

WHERE'S THE EVIDENCE?

The Arts and Civic Engagement Impact Initiative

Americans for the Arts Conference

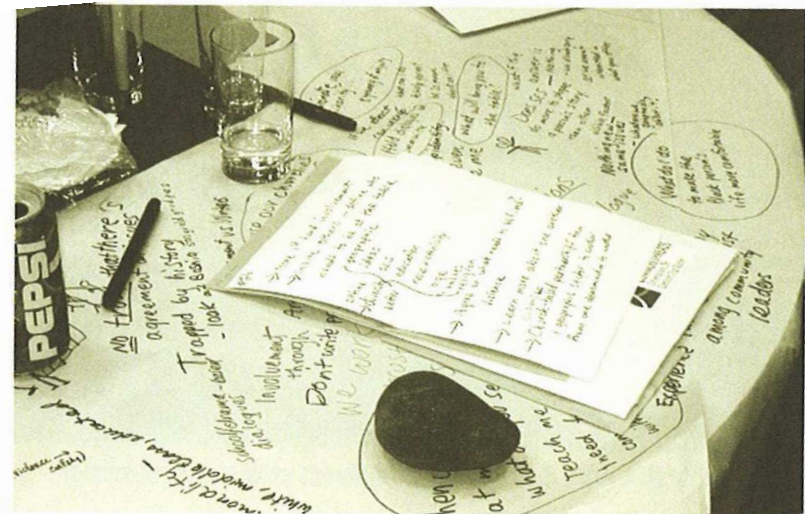
Chris Dwyer

June 2008

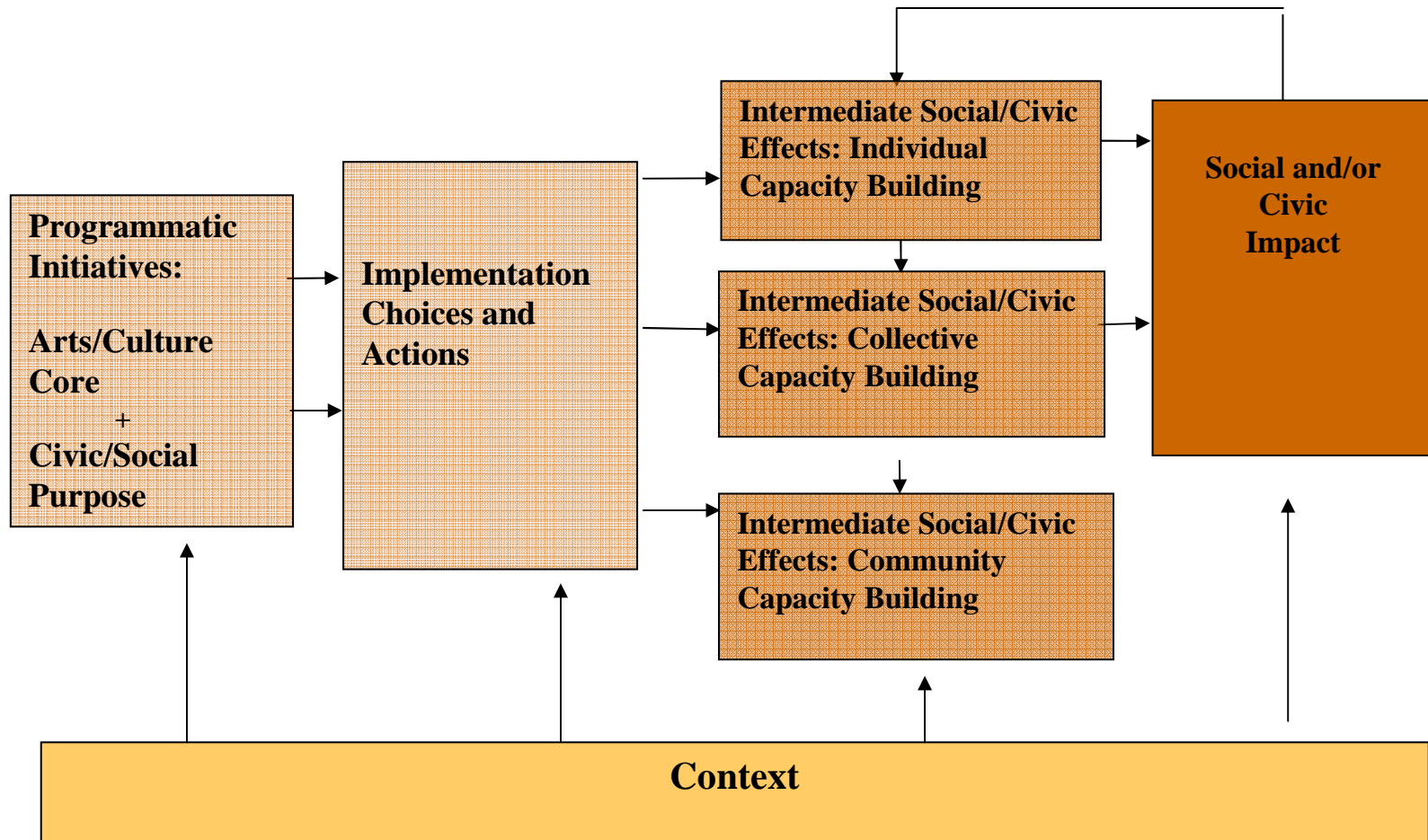


