

# CALIFORNIA EMERGING TECHNOLOGY FUND

## ORGANIZATION PROFILE: VENICE ARTS: IN NEIGHBORHOODS (VENICE ARTS)

JUNE 17, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>VENICE ARTS: IN NEIGHBORHOODS (VENICE ARTS OR VA)</b>
Name(s) of Principal(s) and Complete Titles	Lynn Warshafsky, Executive Director; Jim Hubbard, Creative Director
Contact Information (complete)	<b>T: 310-578-1745 F: 310-578-1525 E: lynn@venice-arts.org, Office: 610 California Ave or Gallery: 1809 Lincoln Blvd., Venice CA 90291</b>
Name of Program or Project (if different from organization)	<b>Beyond MySpace: Bridging the Digital Divide Through the Arts</b>
Geographic Location or Focus of Program or Project	High poverty neighborhoods, or sub-neighborhoods, in Los Angeles: sub-neighborhoods of Venice, Mar Vista (including Mar Vista Gardens, the largest housing project on the west side of Los Angeles), and downtown.
Demographic Overview of Focus Community or Population	100% low-income youth, ages 10 to 18; predominantly children of new immigrant Latinos, although the Venice program serves a multi-ethnic population comprised of low-income Latinos (65%), whites (17%) African Americans (10%), and multi-racial or other (8%). Approximately 5% disabled.
Description of Program or Project named above	1) Expand technologically-intensive programs at ArtPartner sites; 2) increase low-income youths' creative, conceptual, and technical skills and knowledge; 3) build a fully interactive web site to serve all programs, regardless of location; 4) develop a creative social network of and by youth, allowing them to interact with one another, over the Internet and through their art, without regard to neighborhood, community or, even, nation.
o Goals	
o Objectives	1) Assist community partner sites in setting-up broadband connectivity and wireless access; 2) implement digitally-based workshops in at least 2 sites; 3) provide training to volunteers, staff, and faculty on website use.
o Strategies	1) Identify each site's tech needs and how to resource to assure the delivery of the same high quality, tech-intensive programs as provided in Venice. 2) Develop offsite programs. 3) Train and support staff.
o Actions	1) Create a plan to roll-out a complement of VA's programs off-site; 2) plan to roll-out integration of Beyond MySpace into all relevant programs; 3) implement periodic (informal) and annual (formal) evaluation.
o Outcomes	1) All partner sites will have broadband and wireless connectivity; 2) each site's tech needs, beyond broadband connectivity, will be assessed and sufficient hardware and software resources will be developed so that off-site programs will have the same high quality, tech-intensive programs as programs offered in Venice; 3) families affiliated with partner sites, but not necessarily enrolled in Venice Arts programs, will have access to the Internet via broadband and computer technology, supporting investments in the target communities.
o Brief History (when was the organization founded or when was the program launched?)	Venice Arts was founded in 1993 to provide free art mentoring and education programs to area low-income youth. Its primary areas of art learning are photography, digital film, and digital arts. VA also runs offsite projects through its ArtPartners program, and national and international documentary projects. In 1998, VA opened its first digital lab and built a curriculum emphasizing the relationship between visual art tools, skills, and knowledge and digital content creation. In 2001, it began its first programs in digital film / digital storytelling, while integrating digital cameras and output into its film-based photo program. In 2004, it opened a Gallery, second digital lab for

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	advanced students, and a black & white darkroom. In 2006, it created its first interactive student website, Beyond MySpace and now, in 2007, is developing new workshops in Internet-based films and interactive e-zines.
<ul style="list-style-type: none"> <li>o Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	Through all of its programs, Venice Arts enrolls approximately 400 people per year. Its intensive (1:1 to 1:4) art mentoring programs in Venice, and at ArtPartner sites, enroll approximately 175 youth per year. In addition to youth directly served, their family members—including younger siblings enrolled in VA's Art Discovery programs and parents—are also positively impacted through their participation in Venice Arts' programs. Venice Arts also involves 50 volunteers per annum, primarily professional artists, filmmakers, and photographers.
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	The annual budget for 2008 is \$992,894, including booked in-kind (professional artist fees, facility) and significant, 1x development costs for our new, interactive website. Earned income is just under 5%. VA has 7 full-time staff. Contract staff include 1 Lead Digital Media Artist; 1 Lead Photographer; bookkeeper; accountant.
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	Foundation funding includes, as examples, Annenberg, Community Tech Fdn. of California, California Consumer Protection Fdn., Starbucks, Weingart, and the Entertainment Industry Fdn. Corporate funding includes EA-Electronic Arts, JPMorgan Chase, Symantec, and NBC/Universal. Public funding includes the National Endowment for the Arts, the L.A. County Arts Commission, the California Arts Council, the City of L.A. Department of Cultural Affairs, and the City of L.A. Community Development Department. Nonprofit project partners include: the Mar Vista Family Center, Culver Slauson Park (City of L.A. Department of Rec & Parks), St. Francis Center (downtown L.A.), Peace4Kids (Watts/Willowbrooks), and Olympic Continuation High School. Our academic institution partner is the USC Annenberg School's Center for Communication Leadership, with whom we are launching The Institute for Photographic Empowerment, a center for the study and practice of participant-generated photography, film, and new media.
<ul style="list-style-type: none"> <li>o Results and Evidence of Success             <ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul> </li> </ul>	VA recently completed an intensive, 2-year evaluation that primarily examined the impact of its art mentoring model, self-efficacy, and youths' sense of community at Venice Arts. The evaluation method involved in-person interviews with 200 children using an instrument that included research-validated scales. Data, available online at <a href="http://www.venice-arts.org">www.venice-arts.org</a> , was very positive and affirmed national data on the impact of consistent, high quality art education programs on youths' social development and academic success, among other factors.
<ul style="list-style-type: none"> <li>• Change in Outcomes or Metrics Over Time</li> <li>• How long does it take to secure results for the program above?</li> </ul>	While data shows that nearly 100% of youth who complete a given workshop meet nearly all art and technology learning objectives, meaningful, in-depth learning, including the ability to use sophisticated technological tools to support creative content development, requires a significant investment of time each week (on average 4 hours) and over time (generally, 2 years participation in multiple, consistent and sequential programs).

Note: By submitting the Organization Profile you are agree that the:

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