Today’s seminar will begin shortly

Please complete your phone connection now:

1. **Dial the toll free number** 1 866 275 3495.

2. **Enter the meeting number** *4671867* on your phone keypad. Enter the star (*) key before and after the meeting number.

3. **Identify yourself.** Using your **phone** keypad, enter the unique 5-digit participant number from the bottom of your Voice Connection box. Enter the star (*) key before and after the number.

Tip: Find your Voice Connection Box near the lower right hand corner of your screen.
Evaluation Insights
From the Art At Work Initiative

If you have just arrived via the Web, complete your phone connection. Dial 1 866 275 3495 and enter *4671867* on your phone. Then key in your 5-digit ID number (located in the Voice Connection box).
• How can we document the civic impact of the arts?

• What kinds of indicators are meaningful?

• Are there practical ways to collect information?
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Your Hosts

Kelly Barsdate
Chief Program and Planning Officer

Eric Giles
Learning Services Manager

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Tech Tips

- **View all participants** in the roster to the right
- **Use the “Chat to:” box at any time** to submit a question or get technical help
- **During the Q&A break** presenters will answer chat questions

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The Arts and Civic Engagement Impact Initiative
Pam Korza, Co-Director, Animating Democracy, Americans for the Arts

Evaluating Art At Work / Thin Blue Lines
Marty Pottenger, Director, Arts & Equity Initiative
M. Christine Dwyer, Vice President, RMC Research Corporation

Additional Information
Barbara Schaffer Bacon
Co-Director, Animating Democracy, Americans for the Arts

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Agenda

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Pam Korza
Co-Director
Animating Democracy
Americans for the Arts

Barbara Schaffer Bacon
Co-Director
Animating Democracy
Americans for the Arts
Animating Democracy

Fostering Civic Engagement through Arts & Culture
ART creates indelible images

ART connects people across real and imagined boundaries

ART communicates through the beauty and beyond and limits of language

ART expresses difficult ideas through metaphor, movement, and humor

ART is a powerful force for illuminating civic experience
The Arts and Civic Engagement Impact Initiative

Responding to a need:

• for concrete evidence
• to foster evaluative thinking
• for reasonable expectations

Supported by the W. K. Kellogg Foundation
The Arts and Civic Engagement Impact Initiative

1. Coalesce knowledge and advance learning among stakeholders (leading practitioners, researchers, evaluators, and funders)

2. Strengthen the capacity of practitioners to assess and describe social change outcomes

3. Position the arts as valid and viable contributors to civic engagement and social change

Supported by the W. K. Kellogg Foundation
The Working Group includes:

Mark Stern and Susan Seifert Social Impact of the Arts Project/U Penn; Suzanne Callahan Callahan Consulting for the Arts; Chris Dwyer RMC Research; and Maria-Rosario Jackson Urban Institute. Other members of the Working Group include: Kelly Barsdate National Assembly of State Arts Agencies; Denise Brown Leeway Foundation; Claudine K. Brown Nathan Cummings Foundation; Dudley Cocke Roadside Theatre; artist Rha Goddess (1+1+1+ONE); Marian Godfrey Pew Charitable Trusts; artist John Malpede LAPD (Los Angeles Poverty Department); Marc Vogel William and Flora Hewlett Foundation; Roberto Bedoya, Leia Maahs Tuscon Pima Arts Council; Maribel Alvarez Univ. of Arizona, Tucson
A CONTINUUM OF IMPACT

AWARENESS, KNOWLEDGE DISCOURSE

ATTITUDES, VALUES

enhanced confirmed or shifted

CAPACITY

increased

PARTICIPATION, & ACTION

promoted & effective

SYSTEMS, POLICIES

improved & supportive

what people know

what people think and feel

what people have and can do

what people do

what change is sustained
AWARENESS, KNOWLEDGE, DISCOURSE

• Deepening understanding of complex issues
• Giving voice
• Enabling, enhancing, dialogue
• Making information inviting and accessible
ATTITUDES, VALUES

• Generating hope, pride
• Expressing, clarifying ideals, values
• Promoting respect
• Shifting attitudes

Vietnam Veteran’s Memorial
Maya Lin
CAPACITY

- Building social capital
- Developing creative skills for organizing
- Increasing the status of disenfranchised groups
- Developing leadership and persuasiveness

Songs of the Civil Rights Movement
PARTICIPATION, ACTION

- Expanding who participates
- Motivating people to act
- Enhancing organizing strategies
- Mobilizing people
SYSTEMS, POLICIES

• Improving access and equity
• Diversifying leadership
• Advancing policy change
• Increasing sustainable assets

“Local 11” 1998
Judy Baca, SPARC
The ACEII Field Lab

Finding Voice, a program of the Tucson Pima Arts Council helps refugee and immigrant youth develop literacy and second language skills by researching, photographing, writing, and speaking out about critical social issues in their lives and communities.