Part II: Planning for Evidence

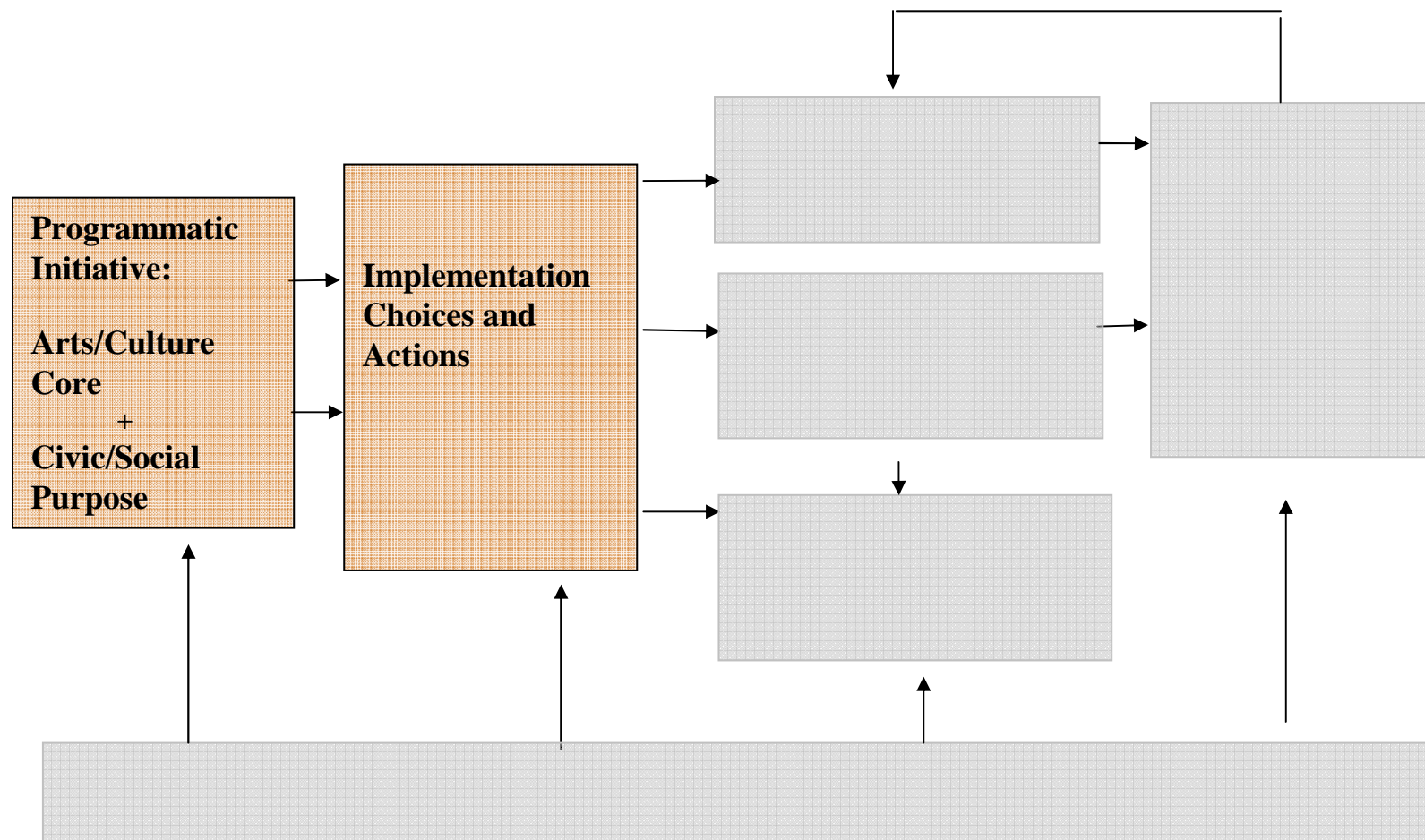
1. Offer framework for planning/evaluating
2. Provide ideas for outcomes and impacts
3. Identify opportunities/challenges related to case-making

