

**PIKE SCHOOL OF ART - MISSISSIPPI  
AFTER-SCHOOL ART PROGRAM  
POST-PILOT EVALUATION**





## INTRO

A program of free after-school art classes at Martin Luther King Center recently concluded its 12-week pilot period. The workshops were conducted by Pike School of Art - Mississippi (PSA), with financial support from McComb School District and the City of McComb.

## PROMOTION

Flyers (example at right) were distributed door-to-door throughout Burglund. A direct mail campaign was not done as we were pleased with the number of participants and were not sure we had the capacity to expand much more. A 4 x 8 foot banner was hung at the Martin Luther King, Jr. Center.



## LESSONS/ACTIVITIES

Lessons were designed to have educational components in line with Common Core standards. For instance, a blueprint and home decorating collage project reinforced the mathematical concepts of area and perimeter. Another project, Comic Book Heroes, required the children to create a superhero, design its logo and costume, and create a short story about the character.

## STAFF

A professional teaching artist led the program, aided by two assistants — one currently studying child development and art therapy in college, another a professional photographer. Many parents also came to stay with their younger children; one attended 75% of the workshops. Two community volunteers came to occasional sessions.



## OPEN HOUSE

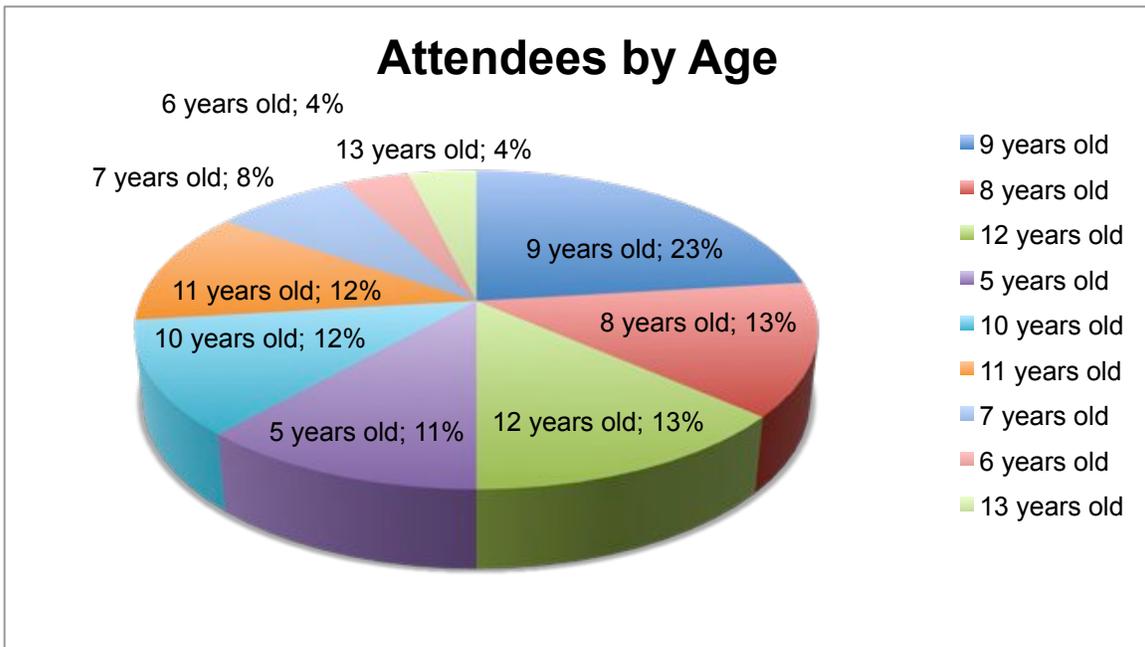
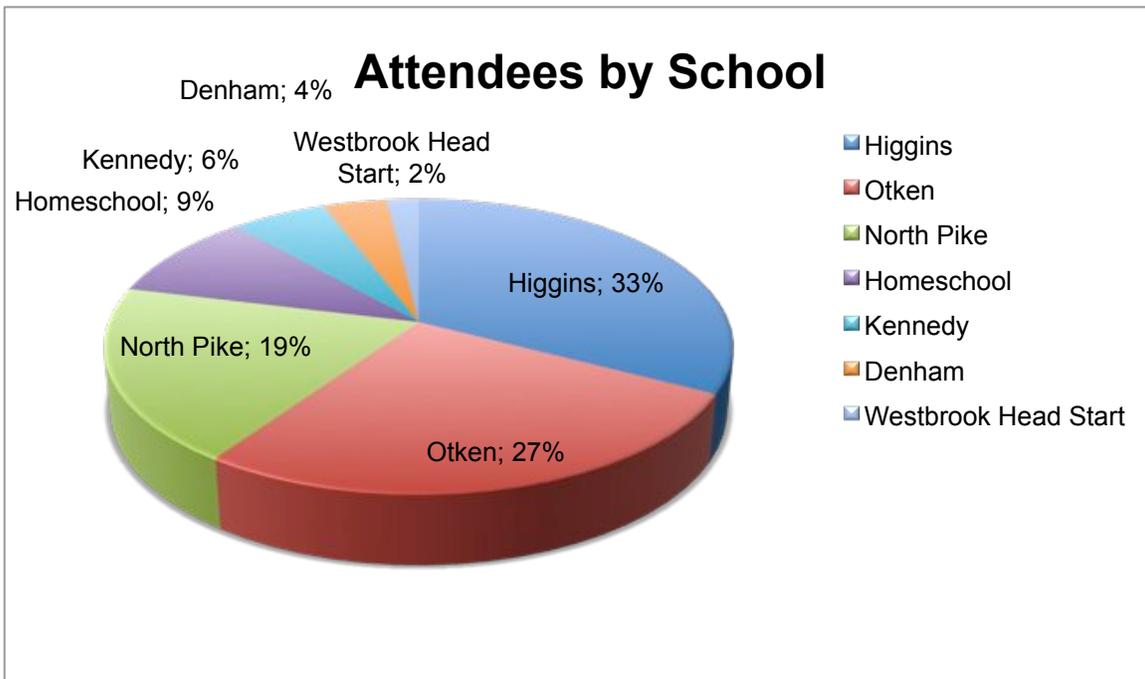
On February 19, 2016, an open house was held for community members to observe the program and view the students' work to date. Approximately 30 people visited, including parents and grandparents of students, Superintendent Ellis, an *Enterprise-Journal* editor (see coverage under "Media" below), and interested neighbors from the Burglund neighborhood. The children eagerly explained the various projects they had worked on up to that point.

