

OUTCOMES

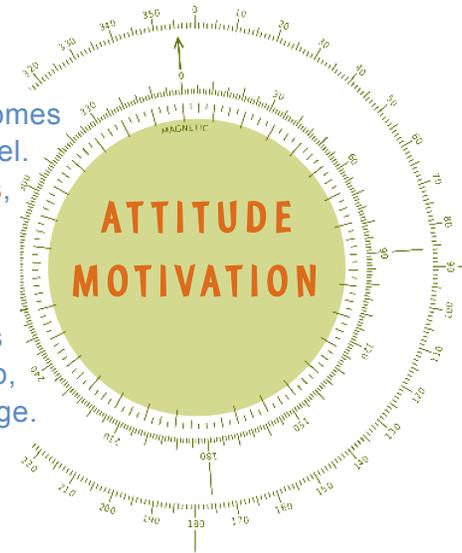
KNOWLEDGE ATTITUDES ACTION
DISCOURSE CAPACITY POLICIES

ARTS FOR CHANGE

<http://impact.animatingdemocracy.org>

This family of outcomes relates to how people feel.

Values, attitudes, aspirations, and motivation provide the impetus and drive behind, as well as the beliefs that underlie choices and action in the civic and social realm. These outcomes may reflect individual, group, or community level change.



ASPIRATIONS

Desires, hopes, or vision held that suggests possibility or direction for civic or social change.

INDICATORS MEASURE expressions of possibility, direction, hope, vision; new or changed desires, hopes, vision.

VALUES

The ideals, principles, morals, ethics that guide individual, group, or societal choices and action.

INDICATORS MEASURE

expression or articulation of values; identification of shared values; shift in values.

ATTITUDE

Feeling or position about a civic or social concern or opportunity.

INDICATORS MEASURE opinions or beliefs that are held; level of commitment to a position; changes in opinions, beliefs; degree of preference for something; changes in position about importance of something or priorities.

MOTIVATION

Need, desire, encouragement, inspiration, stimulation, impetus that causes a person to take action.

INDICATORS MEASURE evidence of sense of self- or collective-efficacy to take action; feeling of confidence or empowerment; level of commitment to act.

EXAMPLES

OF OUTCOMES, INDICATORS, AND DATA COLLECTION METHODS LINKED WITH CREATIVE STRATEGIES FOR CHANGE

ATTITUDE
MOTIVATION

HOW TO READ THE EXAMPLES

Broadly stated **OUTCOMES OF SOCIAL/CIVIC CHANGE** that artists and cultural organizers claim their creative strategies contribute to or achieve.

AN EXAMPLE OF A CREATIVE STRATEGY THAT MIGHT BE USED TO ACHIEVE THE OUTCOME

VALUES
ATTITUDE
MOTIVATION
ASPIRATION

▶ A more specific **OUTCOME**

An **INDICATOR** that might be observed as evidence of that outcome

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▶ **DATA COLLECTION** methods for selected indicators

▶ **TIPS** for data collection methods.

1. GREATER SENSE OF HOPE, PRIDE, OR POSSIBILITY

CREATIVE STRATEGY
The Community Arts Center launches a digital storytelling project that collects authentic stories of change, creativity, achievement, leadership, and courage from the region's residents and promotes them to help build pride.

VALUES
ATTITUDE
MOTIVATION
ASPIRATION

▶ **OUTCOME:** Leaders and residents gain renewed optimism about the region's future.

INDICATOR: Media features include increase in stories about positive actions and opportunities.

INDICATOR: Residents speak about the region in terms of assets rather than deficits.

INDICATOR: Community heroes' and leaders' stories become part of the broader community's story and identity.

DATA COLLECTION STRATEGIES

REVIEW RECORDS (minutes, videotapes) of community planning forums and civic meetings for: a) references made to the stories and people captured through the Arts Center's project; b) number and nature of comments about the assets of the region versus deficits.

TIP: Correlation might not always imply causality. While positive movement on the above indicator may point to the digital storytelling project, it is unlikely that a one-to-one causal relationship can be established between the storytelling project and the other two indicators.

2. NEW IDEALS AND PRINCIPLES ADOPTED

CREATIVE STRATEGY
A six-month series of exhibitions, films, and a film and book club program mounted by the art museum and library includes discussions to sustain focus on local environmental concerns and promote stewardship of natural resources. The City partners on the project to promote its energy efficiency program and provide information about an upcoming open space acquisition referendum.

VALUES
ATTITUDE
MOTIVATION
ASPIRATION

▶ **OUTCOME:** Citizens view themselves as stewards of natural resources.

INDICATOR: Citizens show majority support favoring the public referendum on acquiring and preserving undeveloped open space parcels.

INDICATOR: Change in attitudes about the City's energy efficiency program by people who attended the film series and related discussions.

DATA COLLECTION STRATEGIES EXIT SURVEY with give-away at the referendum voting polls.

PRE- AND POST- EVENT SURVEY compare attitudes about the energy efficiency program.

