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RURAL TEXAS
ARTS & CULTURE NETWORK

As we wait for others to arrive, please update your Zoom name to include both your name & your organization.

Welcome to

Data:

Need to Know or Need to Show?

Dr. Brent Hasty | MINDPOP

Dr. Cinda Christian

MINDPOP RURAL TEXAS ARTS & CULTURE NETWORK

MINDPOP brings the revolutionary power of the arts and creative learning to classrooms, schools and communities for the benefit of every student.

MINDPOP powers the **Rural Texas Arts & Culture Network**, a network dedicated to:
- Increasing visibility of rural arts and culture organizations to funders
- Connecting colleagues across the state
- Sharing resources and tools

Outline of Our Time Together:

Agenda
Check-in
Who's here?

Determining Your Research and Evaluation Goal
Considering Audiences as a Collection of Archetypes
Making Persuasive Claims
Aligning Programming and Evaluation
Sources of Data
How to Start thinking about an evaluation plan?
Survey Tips
Group Reflection

Break-out Room Check-in

- Name
- Organization
- A brief sentence about your organization's mission/work
- What is something that makes your organization unique?

    or

- What is something your organization does really well?

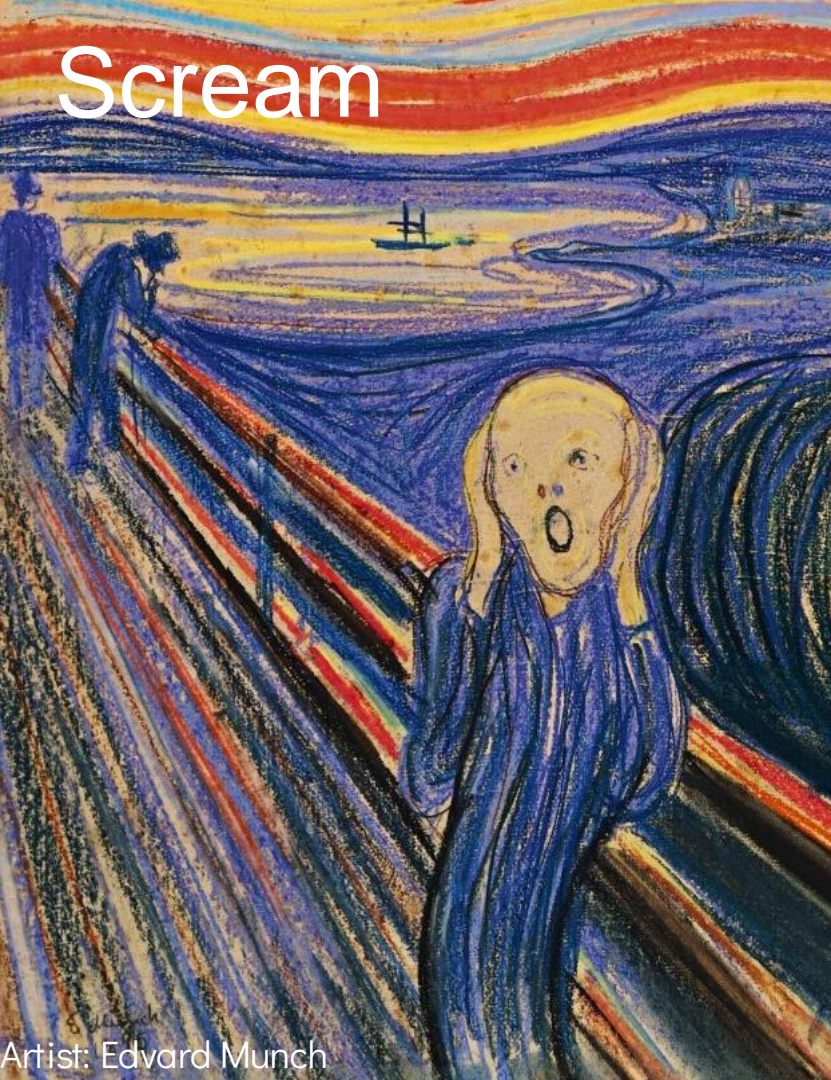**MIND**POP

Welcome Back!