## ATTENDANCE

The total number of registered students was 52. After the first several sessions, most of the kids in attendance were returning students, but new students continued to join the program into its very last week. On average, about a dozen students attended Monday and Wednesday sessions, while Fridays were busier, with an average of 20 students present. The following two pages show attendance by date, school and age.

### Attendance by Date

DATE		# OF STUDENTS	COMMENTS
1/4	M	8	
1/6	W	10+/-	Didn't take roll
1/8	F	17	
1/11	M	10+/-	Didn't take roll
1/13	W	14	
1/15	F	31	
1/18	M	0	Holiday
1/20	W	12	
1/22	F	15	
1/25	M	13	
1/27	W	8	
1/29	F	24	
2/1	M	15	
2/3	W	10	
2/5	F	17	
2/8	M	7	
2/10	W	8	
2/12	F	24	
2/15	M	6	Tornado Warning
2/17	W	14	
2/19	F	25	Open House
2/22	M	5	Rain
2/24	W	5	
2/26	F	20	
2/29	M	15	
3/2	W	13	
3/4	F	23	
3/7	M	11	
3/9	W	4	Rain
3/11	F	6	Rain
3/14	M	15	
3/16	W	9	
3/18	F	17	
3/21	M	9	
3/23	W	13	
3/25	F	0	Holiday
3/28	M	30+	Didn't take roll
		<b>408</b>	



## MEDIA COVERAGE

At the launch of the program, the *Enterprise-Journal* ran a paragraph about the program. The *Enterprise-Journal* also ran a full-page feature about the open house. The program also received a full-page article in the April issue of *Today in Mississippi* magazine.

The program received coverage on both Fern Crossley's Community Focus radio show on WAKK-AM 980 and WZFL-FM 104.9 and Thomas 'Superman' Richardson's show on WAZA-FM 107.7.



Facebook was a very effective way to get information out about the program. Posts usually reached about 200 people. One of the more effective posts on January 11 (right) was boosted and ended up reaching 1214 people (450 organic and 764 paid). Incidentally, the post was only boosted by \$5.00.



## **DATES/COST**

The pilot program ran January 5 - March 28, 2016. Workshops took place Mondays, Wednesdays and Fridays 3:30 - 5:30 p.m. The program cost \$7200, with the District, the City and PSA each contributing \$2400, or \$800/month. All workshops were free to students. PSA procured a \$1,000,000 liability policy, in accordance with the District's requirements.



## **ASSESSMENT**

This was only a pilot program, but it became clear early on that the kids enjoyed themselves and, more importantly, were engaged. They welcomed the academic component of the workshops.

As the program neared its end, numerous parents expressed their hope that the workshops would resume over the summer.

In assessing the program's results and considering the possibility for resuming it, PSA welcomes comments from stakeholders, including members of the McComb School District Board of Trustees and the City of McComb Board of Mayor and Selectmen.

