

Readings in Program Evaluation and Measurement in the Arts



RECOMMENDED READING

- Barsdate, Kelly J. *Performance Measurement Toolkit*. National Assembly of State Arts Agencies. 1996.
- Callahan, Suzanne. *Singing Our Praises: Case Studies in the Art of Evaluation*. Association of Performing Arts Presenters. 2005.
- Callahan, Suzanne. "The Art of Evaluation, Transforming the Research Process into a Creative Journey" *Dance/USA Journal* Spring 1999. 6, 17-19,27.
- Callahan, Suzanne. "The Art of Evaluation, Part II, Transforming the Research Process into a Creative Journey" *Dance/USA Journal* Spring 1999. 18-22, 27.
- Callahan, Suzanne. "The Art of Evaluation, Part III, Transforming the Research Process into a Creative Journey" *Dance/USA Journal* Summer 1999: 19-23.
- Easterling, Ph.D., Doug, and Nancy Baughman Csuti, Dr.P.H. *Using Evaluation to Improve Grantmaking: What's Good for the Goose is Good for the Grantor*. (Denver CO: The Colorado Trust. March 1999).
- Gilhespy, Ian. "Measuring the Performance of Cultural Organizations: A Model" *International Journal of Arts Management*, Volume 2, Number 1, Fall 1999. (Montréal, Quebec: Chair in Arts Management of the École des Hautes Études Commerciales de Montréal (University of Montréal) 1999.): 38-52.
- Godfrey, Marian. "From Evaluation to Program Design," *Grantmakers in the Arts*, Volume 7, Number 2, Autumn 1996: 20-23.
- Hodsoll, Frank. "Measuring for Success and Failure in Government and the Arts" *The Journal of Arts Management, Law and Society*, Volume 28, Number 3, Fall 1998. (Washington D.C.: Heldref Publications 1998): 230-239.
- Hulett, Steve. "Program Planning and Evaluation Using Logic Models in Arts Programs for At-Risk Youth. *Americans for the Arts Monographs*, Volume 1, Number 6, June/July 1997.
- Jackson Associates / Arts Council of Northern Ireland. *Evaluation Toolkit for the Voluntary and Community Arts in Northern Ireland*. March, 2004.
- Jackson, Maria-Rosario and Joaquin Herranz. *Culture Counts in Communities: A Framework for Measurement*. The Urban Institute. 2002.
- McCarthy, Kevin with Elizabeth Ondaatje, Laura Zakaras and Arthur Brooks. *Gifts of the Muse: Reframing the Debate about the Benefits of the Arts*. RAND Corporation. 2004. Available at
- Moore, Mark and Gaylen Moore. *Creating Public Value Through State Arts Agencies*. Arts Midwest and The Wallace Foundation. 2005. [See Chapter 4: Performance Measurement (Value Definition and Recognition)]
- National Arts Stabilization, *National Arts Stabilization Journal*, Issue No. 5., Fall 2000. (Entire issue dedicated to arts program evaluation.)

National Endowment for the Arts. *Practical Guide to Arts Participation Research*. Research Division Report #30. (Fairfield, CT: AMS Planning & Research Corp. 1995.)

Soren, Barbara J. "The Learning Cultural Organization of the Millennium: Performance Measures and Audience Response." *International Journal of Arts Management*, Volume 2, Number 2, Winter 2000. (Montréal, Quebec: Chair in Arts Management of the École des Hautes Études Commerciales de Montréal (University of Montréal) 2000.): 40-49.

Stevens, Louise K. "Impacts, Measurements, and Art Policy: Starting the Change Process" *The Journal of Arts Management, Law and Society*, Volume 28, Number 3, Fall 1998. (Washington D.C.: Heldref Publications 1998): 225-228.

Stevens, Louise. *Through A Mirror: A Guide to Evaluating Programs* (Marion, MA: ArtsMarket Consulting and the National Endowment for the Arts. 1993).

W.K. Kellogg Foundation Evaluation Handbook. (Battle Creek, MI).

Wyszomirski, Margaret Jane. "The Arts and Performance Review, Policy Assessment, and Program Evaluation: Focusing on the Ends of the Policy Cycle" *The Journal of Arts Management, Law and Society*, Volume 28, Number 3, Fall 1998. (Washington D.C.: Heldref Publications 1998): 191-199.

WEB RESOURCES

Geraldine R. Dodge Foundation: Articulates "meaningful measurement principles" and provides examples of evaluation rubrics, as well as interviews with cultural organizations about their evaluation experiences.

<http://www.grdodge.org/assessment/index.htm>

National Endowment for the Arts: See the Outcome Based Evaluation Model for Arts Organizations at <http://www.nea.gov/grants/apply/out/index-out.html> and the Boston Ballet's benchmarking case study at <http://www.nea.gov/resources/Lessons/>.

Grantmakers for Effective Organizations: Publishes various evaluation and assessment related documents including "A Funders Guide to Evaluation" and "The Evaluation Roundtable Report." <http://www.geofunders.org/>

National United Way: A list of measurement resources and annotated links to some of the major federal and state governmental initiatives in performance measurement and benchmarking. <http://national.unitedway.org/outcomes>

Institute of Museum and Library Services: http://www.ims.gov/grants/current/crnt_obebasics.htm

Idaho Commission on the Arts (with Michael Sikes): Project Designers Toolkit. Describes outcome measurement frameworks for arts education. <http://www.arts.idaho.gov/ae/tool.aspx>

W.K. Kellogg Foundation: See the "W.K. Kellogg Foundation Evaluation Handbook" and "Evaluation in Foundations: The Unrealized Potential." <http://www.wkkf.org/Programming/Overview.aspx?CID=281>

Carter MacNamara: See the article "Basic Guide to Program Evaluation." http://www.managementhelp.org/evaluatn/fnl_eval.htm and the "Checklist for Program Evaluation Planning." <http://www.mapnp.org/library/evaluatn/chklist.htm>

**SOURCE: NATIONAL ASSEMBLY OF STATE ARTS AGENCIES
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For additional information contact Kelly J. Barsdate, Director of Research, Policy and Evaluation at NASAA (kelly@nasaa-arts.org). NASAA provides evaluation and benchmarking training and consultation for state arts agencies and their local cultural partners.