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
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

<table>
<thead>
<tr>
<th>Organization</th>
<th>Value proposition</th>
<th>Three goals</th>
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| 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. | Tip the scales for arts leaders on the side of perceived benefits rather than perceived costs of engaging with data. | - 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 |
## Key Achievements

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Details</th>
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<tbody>
<tr>
<td>Active Cultural Data Networks</td>
<td><strong>4</strong></td>
</tr>
<tr>
<td>National Presentations</td>
<td><strong>80</strong></td>
</tr>
<tr>
<td>Research Reports Released</td>
<td><strong>9</strong></td>
</tr>
<tr>
<td>Website Visitors</td>
<td><strong>110,849</strong></td>
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<tr>
<td>Updates + Technical Changes Added to Cultural Data Profile</td>
<td><strong>6</strong></td>
</tr>
<tr>
<td>Unique Cultural Data Profile Users</td>
<td><strong>6,074</strong></td>
</tr>
<tr>
<td>Participating Grantmakers</td>
<td><strong>68</strong></td>
</tr>
<tr>
<td>Cultural Data Network Participants Across U.S.</td>
<td><strong>82</strong></td>
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<tr>
<td>Analytic Reports Sent</td>
<td><strong>3,284</strong></td>
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<tr>
<td>Staff Members + 2 Offices</td>
<td><strong>35</strong></td>
</tr>
<tr>
<td>Workshop &amp; Webinar Attendees</td>
<td><strong>1,982</strong></td>
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<tr>
<td>Cultural Data Network Meetings</td>
<td><strong>18</strong></td>
</tr>
<tr>
<td>User Research Calls</td>
<td><strong>109</strong></td>
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<tr>
<td>Net Audience Growth on Social Media</td>
<td><strong>534</strong></td>
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</table>
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 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.

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

"We are thrilled to be ranked among these elite organizations."
Refining the Cultural Data Profile

**Evaluating**
- 68% of respondents rated experience as Good, Very Good or Excellent
- 73% agreed services are useful in supporting arts and cultural sector

**Streamlining**
- Reduced number of sections to review, including Expense (37 lines reduced to 18)
- Simplified existing sections for accurate reporting
- New questions about organizations’ missions

**Launching**
- 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
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