

The Art of Learning

A new look at education

Back in the '70s and '80s, school districts throughout America grew increasingly alarmed that students were not developing disciplined work habits. Creative, problem-solving and communications skills were deteriorating. Drop-out rates were soaring, and even graduates were ill-prepared for the job market.

With budgets tight, the solution seemed apparent: shift precious resources from "luxuries" like visual art, music, theatre and dance to "necessities" like reading and math.

But the results didn't turn out as planned. By the late '90s, research indicated that schools that had resisted the movement and had integrated arts into their learning programs were producing measurably better students. A major study in Chicago showed that standardized test scores rose faster at schools with integrated arts programs than at those without. Moreover, the effect was greatest in low-income schools.

A is for Art

Today, more and more educators agree that the arts can be crucial to helping students realize their educational potential. And because of its vast arts resources, the vitality of its school system, and the enthusiasm of its cultural community, New York City has become a powerful proponent of the concept.

A case in point: Not only is The Museum of Modern Art one of the world's great art museums, a cultural icon, and a spectacular tourist attraction, it is also a leader in integrated art education. Its work in the field will be reinforced further with the opening of the Lewis B. and Dorothy Cullman Education and Research Building, outstanding curricula by educators from the museum and the New York City Department of Education, and an enabling grant from JPMorgan Chase.

Exploring the Modern

The result is a program called *Exploring the Modern*, designed to teach New York City elementary and middle school students how to view art and to nurture their creativity. This year alone, the program will make it possible for 45,000 students to visit MoMA, experience great art, and share their impressions back in their own classrooms and at home.

Many other not-for-profit organizations bring the arts to New York's schools and communities. If good education is high on your list of your priorities, please visit www.jpmorganchase.com/community to see some of the arts institutions we know that have a profound effect on the quality of education in New York City and around the country. We urge you to help them in any way you can.



In this series of ads, JPMorgan Chase celebrates a few of the thousands of not-for-profit organizations we support to help create better conditions in the communities in which we have a presence. We hope you will be inspired to help them or others of your choice with money or volunteer time.