Perceived Attitudes toward Community Engagement

Change Leader Assessment

The forms in this document are for internal use. Arts organization staff members should complete them. The responses can be used to assess the readiness of an organization to enter into community engagement work.

This first form is intended to aid change leaders seeking to move the organization toward greater community engagement in estimating where more information is needed, who should be involved in the process, and what kinds of education about the nature, function, and potential of community engagement should be considered. Many responses will, naturally, be guesses. Preliminary assessments can be confirmed (or proven inaccurate) by the completion of the form on page 2.

Internal Stakeholders

	Unknown	1- Negative	2- Skeptical	3- Ambivalent	4- Interested	5- Enthusiastic
CEO/Executive Director						
Senior Administrative Staff						
Other Administrative Staff						
Artistic Director						
Artistic Staff						
Chair, Board of Directors						
Executive Committee						
Full Board						

Funders

	Unknown	1- Negative	2- Skeptical	3- Ambivalent	4- Interested	5- Enthusiastic
Individual Donors						
Members/Subscribers						
Foundation Funders (Arts)						
Foundation Funders (Other)						
Corporate Funders (Arts)						
Corporate Funders (Other)						
Local Arts Agency						
Local Government						
State Government						

Expressed Attitudes toward Community Engagement

To Be Completed by All Internal Stakeholders

Do you understand one role of the arts to be addressing the needs and interests of communities around you? Do you embrace this role?

The Nonprofit Arts Industry
What should be the role of community engagement in the nonprofit arts industry as a whole? (single answer)
- Critical to the future of the field
- A valuable addition to the work of arts organizations
- A worthy endeavor, but not critical to the future of the field
- An unnecessary distraction from the work of arts organizations

Do you believe that community engagement is an industry fad that will eventually be forgotten? (Y/N)

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Your Organization
What is/should be the role of community engagement in your organization?

Is (single answer)	Should be (single answer)
• Central to our mission/all organizational work	• Central to our mission/all organizational work
• Important to our mission/all organizational work	• Important to our mission/all organizational work
• An important aspect of marketing and/or development	• An important aspect of marketing and/or development
• An important aspect of educational programming	• An important aspect of educational programming
• A worthwhile consideration, but not an important priority	• A worthwhile consideration, but not an important priority
• Marginally helpful	• Marginally helpful
• There is none: It is not helpful	• There should be none: It is not helpful

Organizational Commitment to Community Engagement

To Be Completed for Organization as a Whole

Yes/No-Multiple Choice
Is there a board-approved statement regarding the importance of community engagement? (Y/N)

Is community engagement a significant feature in organizational plans? (Y/N)

Staffing and Budget
Are there staff members with assigned responsibility for community engagement? (Y/N)
    If so, how many? (single answer)
- One
- Multiple

Is that staff member (or one of them) the CEO or a direct report to the CEO? (Y/N)
If not, to whom does staff member report (single answer)
- Marketing
- Development
- Marketing and Development are a single unit
- Education
- Other

Is community engagement included in the responsibilities of another department? (Y/N)
If yes, which: (single answer)
- Marketing
- Development
- Marketing and Development are a single unit
- Education
- Other

Is there a dedicated budget for community engagement? (Y/N)

Do programming decisions reflect the impact of/support community engagement? (Y/N)

Community Connections
Are mechanisms in place to learn the interests and needs of communities with which you attempt to connect? (Y/N)

If yes, what are they? (multiple answers)
- Surveys
- Focus groups
- On-going advisory committees made up of community members
- Board representation

Do communities (and community organizations) outside the arts seek your assistance in addressing their concerns or supporting their celebrations? (Y/N) How frequently?

How many new individuals (from previously under-served or under-represented communities) are taking advantage of the services you provide?

Narrative Answers
<u>Relationships</u>
With what communities is your organization intentionally engaging?
For each:
- Name the community
- Briefly describe the relationship-building process you followed.
- Briefly describe the relationship-maintenance activities you employ.
- What are their principal interests and concerns? How do you know?
- How long have these efforts been in place?

<u>Programming</u>
In what ways does your programming:
- Reflect what you have learned from each community with which you are engaged?
- Reflect the fact that [   ] is your home base? (*I.e.,* how does it differ from a similar organization in a different city?)

In what ways has the work you do been altered, affected by your understanding of your communities (not your assumptions about your communities)?

<u>Administration</u>
How is community engagement supported by your organization's administrative structure?
What staff members are responsible for community engagement?
To whom do they report?

How is community engagement supported in organizational planning processes?
How is community engagement supported in organizational budgeting?
Is there a dedicated budget for community engagement?

How are staff members responsible for community engagement evaluated?

<u>Funding</u>
What new sources of funding (individual and institutional) support you as a result of your engagement with these communities? (Comment especially on support from sources that are not primarily arts funders.)

<u>Marketing/Sales</u>
In what ways do your marketing and sales activities demonstrate an awareness of the needs and interests of these communities?
Provide data documenting increased sales as a result of these activities.

<u>Governance</u>
In what ways does your governance (board membership, agendas, activities) reflect your engagement with these communities?

<u>Evaluation</u>
How are you measuring:
- The success of your engagement efforts?
- The impact of your engagement efforts on the organization as a whole?