

National Assembly of State Arts Agencies

KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY

TO: Session Participants
Evaluation Insights from the Art At Work Initiative

DA: March 18, 2010

FR: National Assembly of State Arts Agencies

RE: Session Resources

Thank you for registering for today's Web seminar, "Evaluation Insights from the Art At Work Initiative." As we mentioned during the session, this follow up message contains additional resources that we hope will be useful as you continue to encourage evaluation and civic engagement work in your state.

We will be posting transcripts of the seminar to the NASAA Web site and will send out an e-mail announcing the availability of those materials in the weeks ahead. If you have questions in the meantime, please don't hesitate to contact [Eric Giles](#) at NASAA.

PRESENTER CONTACT INFORMATION

- Barbara Shaffer Bacon, Animating Democracy, Americans for the Arts, bsbacon@artsusa.org
- Pam Korza, Animating Democracy, Americans for the Arts, pkorza@artsusa.org
- Marty Pottenger Director of Art At Work/Arts & Equity Initiative, aei@portlandmaine.gov
- M. Christine Dwyer, RMC Research, cdwyer@rmcres.com

PRESENTATION SLIDES

Slides from today's presentation are available right now on the NASAA Web site's [Web Seminar page](#). You can also learn more about past and future Web seminars on this page. (For a password reminder, contact [Dora Shick](#).)

ART AT WORK / ARTS & EQUITY INITIATIVE

Art At Work: <http://www.artatworkproject.us/>

Evaluation Plan for the Arts & Equity Initiative (attached)

This document recaps the process used to evaluate the Police Poetry project and the broader Arts & Equity initiative. It includes the team's key research questions, specific indicators and a summary of the data collection strategies used to measure the project's outcomes.

AMERICANS FOR THE ARTS

Arts & Civic Engagement Impact Initiative

An overview of the [ACEII project](#), including a description of the "field lab" component, designed to demonstrate how the impact of civic engagement projects can be meaningfully evaluated.

Working Papers from the Arts & Civic Engagement Impact Initiative

[These documents](#) contain detailed descriptions of all field lab programs and the unique evaluation approaches used by each practitioner-evaluator team.

A Continuum of Impact (attached)

Cited by Pam Korza in today's presentation, this graphic outlines a wide range of ways in which the arts affect civic life and social change.

Animating Democracy: <http://www.americansforthearts.org/animatingdemocracy/>

MORE ON THE NASAA WEB SITE

Information With Impact

From NASAA's Assembly 2008 conference, this [presentation](#) by M. Christine Dwyer explores what kinds of data public decision makers find truly useful, compelling and credible – information that may be quite different than what arts advocates traditionally offer. A full report, [Communicating Value: Re-framing Arts and Culture Data](#) is also available for download.

Getting Started with Program Evaluation

Designed for state arts agency grantees new to evaluation, this [primer](#) introduces key evaluation concepts and includes advice for getting started.

Measuring What Matters

Another NASAA conference workshop, [Measuring What Matters](#) explores the kinds of data that state arts agencies collect as well as some alternative frameworks for thinking about measuring cultural vitality.

NASAA will alert state arts agencies to the future availability of the Impact Arts materials soon to be released by Americans for the Arts. State arts agencies are encouraged to share this information with constituents and to use the materials as training and technical assistance resources.

Thank you for your participation in today's session. For more information about state arts agencies and evaluation or performance measurement, contact [Kelly Barsdate](#) at the NASAA office.

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