (Grand) Award

(Claire was instrumental in developing the Youth Art Month national program)

Award of Excellence

Award of Merit

## Youth Art Month scrapbooks are reviewed on 8 categories:

- **Awareness and Community Support** - Incoming funds/support as a result of promotion and events.
- **Funding** - Expenditures for actual state events; % of population reached as a result of expenditures.
- **Proclamations and Endorsements** - Governor Proclamation, and endorsements from state legislators and other dignitaries.
- **Observances, Exhibits and Events** - Listing of observances, exhibits and events, as well as visual representation. State map with % of population reached as a result of activities.
- **Advertising and Media** - Examples and listing of media used to promote and support events (newspaper, social media, television, other).
- **Special Materials** - Examples of materials designed and used to promote the theme and related events.
- **Visual Backup Information** - Visual content documents theme, events and efforts from all areas.
- **Documentation Presentation** - Book/presentation follows the state theme consistently throughout the book. Thoughtfully designed and organized. Aesthetically pleasing.

**Need help figuring out how to document your Youth Art Month Program?**

- Refer to the following guidelines as you develop and track your program throughout the year.
- Use the guidelines as an outline for organizing the information for your scrapbook, following the same order as listed.

## ALL DIGITAL SCRAPBOOK SUBMISSIONS ARE DUE JULY 22, 2016

Additional details will follow regarding where to submit your Digital Scrapbook.

We look forward to seeing your submissions and learning more about your Youth Art Month programs, and we can't wait to see the results of all your hard work!

Questions? Contact  [youthartmonthCFAE@gmail.com](mailto:youthartmonthCFAE@gmail.com)



# DIGITAL SCRAPBOOK PREPARATION



Follow the order listed here to prepare your digital state Scrapbook. Suggested number of pages is listed next to each Category heading. Additional information from Council for Art Education will be available in 2015 to assist you with your documentation.

Category (# of pages)	What to include
<p>Youth Art Month Awareness and Community Support (3)</p>	<p>Provide year to year comparisons or highlight events that illustrate important positive changes in visual arts education as a result of Youth Art Month activities. These might include:</p> <ul style="list-style-type: none"> <li>Increases in number of events</li> <li>Increases in event participation (how?)</li> <li>Increases in teacher participation (how?)</li> <li>Increased sponsorship/support for student awards and scholarships</li> <li>Improvements to overall Youth Art Month program administration</li> <li>Demonstrated support from State Art Education Association</li> <li>Coordination and support from other organizations and businesses (i.e. events, free admission)</li> <li>Partnerships and events with libraries, art centers, museums</li> <li>Formation of Art Advocacy committees</li> <li>On line survey tools</li> <li>Social Media sites, such as Facebook and Pinterest, Twitter, LinkedIn</li> <li>YouTube videos promoting Youth Art Month Events, or how to initiate local events</li> <li>Email communication to state art education association members</li> </ul>
<p>Funding (1) (sample report available)</p>	<ol style="list-style-type: none"> <li>1. Annual Budget for Youth Art Month (by line item)</li> <li>2. Expenditures This Year vs. Last Year</li> <li>3. Donations This Year vs. Last Year</li> <li>4. State Program Sponsors</li> </ol> <p>(Use the Youth Art Month Funding Report to track funding at the school, district, or regional level)</p>
<p>Proclamations/Endorsements (2 - 4) (sample documents available)</p>	<ol style="list-style-type: none"> <li>1. Governor's Proclamation</li> <li>2. Mayor's Proclamation</li> <li>3. Endorsements</li> <li>4. Certificate of Recognition             <ol style="list-style-type: none"> <li>a. Members of Congress</li> <li>b. State Representatives</li> <li>c. School Superintendents</li> <li>d. School Board Members</li> <li>e. School Principals</li> <li>f. State Arts Organizations</li> <li>g. Art Supervisors</li> <li>h. City Council Members</li> <li>i. Local Businesses</li> </ol> </li> </ol> <p>(include listing and images of all items)</p>



Category (# of pages)	What to include
<p>Observances, Exhibits and Events (7 – 10) (sample report available)</p>	<ol style="list-style-type: none"> <li>1. Geographical Map Highlighting Regions/Counties, Local Chairpersons, and Observances (this information can also be provided in a table format, or using the tracking reports from CFAE).</li> <li>2. List of observances, exhibits and events within each region/county, and the percentage of population reached as a result of the observances. Include photos to document activity.</li> <li>3. Number of students participating within each region/county, and the percentage of student population participating overall.</li> </ol> <p>(see separate listing of ideas for Exhibits and Events)</p> <p>(Use the Youth Art Month Activity Report to track activities at the school, district, or regional level)</p>
<p>Advertising and Media (3 – 5)</p>	<ol style="list-style-type: none"> <li>1. Provide visual representation of media used throughout Youth Art Month Celebrations, including newspaper articles, internet news, television, school websites, school news announcements, blogs, bulletin boards, billboards, Facebook, YouTube.</li> <li>2. If possible quantify media used by type</li> </ol>
<p>Special Materials (1 – 2)</p>	<ol style="list-style-type: none"> <li>1. Visually highlight materials created for Youth Art Month activities, such as posters, postcards, buttons, event programs/brochures, banners, pencils, promotional products, and certificates.</li> </ol>