

CAIG/CU Grant Guidance Outcomes, Impact and Ideas

A. OUTCOMES

The information below is intended to provide guidance and is not intended to be exhaustive. Remember, that the amount of time your project is implemented will influence the outcomes and impacts you realistically will have. The chart below is for guidance. Create outcomes and impacts that are achievable during the timeframe of your project and also achievable considering the amount of time you spend on each of your activities.

Outcome Category	What would you measure
Awareness, knowledge or understanding	Measurable demonstration of assessment of, change in, or exercise of awareness, knowledge, understanding of a particular cultural area or career related to the project. Participants gain knowledge about the arts project, can recall it from memory, comprehend its meaning, and/or are able to explain it.
Engagement or Interest	Measurable demonstration of assessment of, change in, or exercise of engagement/interest in a particular cultural area or careers central to the project.
Attitude	Measurable demonstration of assessment of, change in, or exercise of attitude toward a particular cultural area and one's capabilities relative to the project cultural area. This may refer to the appreciation for the role of the arts in society or attitudes toward your particular cultural project area or skills needed.
Skills	Measurable demonstration of the development and/or reinforcement of skills, either entirely new ones or the reinforcement, even in practice, of developing skills needed to complete the project or to participate in the cultural project. Participants gain the verbal, mental, or physical abilities needed to engage in targeted behaviors
Intention to Act	Measurable demonstration that participants intend to act in a specific way or accomplish a goal that continues the arts project or intent to engage in the arts following the end of the project.
Behavior	Participants use art as a benefit to themselves or the community. This may include changing lifestyle habits, participating in arts activities, advocating for the arts, or taking other actions that continues community arts projects or engages others in the arts.
Other	Project specific outcomes

B. IMPACTS

The lasting or significant changes in people's lives brought about by an intervention or interventions.

COMMON MISTAKES WITH OUTCOMES AND IMPACTS

1. People tend to choose outcomes that they believe they can easily achieve and measure based on the desire to show success. They may also ignore outcomes that are difficult to achieve and measure.
2. Those not familiar with evaluation methodology sometimes disregard negative outcomes or are not alert to unexpected outcomes that, if recorded and assessed, can be just as important in terms of understanding impact.
3. One of the most common mistakes is to attribute causality for social change to one modest program when that change is caused by multiple factors.

C. WHAT THE RESEARCH SAYS ABOUT COMMUNITY ARTS AND ITS IMPACT (Selected examples)

<https://performingimpactproject.wordpress.com/2012/08/09/what-the-research-says-about-community-arts-and-its-impact/>

<https://www.lanereport.com/105620/2018/09/how-does-art-impact-a-community/>

<https://www.artsfund.org/social-impact-study-2018>

How Art Impacts the Community

Community art is often used as a tool for stimulating dialogue, for documenting community-rooted narratives and for encouraging self-empowerment. As a collaborative artistic **process**, community art brings together a group of people who associate as a community.

<https://speakartloud.wordpress.com/2010/05/21/25-ways-art-impacts-the-community/>

D. EXAMPLES OF COMMUNITY ARTS PROJECTS-NATIONAL ENDOWMENT OF THE ARTS

Community Arts Engagement is a variety of programming, performance, and event activities which leverage art to engage community members in cultural, social and economic development. Examples might include:

Creative economy Creative economy projects capitalize on the power of art to inspire and delight and focus on creative business growth as strategies to help bring economic development to a multitude of places.

Cultural facilities and spaces Whether it might be artist housing, art galleries, or new performance spaces, cultural facilities can be important elements of communities.

Festivals and performances Festivals and performances are a vital component of cultural identity and can support both community and economic development long after the event itself is done.

Public art Ranging from temporary pieces to permanent installations that enliven urban infrastructure, public art can be a powerful catalyst for change.

Public space. Public spaces are integral to successful community development. Art can play a role in defining the form and identity of these spaces.

EXAMPLES OF COMMUNITY ARTS PROJECTS

<https://caringmagazine.org/create-beauty-spread-good/>

10 best public art projects for community good.

<https://www.pps.org/article/artsprojects>

5 ways arts projects can improve struggling communities

<https://www.socialworkdegreeguide.com/25-most-amazing-community-arts-projects/>

The 25 Most Amazing Community Arts Projects

Or just Google: Community Arts Projects using _____ (Your area of interest e.g. film, dance, graphic design etc.). Your idea may be something new and innovative.