



# Office of Research & Evaluation Webinar: The Arts, Social/Civic Engagement, and Innovation

October 30, 2019



# Welcome!

The Arts, Social/Civic Engagement, and Innovation



***We'll get started in just a couple of minutes.***

***Please be advised that there is no dial-in for this webinar; all audio is provided directly through the Adobe Connect platform.***

# Introductory Remarks

The Arts, Social/Civic Engagement, and Innovation



**Dr. Andrea Robles**  
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**Dr. Steven H. Woolf**  
*Director Emeritus, VCU Center on  
Society and Health*  
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# Today's Speakers

Sunil Iyengar  
National Endowment  
for the Arts



Patricia Shaffer  
National Endowment  
for the Arts



Lynn Osgood  
Austin Civic Arts



Kate Bukoski  
East Carolina University



**NATIONAL  
ENDOWMENT**

**for the**

**ARTS**



**arts.gov**

# Opportunity: NEA Research Labs

Transdisciplinary partnerships:

- Arts, health, and social/emotional well-being
- Arts, creativity, cognition, and learning
- **Arts and civic and corporate entrepreneurship and innovation**

Up to \$150,000 per award, with 1:1 match



# Linking Artists to Broader Societal Innovation

The Arts, Entrepreneurship, and Innovation Lab

The Arts, Creativity, Cognition, & Learning Lab



# The Arts and Social/Civic Engagement

## Some Research Touchstones

1. Several studies showing positive correlations between arts participation and pro-social behavior and civic engagement in children, teenagers, and adults
2. Knight/Gallup “Soul of the Community” study
3. University of Pennsylvania’s Social Impact of the Arts Project (SIAP)



# **Opportunity:** Research Grants in the Arts



The **Research Grants in the Arts** program aims to foster public knowledge and understanding about the contributions of the arts by expanding and promoting evidence of the arts' value and/or impact

\$10,000-\$100,000 with 1:1 match

# NEA Research Grants: Sample Projects

## **University of Missouri at Kansas City (\$14,400)**

Kansas City, MO

To support a study of arts participation as a predictor of teenagers' civic behaviors and attitudes. Uses data from the 1999 Civic Engagement Study and the 2009 International Civics and Citizenship Education Study.

## **University of Dayton (\$10,000)**

Dayton, OH

To support a study examining the relationships between arts attendance and a variety of pro-social and civic behaviors and attitudes. Analyzes data from the 2012 General Social Survey.

## **Tufts University (\$20,000)**

Boston, MA

To support a community-based participatory research study examining whether the creation of a multidimensional arts and cultural center in Boston's Chinatown can buffer the negative effects of rapid gentrification on this community.

# NEA Research Grants: Sample Projects

## **Trust for Public Land (\$25,000)**

San Francisco, CA

To support a national study that examines how parks are integrating the arts as strategies to strengthen communities.

## **University of Illinois at Chicago (\$10,000)**

Chicago, IL

To support a study to examine the impact of arts exposure and artistic expression on U.S. civil society, including civic engagement and social tolerance. Analyzes data from the 2012 General Social Survey.

## **Wayne State University (\$10,000)**

Detroit, MI

To support a study examining the relationship between the organizational structure of arts and cultural nonprofits and their commitment to community sustainability goals.

# Enlisting the Arts for Broader Public Health Impacts

- “Creating Activity-Friendly Communities: Exploring the Intersection of Public Health and the Arts”
  - Co-authored by CDC and National Endowment for the Arts researchers
  - *Journal of Physical Activity & Health* (Nov. 2019)
- “Creating Healthy Communities through Cross-Sector Collaboration”
  - White paper initiative of ArtPlace America, University of Florida’s Center for Arts in Medicine, and Pabst Steinmetz Foundation (Sept. 2019)

# Enlisting the Arts for Broader Public Health Impacts

*(continued)*

- The Arts, Place, Social Cohesion, and Health Equity
  - Literature review and conceptual framework development
  - Cosponsored with Robert Wood Johnson Foundation, Kresge Foundation, Bush Foundation, Knight Foundation, ArtPlace America
- The Arts, Opioids, and Pain Management
  - Literature review, interviews, and program scan
  - To be produced by the National Endowment for the Arts

# Questions?

Office of Research & Analysis

National Endowment for the Arts

[research@arts.gov](mailto:research@arts.gov)

