

## **How Value and Perceptions Shape Arts Integration: A Descriptive Phenomenological Study**

**Wednesday, February 26, 2025**

**1:00 p.m. - 2:30 p.m.**

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### **Dissertation Colloquium by Floyd W. Green, III**

This phenomenological study, a collaborative effort with administrators, educators, and community arts collaborators, delves into their perceptions regarding the value of arts integration within urban schools. The research question guiding this study focused on understanding the perceptions about the value of community partnerships in arts integration programs. The researcher used the Social Construction of Value theory to examine how arts integration and community partners, mainly teaching artists, were valued in marginalized urban schools. Given the limited research on the value and perceptions of arts integration, a new conceptual framework, the Community Arts Integrator Preceptor Model (CAIPM), was developed to explore the underlying structures and meanings of experiences that address alignment and misalignment in advancing arts integration.

Eight themes emerged from the data, highlighting the value of community partnerships, meaningful collaborations, the role of art integration in expression and experiences, the balance between structured curriculum and creativity, the impact of creative teaching, measuring effectiveness, and shared visions for the future. These findings not only significantly contribute to the understanding of arts integration and community partnerships in urban schools but also provide practical insights for educators and administrators. The central focus was understanding whether the value attributed to community partnerships supporting arts integration in urban schools differs between educators and other stakeholders. This study sheds light on how diverse perspectives contribute to the effectiveness of arts integration initiatives in urban school settings, emphasizing the value of community partnerships in enriching educational experiences.

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*Floyd W. Green, III, is a philanthropist and founder of What A Concept LLC, a company that champions diversity and creates wow moments through strategic marketing. In 2021, he retired as Vice President of Community Affairs from Aetna, a CVS Health company. His influence extends beyond his professional roles, as he is a respected national leader and speaker on strategic philanthropy, community engagement, cultural consciousness, localization, and marketing to diverse consumers. Floyd's commitment to diversity has been recognized with numerous awards, including the prestigious Black Doctors.org and Johns Hopkins Center for Health Disparities Solutions' 45 most Influential Blacks in Healthcare, CT Governor's Patron of the Arts award, Bushnell's Yandow Award for Arts Education, and the OnCon Icon Top Marketer Award. He is a member of the Actor's Equity Association, the Executive Leadership Council and a lifetime member of the National Black MBA and Alpha Phi Alpha Fraternity Incorporated. Floyd's academic journey is equally diverse, having graduated from the first degree granting HBCU, Lincoln University in Oxford, Pennsylvania, with a BS in History/Public Affairs and he received his MBA in Marketing/Strategy from the prestigious Pepperdine University, Malibu, California.*