Impact Measurement

Presented by:

Tara Townsend

**Director of Impact Planning & Analysis**

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
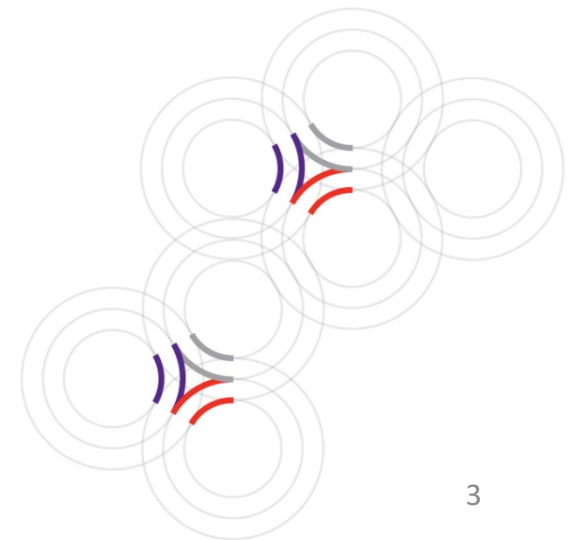
What is Impact Measurement?

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

Terminology

- Inputs
- Activities
- Outputs
- Outcomes
  - ➢ Short-Term
  - ➢ Medium-Term
  - ➢ Long-Term
- Impact
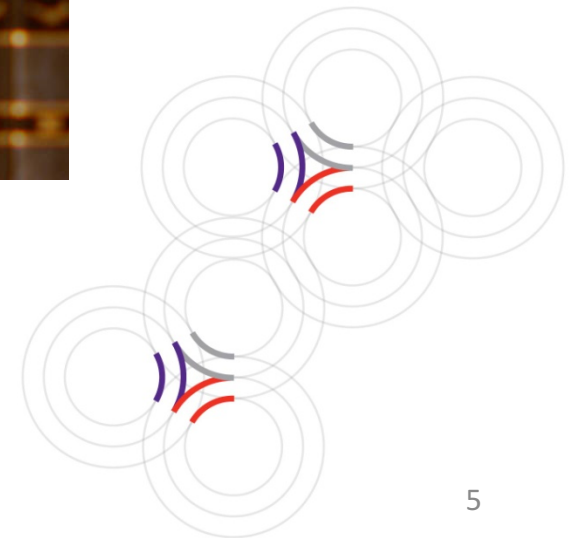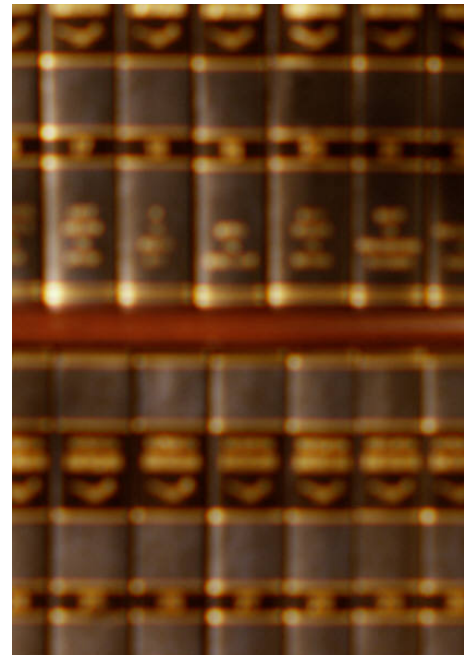
Moving Beyond Outputs

