

**Joy Bower**

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**Writing Sample: Website Content**

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**Audience:** The audience for this website content is composed of county school and district administrators, teachers, and paraprofessionals; federal, state, and local government agency staff; Visual and Performing Arts (VAPA) program staff; and County Office of Education (COE) staff. Their knowledge of the program ranges from none to expert. The main purpose of the program description is to give them enough knowledge to decide whether the program services would be of value to them, whether they are eligible, and whom to contact for details and enrollment. The information is concise and complete.

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## **Visual and Performing Arts Program**

### **Purpose**

The Visual and Performing Arts (VAPA) program provides services designed to support district and school administrators and teachers in the process of improving student achievement and social development through the teaching of dance, music, theater and visual arts. The VAPA arts curriculum and instructional strategies are research-based, California standards-aligned, and fully integrated into the core curriculum.

### **Services**

VAPA services include:

- Administrator training in the planning and development of standards-based arts curricula
- Teacher training in standards-based Visual and Performing Arts instruction
- Assessment of current Visual and Performing Arts programs
- Strategies for locating and recruiting qualified practicing artists to teach in the classroom
- Strategies for fund raising and grant writing to support the arts

### **California Arts Advocacy Toolkit**

The [California Arts Advocacy Toolkit website](#) offers materials and resources that will enable California schools to advocate for standards-based K-12 arts education. The following materials are available for download and use by California K-12 schools and districts: ready-to-use public service announcement videos; articles and texts showing the importance of arts in education; and communication tools such as samples letters, surveys, and articles.

### **Eligibility Requirements**

VAPA services are available to all county districts and schools. The California Arts Advocacy Toolkit is available to all California districts and schools.

### **Contact Us**

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[Send Email](#)