[www.arts.gov/artistic-fields/research-analysis](http://www.arts.gov/artistic-fields/research-analysis)

(202) 682-5424



# Our Town and Creative Placemaking: Understanding Community-Level Outcomes

Patricia Moore Shaffer  
Deputy Director, Research & Analysis  
National Endowment for the Arts  
email: [research@arts.gov](mailto:research@arts.gov)

Oct. 30, 2019

# *Our Town: Celebrating 10 Years in 2020*

**NATIONAL  
ENDOWMENT** *for the* **ARTS**

 [arts.gov](https://www.arts.gov)



Creative placemaking is when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work - placing arts at the table with land-use, transportation, economic development, education, housing, infrastructure, and public safety strategies.

- NEA Our Town guidelines



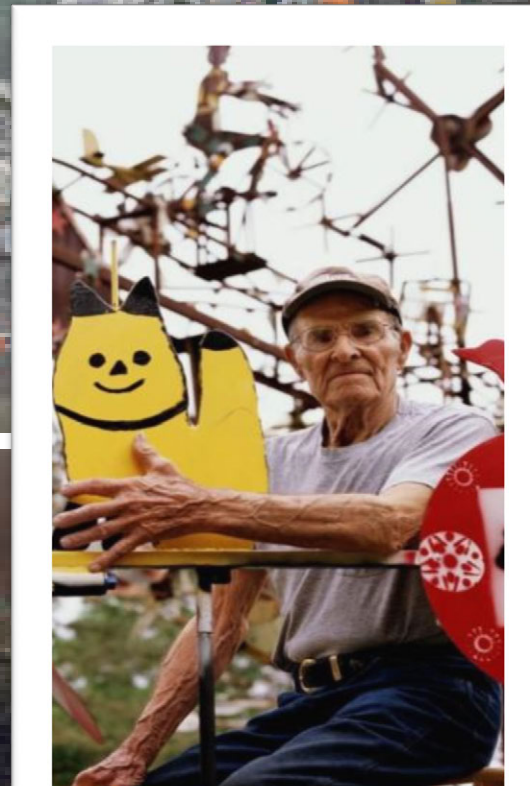
## ArtsQuest SteelStacks, Bethlehem, PA

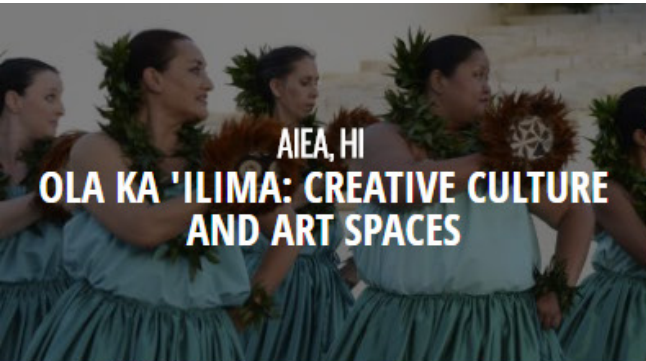


**New Hampshire Ave: This is a Place to...  
Takoma Park, MD**



Vollis Simpson Whirligig Park  
Wilson, NC





AIEA, HI  
**OLA KA 'ILIMA: CREATIVE CULTURE  
AND ART SPACES**



AJO, AZ  
**AJO MASTERPLAN**



ASHFIELD, MA  
**ASHFIELD TOWN SPECTACLE**



BALTIMORE, MD  
**REVITALIZING STATION NORTH**



BEREA, KY  