Los Angeles Poverty Department (LAPD) is a Skid Row-based theater organization with a longstanding commitment to making change in L.A.’s Skid Row community through theater-based civic engagement work.

The Hip Hop Mental Health Project (HHMHP) seeks to contribute to shifting the paradigm of shame and alienation surrounding mental illness, and create SAFE place to confront the issue and obtain vital information. Through the integration of performance and dialogue, the HHMHP works to impact public discourse and values around mental illness in urban communities.
Art & Soul (The Orton Family Foundation) in Starksboro, VT is applying arts-based methods of community engagement to generate and inform conversations around community values and a vision for one community’s future that are robust enough to influence concrete actions and decisions.

The Arts & Equity Initiative (AEI) is a three-year project of the City of Portland led by artist Marty Pottenger that seeks to address challenges in municipal government through strategic art projects between artists, city departments, unions, elected officials and the community.
Marty Pottenger
Director, Art At Work / Arts & Equity Initiative
Terra Moto Inc.

M. Christine Dwyer
Vice President
RMC Research
With the City of Portland, Maine
A national initiative to improve municipal government through strategic arts projects with municipal employees, elected officials and local artists.
Q: Can art transform government?

Q: What happens when police and artists make art about their lives?
Q: What if city workers made art about the work they do every day?
Q: What if the art informed and inspired unions & the community?

Daniel Minter
*City’s recycling bins*
TIES THAT BIND
Department of Health and Human Services

Print workshop with artist Elizabeth Jabar and Immigration & Refugee Services staff.

235 beds, Elizabeth Jabar
Participating Portland hot beverage vendors used the same to-go cups for three days in March 09.
ART AT WORK
An Arts & Equity Initiative

CITY WRITERS GROUP
Open to All City Departments

WORK
Essays, Stories & Poems
by City Employees

City Writer's Group
ART at WORK / Arts & Equity Initiative
City of Portland 2009
THIN BLUE LINES
Police Poetry Project
Goal: To dramatically improve the relationship between the police and the public, making the lives & work of the police department more visible & their good work more evident - to the public, to the department, to each other.
The idea of a calendar of poems, writings & photographs by police and local artists came during Sgt. Rob Johnsey’s funeral when everyone learned for the first time that he loved to write poems.
Police Poetry Calendar
Portland, Maine 2010
Pushing a cruiser on late out.

Man with a gun.

Sweat accumulates on my brow. Pulse races.

I jump out of the cruiser. They've been shot, a voice screams. Cross the sidewalk.

Crowd forming. Gun ready. Flashlight shining into darkness.

I see him. Man with a gun.

Show me your hands. Drop the gun. Get on the ground.

What I saw was silver, shiny and pointed at my head.

I see a gun.

Finger on my trigger. Tension like a circus wire.

Grip tight. Pain shoots through my hand.

Raises hands to my commands, my flashlight catches silver.

A millisecond and he'd be gone. But the silver?

I didn't shoot.

No gun in sight.

He tries to follow orders.

Prones out, watching. That's when I see for the first time:

Broad. Solid. Camouflaging his arm.

Man with a broken arm.

Man without a gun.

Only a silver cast.
Poetry Reading at Longfellow on December 9th, 2009
ARTS & EQUITY INITIATIVE

THANKS AND GRATITUDE
The Arts Equity Initiative has been made possible with funding from
Nathan Cummings Foundation
Maine Community Foundation
& the City of Portland
Ben Diaz, Fire and Police Department’s Electrician takes in the opening of AAW’s Photography Exhibit at Police Headquarters 2009
New Portland Police Chief Jim Craig at Opening of Regional Crime Lab and AAW Photography Exhibit at Police Headquarters 2009

Door in Janitors Workroom at Police Headquarters, 2010
Onsite Poster Exhibition of City Writers Group book,
WORK: “Livery” by Shift Attendant Donald Burns
at Spring Street Parking Garage Parking
Parking Shift Attendant Donald Burns and his City Writers Group poster “Livery” at Spring Street Parking Garage
Basics of Outcome Evaluation:

Explore the value of your work from multiple viewpoints

Frame questions about outcomes of value

Develop indicators that describe desired behavioral, attitudinal, and system changes resulting from your work

After that it’s all about rigor, sophistication, independence, cost!
1. **Audiences/stakeholders**: Who should value the work? Who do we need to convince about the value of the work?
   **Hint**: Think beyond funders

2. **Connections**: What are the current concerns and priorities of those audiences?
   **Hint**: Try on others’ perspectives

3. **Implementation qualities**: Are there adjustments that would make a stronger connection to important audiences?
4. **Outcomes:** What do we want to be able to tell each audience about outcomes?
   **Hint:** Ask them what would be convincing!

