CALIFORNIA COMMUNITY COLLEGES
AND
DESERT
COMMUNITY COLLEGE DISTRICT

#90-0001
Project ARTREACH introduced the community and K-12 students to the materials, media and methods of sculpture through a series of Guest Artist-In-Residence programs in the Coachella Valley. Nine hundred students in districts with 58% ethnic minority students participated in the program.
Project “ARTREACH” (Sculpture)

The California Sculpture Center at College of the Desert proposes Protect "ARTREACH" (Sculpture). Project ARTREACH (Sculpture) is designed to extend an introduction to the techniques and art of sculpture to community residents and K-12 students located in the Coachella Valley/Desert Community College District (Indio, Coachella, Palm Desert, LaQuinta, Cathedral City, etc.). In this area residents and students most often are exposed to either the theatre arts or traveling art exhibitions.

Protect ARTREACH (Sculpture) will provide one of the first opportunities for residents and K-12 students to have a close-up and first-hand introduction to the materials, media and methods of sculpture. The project will: (1) bring a Guest Artist-in-Residence of international reputation each semester to COD for up to two weeks at a time, (2) have that guest artist host a public sculpture presentation/demonstration and (3) have each guest artist present two demonstrations to area K-12 students. The participating school districts of Coachella Valley Unified, Palm Springs Unified, and Desert Sands will bus students to the Sculpture Center at COD. Each semester each of two school presentations will seat 150 students and the community demonstration will host about 100 residents.

Thus, over the protect year, 900 students/residents will attend ARTREACH (Sculpture) public demonstrations. Just over 58% of area K-12 schools are target ethnic students (Black, Hispanic, and American Indian). Protect ARTREACH (Sculpture) will help them better understand how some of the magnificent sculptures, statues, and artifacts of their cultures were created and preserved.
1. Specific Educational Program Being Addressed

Background:

College of the Desert proposes an innovative introduction to the techniques and arts of sculpture through the Project ARTREACH (Sculpture). The College of the Desert was chartered in 1962 as a public community college. It currently serves some 10,000 students at its various sites. The College's state-of-the-art California Sculpture Center was completed late 1988. The sculpture program has been an integral part of campus academics for over 23 years. The Center is dedicated to serving as the College's sculpture production facility, a site for fellowships, a foundry available for contract work, a location for international artists to undertake detailed works, a repository of written material regarding sculpture, a showcase of sculptures by various artists, and a staging area for public education seminars and demonstrations.

Community Served:

Through COD, the Center serves the 10,000 square mile service area encompassing Coachella Valley and the desert. The general population or the area is 58% female, 38% Hispanic and Black, and has a K-12 population approaching 60% target ethnic students. The College and the Center appeal to all age groups and is handicap accessible. As a production facility, the Center draws from an international audience and has undertaken commissions from the Statue of Liberty Centennial Commission and other sources.
2. Specific Problems Being Addressed

Specific Program/Problems:
The Sculpture Center currently hosts monthly community demonstrations that attract nearly 250 attendees each meeting. These take place each month throughout the academic year (9 demonstrations). The Center hosts visitors from other academic institutions and sculpture education programs (about 20 visits yearly). About 100 students and interns yearly utilize Center facilities. There are an average six sculptor artist receptions each academic year that draw about 100 attendees at each event. To date, the community demonstrations, public lectures, artist receptions, and Center site visits are conducted at no charge to the public. By head count, just over 2,800 people attend Center functions yearly.
3. Population To Be Served

Proposed Populations to be served:
K-12 students will come from Desert Sands, Coachella Valley, and Palm Springs Unified school districts. District reps have indicated participation. One presentation will be for bussed students from Palm Desert towards Indio. Second presentation will be for bussed students from Palm Desert towards Palm Springs/Cathedral City. District will determine which three schools will each send 50-person bus. There will be different schools each of two semesters. General public will be generated by marketing through newspapers, radio, TV, flyers and special mailing to 600 of campus community leadership. School attendance will be verified by districts and having pre-set number of chairs available to attendees. Community attendance will be by chair count. COD has worked previously with schools in the area had has brought thousands of students to Previous campus events.
4. Objectives

Specific Objectives:
College of the Desert/California Sculpture Center will:
1. Introduce sculpture to the residents and students of the entire Coachella Valley.
2. Demonstrate sculpture to area (primarily ethnic) K-12 students.
3. Show students how some of their cultural artifacts were created and preserved.
4. Open sculptors access to COD's sculpting facilities and students.
5. Provide sculptors of international reputation.

These goals and objectives are fully consistent with the general educational goals of COD and the specific artistic goals of its Sculpture Center.
### 5. Workplan Narrative

**WORKPLAN**

**Timeline:**

<table>
<thead>
<tr>
<th>Period</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>July/Aug '90</td>
<td>Announcing first guest artist opportunity.</td>
</tr>
<tr>
<td>Sept/Oct</td>
<td>Screening and selection of first guest artist.</td>
</tr>
<tr>
<td>Oct/Nov</td>
<td>Arranging school and community presentations.</td>
</tr>
<tr>
<td>Nov/Dec</td>
<td>School and community presentations.</td>
</tr>
<tr>
<td>Dec/Jan '91</td>
<td>Announcing second guest artist opportunity.</td>
</tr>
<tr>
<td>Feb/March</td>
<td>Screening and selection of second guest artist.</td>
</tr>
<tr>
<td>March/April</td>
<td>Arranging next school and community presentations.</td>
</tr>
<tr>
<td>May/June</td>
<td>Second school and community presentations.</td>
</tr>
</tbody>
</table>
6. Expected Outcomes

Impact:

In the never ending search for academic exposure to enrich the population, College of the Desert has developed a unique program in the visual arts. Too often funding sources tend to support the basic academic skills approaches to educate this population. Funding the Project ARTREACH (Sculpture) will enable COD/California Sculpture Center to extend the basic skills further. Residents and students of the Coachella Valley will be introduced, many for the first time, to an art that has existed for centuries. This art, sculpture, endures and preserves cultural artifacts as well as any book written. The population will share a unique experience, a "creativity" brought about by learning alongside visiting "masters" of the art of sculpture.
7. Evaluation Plan

[NO “EVALUATION” ACCOMPANIES THIS DOCUMENT.]
8. Dissemination Plan

[NO “DISSEMINATION” ACCOMPANIES THIS DOCUMENT.]
9. Budget Narrative

[NO “BUDGET NARRATIVE” ACCOMPANIES THIS DOCUMENT.]