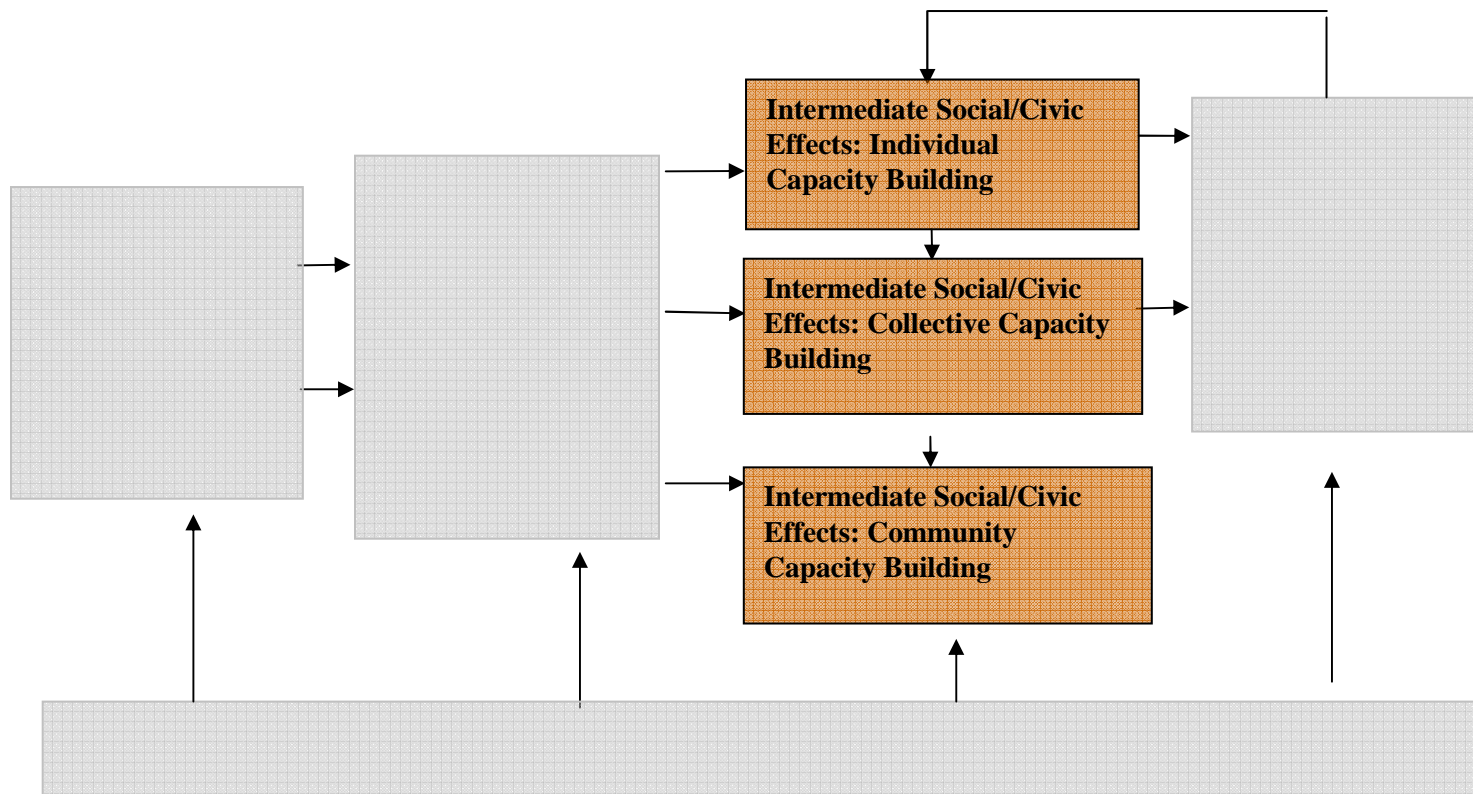


Conceptual Framework



- Creative processes and products in all artistic disciplines
- Civic and social intentions
- Implementation that shapes outcomes (intensity, duration, scale, etc.)





