




# **PURSING AN ARTS EDUCATION AFTER HIGH SCHOOL**

**A DISCUSSION OF BEST  
PRACTICES AND PROCEDURES**

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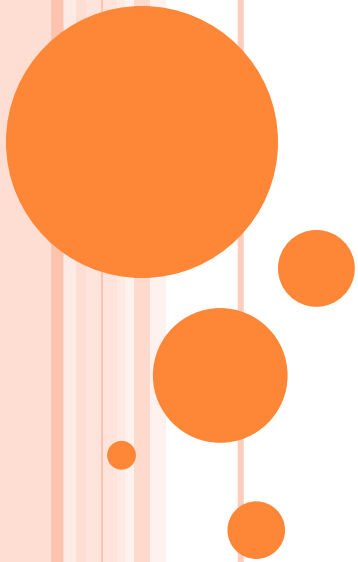
**“*INNOVATION*  
DISTINGUISHES  
BETWEEN A  
LEADER AND A  
FOLLOWER.”**

Steve Jobs

Co-Founder, Apple Inc.

# THE *DECISION*...


SHOULD I PURSUE  
THE ARTS  
AFTER HIGH  
SCHOOL?



# ASKING THE RIGHT QUESTIONS...

- Is art your child's only passion or do they have other interests?
- How competitive is your child?
- How does stress affect your child?
- Are they self-motivated?
- Do you as parents support the decision to pursue an arts major?
- Where does your child fit in the "pond" they are currently in? (Big Fish or small fish?)
- Have they participated in any local, regional, or All-State events/competitions/ensembles?
- Do they participate in arts activities during the summer?
- Have private teachers, school instructors, etc. given your child encouragement to continue on in their art?
- Can your child see themselves doing anything else?





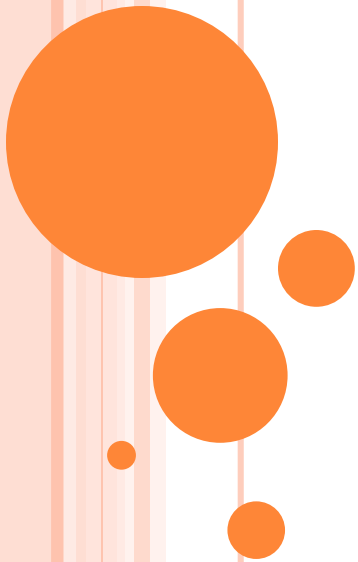
**“I WORK A LOT WITH  
FORTUNE 500  
COMPANIES, AND  
THEY’RE ALWAYS  
SAYING, ‘WE NEED  
PEOPLE WHO CAN BE  
INNOVATIVE, WHO CAN  
THINK DIFFERENTLY’.”**

**Sir Ken Robinson**

**Author-Out of Our Minds**

# THE *OPTIONS*...

WHAT IS THE  
STUDENT  
LOOKING FOR IN  
AN ARTS  
PROGRAM?



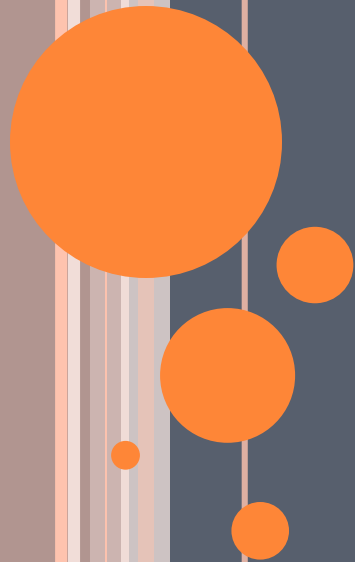
# PROGRAM CHARACTERISTICS...

- Traditional College vs. Conservatory
- Public vs. Private
- Urban vs. Rural (Proximity to Arts Center)
- Campus size
- Auditions/Portfolio Review Required?
- Degree Options-BA, BM, BFA, etc.
- Majors, minors, and double-majors
- Cost (Types of Financial Aid Available)
- Program Faculty Experience
- Networking, Internships, and other built-in opportunities
- Flexibility within the specific program



# NAVIANCE...

IT REALLY  
IS  
YOUR  
BEST FRIEND!!!

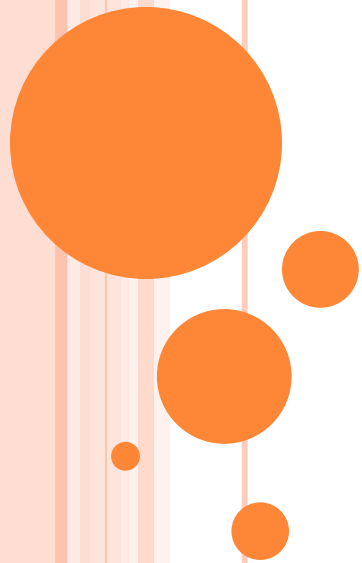




**THE**

***APPLICATION...***

**WHAT FACTORS  
ARE CONSIDERED  
DURING THE  
ADMISSIONS  
PROCESS?**



# CRAFTING THE PERFECT STORY...

## Elements of the Application

- Academic Requirements
- Standardized Tests
- Essays and Recommendations (Artist Statements)
- Extra-Curricular Activities & Community Service
- Artistic Evaluation