- Outputs = What we do

- Outcomes = What difference is there

- Outcomes help to answer the question, "So what?"
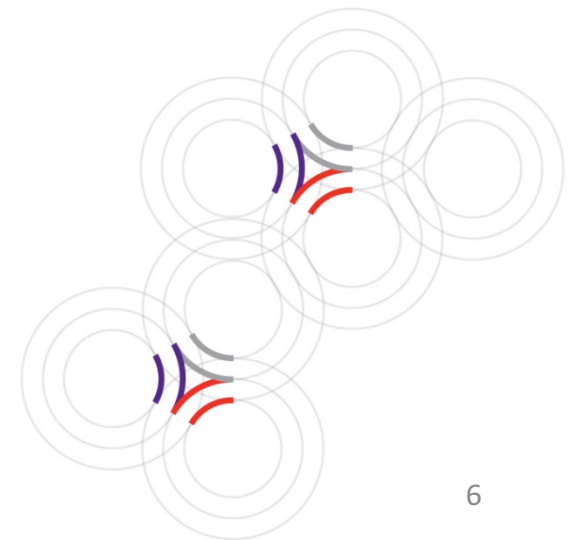
Logic Model: Theory of Change

artswave

SITUATION	INPUTS	OUTPUTS	OUTCOMES		
	What we invest!	*What we do!*	Short	Medium	Long
	• **Time** • **Money** • **Partners** • **Equipment** • **Facilities**	• **Performances** • **Exhibits** • **Recordings** • **Workshops** *Who we reach!*	*Change in:* • **Knowledge** • **Skills** • **Attitude** • **Motivation** • **Awareness**	*Change in:* • **Behaviors** • **Practices** • **Policies** • **Procedures**	*Change in:* • **Environment** • **Social conditions** • **Economic conditions** • **Political conditions**

Measurement of Process Indicators

Measurement of Outcome Indicators

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
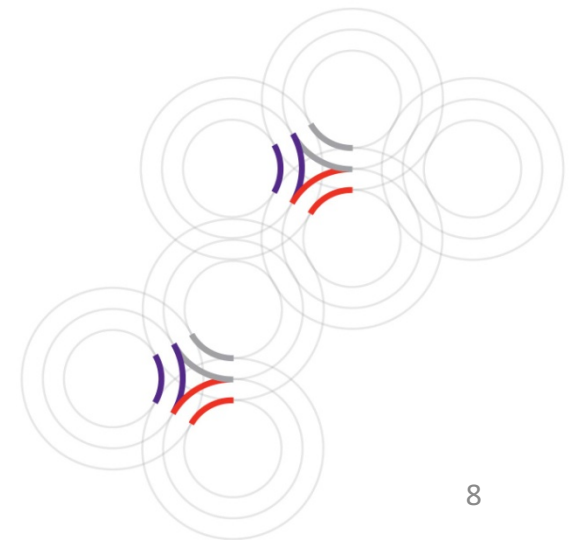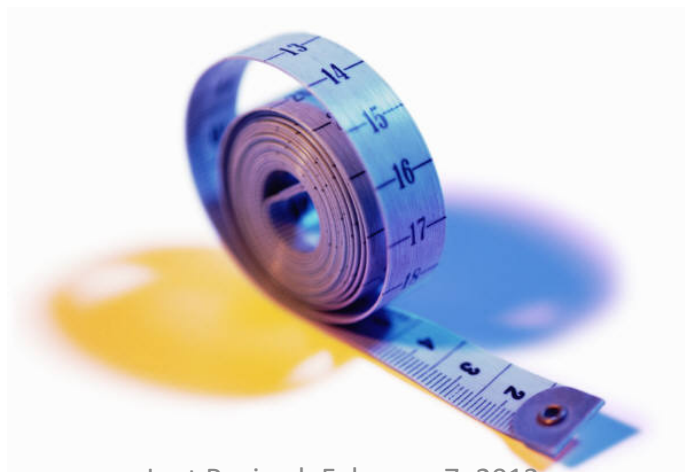
Data Sources

Six most common data collection methods:

