



Creativity in the Workplace

Art of Science Learning

UCSD

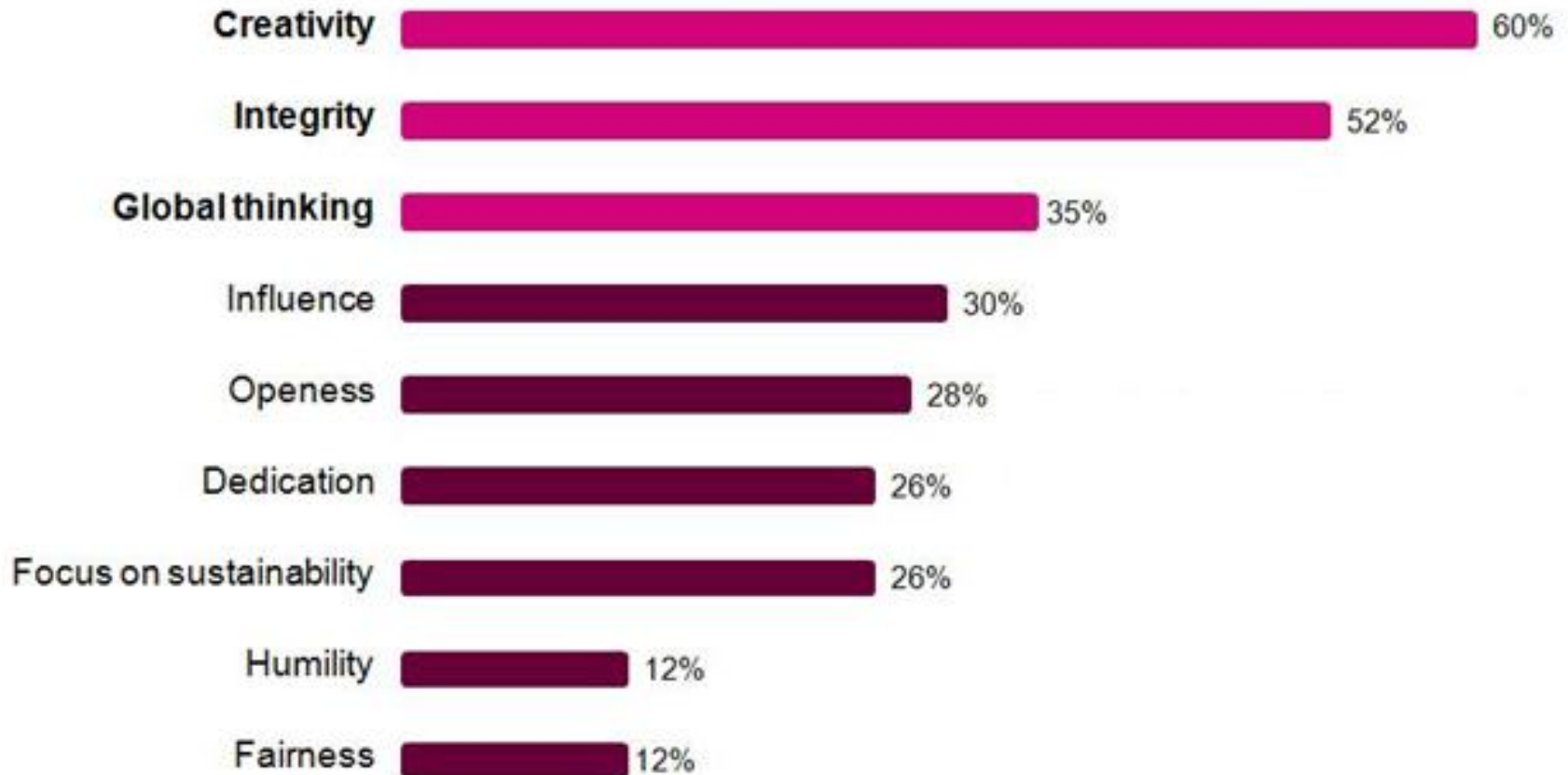
June 14, 2011

Randy Cohen

