

Framework assumptions

Five domains of public policy

culture, economy, society, environment & governance

Three dataset types

inputs, outputs, outcomes

Cultural	Economic	Social	Environmental	Governance
Inputs	Inputs	Inputs	Inputs	Inputs
Outputs	Outputs	Outputs	Outputs	Outputs
Outcomes	Outcomes	Outcomes	Outcomes	Outcomes

Five measurable cultural (*intrinsic*) outcomes of engagement in cultural activities

Public policy goal: A vibrant and rich culture

Creativity stimulated (Stimulation)

Sparking of the imagination, creativity, curiosity;
resulting in increased desire to participate more and/or create new cultural works

Aesthetic enrichment experienced (Enrichment)

Experiences (familiar or unfamiliar) that come through the senses and are special and outside the everyday; being moved by experiences such as beauty, joy, awe (including discomfort) or wonder.

New knowledge, insights and ideas gained (Insight)

Generation of intellectual stimulation, critical reflection and creative thinking experiences.
Desired endpoint is deeper understanding, which is unlimited and can be continually generated.

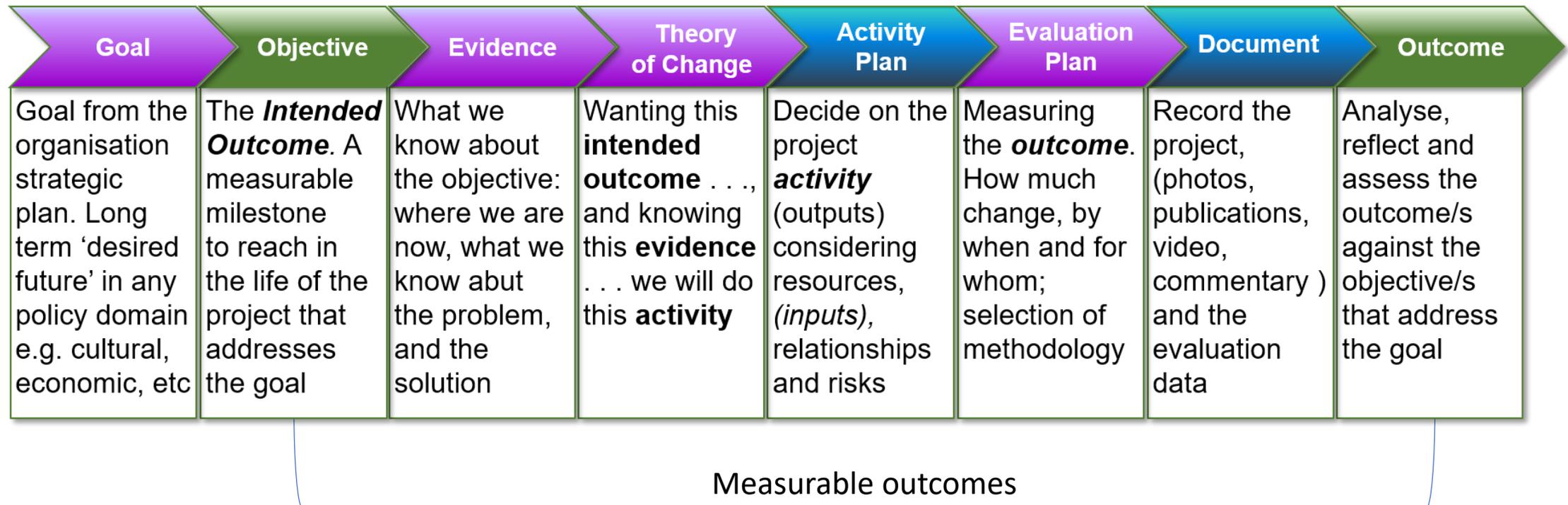
Cultural diversity appreciated (Appreciation)

Appreciation of different forms of cultural expression: the diverse ways that people express themselves from their life experience and interests, and the interactions between those expressions are valued.

Sense of belonging to shared heritage experienced (Belonging)

Illumination of the present through a sense of continuity with the past, and a pathway to the future, through connections to present and past. History, heritage, cultural identity shared.

Eight-stage workflow for all cultural activities – arts, libraries, heritage etc.



***TASK:** Transfer the theories to an on-line system accessible to all producers and managers*

WhiteBox

Outcomes Planning Platform.



WhiteBox

A networked program logic builder and recorder for cultural activities.

Organisation Registration:

- Organisation type
- Organisation goal/s
- Links with internal & external systems

Staff can:

- Build activities
- Invite internal/external team
- Searches and reports

Context-driven evaluation

Build support networks

Workflow



Build activities

- New activities
- Repeat activities
- Grouped activities

Search database

- Organisations
- Activities
- Evidence database
- Artists/producers/contractors

Generate Reports

- Aggregate data
- Artists/producers
- Corporate reporting
- Inputs and Outputs

Measure Question Methodology

Research and planning

- Analysis of inputs, outputs and outcomes
- Evaluation of cultural, economic, social, environmental and governance outcomes
- Instant status report
- Trend reports