- Surveys

- Interviews

- Focus groups

- Observation

- Record/Document Review

- Anecdotes

Program Theory for Impact

ACTIVITIES

- ArtsWave makes grants to support cultural clusters
- ArtsWave makes grants to support extraordinary cultural experiences
- ArtsWave makes grants to support a wide variety of art forms
- ArtsWave makes grants to support arts-focused community gatherings
- ArtsWave makes grants to support arts learning
- ArtsWave makes grants to support artmaking opportunities for amateurs
- ArtsWave makes grants to support arts engagement across the Region

GRANTEE OUTCOMES

- Cultural offerings in cultural clusters draw attendees
- Cultural offerings are available in cultural clusters
- Extraordinary cultural experiences are available
- Opportunities exist for a diverse set of artists to create and perform
- More and greater diversity of artists are attracted to the Region
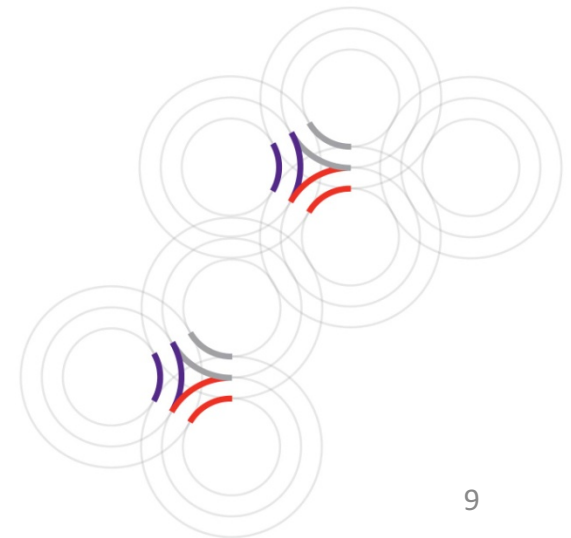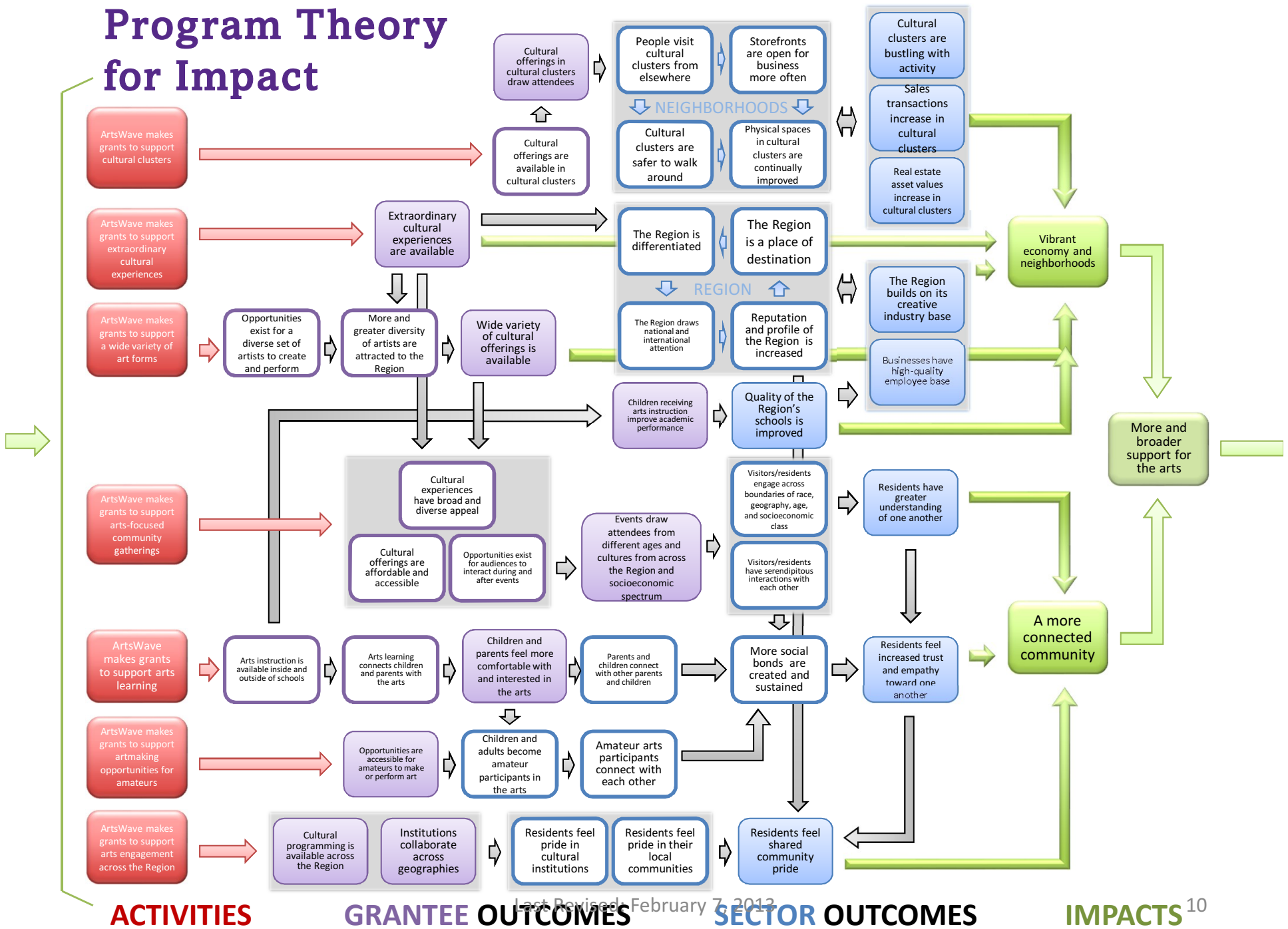- Wide variety of cultural offerings is available
- Cultural experiences have broad and diverse appeal
- Cultural offerings are affordable and accessible
- Opportunities exist for audiences to interact during and after events
- Events draw attendees from different ages and cultures from across the Region and socioeconomic spectrum
- Arts instruction is available inside and outside of schools
- Arts learning connects children and parents with the arts
- Children and parents feel more comfortable with and interested in the arts
- Parents and children connect with other parents and children
- Opportunities are accessible for amateurs to make or perform art
- Children and adults become amateur participants in the arts
- Amateur arts participants connect with each other
- Cultural programming is available across the Region
- Institutions collaborate across geographies
- Residents feel pride in cultural institutions
- Residents feel pride in their local communities