**WAYFINDING DESIGN**



BETHLEHEM, PA  
**THE BRIDGE**



BOSTON, MA  
**INNOVATION DISTRICT**



BUFFALO, NY  
**GRANT STREET GLOBAL VOICES**



BURLINGTON, VT  
**IMAGINE CITY HALL PARK**



GASPER, WY  
**CONFLUENCE OF TIME AND SPACE**



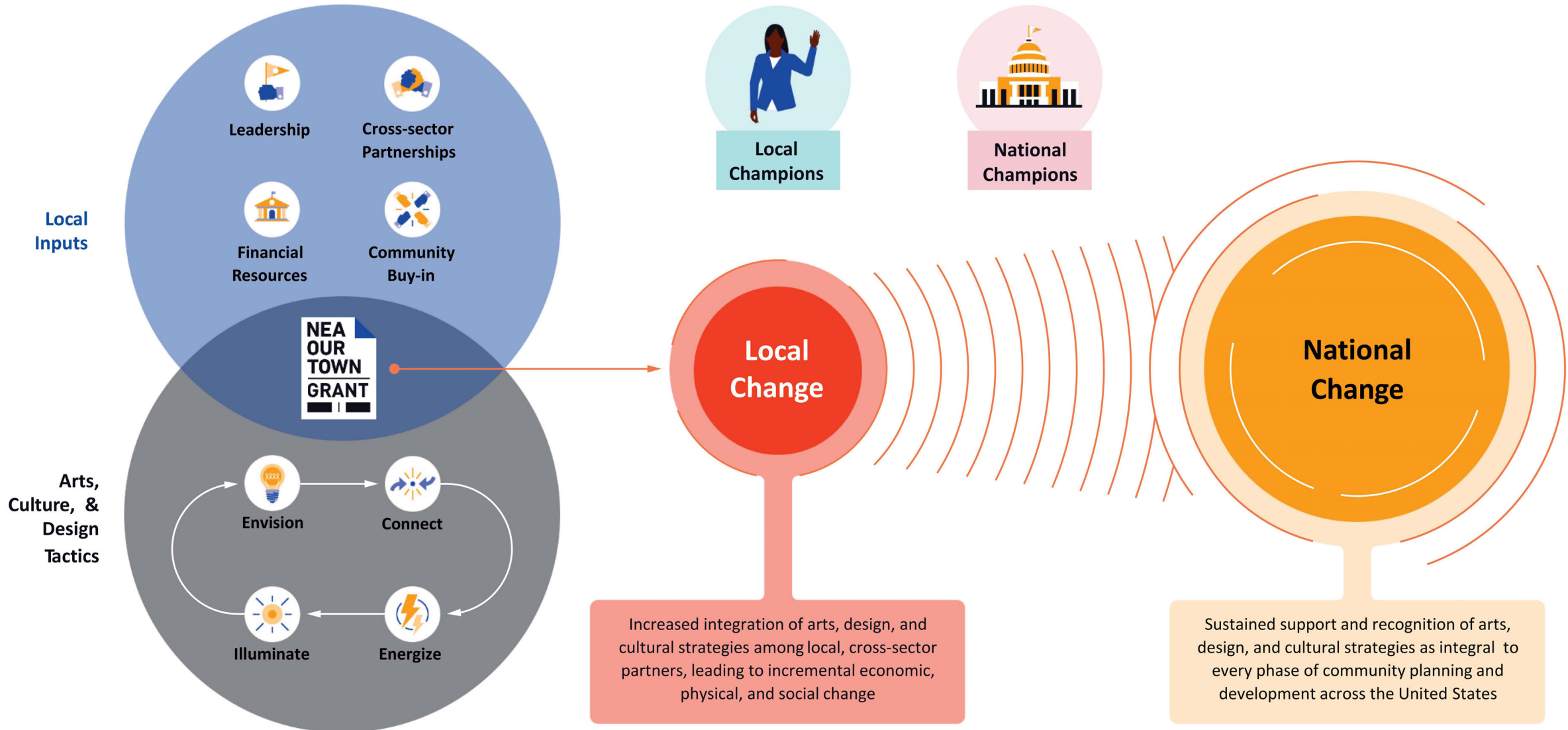
CHARLESTON, SC  
**GAILLARD CENTER ARTS PRECINCT**



CHARLESTON, WV  
**CHARLESTON PUBLIC ART**

# Our Town

**PROBLEM STATEMENT:** American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.



# OUR TOWN: Logic Model

**PROBLEM STATEMENT:** American communities everywhere face a distinctive set of local economic, physical, and/or social challenges. Yet community leaders are often unaware of solutions that stem from the successful adoption and integration of arts, design, and cultural strategies.



**OUR TOWN GOAL:** Sustained support and recognition of arts, design, and cultural strategies as integral to every phase of community development across the United States.

**National Endowment for the Arts**  
arts.gov



## Project Community Contexts

Local Our Town projects respond to and are shaped by community type, existing social and human capital, existing policies, local assets, and other community development activities.