5. **Evidence:** What type of evidence is likely to convince the audiences we care about?
   **Hint:** Don’t assume that quantitative always rules.

6. **Priorities:** Where do the interests of different audiences converge?
Examples of Audiences

Thin Blue Lines:

Direct participants—poets and photographers—and their family members
Others in the Police Department, including union leaders
Leaders of other City Departments

Art At Work:

Elected officials
Leaders of local minority communities
City employees
In what ways does involvement in the police project affect perceptions of the profession and morale?

**Behavior:**
- Participants are recognized by and hear appreciations from the public

**Attitudes:**
- Participants acknowledge that project participation increases their (and their families’) pride in the police profession
- Participants are better able to separate selves from work roles
- Morale of Police Department is enhanced with shared sense of efficacy and solidarity
How do the community’s perceptions of the Portland Police Department change over time?

**Attitudes:**
- Perception that police are fair and act fairly, especially on part of communities of color/immigrant communities
- Community takes pride in professionalism of Portland PD

**System:**
- Police Department proactively recruits people of color
- Police force is representative of community demographics in multiple ways—race, gender, sexual orientation, etc.
Indicators can:

- Define sources of data/timing of data collection
- Facilitate development of instruments
- Provide a frame for documentation
- Structure organization of content and analysis of information
An outcome focus builds credibility with stakeholders.

When long-view outcomes are in the foreground, an initiative unfolds differently.

Investing in the "right" data collection approaches and then rigorous content analyses pays off.

Opportunities for reflection built into data collection crystallize outcomes.
Use the “Chat to:” box to ask a question.
Art At Work is a national initiative to improve municipal government through strategic arts projects with municipal employees, elected officials and local artists.

What happens when police and artists made art about their lives?

A motivated police force engaged and informed in the community they serve.

What if city workers made art about the work they do everyday?

What if the art informed and inspired unions & the community?

LATEST NEWS - 03.02.2010

2010 Police Poetry Calendar User Survey

Hope you've enjoyed using the 2010 Police Poetry Calendar so far! Ple... READ MORE
The Arts and Civic Engagement Impact Initiative

Responding to a need:

• for concrete evidence
• to foster evaluative thinking
• for reasonable expectations

Supported by the W. K. Kellogg Foundation
Coming soon

**IMPACT ARTS**

The Website

Useful Resources for
Understanding and Reporting the Civic and Social Impact of the Arts

From ANIMATING DEMOCRACY’S
The Arts and Civic Engagement Impact Initiative

Supported by the W. K. Kellogg Foundation
OFFERING

• A Place to Start thinking about evaluation and social impact

• Social Impact Outcomes and Indicators

• Evaluation in Action case studies, tools, and frameworks
Features

• Key terms and concepts
• A Beginner’s guide
• An annotated listing linked to useful evaluation tools and resources.
• Outcomes, indicators, and data collection methods for common social and civic outcomes
• Case studies, evaluation reports, and profiles
• Theoretical papers, essays, and articles
CASE STUDIES & PAPERS

Documenting Civic Engagement: A Plan for the Tucson Pima Arts Council  By Mark J. Stern and Susan C. Seifert, Social Impact of the Arts Project, University of Pennsylvania

Moments of Transformation: Rha Goddess’s LOW  By Suzanne Callahan With Artist Reflections by Rha Goddess

Making the Case for Skid Row Culture: Findings from a Collaborative Inquiry by John Malpede, the Los Angeles Poverty Department (LAPD) and Maria Rosario Jackson, the Urban Institute
Case Studies & Papers

“Planning for Assessment and Recalibrating Expectations: An Urban Planner’s Reflections on Evaluating Community-based Arts” by Maria Rosario Jackson, senior researcher, Urban Institute

“Civic Engagement and the Arts: Issues of Conceptualization and Measurement” by Mark Stern and Susan Seifert, Social Impact of the Arts Project, University of Pennsylvania

“Arts and Civic Engagement: Briefing Paper for the Working Group of the Arts & Civic Engagement Impact Initiative” by M. Christine Dwyer, RMC Research
More Resources

- Follow-up Resources e-mail
- Transcripts & slides
- NASAA Web Site www.nasaa-arts.org
- Getting Started With Program Evaluation
Next Web Seminar

Save the Date!
Creative Technology Strategies

May 5, 3:00-4:15 p.m. EST
Thanks for participating!

Questions or comments about this session? Contact Eric Giles, Learning Services Manager (eric.giles@nasaa-arts.org).

Many thanks to NASAA’s member states and today’s guests for making this session possible. The work of NASAA and of state arts agencies is also supported and strengthened in many ways through funding and programming partnerships with the National Endowment for the Arts.