## **FUTURE PROGRAMS**

We would be happy to organize a new summer art program. One proposal could be for a two-month program at MLK to take place 3 days a week similar to the original pilot program. Another idea would be to have shorter one-week intensive programs to take place 5 days a week at various sites around town, including Baertown Park, Central Park, Depot/Pavilion Park, Douglas Park, East McComb Activities Field, Edgewood Park, Martin Luther King Park.

One option is to model the summer program more like an art camp with registration and attendance requirements. With both the City's and School District's support, and in keeping with the mission of PSA-MS to provide services to the community, these programs would be free to participating students.



## **FREE AFTER-SCHOOL ART WORKSHOPS**

**AT MARTIN LUTHER KING COMMUNITY CENTER**  
For ages 6 to 18

Beginning January 4th  
Mon., Wed., Fri. from 3:30 - 5:30

To sign up visit:  
**[www.psa-ms.org/afterschool](http://www.psa-ms.org/afterschool)**

For more information  
call 601.680.0342 or  
email [programs@PSA-MS.org](mailto:programs@PSA-MS.org)

**A partnership of**  
Pike School of Art - Mississippi  
McComb School District  
City of McComb

# Self Portrait Collages

Ages 8 - 18

## Supply list:

Large white paper  
Magazines  
Scissors  
Glue sticks  
Markers  
Watercolor paints  
Brushes



## Instructions:

- 1) Write down words that describe yourself and/or things that you like.
- 2) Search through magazines to find images that match the words you picked to describe yourself. The images don't have to represent yourself literally but can be imaginative. For example, "strong" could be represented by a hammer, a giant redwood tree, or a mountain.
- 3) Cut out the images and play with them on the paper before gluing them down.
- 4) When you are happy with the way the image looks, glue down the collage.
- 5) If you want, add painted backgrounds and/or text to the image to provide more meaning.



# Pilot art program

enriches students and shows signs of future growth



Caleb Phelps, along with teaching assistants, guide students with their art project.

By Elissa Falson

The project of the day was to create a spring garden. With the beautiful weather finally peaking out, the students at Pike School of Art were excited to draw their daisies, daffodils and tulips. This is just one of the many projects that the students have learned as the after-school program during its three-month pilot program that began in January 2016.

Savannah residents Caleb Phelps and Clay Russell, who recently moved to Mississippi from Los Angeles, founded the program.

Earning his B.A. from the Chicago Art Institute, and his M.F.A. from Otis School of Art and Design in Los Angeles, Phelps has been a fixture in the west coast art community for decades.

While living in California, he worked with many well-known artists in galleries, until he went to work for the Artway Center for the Arts, a non-profit organization for art education in southern California. It was at Artway that Phelps gained an appreciation for the non-profit sector of the arts.

"This is the kind of stuff we did at Artway, so when I moved here, I figured I could try and start doing those things here in rural Mississippi," said Phelps.

His hope is that eventually the Pike School of Art would progress to include more of the programs offered by his former employer, such as community programs, school programs, studio space, exhibition space and professional development; as well as partnerships with schools and other organizations.

As new residents, Phelps and Russell may dream big, but they have started a program in their new community that has attracted the lion of the students that attend the after-school art program.

"I really like coming here because it

allows me to do my favorite thing," said Jessica Walk, a Pike County art student. "I really like to draw."

The program has been a trial, which was offered from January through March at the Martin Luther King Community Center, in McComb. The students attend art sessions for two hours from 3:30 p.m. - 5:30 p.m., Monday, Wednesday and Friday, and they also enjoy a snack time.

Russell was able to gain the students' attention quickly when he asked, "So who can tell me what grapes and guavas smakes have in common?"

"They both start with G," said one student poised over his work.

Every project that the duo prepares each week has an educational element. Even snack time is thought out in a way to enlighten the students, but the free-to-students program comes at a cost.

The funding for the program originally began with a GoFundMe page on social media, which a few California friends of Phelps and Russell supported. A few wealthy benefactors, including an Oscar-winning film producer from Los Angeles, found interest in cultivating the arts in rural Mississippi.

Although their distant friends have significantly encouraged the pair, they quickly realized they would have to find outside help and approached the McComb School District and the City of McComb in late 2015 with their idea. Both groups were unanimously in support of the pilot program. While the two organizations each financially support a third of the program, Phelps and Russell must make up the difference.

The two would really like to see the program continue throughout the school year, and possibly into a summer program in the future. They plan to assess their strengths and weaknesses when the three-month financing comes to an end at the conclusion of March, but unfortunately limited resources could make their dream of providing art education to these community children fall flat.

The program has been available to student's ages 6-18, but in reality, the age group has been from 6-12. However, each

"I really like coming here because it allows me to do my favorite thing. I really like to draw."

Jessica Walk  
10th Grader at school



Clay Russell teaches the students how to draw lines and shapes for their flower garden. (above) Clay Russell has students sign in before they go to the art room.



A student shows her flower garden after she completes the day's project.

## Art after school

*Pike School of Art lets kids get creative*



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