Americans for the Arts

IBM's Global CEO Study

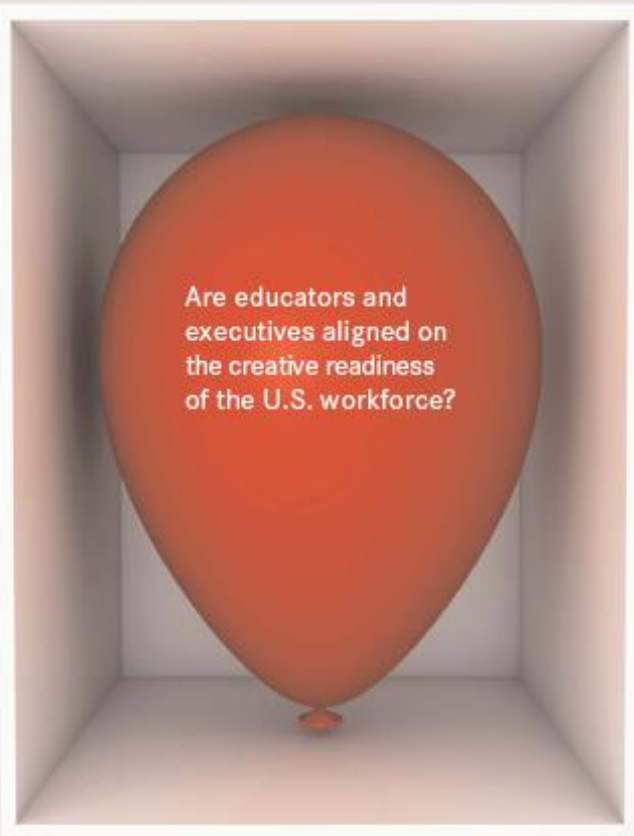
Most important leadership qualities over the next five years





