THE RETURN ON INVESTMENT OF VISUAL ARTS EDUCATION

01.

WORKFORCE DEVELOPMENT STARTS IN THE ART ROOM

Today's employers consistently rank creativity, adaptability, collaboration, and communication among the most valuable workforce skills.

**Transferable skills support Wisconsin's future workforce in manufacturing, healthcare, business, technology, design, communications, & entrepreneurship.*

Visual arts programs build:

Project management
Team collaboration
Entrepreneurial thinking
Technology proficiency
Creative problem-solving
Portfolio/presentation skills
Time management

02.

VISUAL ARTS SUPPORT ACADEMIC SUCCESS

Students in visual arts programs strengthen:

Critical thinking and problem-solving
Creativity and innovation
Communication and presentation skills
Focus, persistence, and task completion
Reading comprehension and visual literacy
Cross-curricular learning connections

**Strong arts participation is also linked to increased student engagement, improved attendance, and higher graduation rates.*

03.

COST-EFFECTIVE SUPPORT FOR STUDENT WELLNESS

Visual arts provide built-in social-emotional learning opportunities:

*Build confidence and resilience
*Strengthen school connectedness
*Develop identity and self-expression
*Reduce stress and anxiety
*Develop healthy coping strategies

04.

STRONGER SCHOOLS. STRONGER COMMUNITIES.

Robust visual arts programs contribute to:

Positive school culture - Student pride and leadership
Community partnerships - Parent engagement
Public support for schools - Positive district visibility

**Student artwork, exhibitions, murals, and community projects showcase district excellence while creating welcoming, vibrant learning environments.*

INVESTING IN ART EDUCATION IS INVESTING IN STUDENT SUCCESS

Strong art programs are fiscally responsible because they deliver multiple high-impact, multi-purpose educational outcomes through one efficient investment.

05.

SUPPORTING ALL LEARNERS

Visual arts ed. naturally supports:

Special education accommodations
Diverse learning styles
English language learners
Gifted and talented learners
Neurodiverse students

**Art classrooms provide differentiated instruction and multiple pathways for success without requiring separate systems or costly supplemental programs.*

DESIGNED BY J. HANDRICK 2026