Evaluation is the systematic investigation of the merit (quality), worth (value), or significance (importance) of a program.
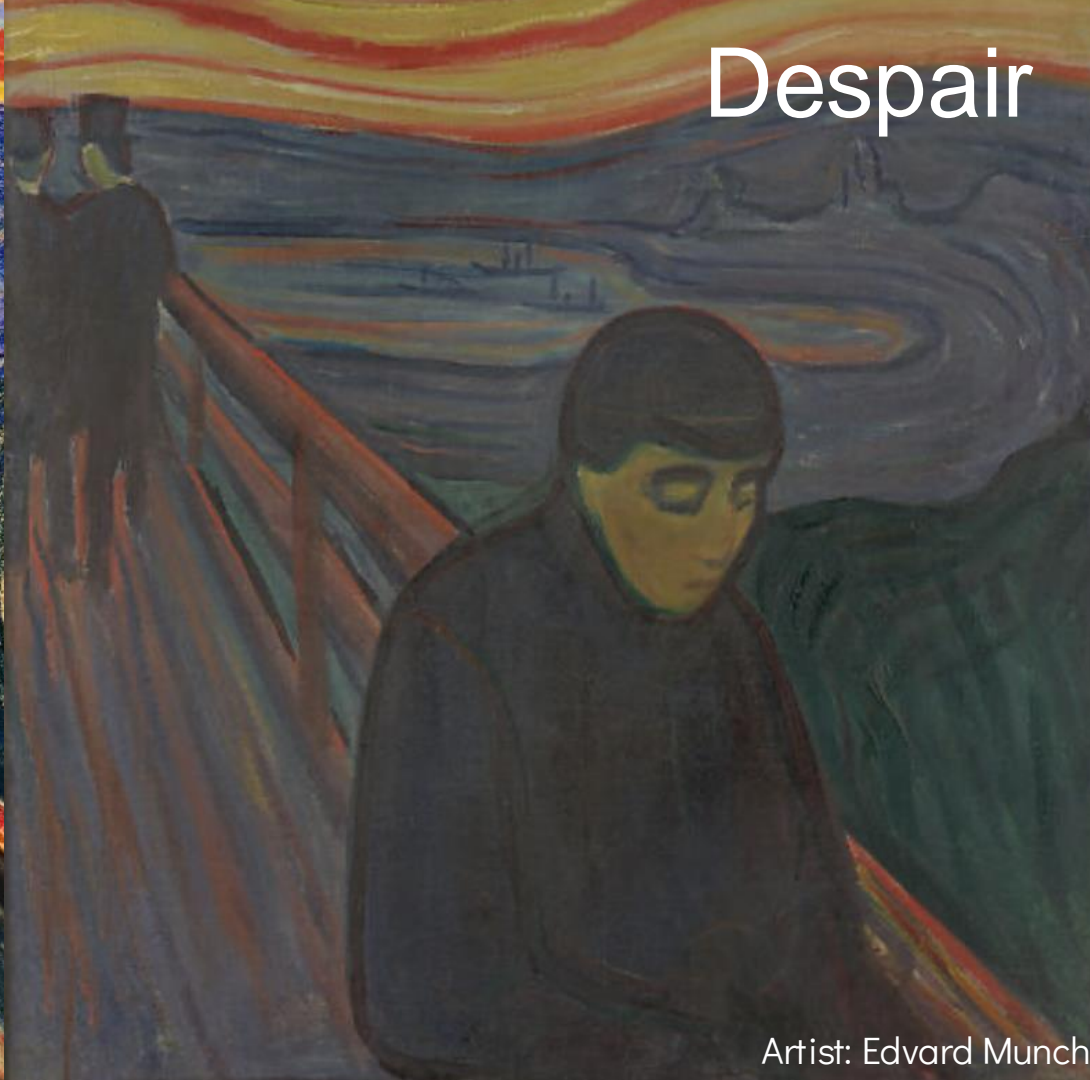
- Scriven, 1999

Dancer: Doris Humphrey

Scream

Artist: Edvard Munch

Despair

Artist: Edvard Munch

Basic Brush-up

Slow Down

Break it Down

Simplify It -ish

Talk it Out

Model Decisions

Refresh

Planning 2.0 version

Artist: Will Gabaldon

Why Am I Doing This

For Real

NEED TO KNOW

(Program Improvement)

NEED TO SHOW

(Demonstrate Impact)

Artist: Chang Ya Chin

CHAT IN TRIOS:

Is this current evaluation effort more "need to know" or "need to show"? Discuss why?