Ready to Innovate

RESEARCH REPORT
R-1424-08-RR



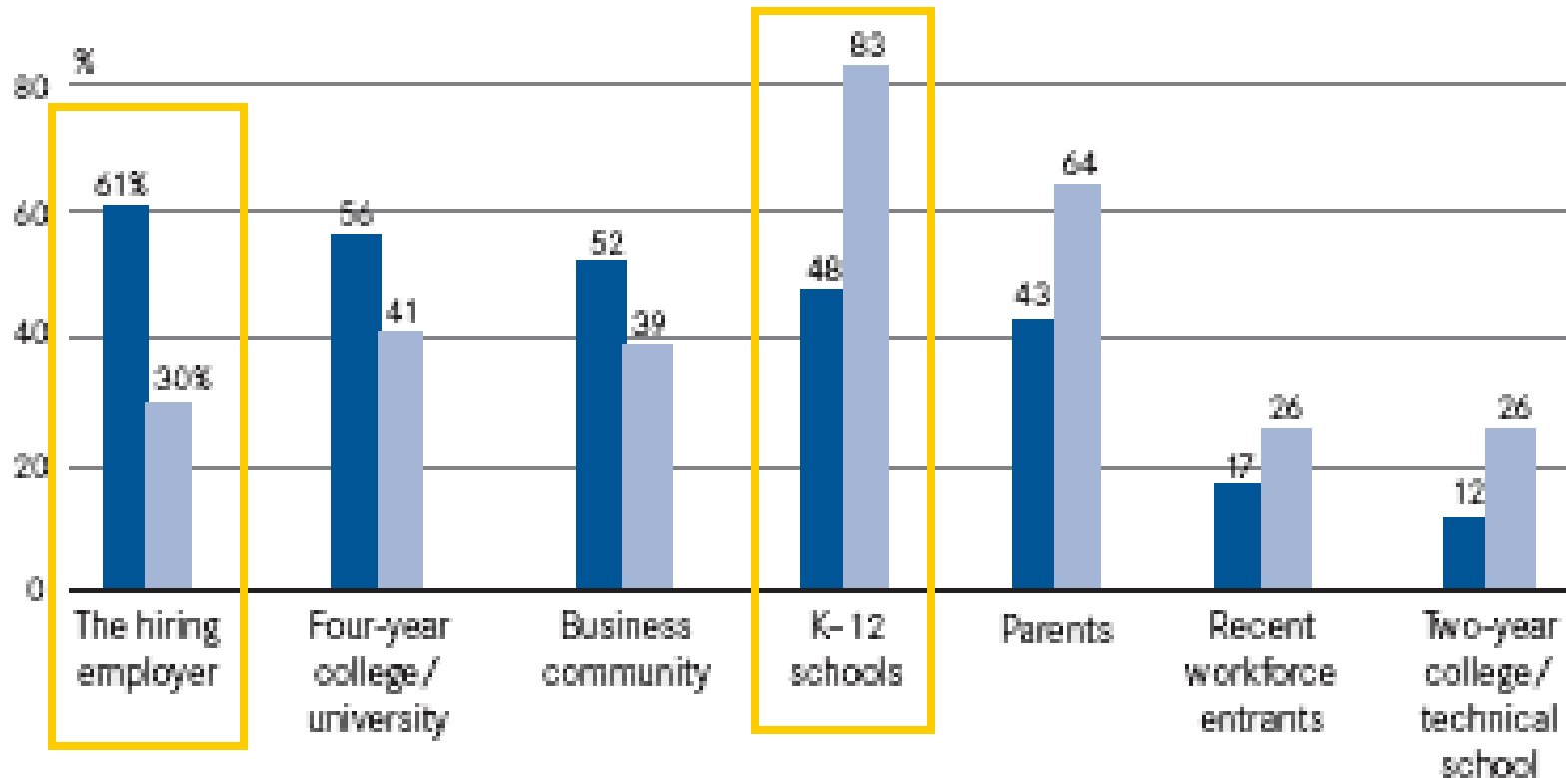
Are educators and
executives aligned on
the creative readiness
of the U.S. workforce?

