

Dear Administrator,

This year the California Art Education Association is holding its state conference in Sacramento from November 14-17, 2019. With the advent of the new California Visual and Performing Arts Standards, attendance at this conference will be vital for your visual arts educators. Two of our keynotes are focused on topics critical for today's schools. In addition, for participants, the California Department of Education will present special focus sessions on the [new VAPA Standards](#) and upcoming [Framework and Universal Design for Learning \(UDL\)](#). We believe that the significance of these keynotes is such that we are inviting administrators to attend one or both of the speakers as a Special Keynote ONLY guest at no charge.



**Dr. Lois Hetland**

*Value of Art Education in Today's Schools*  
Friday, November 15, 2019 at 10:30 a.m.



[Dr. Lois Hetland](#) will speak on the *Value of Art Education*. Dr. Hetland did her research in art education at Harvard's Project Zero and is the author of the national bestseller, [Studio Thinking: The Real Benefit of Visual Arts Education](#). The first edition of this bestseller was featured in The New York Times and The Boston Globe for its groundbreaking research on the positive effects of art education on student learning across the curriculum, including alignment with Common Core.

Her new book, [Studio Thinking from the Start: The K-8 Art Educator's Handbook](#), shows how the eight *Studio Habits of Mind* and four *Studio Structures* can be used successfully with younger students in a range of socioeconomic contexts and school environments.



## Simón Silva

*Cultivate A Creative Mind: 21st Century Skills*  
Saturday, November 16, 2019, at 4:00 p.m.

[Simón Silva](#), a well-known artist, author, and speaker, will speak on how to help students regain creative confidence. Simón connects with audiences with a powerful message about *Cultivating a Creative Mind* to meet the requirements of the 21st Century.

*"Mr. Silva inspired, captivated, and stunned all in attendance with his story and images of his life."*

~AnneRene Joseph, Office of Superintendent of Public Instruction Arts  
Supervisor, Washington State

## CAEA State Conference

In addition, the conference features professional development on the [new VAPA standards](#) and a workshop on designing a roll-out of the standards for your district by Letty Kraus, CDE Curriculum and Frameworks Division. Lindsay Weiss, CDE, will present on [Universal Design for Learning \(UDL\)](#), discussing ways to increase inclusion of special education and other at-risk populations in art education.

Workshops will be offered on topics such as Special Education inclusion, arts integration, CTE, creativity, and more. In addition, there are master classes to increase the teacher's art expertise, networking sessions, and school tours. Advocacy Day on Thursday, November 14, 2019, will offer teachers the opportunity to visit the Capitol to thank representatives for our new VAPA standards. We also include a Spring follow-up day in the registration fee.

This year, as in past years, we are offering a team discount which allows members of teams of four or more current CAEA members registering together to qualify for a reduced price; all attendees must be NAEA/CAEA members to be eligible for the discount. We are confident that team attendance will facilitate your district adoption and implementation of the new California VAPA Standards. You may [click here](#) to view conference registration pricing options.

To read more about the conference and what will be offered, please check out our conference website: <https://www.caea-arteducation.org/conference>.

[Click here](#) to reserve your FREE Keynote ONLY Administrator Guest Pass.

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