Capacity building ingredients:

- Knowledge and expertise
- Access to resources
- Systems in place
- Leadership
- Common expectations

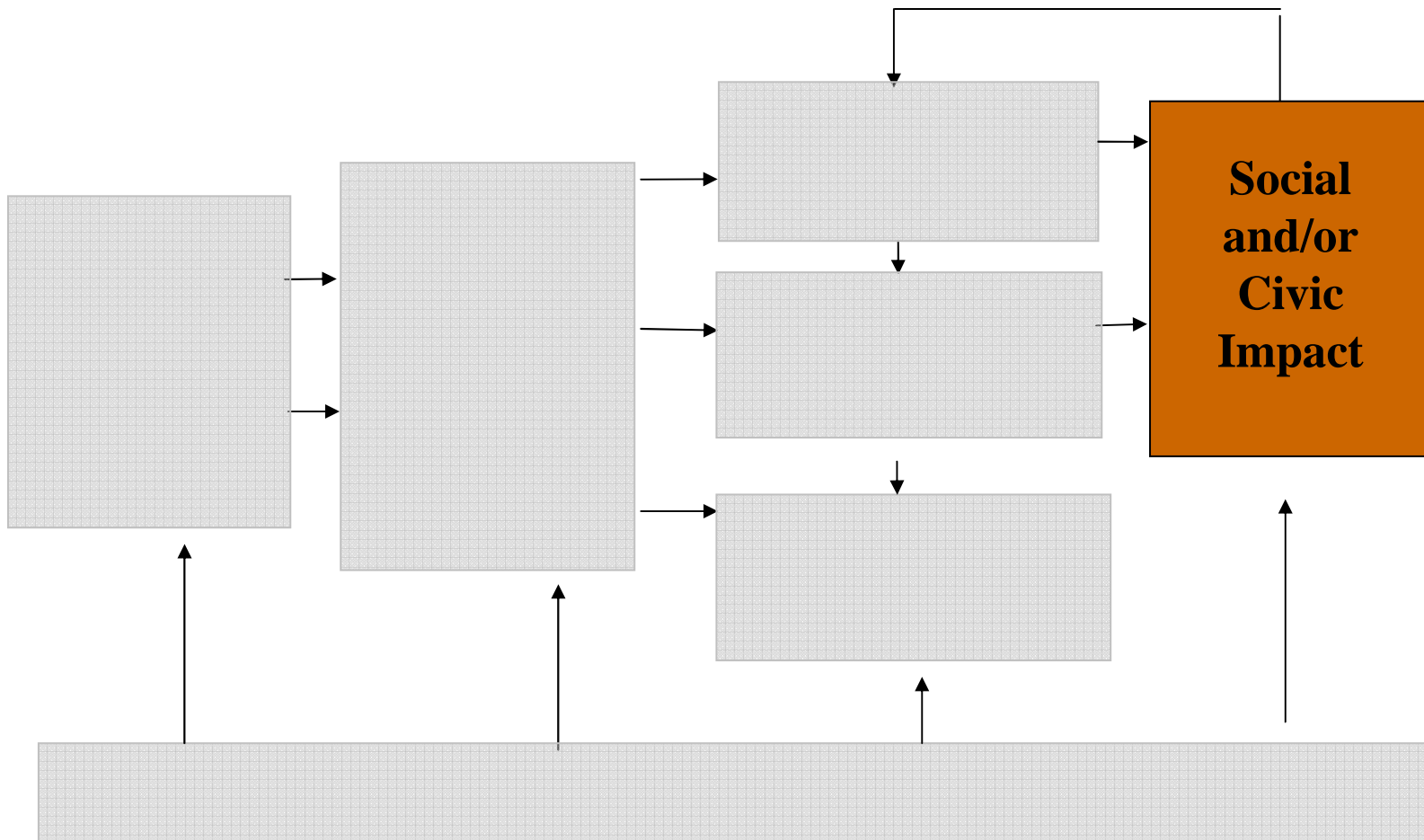
Examples of Intermediate Outcomes

- Heightened awareness of civic/social issues
- Increased understanding of other perspectives
- Increased or more diverse participation
- New relationships built

(more examples on handout)



- “Hoped for” long term, long lasting, aspirational
- Visible behaviors and actions



