Building a National Culture of Data-Driven Decision Making for Those Who Want to See Arts and Culture Thrive

The SMU DataArts FY2019-2020 (June, 2019 – May, 2020)

Annual Report

SMU|DataArts

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Note from the Director

Dr. Zannie Giraud Voss

In a world of so much uncertainty and upheaval, our dedicated focus, now more than ever, is on empowering arts and cultural leaders with high-quality data and evidence-based resources and insights that help them to overcome today's challenges and increase impact.

At this critical time, our mission resonates throughout the sector. We are proud of the visibility SMU DataArts has received for its work to support arts and cultural organizations during COVID-19 and in the pursuit of equity and social justice.

This year's achievements and impact, described in the pages that follow, are attributable to the following individuals and groups:

- Our talented and dedicated staff who have nimbly adapted to the changing landscape and give life to our mission;
- SMU and those from around the university who support this work;
- The arts and cultural leaders who contribute their data and integrate our insights and tools into their decision making;
- The grantmakers, arts service organizations, and donors who partner with us and support us; and
- The national advisory board members who share their wise counsel

"DataArts is the gold standard for arts organizations in terms of providing the financial backbone for what we do. It is an integral part of many of the grant applications we submit and is a readily available financial resource that we rely on."

- David R., Yuba Sutter Arts Council, 2020

Major contributors

- The Andrew W. Mellon Foundation
- Bloomberg Philanthropies
- William Penn Foundation
- The William and Flora Hewlett Foundation
- Diane M. Brierley and Hal M. Brierley
- The Wallace Foundation
- Massachusetts Cultural Council
- Flinn Foundation
- Virginia G. Piper Charitable Trust
- Gaylord and Dorothy Donnelley Foundation
- Los Angeles County Department of Arts and Culture

> **"The DataArts Report has been a life saver throughout the COVID crisis. It's been an incredible tool through an unexpected situation."**

\- Daniel D., Puppet Showplace Theater, 2020

Major contributors

- Michigan Council for Arts and Cultural Affairs
- Donna M. Wilhelm
- Arizona Community Foundation
- Chicago Community Trust
- New York City Department of Cultural Affairs
- California Arts Council
- Fred A. and Barbara M. Erb Family Foundation
- Doris Duke Charitable Foundation
- Oregon Arts Commission
- Walter & Elise Haas Fund
- Ohio Arts Council
- Melissa F. Fetter and Trevor Fetter

The Mission: Year Two and the Road Ahead

Organization

Empower arts and cultural leaders with high quality data, the latest in evidence-based resources and insights that help them overcome challenges and increase impact.

Value proposition

Tip the scales for arts leaders on the side of perceived benefits rather than perceived costs of engaging with data.

Three goals

- Launch streamlined survey to improve the user experience
- Deliver useful resources and research with actionable insights
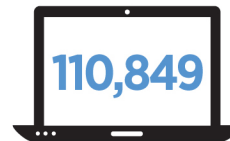- Help organizations use data and insights to improve performance

4 Active CULTURAL DATA NETWORKS

80 NATIONAL presentations

9 Research reports released

110,849 Website visitors

6 Updates + 116 technical changes added to the CULTURAL DATA PROFILE

6,074 Unique CULTURAL DATA PROFILE users

68 Participating GRANTMAKERS

82 CULTURAL DATA NETWORK participants across U.S.

3,284 Analytic reports sent

35 Staff members + 2 offices

1,982 WORKSHOP & WEBINAR attendees

18 CULTURAL DATA NETWORK meetings

109 User RESEARCH CALLS

534 Net audience growth on social media

Research and Program Highlights

The latest data and insights

Streamlining the Cultural Data Profile: Launching a less complicated survey and user interface, and turning focus towards communication, support and training for users.

- Reflective of extensive user research and open comments
- Webinar series and user guide to introduce changes

Ongoing resources for impact due to COVID-19:

- *Sector Benchmark Dashboard: Monthly insights developed by partner TRG Arts*
- *Multiple webinars for crisis relief and resources*
- *COVID-19 Impact on Nonprofit Arts and Culture in New York City*
- *PPP Data on preserving jobs in the arts and culture Sector*

The Long Haul Report: Key questions and variables to help organizations plan for reopening and strategy for a post-COVID-19 future. Presented critical propositions and proposed discussions. Estimated aggregate impact of coronavirus.

Research and Program Highlights

The latest data and insights

The Alchemy of High-Performing Arts Organizations: This report, published in partnership with The Wallace Foundation, studies key success factors of 10 organizations and 10 who engineered a turnaround from low to high performance.

The sixth annual Arts Vibrancy Index (2020), Data-driven insights on the most vibrant small, medium and large arts communities in America.

- Improved interactive map showing scores for every U.S. county
- Social campaign around key findings and rankings
- Curated outreach to top-ranked cities

Theatres at the Crossroads (2019): Trends for finances and operations to identify key trends in the not-for-profit resident theatre industry. Included recommendations of steps to take for recession preparedness given the identified vulnerabilities.

Field Engagement

We are building a national community of data enthusiasts. We connect with arts and cultural leaders. We grow engagement with our insights and data through a robust schedule of national webinars, conference presentations, regional communities of practice, and local workshops.

