



# LIVING A CREATIVE LIFE

AN ARTS DEVELOPMENT  
STRATEGY FOR CALGARY

Success Indicator  
Baseline Report:  
Youth &  
Education

NOVEMBER 2014



# Success Indicator Baseline Report Overview: November 2014

Published in March 2014, **LIVING A CREATIVE LIFE** is an arts development strategy for Calgary, by Calgarians. As of November 2014, it has attracted over 100 signatories who are contributing to one or more of the strategy's five major focus areas: Creative Communities, Centre City Arts District, Arts Incubation, Artistic Exchange, and Youth & Education.

**LIVING A CREATIVE LIFE** includes success indicators for each focus area so that progress towards the strategy's outcomes can be tracked. These success indicators are systems-level measurements that will be evaluated annually, and this report provides baseline data for each indicator, using the most complete information available at the time. Future success indicator reports will compare their measurements against these baselines. Some baseline information has been omitted because of a lack of data sources; Calgary Arts Development continues to seek and draw from data sources for all indicators.

As success indicator measurement progresses, growth in any given indicator may be due to new sources of data or new signatories who contribute further information. All future success indicator reports will note when new baseline data is included and when new sources of data are contributing to the growth measured for any specific indicator.

The overall strategy is built around the framework below. Although drivers and tactics contribute to the achievement of each outcome, this report refers only to success indicators and outcomes. The complete strategy is available at [LIVINGCREATIVE.CA](http://LIVINGCREATIVE.CA).

**Overarching Vision:** Calgary is a place that empowers every resident to live a creative life, fuelling a vital, prosperous and connected city.

**Mission:** To align and activate Calgarians in creating a vital, prosperous and connected city through the arts.

The strategy is organized by five major focus areas that include the following elements:

**Focus area:** Each of five major goals that will contribute to **LIVING A CREATIVE LIFE**'s overarching vision. Each focus area is broken down into a vision, outcomes, drivers and tactics.

**Vision:** The aspirational description of what Calgarians would like their city to look like, as it pertains to the focus area.

**Outcome:** The state or condition that does not currently exist but must exist in order to achieve the vision.

**Driver:** A movement coordinated by various stakeholders to help achieve the outcome.

**Tactic:** A single program, task or initiative that contributes to the driver.

References for the material cited in this report are available at [LIVINGCREATIVE.CA](http://LIVINGCREATIVE.CA).



## SUCCESS INDICATOR BASELINE REPORT: NOVEMBER 2014

# Youth & Education

**Outcome one:** Calgarians recognize the value of the arts in developing creative thinking, and seek out authentic arts experiences for youth.

**Vision:** Calgary's youth become highly engaged and innovative citizens as they connect with their communities through the arts.

### SUCCESS INDICATOR: YOUTH ARTS PARTICIPATION

In 2013 and 2014, there were **60,123 youth participants in the arts**, either through arts education in school or volunteering for an arts-related project (this total is based on data from the 2013/14 school year or the 2013 calendar year, depending on the source).

- **86 youth** reported to Youth Central that they dedicated **489 hours to volunteering** with arts-related projects in 2013
- **32,755 student enrolments in fine arts and locally developed arts classes** in Calgary Board of Education junior and senior high schools in the 2013/14 school year
- **14,165 student enrolments in fine arts classes** in Calgary Catholic School District junior and senior high schools in the 2013/14 school year (32 out of 52 junior and senior high schools are represented in this total)
- **13,117 students were exposed to a fine arts specialist** in Calgary Catholic School District elementary schools in the 2013/14 school year (49 out of 82 elementary schools are represented in this total)

### *Attendance at Youth Arts Programming*

In 2013, organizations that applied to Calgary Arts Development's 2014 Operating Grant Program **attracted 540,354 participants to educational arts activities for children and youth**.

### SUCCESS INDICATOR: PERCEPTIONS OF THE VALUE OF ARTS EXPERIENCE FOR YOUTH

In the 2014 Calgarian Engagement Survey (commissioned by Calgary Arts Development and administered by Stone-Olafson), the vast majority of respondents agreed that everyone should learn something about the arts and that it is important for their children or young people to have arts experiences:

- **89%** believe everyone should learn at least something about the arts
- **83%** believe it is important that their children/young people are exposed to the arts

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**Outcome two:** A strong base of resources facilitates authentic arts experiences for youth

### SUCCESS INDICATOR: QUANTITY OF ARTS EXPERIENCES AVAILABLE TO YOUTH

In 2013, organizations that applied to Calgary Arts Development's 2014 Operating Grant Program produced **5,910 educational arts activities for children and youth**.

### SUCCESS INDICATOR: EQUITABLE ACCESS TO ARTS EXPERIENCES FOR ALL YOUTH

The Calgary Board of Education is divided into five school areas. To gain a picture of equity across the city for arts education, the following map compares the school districts and arts enrolment against the following demographic factors:

- the average median household income, as reported in the 2006 Census of Canada
- the average percentage of ethnically diverse and immigrant populations, as reported in the 2006 Census of Canada

## Distribution of Arts Enrolment Across Calgary Board of Education School Districts

### Area II

- 24,488 students total; 7,928 enrolments in arts courses
- \$65,896 median household income
- 2.9% of population Aboriginal
- 19.6% of population immigrant
- 17.6% of population visible minority

### Area III

- 22,315 students total; 5,271 enrolments in arts courses
- \$57,958 median household income
- 4.8% of population Aboriginal
- 32.8% of population immigrant
- 41.7% of population visible minority

### Area I

- 16,014 students total; 5,111 enrolments in arts courses
- \$78,306 median household income
- 4.4% of population Aboriginal
- 25.3% of population immigrant
- 23.6% of population visible minority

### Area IV

- 16,667 students total; 4,250 enrolments in arts courses
- \$79,652 median household income
- 2.1% of population Aboriginal
- 22.2% of population immigrant
- 17.4% of population visible minority

### Area V

- 25,572 students total; 10,195 enrolments in arts courses
- \$88,236 median household income
- 2.0% of population Aboriginal
- 19.1% of population immigrant
- 12.3% of population visible minority



*Note: Demographic data for is represented as an average of all communities within each school area.*

*The number of students for each area reflects all Calgary Board of Education schools, but arts enrolment numbers reflect junior and senior high schools only.*