



artworxLA, formerly The HeArt Project, combats L.A.'s epidemic high school dropout crisis with a long-term, sequential arts program.

vision.

artworxLA, formerly The HeArt Project envisions a world where all alternative high school students graduate from high school, thrive into adulthood, and propel all society with their unique creativity.

mission.

artworxLA combats the epidemic high school dropout crisis by engaging students in a long-term, sequential arts program offering a pursuable life path that inspires them to stay in school, evolve as unique individuals and flourish as creative adults.

We achieve this by:

- Creatively educating alternative high school teenagers with sustained arts exposure and immersion
- Connecting students to a network of peers, artists, cultural partners, higher education, creative industries, and supportive adults
- Investing human and financial resources around ongoing, persistent student and alumni support

core values.

Alternative high school students are intelligent, creative and powerful people. They possess the capacity to meet the highest expectations and are full of creative impulse.

- Art is indispensable, enables us to communicate, and inspires an empathetic society.
- Cultivating effective partnerships between artists, educators and community organizations amplifies our collective impact on the students we serve.
- Our society is stronger and more inclusive when our students have full and equal access to its resources and can contribute their own voice.
- Lasting change in our students and communities requires long-term investment.
- Successful work in the community starts with a creative, participatory and respectful **artworxLA** workplace.
- We expect our students to contribute their own voice to the city given full and equal access to its resources.

the beginning.

Cynthia Campoy Brophy founded The HeArt Project in 1992 to address the lack of arts education programs for LA teenagers. The program began at Para Los Niños (a community center in Skid Row) and soon grew into the Los Angeles Unified School District's (LAUSD) Options program, which serves alternative education students. In 2002, The HeArt Project was approached by the Los Angeles County Office of Education to work with its alternative schools, and it expanded to 15 sites. By 2008, the program was in 25 sites and in 2010 a partnership with LACOE established Los Angeles' first arts academy for alternative education students, the Hollywood Media Arts Academy.

accomplishments.

Over the years, **artworxLA** has worked with 12,000 students at over 50 alternative education sites in eight school districts. It has partnered with every significant cultural institution in Los Angeles (including the Getty, LACMA, and the Hammer Museum) and its students have received scholarships at the top arts colleges in the area. In partnership with the Los Angeles County Office of Education, **artworxLA** has also established the first alternative education arts academy in Los Angeles. **artworxLA** alumni have published photography, launched creative businesses, worked as professional artists assistants, received certification in creative software and pursued college art degrees.

why artworxLA?

In 2012, we went through a re-branding process aiming to more effectively convey who we are and what we do. Our philosophy and methodology are the same, but we have changed our name from The HeArt Project to **artworxLA**, in order to better describe the work we do and the beliefs that guide it. We believe art works to combat Los Angeles' dropout crisis. We use the rich cultural resources of Los Angeles to help us engage alternative education high school students in the arts. By partnering with cultural institutions, arts colleges, and creative industry professionals, we encourage youth to stay in school, earn their high school diploma, and pursue a plan for their futures.

onward.

In the coming years, **artworxLA** hopes to build upon past successes and expand its reach. In particular, **artworxLA** will focus on increasing the number of students completing the upper levels of the ladder program and graduating with a high school diploma, strengthening partnerships with post-secondary institutions, establishing additional alternative education arts academies, and effectively partnering with organizations that can help provide wrap-around services to support students' needs.