The 20+ Club: The most financial reports processed from the CDP (including advocacy reports) in one year:

- Mass Cultural Council (MA)
- City of Houston (TX)
- Bloomberg Philanthropies (NY)
- New York City Department of Cultural Affairs (NY)
- City of Los Angeles Department of Cultural Affairs (CA)

The most KIPI Dashboards processed:

- World Music Institute Inc. (NY)
- Attack Theatre Incorporated (PA)
- Bucks County Historical Society (PA)
- San Antonio Museum of Art (TX)
- A Noise Within (CA)

Workforce Demographics – Los Angeles County Study: Participation included 2,412 respondents affiliating with 167 organizations; Respondents identified their countries of origin from one of 63 different countries (including the USA)

Impact

4,824 organizations completed Cultural Data Profiles in FY2020-- that's over 94,000 CDPs over 15 years.

40% increase in users from FY18-19.

44% increase in sessions year over year.

Return visitors: 46% increase in users over same period last year. 3x more average time spent on site than new users.

Outreach: Email open rates and click through 20% and 7% above industry average respectively.

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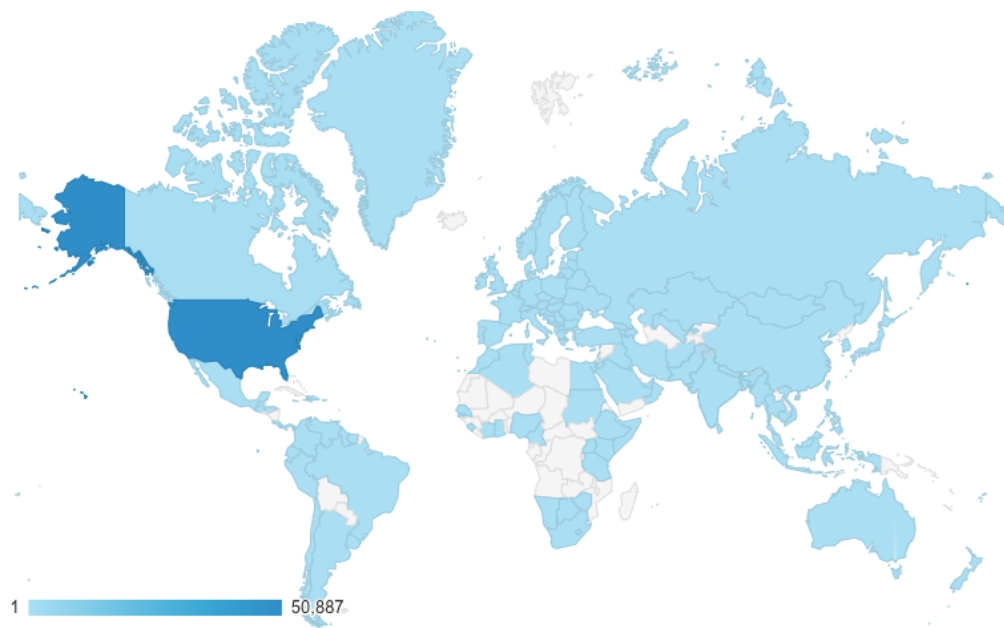
User engagement in every state in the U.S. and 135 countries worldwide

Reach

SMU DataArts in the Press

"Even though we have had to alter plans for our 2020-2021 season, this study shows that Ballet Arizona has the staying power to withstand these tough times," said Samantha Turner, executive director at Ballet Arizona. "We are thrilled to be ranked among these elite organizations."

Coverage on SMU DataArts' report on high-performing arts organizations in Broadway World

National and Local features including

- Americans for the Arts
- *Architectural Digest*
- ArtNet
- Broadway World
- *Chronicle of Philanthropy*
- *Dallas Morning News*
- Grantmakers in the Arts
- *Houston Chronicle*
- Inside Philanthropy
- *Los Angeles Times*
- *The New York Times*
- Nonprofit Quarterly
- *Wall Street Journal*
- *Washington Post*

Refining the Cultural Data Profile

Evaluating

Streamlining

Launching

68% of respondents rated experience as Good, Very Good or Excellent

73% agreed services are useful in supporting arts and cultural sector

Reduced number of sections to review, including Expense (37 lines reduced to 18)

Simplified existing sections for accurate reporting

New questions about organizations' missions

Transforming historic data into new survey format

Social media, email campaign to communicate changes

Webinars to instruct users

Financials

FY 2020 Actual

Beginning balance cash and investments - $1,635,946

Revenue

- Contributed - $1,580,812
- Earned - $988,229
- Investment income - $31,223
- University Support - $1,088,56

Total Revenue - $3,688,830

Expenses

Personnel and Non-personnel

- Personnel - $2,892,403
- Programs, products, and communications - $119,699
- Technology - $316,510
- G&A - $145,334
- One-time merger costs - $9,452

Total Expenses - $3,483,399

Net Surplus - $205,430

Cash and Investments Ending Balance - $1,841,376

"I find it helpful to create a system of how to report our data and run reports. I want to use the reports to explain to board members the progress of the organization."

– Executive Director of Heights Arts, 2019

"DataArts helped me feel more confident in telling my organization's stories through the numbers, and not be intimidated by them."

– Samantha B. of Deeply Rooted Dance Theatre, 2019

Testimonials

Deeply Rooted Dance Theater, Photo by Lauren Herrmann

Read our bios at **smu.edu/dataartsstaff**

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