4 Minutes

MIND**POP**

Issues to Consider:

- What is the <u>Purpose</u> of your evaluation?

- Who are your <u>Audiences</u>?

- What are your programmatic <u>Objectives</u>?

- What <u>Data</u> should you collect?

- What will you do with the <u>Results</u>?

- What is your <u>Evaluation Plan</u>?

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Describe the
Audience
Archetypes
you're engaging

What is Persuasive for each Audience Archetype? What are they looking for?
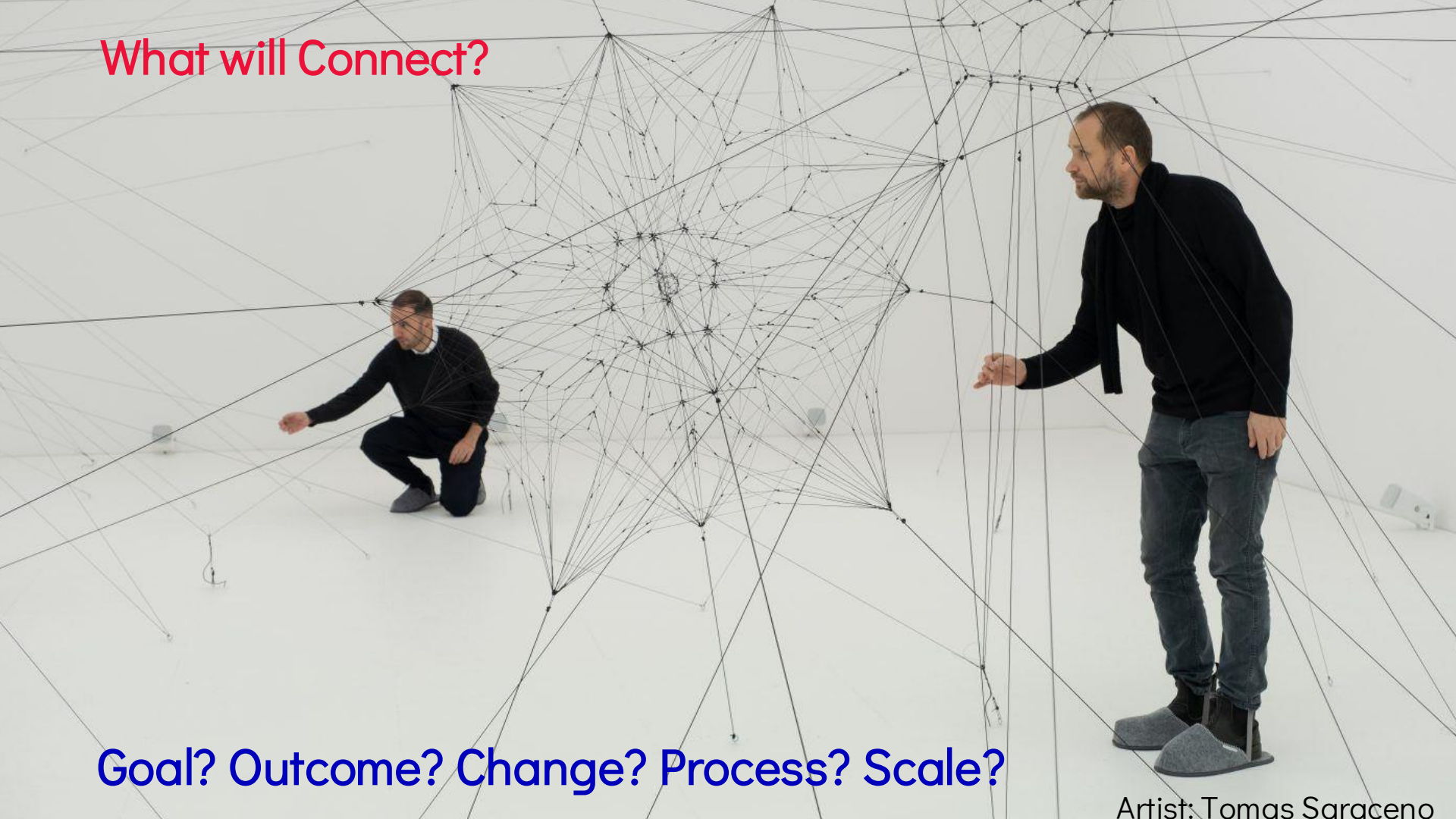
Artist: Kyle Dunn