Trusted
Insights for
Business
Worldwide

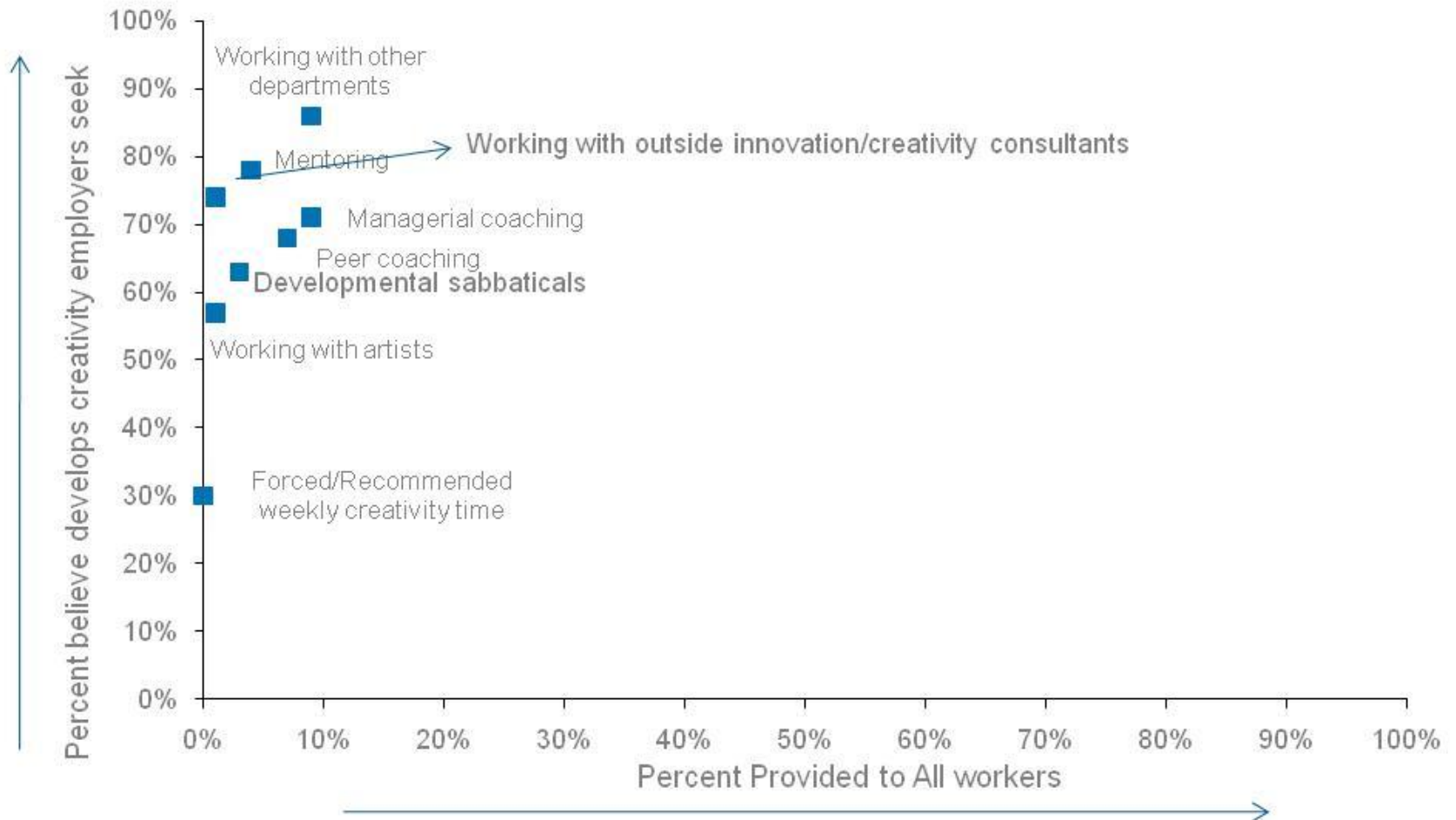
Who is Responsible for Encouraging Creativity?

Both employers and superintendents said their respective professions bear the greatest responsibility for encouraging creativity.

