



Deputy/Assistant Directors Peer Session
September 16, 2016

Notes

The session was called to order by Alabama State Council on the Arts Deputy Director Barbara Edwards.

Introductions

Each participant introduced a peer from another state.

Creative Vitality Index

Facilitated by Rebecca Cruse, Deputy Director, South Dakota Arts Council
Speakers: Anthony Radich and Susan Gillespie

[Presentation](#)

Summary:

The session discussed the best ways to collect data and the best way to use it once it is collected.

- Analyze: the primary goal of DataArts is to compare and report on data.
- Why data? Provides insight and deeper understanding; provides a competitive edge; data plus the ability to communicate equals influence and allows you to become a contributing partner and bring something to the table; allows for informed planning based on past performance and other evidence.
- Uses of data:
 - To guide messaging: don't wear yourself out telling the same story over and over.
 - To influence: with data, you can influence decisions and make the case beyond arts for art's sake.
 - Data can be used as a rationale to change trajectory.
- Reporting on data:
 - For donors: heart, head, credibility.
 - For economic development: credibility.
 - For elected officials: job growth, facts about community at large
- Good visualization captures the mind, captures the imagination.

- Define objectives, know your audiences, craft narrative, visualize the data.

Creative Vitality Suite, a product from WESTAF, allows comparison among creative industries in both the profit and nonprofit sectors. It uses aggregated secondary data that is immediately available. It does not collect data but assembles existing data about creative economies.

Decide what type of messaging we need and then make decisions about what data we should collect and report to support those messages.

ArtsLab

Rebecca Cruse introduced Sharon Rodning Bash of Arts Midwest, who discussed how ArtsLab has been successful as a capacity building program in South Dakota.

Summary:

ArtsLab is a multistate program designed to help arts organizations become stronger through collaboration and group thought. It is cohort based professional development that is:

- continuous
- collective
- contextual

A training and mentorship program for artists and arts leaders, ArtsLab supports the development of business models and builds cross-sector relationships. Through retreats, webinars and support from experts and educators in a variety of fields, participants build skills, knowledge, and networks that advance leadership skills. ArtsLab currently offers several discipline and region based courses in collaboration with other arts service organizations. More about the current courses can be found on the [ArtsLab website](#).

The program presented described a group of ArtsLab participants in South Dakota helping organizations thrive and stabilize in the face of operational challenges, staffing and leadership changes.

Barbara Edwards closed the session and thanked her co-planners Marian Boyd and Rebecca Cruse.

Respectfully submitted by:
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