What will Connect?

Goal? Outcome? Change? Process? Scale?

Artist: Tomas Saraceno

Let's Pretend

Build one model message for one audience archetype that is sufficiently persuasive.

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CHAT IN TRIOS :

Discuss your model message and edit to persuade a friend...

4 Minutes

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What are your very, very, clear and concrete program objectives?

Program Objectives

Example:

Increase student access to arts in my county thru Artist-in-Schools program

Question 5x: Why?

What are your program objectives?

CHAT IN TRIOS :
What's your program objective? 5 Why?

4 Minutes

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Aligning Program and Evaluation

What are you doing
- Activity 1
- Activity 2

How will you know it is done?
- Counts of Activity 1
- Counts of Activity 2

Why? (Goals)
- Reason for Activity 1
- Reason for Activity 2

How will you state program success?
- Outcome of Activity 1
- Outcome of Activity 2

Issues to Consider:

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- What is your <u>Evaluation Plan</u>?

Question 5x: How?

How will you know it worked?

Issues to Consider:

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Looking for Naturally Occurring Data

What are you doing

- Activity 1
- Activity 2

How will you know it is done?

- Counts of Activity 1
- Counts of Activity 2

Why? (Goals)

- Reason for Activity 1
- Reason for Activity 2

How will you state program success?

- Outcome of Activity 1
- Outcome of Activity 2

What other data do we need?

Survey Tips

- Short, simple, direct.
- Remove ambiguity.
- Avoid double-barreled questions (asking 2 things in 1 question)
- Did I mention short?
- Start with interesting and non-threatening questions.
- Don't start with name, etc.
- Ask for info they can provide.
- Avoid phrasing in negatives.
- Workshop questions with a focus group of 8-10 people.

A Few Arts Education Sources of Support:

- [Texas Cultural Trust Art Can](#)

- [Texas Education Agency PEIMS](#)

- [Americans for the Arts](#)

- [ArtsEdSearch](#)

- [National Endowment for the Arts](#)

A Few More:

Line by Line: Transforming Student Lives and Learning with the Art of Poetry: This report presents findings from an evaluation of Poetry Out Loud, a national arts education program supported by the National Endowment for the Arts, the Poetry Foundation, and state and jurisdictional arts agencies.

The Arts in Early Childhood: Social and Emotional Benefits of Arts Participation: This report is a literature review and gap-analysis of recent research about the arts' relationship to social-emotional benefits in early childhood.

The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies: This report examines arts-related variables from four large datasets to understand the relationship between arts engagement and positive academic and social outcomes in children and young adults of low socioeconomic status.

Improving the Assessment of Student Learning in the Arts – State of the Field and Recommendations

"We do not learn from experience...
we learn from reflecting on experience."
John Dewey

QUESTIONS?

Recap:

- What is the <u>Purpose</u> of your evaluation?

- Who are your <u>Audiences</u>?

- What are your programmatic <u>Objectives</u>?

- What <u>Data</u> should you collect?

- What will you do with the <u>Results</u>?

- What is your <u>Evaluation Plan</u>?

Upcoming Rural Texas Arts & Culture Network Events

Monday, February 24th 1:00-2:00 CT
Virtual Coffee Connect - bring your coffee or tea and join us for informal networking among rural arts & culture professionals!

March Convening - time TBD
Creating & Sustaining Programming in Rural Communities

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Closing:

In the chat, share one thing that is resonating with you from our work today.

share your feedback

THANK YOU!

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