Find like activities in like organisations

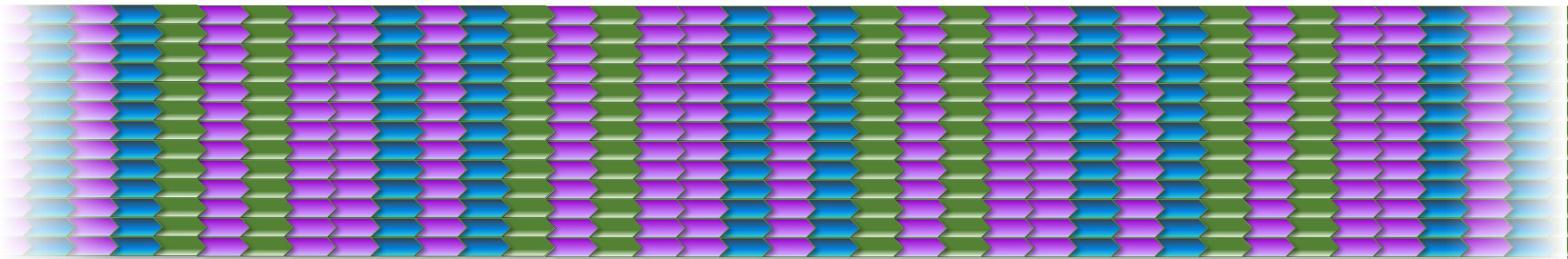
activity 1 – poetry reading in the library



activity 2 – music festival



activity 3 – theatre performance



Bank of evidence searchable by performances types, evaluation, outcomes

Outcomes grouped by combinations of cultural outcomes – aesthetic enrichment etc.

Aggregate of inputs, outputs grouped by activity type i.e. performance, and reported with outcomes

6. Evaluation Plan - what questions to ask

Was aesthetic enrichment experienced?

Good afternoon, I am conducting a short evaluation of the [performance, presented by] you attended today. Do you have two minutes to answer some questions?

We are particularly interested in the concept of aesthetic enrichment and this activity.

(Before proceeding, additional discussion can be added in this paragraph if there is a perceived comprehension issue. Introducing the subject of aesthetic enrichment as something outside the mundane, it excited you, a sense of joy, awe or unease etc.? See longer description CDN website.)

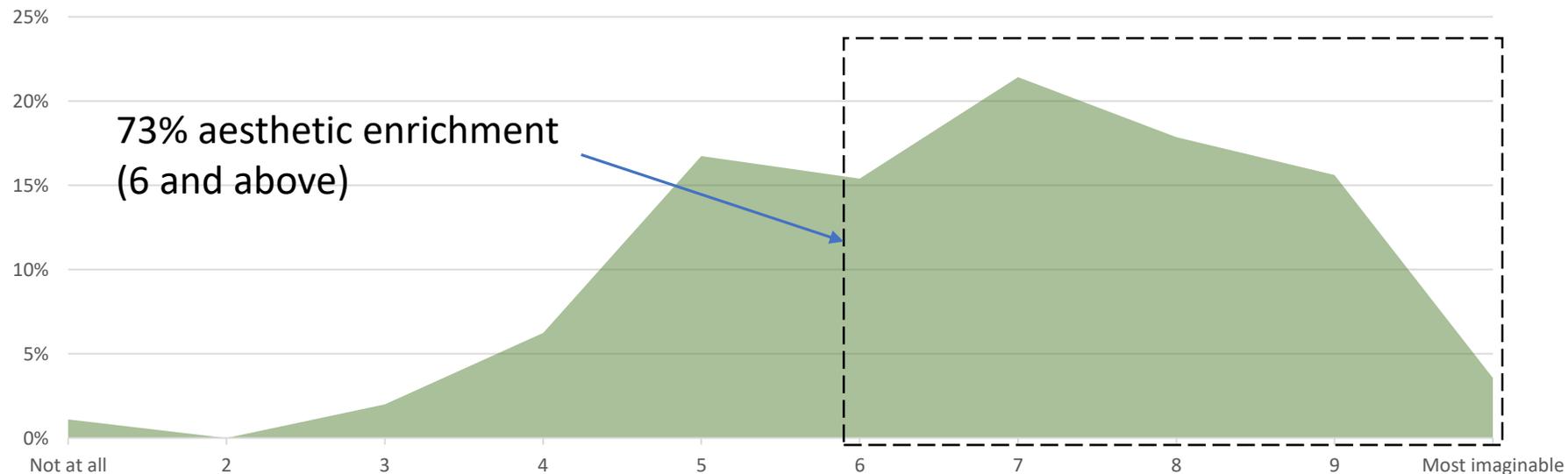
Thinking about your participation at this performance, on a scale of 1-10, where 1 is **not at all** and 10 is **the most imaginable**, how much of a sense of aesthetic enrichment did you experience?

6. Evaluation Plan - what questions to ask

The intended cultural outcome for this activity: **an aesthetic enrichment**

*Thinking about your participation at this performance, on a scale of 1-10, where 1 is **not at all** and 10 is **the most imaginable** how much of a sense of aesthetic enrichment comes to mind?*

The season in 2016	Not at all	2	3	4	5	6	7	8	9	Most imaginable	Total
Count	5	0	9	28	75	69	96	80	70	16	448
Percentage	1%	0%	2%	6%	17%	15%	21%	18%	16%	4%	100%



6. Evaluation Plan - what questions to ask

The intended cultural outcome for this activity: **an aesthetic enrichment**

*Thinking about your participation at this performance, on a scale of 1-10, where 1 is **not at all** and 10 is **the most imaginable** how much of a sense of aesthetic enrichment comes to mind?*

The season in 2017	Not at all	2	3	4	5	6	7	8	9	Most imaginable	Total
Count	0	5	15	33	70	80	90	85	75	50	503
Percentage	0%	1%	3%	7%	14%	16%	18%	17%	15%	10%	100%