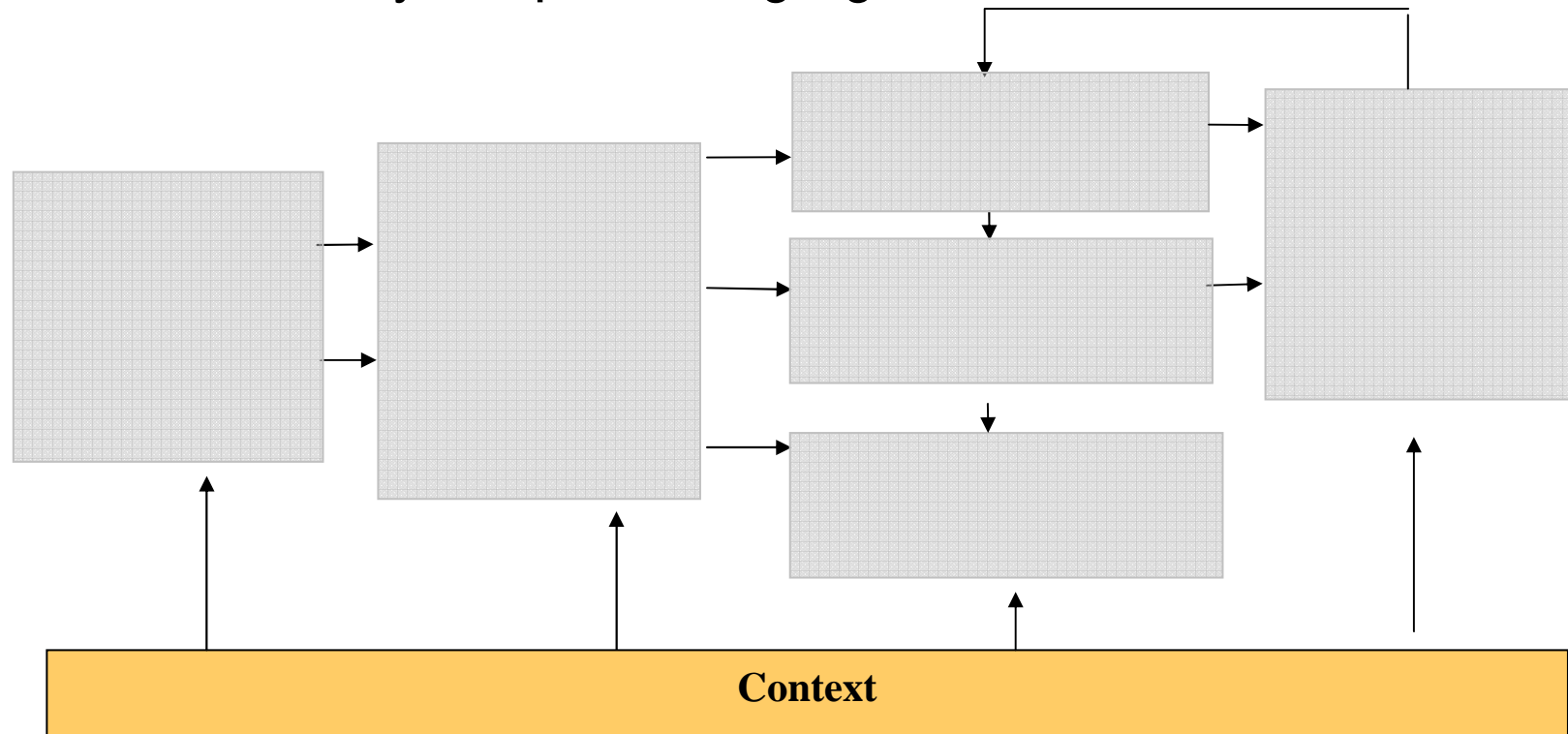
Examples of Impact



- An issue is resolved
- Long-standing rifts are healed
- New leaders emerge
- A problem has been averted
- A policy has been enacted

(more examples on handout)

- Size and nature of community
- Demographics
- Cohesion/polarization within community
- History of related civic or arts initiatives
- Position/history of sponsoring agent



Challenges

- Credible level of rigor/objectivity
- Measuring collective/community change
- Attribution
- Generalizing beyond specific context of community

Opportunities

- Early ideas about outcomes/impacts can improve implementation choices
- Early identification of evaluation audiences can focus evidence choices
- Systematic inquiry and case-making can occur with any level of evidence