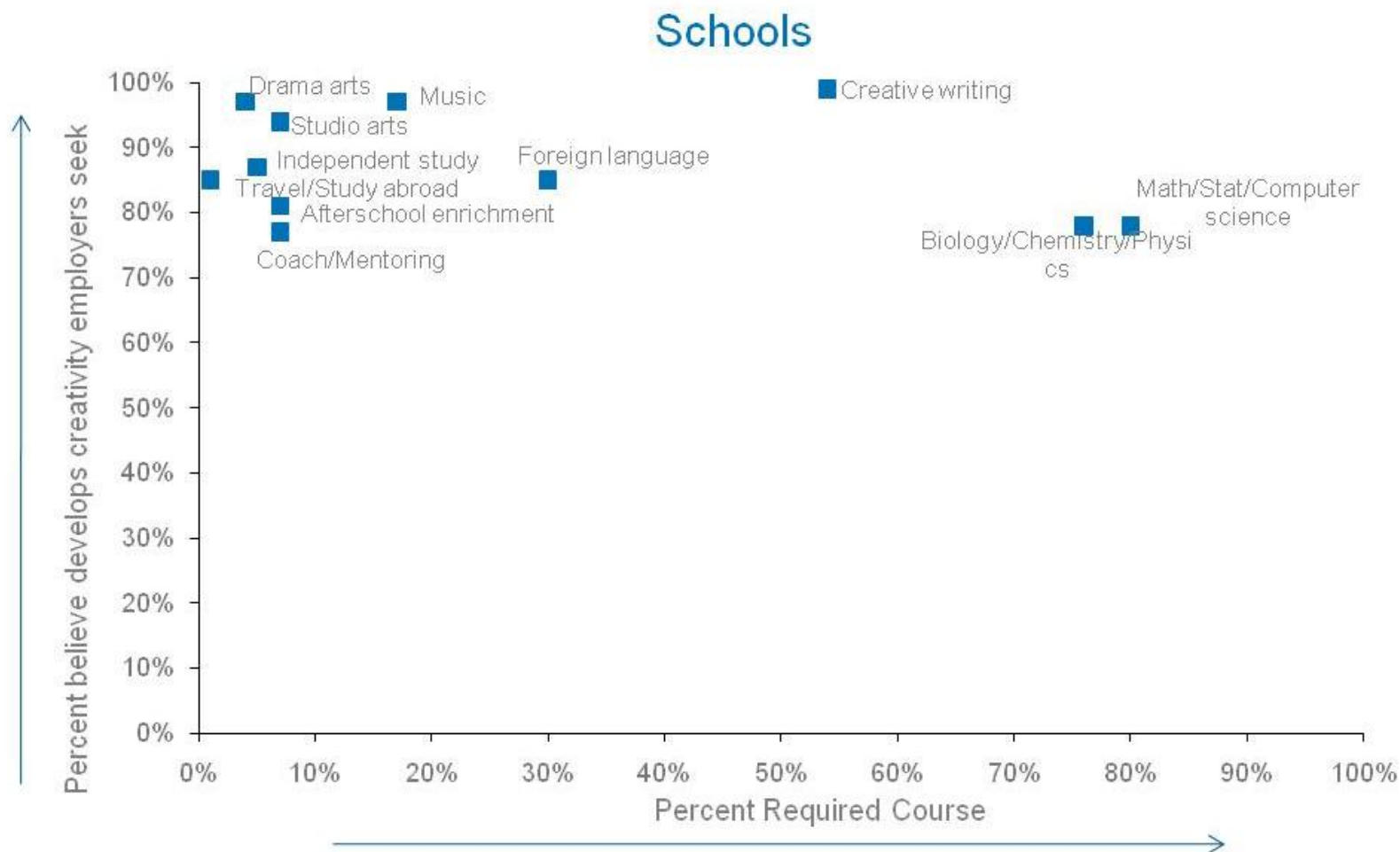
■ Employers ■ Superintendents



Creativity Training for All Workers



