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September 1, 2012

Dear School Administrator:

We are pleased to announce that the 64th annual New York State Art Teachers Association Conference will be held November 16-18, 2012 in Rochester, New York. This annual conference draws over 600 professionals representing art educators, higher education, museum educators, and commercial vendors. It provides the largest and most diverse professional development opportunity available for New York State Art Educators.

This year's conference, Art is the Core, will explore the powerful role that art education has always played in developing the full potential of students, with a special focus on how a quality art curriculum is integral to the Common Core. The underlying principles of the 6 Shifts in ELA and Math focus on in-depth study of meaningful and important concepts to produce stronger, deeper, richer, more transferrable learning. Art-making pulls together ideas from many disciplines; and transforms them into new ideas through multi-layered approaches and processes. The most current research in learning and brain development continue to emphasize creative thinking, critical thinking, and the self-discipline to work successfully in both collaborative and independent settings. These skills are deeply embedded in the teaching and making of art.

Conference opportunities include over ninety workshops and three general sessions that showcase recent research and practice, provide interactive learning through hands-on engagement, and introduce the most current art curriculum and assessment materials available. All program events focus on high quality art education content that can be applied immediately to teaching and learning.

In this era of high stakes testing, we know the arts are critically important in developing human potential in our students. I ask your encouragement and support for your art educators in advancing their knowledge and professional skills, by providing release time for their participation and support for travel and lodging.

Further information about the New York State Art Teachers Association Annual Conference and other programs is available at www.nysata.org. Please feel free to contact us through our website for further information on the organization or specific programs.

NYSATA looks forward to providing your art educators a valuable and timely professional experience!

Thank you for your leadership as we work toward ensuring a quality total education for all students.

Sincerely,

Edith Silver

President, New York State Art Teachers Association

