



**To:** Arts Action Fund Members  
**From:** Americans for the Arts Action Fund  
**Date:** 10 February 2016  
**Re:** Carly Fiorina and the Arts\*

\*Note: Carly Fiorina suspended her Presidential campaign on 2/10/2016.

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**Name:** Carly Fiorina  
**Party:** Republican  
**Born:** 6 September 1954, Austin, Texas  
**Previous Public Offices Held:** None  
**Other Jobs Held:** Hewlett-Packard, CEO 1999-2005; AT&T and Lucent 1980-1998  
**Educational Background:** B.A., Philosophy & Medieval History, Stanford University; MBA in Marketing, University of Maryland; MS in Management, Massachusetts Institute of Technology (MIT)

#### 2016 Presidential Campaign Information:

**Declaration Location:** Announced via YouTube video, May 4th, 2015  
**Campaign Website:** <https://carlyforamerica.com>  
**Campaign Email:** <https://carlyforamerica.com/contact/>  
**Headquarters Address:** Unlisted  
  
**Headquarters Phone:** Unlisted  
**Campaign Facebook:** <https://www.facebook.com/CarlyFiorina>  
**Campaign Twitter:** [@CarlyFiorina](#) 600,000 Followers



## Positions on the Arts

### Personal Arts Background

- Fiorina has a Bachelor of Arts degree in Philosophy & Medieval History
- “*Fiorina credits her formal study of the dramatic transition from the Middle Ages to the Renaissance as providing a contextual frame for her understanding of the digital revolution.*” (Source: [Inc.](#))
- Published an autobiography, “***Tough Choices***”. (Source: [NPR](#))
- Fiorina’s mother was an artist and Carly has a collection of her work. (Source: [NY Post](#))

### Policy Views on the Arts and Education

- Supported No Child Left Behind. (Source: [PBS](#))
- Supported Race to the Top. (Source: [PBS](#))
- “*President Obama's Race to the Top program puts into place some critically important accountability measures that Carly believes will help improve our education system.*” (Carly for California Press Release, [Carly on Education](#))
- Opposes Common Core K-12 standards: “*Common Core, unfortunately, limits parents’ choices,*” Fiorina said. “*It will, over time, limit our children’s options.*” (Source: [The Washington Examiner](#))

### Examples of Actions on the Arts

- Fiorina started the “*One Woman Initiative*” organization to fund female entrepreneurs with micro-loans in developing countries. Arts-related entrepreneurial endeavors such as textile/clothing businesses have received loans and aid from the organization. The initiative was launched in conjunction with U.S. State Department. (Sources: [U.S. State Department](#), [Huffington Post](#))

### Arts and the Economy in California

- The following points are based on a 2013 report from the California Arts Council:
  - “*1 in 10 jobs in California are part of the creative industries.*”
  - “*Creative industries account for 7.8% of California’s GDP.*”
  - “*The creative industries of California generated \$273.5 billion in total (direct, indirect, and induced) output.*”
  - “*They employed 1.4 million workers who earned \$99.3 billion in labor income.*”
  - “*The direct, indirect and induced workers paid nearly \$13.0 billion in property taxes, personal income and sales taxes into the state general fund and to local governments.*”
- (Source: [California Arts Council](#))

## **Americans for the Arts Facts & Figures for California**

- Creative Industries: There are 485,797 people employed by 105,971 Arts-Related Businesses. This represents 5.1% of all businesses and 2.9% of people employed in California. (Source: [Americans for the Arts](#) )
- Economic Impact: In the city of Los Angeles alone, nonprofit arts organizations and their audiences spent \$1.3 billion in Fiscal Year 2010 and contributed \$130 million of revenue to state and local governments. (Source: [Americans for the Arts](#) )
- State Arts Budget: For FY 2015, the California Arts Council received \$8,955,000 in legislative appropriations. (Source: [Americans for the Arts](#) )

## **Sample Advocacy Questions on the Arts**

- If elected President of the United States, how would your experience as a CEO influence your support for improving the availability of arts education in schools so that we may nurture a more creative and innovative workforce?
- Do you feel that receiving arts education would benefit our children in a new technology-driven generation? And if so, how do you think arts education may be beneficial to someone who works in the technology sector?
- Since the creative/arts industry is a \$273.5 billion dollar industry in California, what do you think the federal government could do to incentivize more state and local governments to invest in the arts in order to generate more economic impact and tourism revenue?

## **Actions on the Arts during the 2016 Presidential Campaign**

- Fiorina stated at an Education Policy Forum in Londonderry, NH on August 19, 2015 that *"...we need to remember that we're not simply educating for a job. We're educating to inspire children, feed their souls, and advance society. Thus, we need to encourage study of the arts, history, music and philosophy."* (Source: [the74million.org](#))
- On October 5th, 2015 Fiorina made supportive comments about the arts in general and arts education in particular at a campaign event in Manchester, NH, saying that she was "grateful for [her] liberal arts education" and that "art feeds our souls." (Source: [Arts Action Fund](#))