Required Courses in School



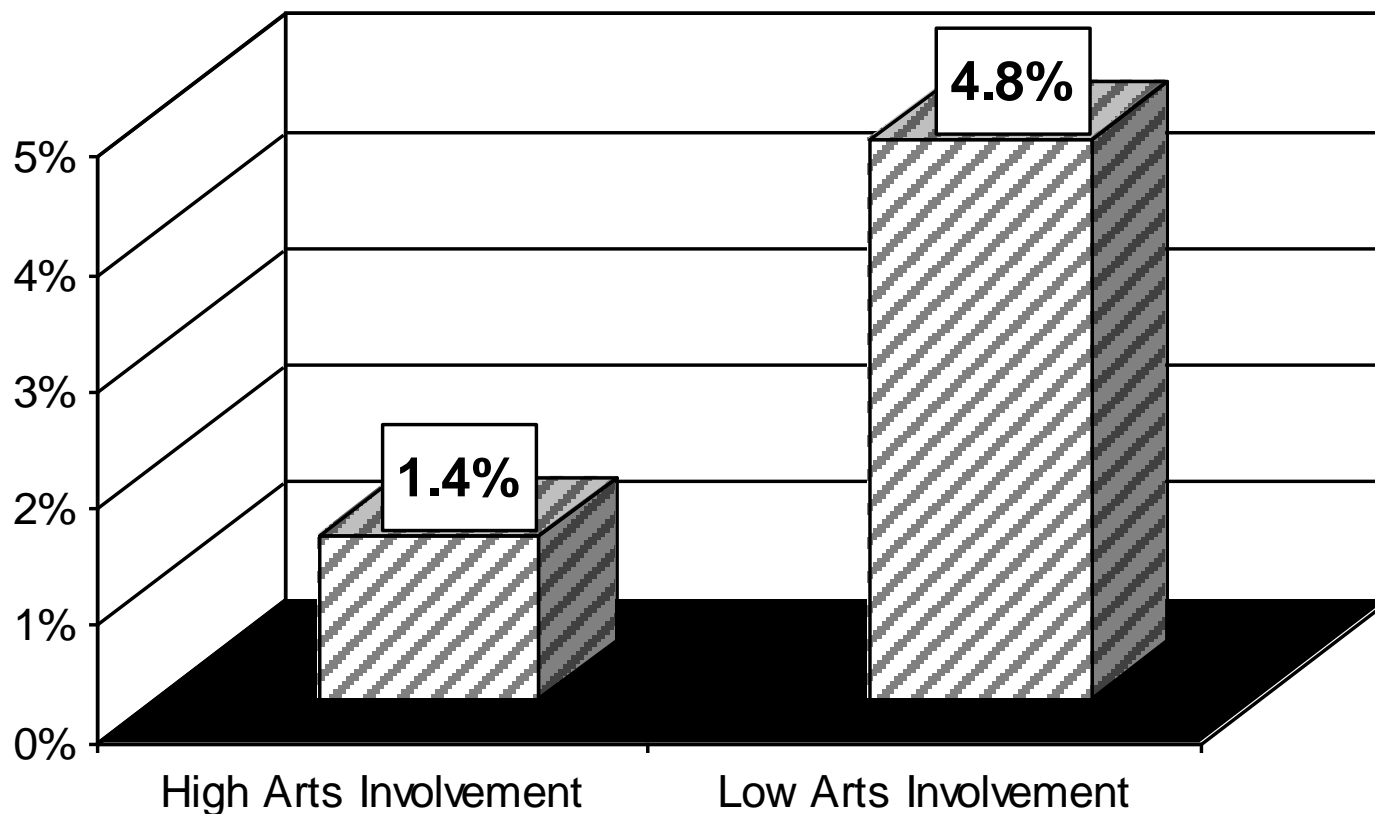
Identifying Creativity

Which best demonstrates creativity?