SECTOR OUTCOMES

NEIGHBORHOODS
- People visit cultural clusters from elsewhere
- Storefronts are open for business more often
- Cultural clusters are safer to walk around
- Physical spaces in cultural clusters are continually improved

REGION
- The Region is differentiated
- The Region is a place of destination
- The Region draws national and international attention
- Reputation and profile of the Region is increased

- Children receiving arts instruction improve academic performance
- Quality of the Region's schools is improved
- 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

- Cultural clusters are bustling with activity
- Sales transactions increase in cultural clusters
- Real estate asset values increase in cultural clusters
- The Region builds on its creative industry base
- Businesses have high-quality employee base

IMPACTS

- Vibrant economy and neighborhoods
- More and broader support for the arts
- A more connected community

Outcome A: Arts improve our quality of life and contribute to a thriving regional economy through extraordinary experiences.

ArtsWave makes grants to support extraordinary cultural experiences

Extraordinary cultural experiences are available

The Region is differentiated

The Region is a place of destination

REGION

The Region draws national and international attention

Reputation and profile of the Region is increased

The Region builds on its creative industry base

Businesses have high-quality employee base

Vibrant economy and neighborhoods

More and greater diversity of artists are attracted to the Region

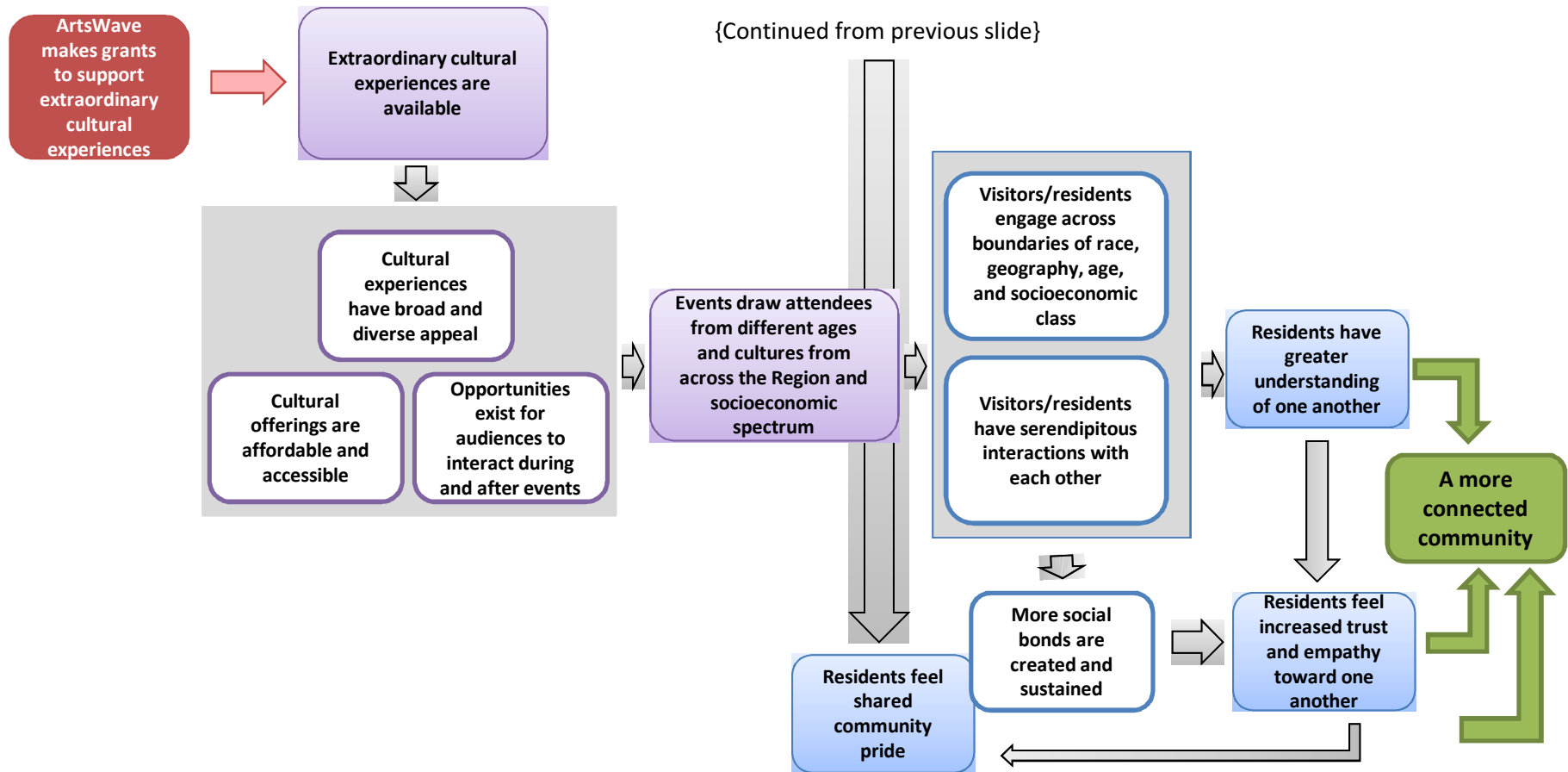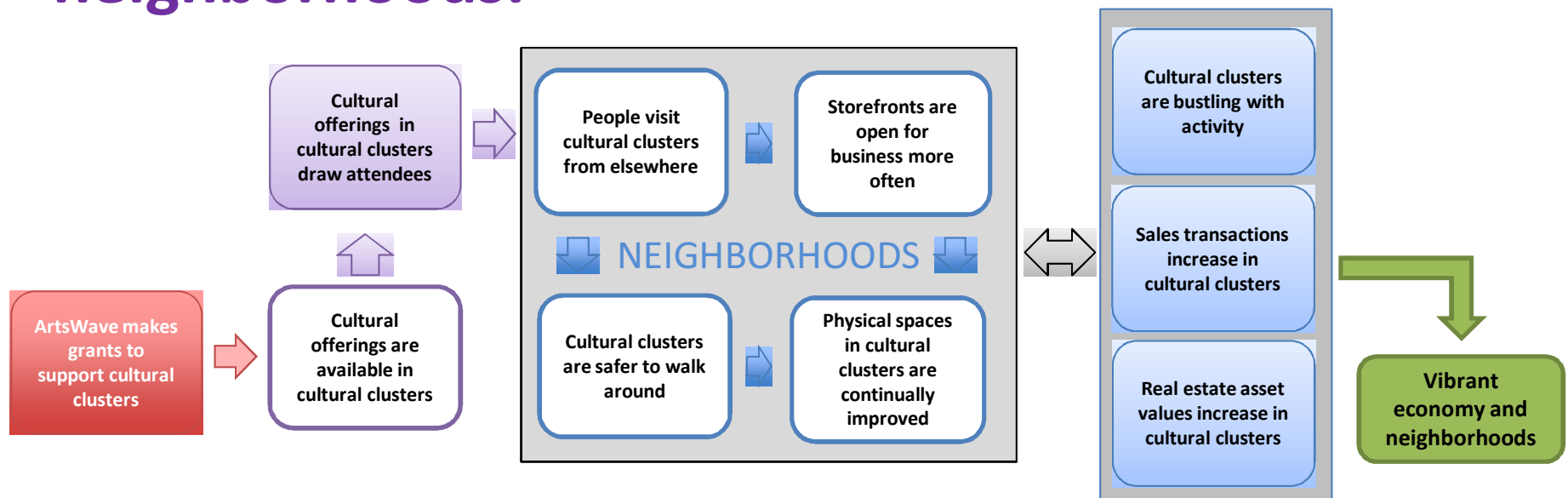Wide variety of cultural offerings is available