### Project Inputs

Our Town projects require:



Leadership



Cross-sector partnerships



Financial resources



Community buy-in

### Project Activities

Creative placemaking strategies strengthen local communities by:



Envisioning



Connecting



Illuminating



Energizing

Arts tactics advance creative placemaking strategies through:

- |   |  |  |
|---|--|--|
| <ul style="list-style-type: none"> <li>· Artist residencies</li> <li>· Arts festivals</li> <li>· Community co-creation of art</li> <li>· Performances</li> <li>· Public art</li> <li>· Cultural planning</li> </ul> | <ul style="list-style-type: none"> <li>· District planning</li> <li>· Creative asset mapping</li> <li>· Public art planning</li> <li>· Artist/designer-facilitated community planning</li> <li>· Design of artist space</li> </ul> | <ul style="list-style-type: none"> <li>· Design of cultural facilities</li> <li>· Public space design</li> <li>· Creative business development</li> <li>· Professional artist development</li> </ul> |
|---|--|--|

## Innovation/ Systems Change Outcomes

Project activities as well as local community change lead to:  
**Sustained cross-sector partnerships and collaboration**

**Replication or scaling of project activities**

**Long-term funding streams and policies that enable creative placemaking**

## Local Community Change Outcomes

Increased integration of arts, design, and cultural strategies among local, cross-sector partners, leading to economic, physical, and social change.



### Economic Change

- Local business and job growth
- Professional development/training



### Physical Change

- Beautification
- New construction



### Social Change

- Civic engagement
- Social cohesion

*And more*

# Questions?

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THE CREATION OF  
CIVIC THIRD SPACES

# FORKLIFT DANCEWORKS

My Park, My Pool, My City – Austin TX 2017-2019

A U S T I N , T X

**A 3-YEAR  
SEQUENCE OF  
PERFORMANCES  
IN  
3 DIFFERENT  
EAST AUSTIN  
NEIGHBORHOODS**



# CIVIC ARTS PRACTICES

ARTS-BASED COMMUNITY DEVELOPMENT  
COLLABORATIONS

- Get people to the table
- Create a compelling focal point
- Bring forth new ideas
- Shift frames and preconceptions
- Create connections within and for the community
- Create capacity within the community