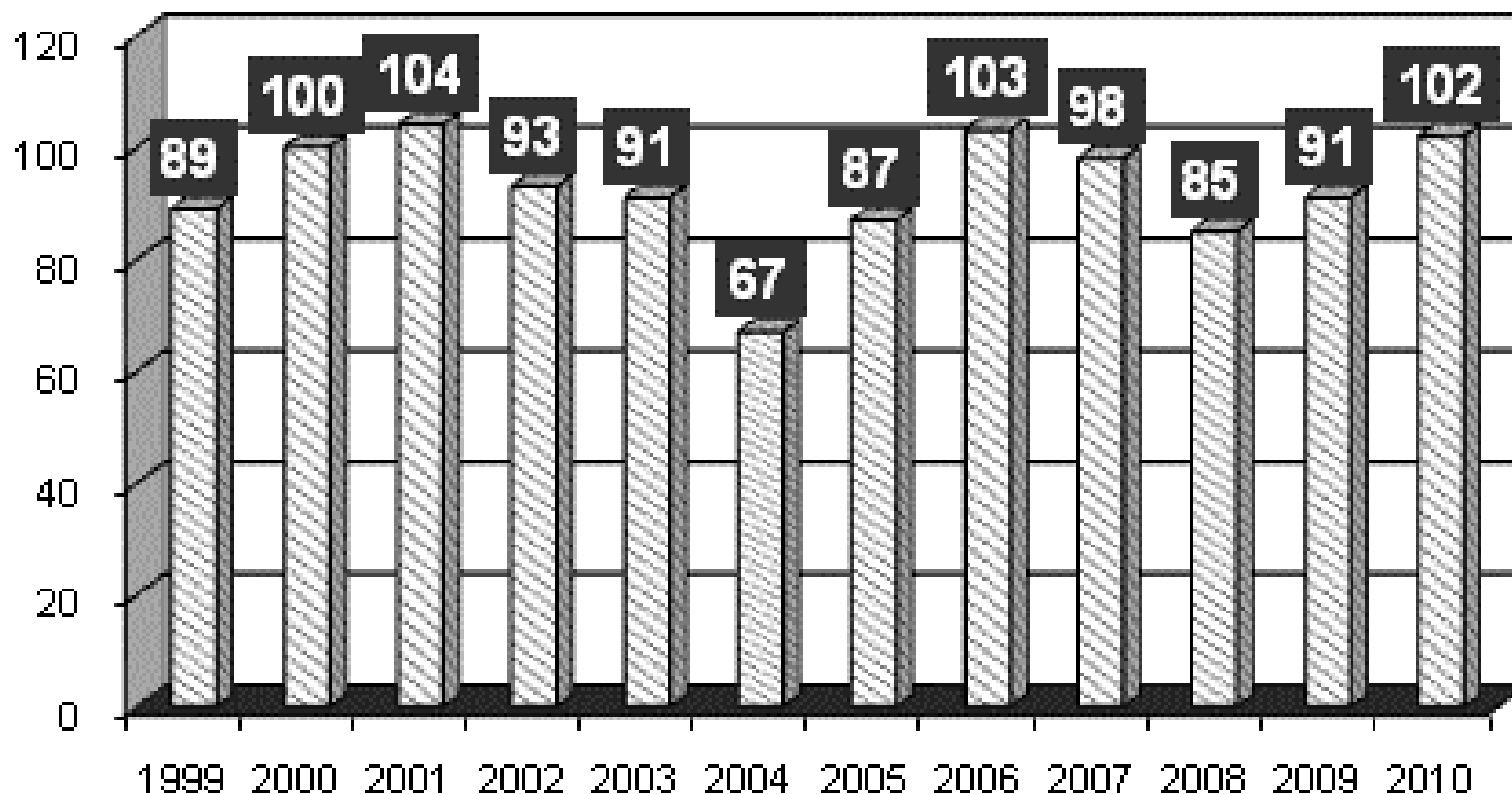
	Business/ Employers	School Superintendents
Problem-identification or articulation	1	9
Ability to identify new patterns of behavior or new combination of actions	2	3
Integration of knowledge across different disciplines	3	2
Ability to originate new ideas	4	6
Comfort with the notion of "no right answer"	5	11
Fundamental curiosity	6	10
Originality and inventiveness in work	7	4
Problem-solving	8	1
Ability to take risks	9(t)	8
Tolerance of ambiguity	9(t)	7
Ability to communicate new ideas to others	11	5