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Outcome A: Arts improve our quality of life and contribute to a thriving regional economy through extraordinary experiences.

ArtsWave makes grants to support extraordinary cultural experiences

Extraordinary cultural experiences are available

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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

A more connected community

Residents feel shared community pride

More social bonds are created and sustained

Residents feel increased trust and empathy toward one another

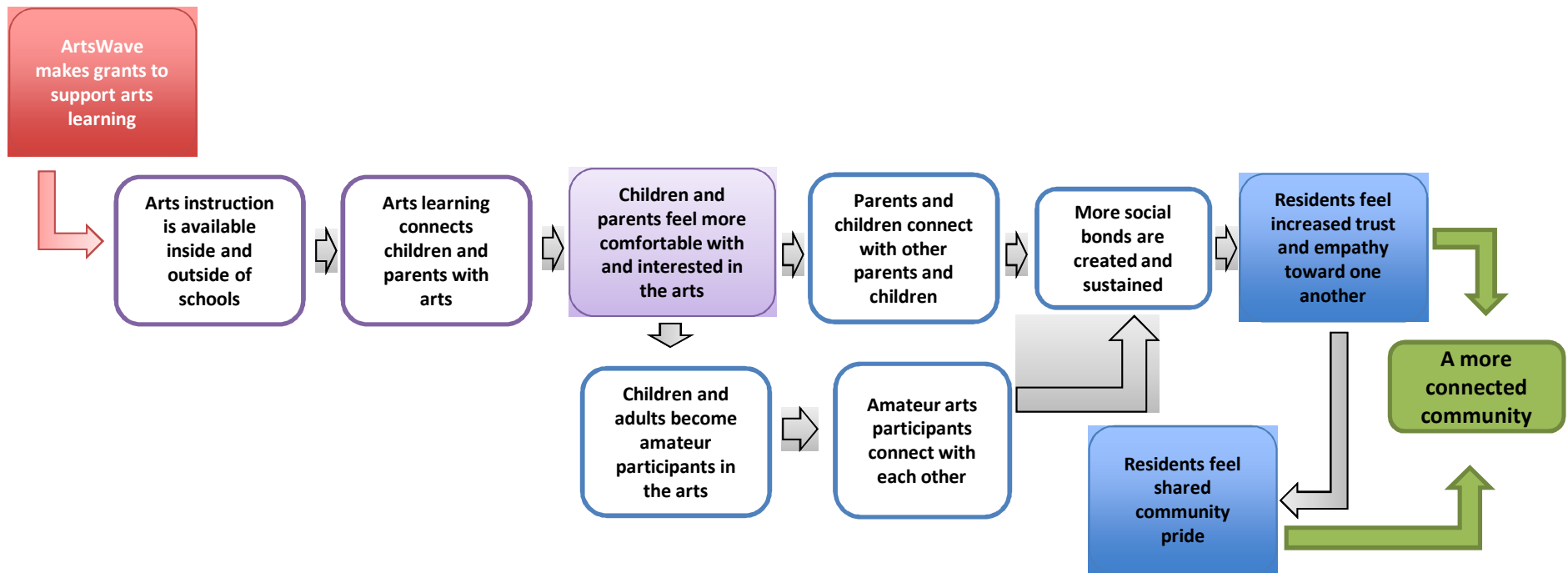# Outcome B: Arts draw attendees in a manner that creates sustained economic value for local neighborhoods.

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

The Region is differentiated → The Region is a place of destination

REGION

The Region draws national and international attention → Reputation and profile of the Region is increased

