

TODAY'S EMPLOYERS  
PREFER CANDIDATES  
WHO CAN COLOR  
OUTSIDE THE LINES.



WILLIAM M. HABERMehl  
County Superintendent of Schools



[www.sparkoc.com/alliances](http://www.sparkoc.com/alliances)



## THAT'S WHY WE MUST KEEP MUSIC, DANCE, THEATER AND VISUAL ARTS IN OUR CLASSROOMS

A standards-based arts education is about building every student's creative capacity so that their creativity wins them the college of their choice and makes them stand out with any employer in any career they choose.



## CREATIVITY IS #1 SKILL

IBM surveyed 1,541 CEO's who said creativity is the most important leadership quality they are looking for.

*"To compete in the global marketplace, I need employees who are well-rounded and have the skill sets that they have learned from the arts".*

- Rick Gallaher, Senior Engineer, Boeing



## 1 OUT OF 6 JOBS IN SOUTHERN CALIFORNIA IS NOW IN THE CREATIVE INDUSTRIES

*"2009, Otis Creative Economy Report for the Los Angeles Region"*

The top creative industries in Orange County include digital design, product/industrial design, toy design, entertainment and communication arts.



## IS YOUR CHILD PREPARED?

Success in the workplace begins with imagination in the classroom. Employers want creative problem solvers, innovative thinkers, confident communicators and collaborators.

[www.sparkoc.com/education](http://www.sparkoc.com/education)

# TAKE ACTION! JOIN YOUR LOCAL ALLIANCE FOR ARTS EDUCATION.

For information on your local alliance, go to [www.sparkoc.com/education](http://www.sparkoc.com/education)

This initiative is in partnership with and generously supported by the California Alliance for Arts Education and Boeing.

Printing made possible with the support of arts patron, Stephen Ludwig