Improved Academic Performance

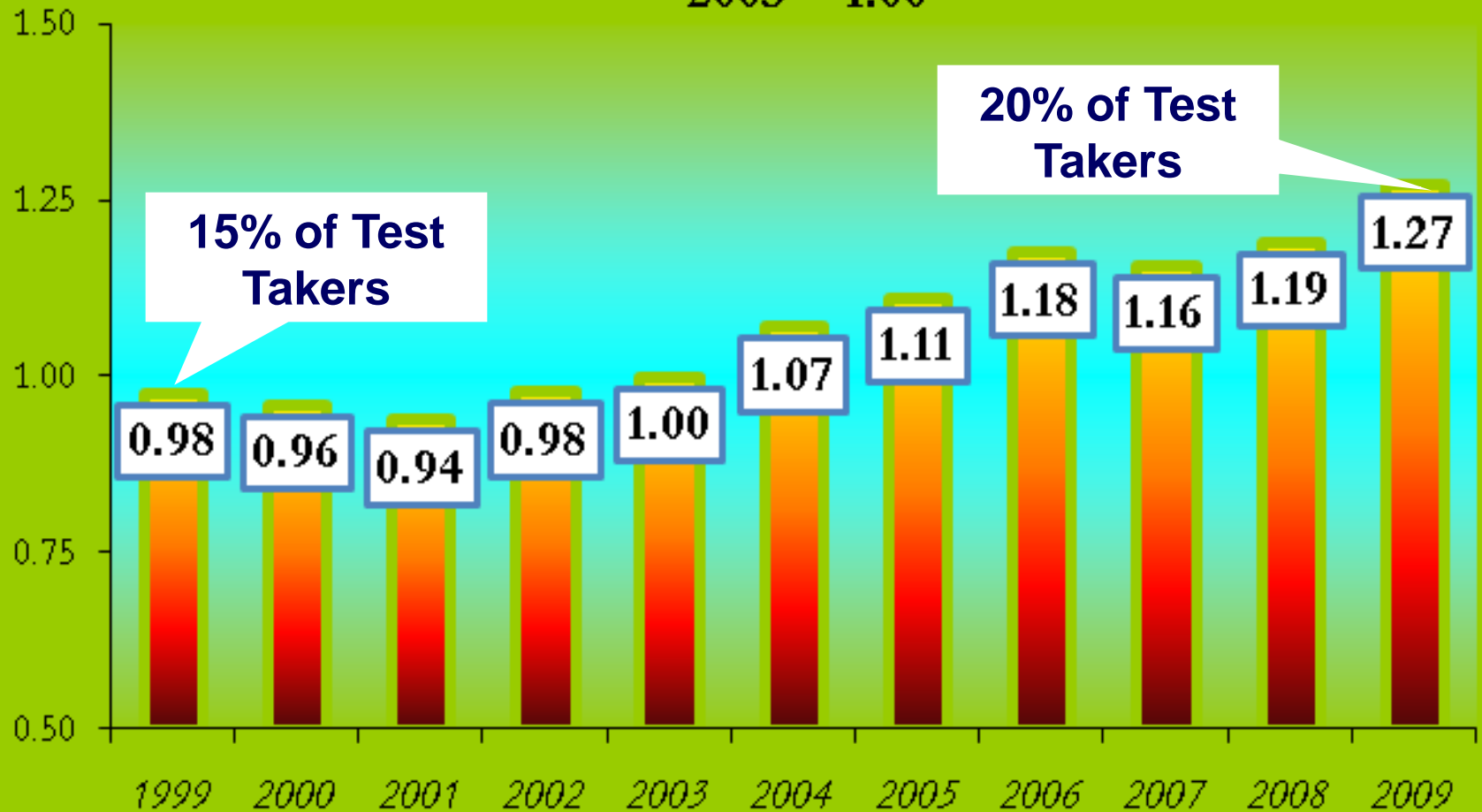
**Students with High Levels of
Arts Involvement: Less Likely To
Drop Out of School by Grade 10**



Arts Students Outperform Non-Arts Students on SAT Scores



Share of SAT I test takers with four years of art or music 2003 = 1.00





111TH CONGRESS
2D SESSION

H. RES. 1702

Expressing the sense of the House of Representatives that adding art and design into Federal programs that target the Science, Technology, Engineering, and Mathematics (STEM) fields encourages innovation and economic growth in the United States.

IN THE HOUSE OF REPRESENTATIVES

SEPTEMBER 29, 2010

Mr. LANGEVIN submitted the following resolution; which was referred to the Committee on Education and Labor, and in addition to the Committee on Science and Technology, for a period to be subsequently determined by the Speaker, in each case for consideration of such provisions as fall within the jurisdiction of the committee concerned

RESOLUTION

Expressing the sense of the House of Representatives that adding art and design into Federal programs that target the Science, Technology, Engineering, and Mathematics (STEM) fields encourages innovation and economic growth in the United States.



Thank You!