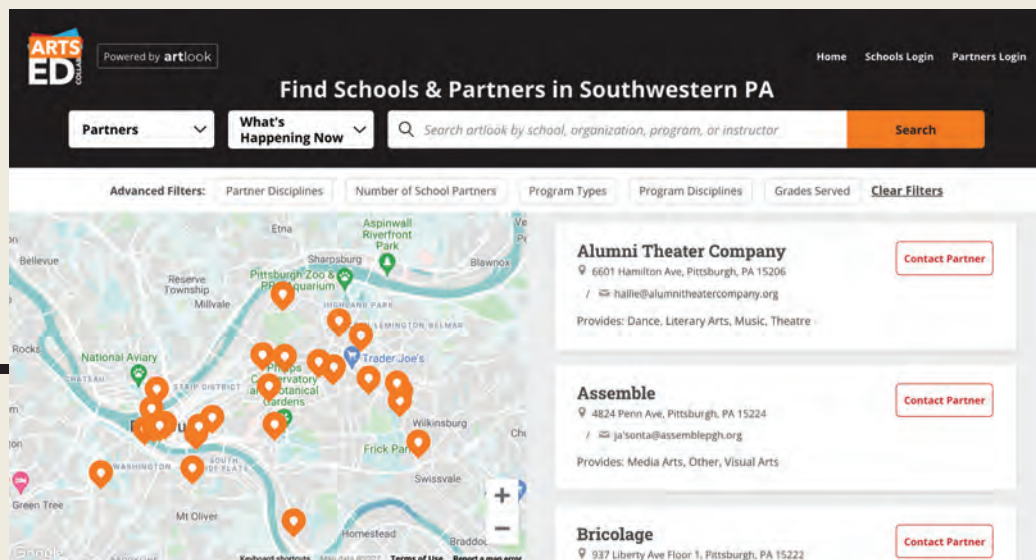# How To Make the Most of Your artlook® SWPA Profile

artlook® SWPA provides greater visibility of arts learning opportunities across our region. This visibility lays the groundwork for fostering new **connections, relationships, and collaboration** between schools and arts partners.

This guide offers great tips and best practices to help you make the most of your artlook® profile including:

- How to celebrate your **strengths and professional context**
- How to optimize your artlook® profile for school partnership readiness
- Specific **language suggestions** that school personnel value and recognize
- Ways to communicate about **program customization** to meet school needs

Organization Description

More than just providing a way to share your mission and values, consider this space as an introduction to your **organization** or to your work as a **teaching artist.** Keep in mind that schools can search for partners using **keyword searches.** If there are particular terms that you associate with your organization and program offerings, include them here and in your program descriptions so schools may more readily find you based on fit.`

Here are things to include to give viewers a feel for what you do best:

- Keys points from your **mission + values**
- Creative areas of **expertise**
- **Communities** you serve
- **Cultural foundations** and major influences
- **History** of working with schools and/or collaborating with classroom teachers

Words and phrases to consider here:

"Connecting to schoolwide and curricular learning goals"

"Programs can be offered virtually"

"Culturally responsive/sustaining practices"

"Arts integration"

"…during the school day"

"Experience with grade levels…"

Photo courtesy of Center of Life

Program Descriptions

The program description gives the reader a glimpse into the program, its goals, whom it serves, and its areas of focus. Here are some ways to maximize the program description to provide as much information as possible:

- Describe program goals. What will students explore? What knowledge, skills, and/or competencies will students develop? What will they produce?
- Include pedagogical and cultural approaches that inform the program
- How will students demonstrate their learning?
- Include a tiny url link that readers can copy and paste to content that shows examples of program outcomes. For example: link to a portfolio of student work, YouTube page, or audio playlist created during the program, etc.
- If applicable, describe how this program is customizable to meet the specific needs of a school.
- Consider adding a completely customizable program if you have the interest and bandwidth to partner with schools in this way.

Photo courtesy of Center of Life

Pro Tip:

Select all artlook® program types you are able to offer within a given program even if you aren't doing so just yet.

Program Types

When choosing program types, consider how programs can be **adapted to accommodate the needs of schools.** For example, if a program traditionally exists as an out of school time/summer program, could it be adapted or customized as a residency or online virtual program? If so, list those program types as well.

Virtual Learning Library (https://artlookmap.com/library**):** One of the great benefits of having a profile on artlook® SWPA is connecting with a national audience. All programs identified as online/virtual will appear both on artlook® SWPA partner profiles and are searchable on Ingenuity's Virtual Learning Library along with programs offered by other artlook® communities across the country. We encourage partners to take advantage of this national platform.

Words and phrases to consider here:

Flexible

Customizable

Teacher collaboration and co-planning

Standards-based/standards-aligned (PA or National Core Arts Standards

Developmentally appropriate

Culturally responsive/sustaining practices

Integrated learning

Science, Technology, Engineering, Arts, and Math (STEAM)

Social emotional learning (SEL)

Classroom

Students

Photo by Ben Filio for Remake Learning

Supporting School Partnerships

Schools across SWPA are looking for partners to **enrich arts learning for their students and have resources to support collaborations** with arts organizations and teaching artists. Showing a readiness for school partnerships in your artlook® profile is an important part of making new connections. The AEC team encourages you to use the language suggestions in all areas of your profile, including:

- Organization description
- Title of program (e.g. for School Groups, School tour/workshop)
- Program description(s)

artlook® SWPA is still a new resource, and every year the AEC team is committed to adding more schools and districts to the map. You may find that schools you currently partner with do not have profiles on the map and as a result, you cannot yet list that partnership on your profile. However, our recruitment strategies work to address this. If you have school partners who do not appear on the map:

- Email a list of your school partners to artlook@artsedcollab.org.
- AEC will prioritize reaching out to these schools with a customized invitation to join artlook® SWPA referencing your partnership.

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