**How can an arts  
organization impact  
civic capacity  
within a  
neighborhood?**

Central Research Question

COMMUNITY-BASED MIXED-METHODS APPROACH

# RESEARCH APPROACH



PARTICIPATORY  
OBSERVATION



INTERVIEWS



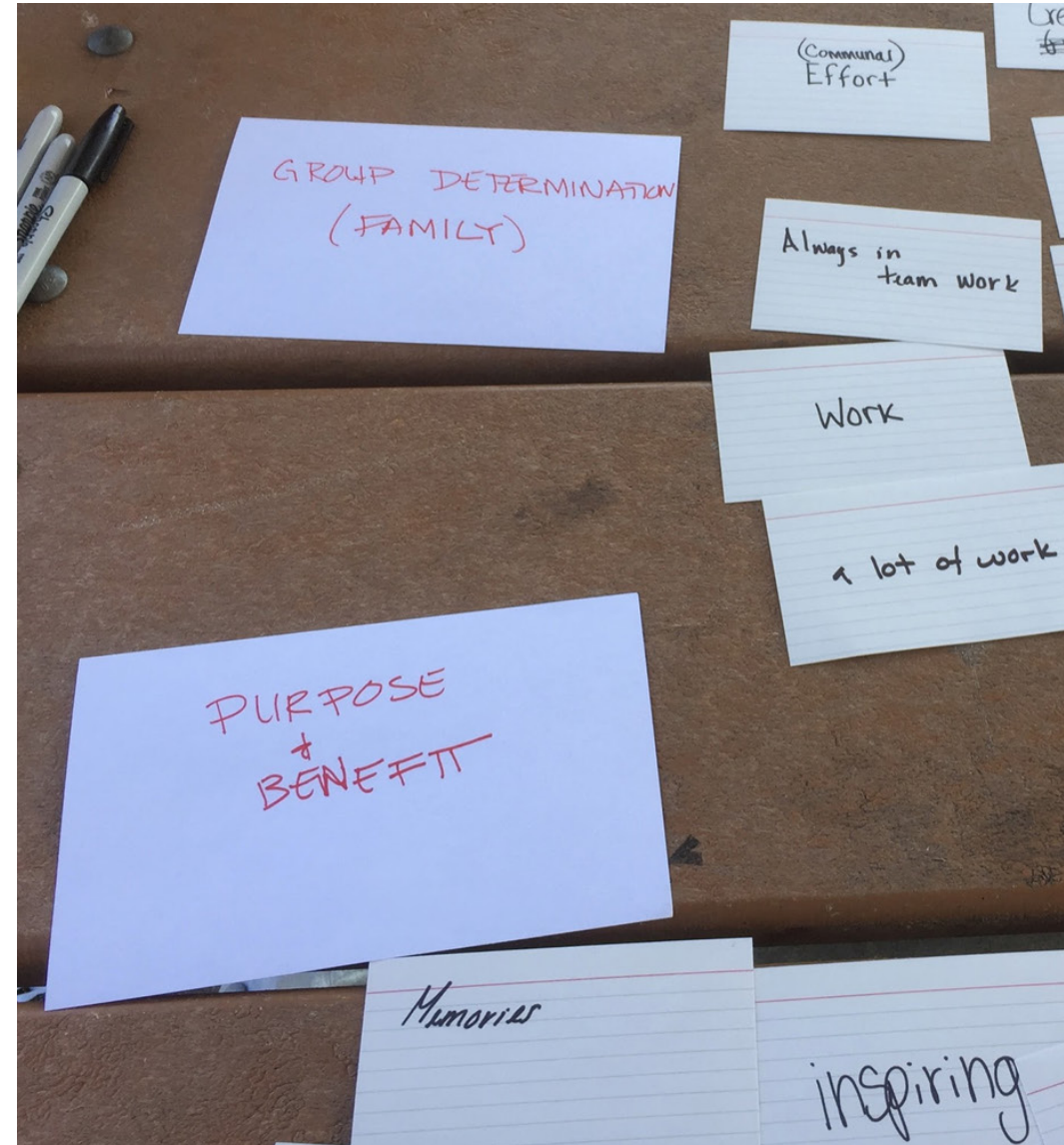
COMMUNITY-LED  
INTERVIEWS



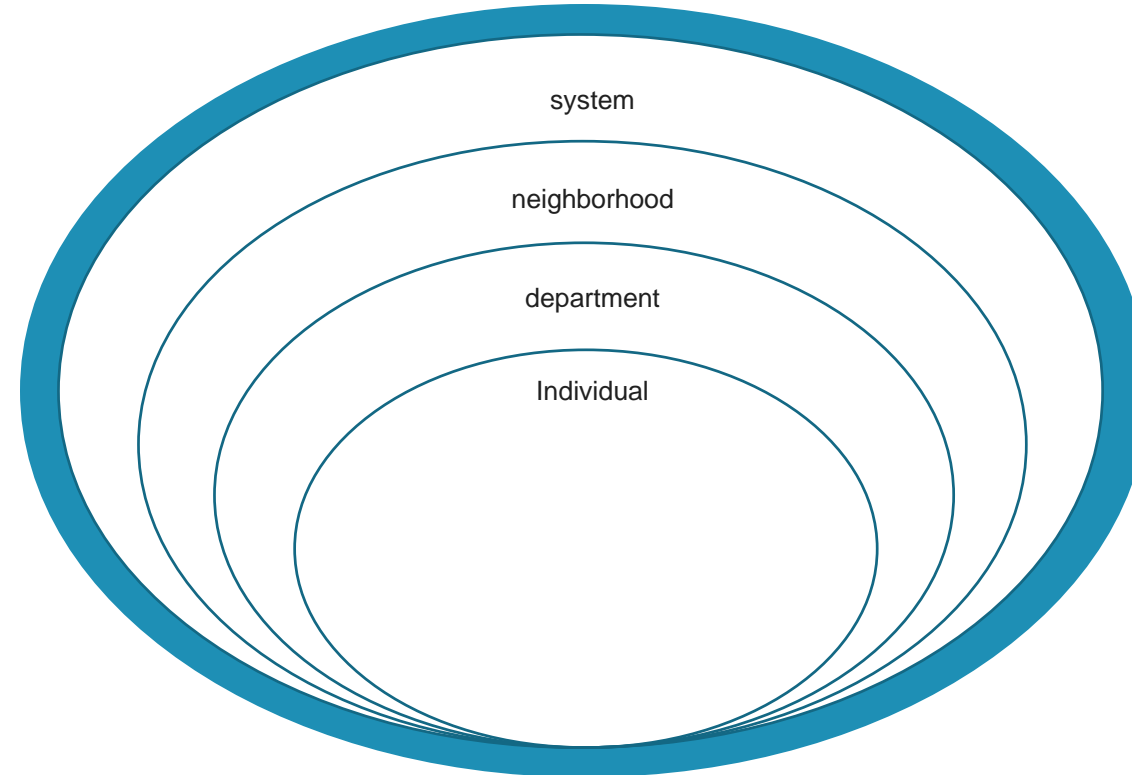
SURVEYS



THREE YEAR  
RESEARCH  
CYCLE



# FOUR LEVELS OF IMPACT



FORKLIFT DANCEWORKS' LEVELS OF INFLUENCE



1<sup>ST</sup> LEVEL

## INDIVIDUAL

PERFORMERS, RESIDENTS,  
AUDIENCE MEMBERS

- Improvement in swimming skills.
- **Greater sense of self as a creative individual.**
- Increased sense of concern for local pools.
- Increased desire to take action in support of city pools.

2<sup>ND</sup> LEVEL

## DEPARTMENT

STAFF, SUPERVISORS

- Increased morale.
- Brought the Aquatics team closer together.
- Positively impacted communications among PARD staff.
- **Increased sense of pride in one's work**

3<sup>RD</sup> LEVEL

## NEIGHBORHOOD

NEIGHBORHOOD GROUPS

- Increased community pride.
- Positively impacted communication among community members
- **Brought the community closer together.**
- Increased understanding of community history.

4<sup>TH</sup> LEVEL

## MUNICIPAL

ELECTED OFFICIALS, POLICIES

- Increased knowledge of the City of Austin Aquatics system and its challenges.
  - Increased interest in becoming involved in pool advocacy.
- **\$40 Million Aquatics Bond package passed.**
- **\$1.2 Million annual addition to Aquatics budget**

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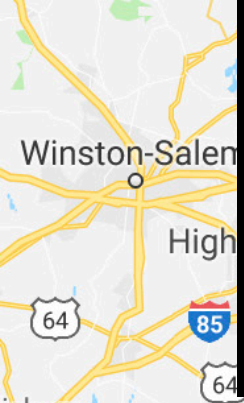