ArtsWave makes grants to support arts learning → Arts instruction is available inside and outside of schools → Children receiving arts instruction improve academic performance → Quality of the Region's schools is improved → The Region builds on its creative industry base / Businesses have high-quality employee base → Vibrant economy and neighborhoods
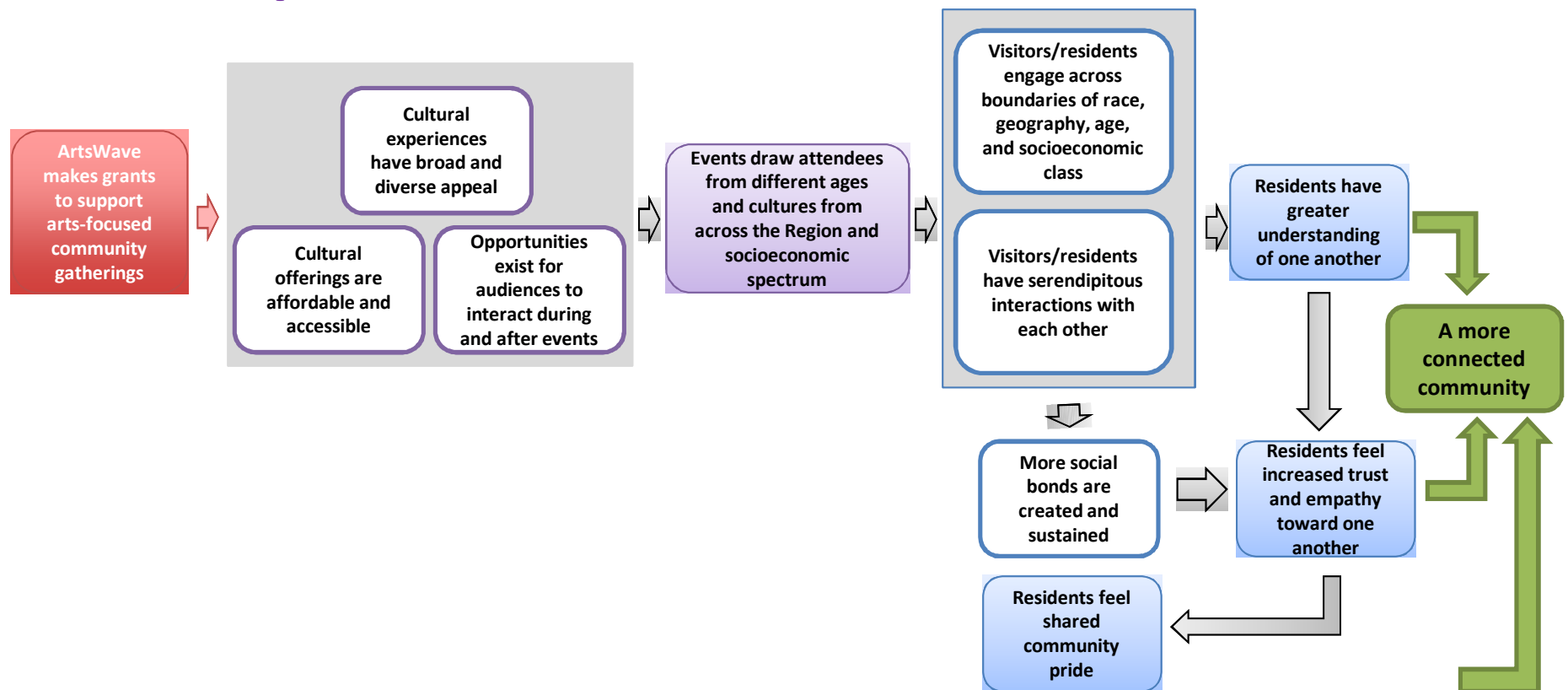
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Outcome C: Arts reengage our students and make the region a place of destination for employers and employees.

arts wave

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

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

Amateur arts participants connect with each other

Residents feel shared community pride

A more connected community

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

A more connected community

More social bonds are created and sustained

Residents feel increased trust and empathy toward one another

Residents feel shared community pride

Outcome E: Arts strengthen social bonds by creating interactions through art-making opportunities for amateurs.

ArtsWave makes grants to support art making opportunities for amateurs

Opportunities are accessible for amateurs to make or perform art

Children and adults become amateur participants in the arts

Amateur arts participants connect with each other

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 F: Arts are available across and connect our region.

A more connected community

ArtsWave makes grants to support arts engagement across the Region → Cultural programming is available across the Region | Institutions collaborate across geographies → Residents feel pride in cultural institutions | Residents feel pride in their local communities → Residents feel shared community pride

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.
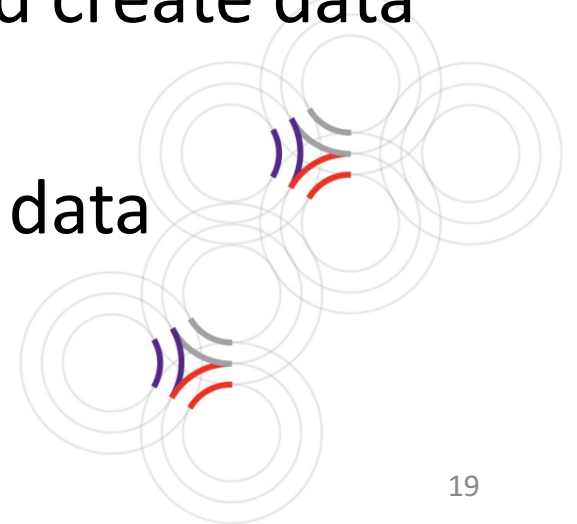
Contact Information:

tara.townsend@theartswave.org

513.632.0134