Impact Measurement

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creating community through the arts

Last Revised: February 7, 2013
Objectives

At the end of this workshop you will possess:

• A basic understanding of the concepts of impact measurement

• Knowledge to support the selection of practical and feasible data collection methods

• An improved understanding of ArtsWave’s Program Theory for Impact and grantee outcomes
Agenda

• Overview of impact measurement
• ArtsWave’s Program Theory for Impact
• ArtsWave’s grantee outcomes
What is Impact Measurement?

Study  Rank  Determine
Examine  Consider  Gauge
Rate  Review  Monitor
Analyze  Investigate  Measure
Judge  Evaluate  Estimate
Validate  Assess  Weigh
Terminology

• Inputs
• Activities
• Outputs
• Outcomes
  ➢ Short-Term
  ➢ Medium-Term
  ➢ Long-Term
• Impact

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Moving Beyond Outputs

• Outputs = What we do
• Outcomes = What difference is there
• Outcomes help to answer the question, “So what?”
Logic Model: Theory of Change

**SITUATION**

**INPUTS**

*What we invest!*
- Time
- Money
- Partners
- Equipment
- Facilities

**OUTPUTS**

*What we do!*
- Performances
- Exhibits
- Recordings
- Workshops

*Who we reach!*

**OUTCOMES**

**Short**

*Change in:*
- Knowledge
- Skills
- Attitude
- Motivation
- Awareness

**Medium**

*Change in:*
- Behaviors
- Practices
- Policies
- Procedures

**Long**

*Change in:*
- Environment
- Social conditions
- Economic conditions
- Political conditions

**Measurement of Process Indicators**

**Measurement of Outcome Indicators**

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Outcome Measures

• Data against which you will measure the progress of your organization

• Markers of your success

• Starting point for designing data collection and reporting strategies
Data Sources

Six most common data collection methods:

• Surveys
• Interviews
• Focus groups
• Observation
• Record/Document Review
• Anecdotes
Outcome A: Arts improve our quality of life and contribute to a thriving regional economy through extraordinary experiences.
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Extraordinary cultural experiences are available

Cultural experiences have broad and diverse appeal

Cultural offerings are affordable and accessible

Opportunities exist for audiences to interact during and after events

Events draw attendees from different ages and cultures from across the Region and socioeconomic spectrum

Visitors/residents engage across boundaries of race, geography, age, and socioeconomic class

Visitors/residents have serendipitous interactions with each other

Residents feel increased trust and empathy toward one another

Residents feel shared community pride

More social bonds are created and sustained

A more connected community

Residents have greater understanding of one another

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Outcome B: Arts draw attendees in a manner that creates sustained economic value for local neighborhoods.
Outcome C: Arts reengage our students and make the region a place of destination for employers and employees.

The Region is differentiated

The Region draws national and international attention

Children receiving arts instruction improve academic performance

Quality of the Region’s schools is improved

The Region is a place of destination

Reputation and profile of the Region is increased

ArtsWave makes grants to support arts learning

Arts instruction is available inside and outside of schools

The Region builds on its creative industry base

Businesses have high-quality employee base

Vibrant economy and neighborhoods

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Outcome C: Arts reengage our students and make the region a place of destination for employers and employees.

ArtsWave makes grants to support arts learning

Arts instruction is available inside and outside of schools

Arts learning connects children and parents with arts

Children and parents feel more comfortable with and interested in the arts

Parents and children connect with other parents and children

Amateur arts participants connect with each other

More social bonds are created and sustained

Residents feel increased trust and empathy toward one another

Children and adults become amateur participants in the arts

Residents feel shared community pride

A more connected community

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Outcome D: Arts create events that draw attendees from different ages/cultures and provide participants an opportunity to interact and improve.

ArtsWave makes grants to support arts-focused community gatherings.

Cultural experiences have broad and diverse appeal.

Cultural offerings are affordable and accessible.

Opportunities exist for audiences to interact during and after events.

Events draw attendees from different ages and cultures from across the Region and socioeconomic spectrum.

Visitors/residents engage across boundaries of race, geography, age, and socioeconomic class.

Visitors/residents have serendipitous interactions with each other.

Residents have greater understanding of one another.

More social bonds are created and sustained.

Residents feel increased trust and empathy toward one another.

Residents feel shared community pride.

A more connected community.
Outcome E: Arts strengthen social bonds by creating interactions through art-making opportunities for amateurs.
Outcome F: Arts are available across and connect our region.
Preparing your Impact Measurement Plan

1. Create a logic model for your organization.
2. Identify meaningful, relevant and realistic outcomes.
3. Identify indicators to measure success in achieving outcomes.
4. Select data collection methods and create data collection instruments.
5. Design a practical and sustainable data collection plan.
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