

# CAREERS & the Arts

## How Arts Education Builds the Skills that Business Values

1. An education in the arts encourages high achievement.
2. Study of the arts encourages a suppleness of mind, a toleration for ambiguity, a taste for nuance, and the ability to make trade-offs among alternative courses of action.
3. Study of the arts helps students to think and work across traditional disciplines. They learn both to integrate knowledge and to “think outside the box.”
4. An education in the arts teaches students how to work cooperatively.
5. An education in the arts builds an understanding of diversity and the multi-cultural dimensions of our world.
6. An arts education insists on the value of content, which helps students understand “quality” as a key value.
7. An arts education contributes to technological competence.

Source: *Business Week*, October 28, 1996

## The Life Skills of an Arts Education

### The Arts:

- Help students perceive relationships and recognize that forms within a work interact and influence each other.
- Teach an attention to nuance and help students to see that small differences can have a large effect.
- Foster an awareness that problems can have multiple solutions — that good things can be done in different ways.
- Develop the ability to shift aims in process — to pursue goals that were not conceptualized at the outset.
- Nurture the ability to make decisions in the absence of rules.
- Cultivate imagination and the ability to visualize situations and consider the rightness of a planned action.
- Enhance the student’s ability to operate within the constraints of a medium and to exploit constraints productively.
- Enable students to frame the world from an aesthetic perspective — to see the world from new perspectives with fresh eyes.

Source: *Educating for Tomorrow’s Jobs and Life Skills*, by Eliot Eisner, Arts Education for Life and Work, The Getty Education Institute for the Arts

## The Arts Make Cents

The arts have a positive impact on both a community’s quality of life and on its bottom line.

A recent study by the National Assembly of Local Arts Agencies (NALAA) documented the economic importance of the nonprofit arts on communities. The three year study surveying nearly 800 nonprofit arts organizations in 33 communities in 22 states, concluded that the arts are a thriving industry and “an economically sound investment for communities of all sizes.”

The NALAA report estimated that nonprofit arts organizations generate:

- 1.3 million jobs annually
- \$25.2 billion in personal income
- \$790 million in local government revenues
- \$1.2 billion in state government revenues
- \$3.4 billion in federal income tax revenues

In terms of national impact, the nonprofit arts were found to compose a \$36.8 billion industry in the United States. That number jumps to \$314 billion when the commercial arts sector is added.

Source: National Assembly of Local Arts Agencies. *Arts in the Local Economy Final Report*. Washington, D.C., 1994.



Davis Publications

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