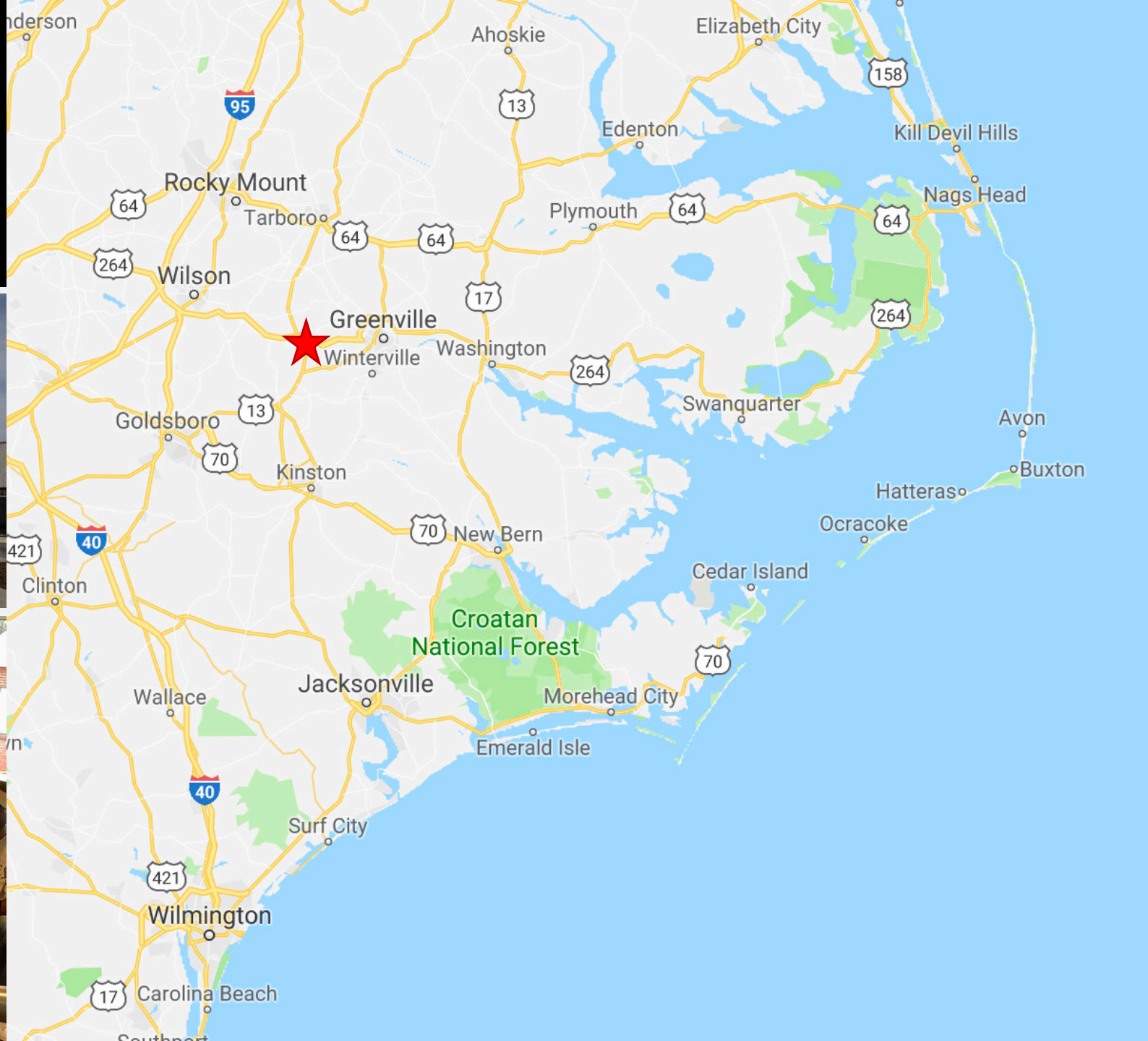
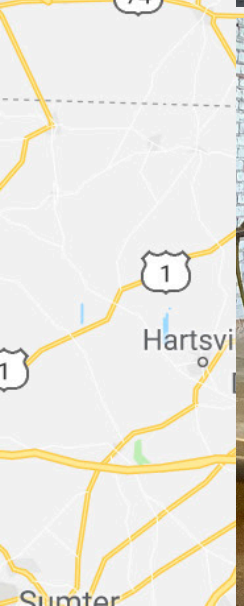
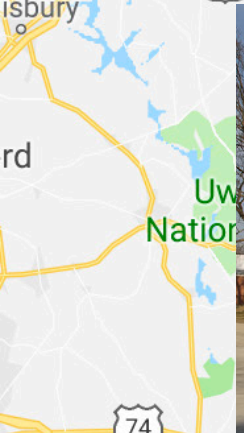


# Creative Placemaking in Rural North Carolina

Kate Bukoski • East Carolina University



**Farmville, North Carolina**  
**Population 4,700**



**NEA ArtWorks Grant  
research design**

research questions

**SOCIAL IMPACT**  
Anthropology  
key interviews | phone  
surveys

**ECONOMIC IMPACT**  
Economics  
Yelp.com data | property  
value | commercial vacancy  
rates

analysis

outcomes

## the social impact of the GlasStation



## the resurgence of Farmville's arts identity

*"The GlasStation has been kind of a neat part of an overall surge and the arts in Farmville. I would say, around 40 years ago, Farmville had a big arts and artistic movement. That was really strong until maybe for maybe 15 or 20 years after that. And for the last 15 or 20 years, it's dropped off, kind of coinciding with the loss of the tobacco market.*

*At that time, the arts movement was more just like a hobby, more something for, you know—this is probably a bad way to put it—but almost a way a housewife could entertain or provide entertainment. It was maybe more secondary than primary. Now, you know, we're figuring out a way to make it a really vital, I mean, oh, a vital part of Farmville where it's not just background anymore. It's definitely, you know, the economy."*

**the economic impact  
of the GlasStation**

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**The GlasStation :  
authenticity and connection**





Kate Bukoski

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# Closing Remarks

The Arts, Social/Civic Engagement, and Innovation



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# Q&A

The Arts, Social/Civic Engagement, and Innovation



Questions?