# ACADEMIC REQUIREMENTS

- Maintain solid grades in **BOTH** academic and artistic courses
- Students must be admitted to both the institution **AND** the artistic program
- Some of the best arts programs are connected to Top-Tier universities with selective admissions criteria (Carnegie-Mellon, UCLA, USC, NYU, Northwestern, University of Michigan etc.)
- Conservatories are less focused on grades
- Goals are to have the **WIDEST** range of possibilities available



# STANDARDIZED TESTS

- Role of testing (**great equalizer**)
- Types of tests: PSAT, SAT, ACT, SAT Subject Tests
- Which to take?
  - ACT vs SAT
  - SAT Subject Tests
- When to take these tests?
- **Preparation**
  - READ!! READ!!! READ!!
  - Take rigorous courses!
  - Khan Academy and College Board
  - Outside tutors and classes-Worth the Money???
  - PSAT Results-January



# EXTRA-CURRICULAR & COMMUNITY SERVICE

## ○ Consistency and Commitment

- Start early and build a legacy of work with specific relevant organizations/causes
- Less is More-Fewer groups with more depth of involvement is much more important than being involved in MANY clubs and organizations

## ○ Leadership

## ○ Community not just school

- Very important for selective colleges
- Find ways to be involved in outside organizations in some way

## ○ Maintain Balance



# ESSAYS, SUPPLEMENTS AND RECOMMENDATIONS

- Grades, test scores, activities are often the **baseline** for consideration.
- Always do an **Arts Supplement** if offered, even if not pursuing an arts major!
- Essays and letters are what make an applicant special - personal connection.
- Essays
  - Student voice
  - **Start early** & think about opportunities for subject matter
  - Review prompts for ideas
  - Build relationships with teachers and counselors
  - Choose wisely-Someone who truly knows the student!



# ARTISTIC EVALUATION

- Primary consideration for top arts programs
- Audition process varies from program to program
  - Live
  - Digital Submissions
  - Pre-Screen Video Recording
- Artist Statements
- Body of Work
- Take advantage of every opportunity available
  - On-Campus (club, competition, all-school activities)
  - Off-Campus (community, summer programs, competitions)




## MORE ON PRE-SCREEN/PORTFOLIO PROCESS

- Becoming more and more standard every year
- Saves time/money during the senior year by reducing travel to live auditions
- Things to Remember for Video/Recordings
  - Plan the Shoot/Know the Requirements
  - Apply and Reapply Make Up if Filming
  - Pay Attention to Background, Lighting and Sound
  - Don't over Film (limit to three takes)
  - Direct Focus vs. Off-Camera Focus
  - Establish Physical Parameters
  - Be Mindful of Framing Specifics & Requirements
  - Don't forget the Pre-Screen Supplemental Essays

**THIS IS NOT A PROFESSIONALLY EDITED VIDEO**







“HUMAN  
*CREATIVITY* IS  
THE ULTIMATE  
ECONOMIC  
RESOURCE.”

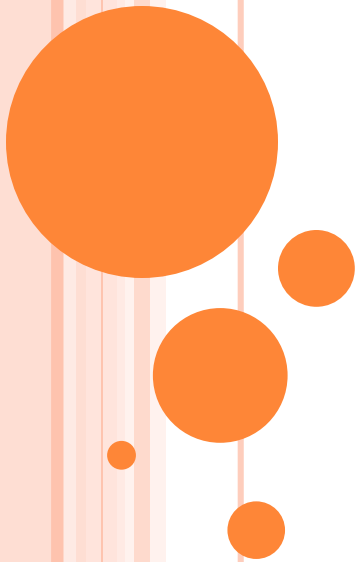
Richard Florida

Author-The Rise of the Creative Class


# THE *JOURNEY*...

Your child has  
already begun  
writing their  
**STORY**

but it is up to  
them how it all  
ends...



# THINGS TO REMEMBER...

- Start Early-Build a body of work and develop skills
  - Elementary & Middle School-Explore interest and develop foundational skills in music and dance.
  - 9<sup>th</sup>/10<sup>th</sup> Lay a strong foundation/learn about options
  - 11<sup>th</sup> Begin to narrow your college list based on the student (not their friends)
  - 12<sup>th</sup> Finalize your list-Apply and Audition
  - Enlist support from knowledgeable resources
  - Encourage participation in off-campus & summer arts activities and opportunities
  - Promote a balance between arts, academics, & social activities
  - Dream big but find an affordable option
- 

IF YOUR CHILD IS  
NOT HAPPY ABOUT  
THE DIRECTION IN  
WHICH THEY ARE  
HEADED...

*CHANGE  
DIRECTION!*

# GENERAL QUESTIONS?