ⓘ TIP: Correlation does not imply causality. Other factors, such as other organizations working toward the same cause, may influence the outcome. To help determine correlation, a systematic sampling of referendum voters to ask about their vote and participation in the exhibitions, film series, and book club events would provide evidence. A give-away can help to increase participation in the exit survey.

ⓘ TIP: Surveying already sympathetic attendees will likely show minimal or no change in attitude. Recruitment of participants for the film and book events might target neutral, apathetic or even opponents of natural resource preservation measures.

3. GREATER RESPONSIBILITY FOR POSITIVE COMMUNITY NORMS

CREATIVE STRATEGY
The arts council organizes a Get to Know Your Neighbor model project in which a senior arts corps creates informal arts activities at community centers, churches and libraries, including community story and song swaps, quilting circles, and book clubs.

VALUES
ATTITUDE
MOTIVATION
ASPIRATION

▶ **OUTCOME:** Re-establish a neighborly community character.

INDICATOR: Residents in neighborhoods that participated in Get to Know Your Neighbor report increased sense of neighborliness.

INDICATOR: Increases occur in informal arts activities such as in Get to Know Your Neighbor.

DATA COLLECTION STRATEGIES SURVEY includes questions on the Healthy Communities organization's annual survey of community wellness to gauge new or renewed activities expressing neighborliness.

ⓘ TIP: Another community agency that does surveys may present an opportunity to add questions that can gather information to meet your data collection needs. Questions added should define what "neighborliness" means, e.g. people talking to each other more, acts of kindness, etc.

4. PEOPLE FEEL VALUED AND/OR EMPOWERED.

CREATIVE STRATEGY
A graphic artist mobilizes residents for clean-up and signage projects that build pride in the mobile home park and attract other residents and organizations to pitch in.

VALUES
ATTITUDE
MOTIVATION
ASPIRATION

▶ **OUTCOME:** Mobile home park residents are included and respected.

INDICATOR: A public meeting held at the mobile home park is well attended by residents and other community members.

INDICATOR: Increased number of and more positive interactions between park residents and other community residents.

INDICATOR: Expressions of “pride” appear in the signs made by park residents.

INDICATOR: Mobile home park leaders are invited to community planning meetings.

DATA COLLECTION STRATEGIES

FOCUS GROUP: Post mortem meetings with park residents and neighbors explore the number and quality of interactions.

REVIEW OF SIGNAGE for their messages and images of self-value, e.g. families, joyful expressions, gatherings, caretaking, etc..

• TIP: Having meetings in a place, time and environment that are conducive to discussion can influence the data collected. With teen residents, this might be a pizza parlor or park.
• The data collection method should consider a suitable communication style, for example, texting.

5. SHIFT IN ATTITUDE OR POSITION

CREATIVE STRATEGY
When new group homes for the mentally ill are proposed, a theater company produces The Boys Next Door as an opportunity for public dialogue about the human dimensions of living with mental illness.

VALUES
ATTITUDE
MOTIVATION
ASPIRATION

▶ **OUTCOME:** There is a decrease in the social stigma of mental illness in the community.

INDICATOR: Opposition to group homes by residents decreases.

INDICATOR: Theater audience members experience a shift in their association of stigma with mental illness.

DATA COLLECTION STRATEGIES

SURVEYS of audience ask questions about attitudes toward mental illness and the role of the theater piece in shaping those attitudes.

6. INCREASED TOLERANCE AND RESPECT FOR OTHERS

CREATIVE STRATEGY
A museum partners with Immigrant and Refugee Services and the state arts council's Folklorist to engage refugees in the city to plan and produce a cultural festival highlighting each group's own music, dance, art, and food.

VALUES
ATTITUDE
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OUTCOME: Negative misperceptions among African refugee groups are acknowledged and corrected.

INDICATOR: Improved relations between groups at subsequent events and gatherings.

INDICATOR: Degree and quality of engagement across groups at the festival.

INDICATOR: Pronouncements of respect and appreciation by participants with staff of the Immigrant and Refugee Services.

DATA COLLECTION STRATEGIES

OBSERVATION: Trained observers and key informants document and comment on the engagement patterns at the festival such as: intermingling versus sitting with one's own group, dancing or playing music together, expressions of appreciation and respect between different groups.

TIP: Data collectors should become familiar with cultural norms and speak the languages in order to make accurate assessments of interactions among groups. Selecting key informants from within the cultural groups and instructing them on what to look for might be a more effective strategy than sampling.

7. PRIORITIES ARE CLARIFIED OR ESTABLISHED

CREATIVE STRATEGY
Art and civics teachers implement a system-wide Photovoice project that enables students to document and interpret through photos their views of needs in their schools. These images are translated into "photo ballots" on which all students cast votes on their top priorities. Students present the results to the School Board.

VALUES
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OUTCOME: School Board and community stakeholders come to consensus on priorities about resource allocation for local schools.

INDICATOR: School board members indicate that the Photovoice project influenced their deliberation.

INDICATOR: Students believe they can make a difference in deciding priorities that affect their schools.

DATA COLLECTION STRATEGIES

INTERVIEW school board members and students.

TIP: To learn what difference the creative strategy made in enabling students to clarify priorities, a comparison group might be set up in a school that conducts student voting in the standard way.