



RECAP: GROUP DISCUSSIONS

**FROM SESSION #1: RE-EXAMINING RECENT PRACTICE:
CASE STUDIES AND INNOVATIONS (SEPT. 15, 2021)**

Equity & Evaluation Practice in
Cultural Organizations
Webinar Series

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We All Count

TODAY

Grateful for the many Indigenous peoples whose territories we live within

Please

- introduce yourself in the chat & where you are Zooming in from
- feel free to keep your video on or off



WE ALL COUNT - DATA EQUITY



FUNDING



MOTIVATION



PROJECT DESIGN



**DATA COLLECTION
& SOURCING**



HOW EQUITY IMPACTS EVALUATION (TCC GROUP)



Equity as a leading principle

How do evaluators explicitly embed equity into their lens of evaluation?



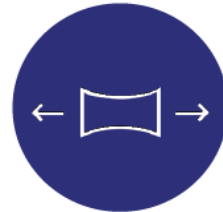
Equity as a capacity

How do evaluators assess the uptick of equitable practice when it is delivered via capacity-building trainings?



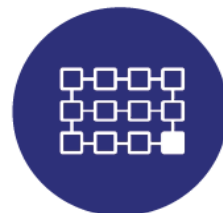
Equity as an afterthought

How do evaluators focus on equity when it has been added as a new outcome years after the initiative has been in place?



Equity as a point of tension

How do evaluators raise issues related to equity that are influencing the work when key players do not have a clear equity lens?



Equity as tokenism

How do evaluators navigate a situation where they are asked to favor certain staff over others because of their identity?

LEARNING FROM TWO PROJECTS



Ciencia Pública
Summative Report

Exploratorium
Fall 2015

ROOM

THE LASTING
IMPACT OF
INTENSIVE TEEN
PROGRAMS IN
ART MUSEUMS



TO RISE



QUESTIONS DISCUSSED IN BREAKOUTS

- ❑ List the evaluation practices the case studies employed
- ❑ Identify how authors approached evaluation issues & how they tried to generate solutions
- ❑ Identify practices most important to effectively addressing equity in evaluation in the culture sector

EXPLORATORIUM - REFLECTIONS

- **Useful guide to evaluation practice** (methodologies, how to conduct for a trans-disciplinary project)
- Hyper-local nature allowed for community partners to come together & share assets
 - Positioned within pressures of gentrification and displacement
 - Took stock of diversity within communities of color
 - **Considered different organizational styles, timelines & expectations of project partners**
- Accessible language in exhibits key to community participation (**Spanish language labels appeared 1st**)
 - **Q: How to offer funding to smaller projects pursuing equity in evaluation?**

CIENCIA PÚBLICA agua

Comparte tu opinión.

Este parklet es un experimento. Presenta exhibiciones en un espacio público para uso de todos.

¿Qué piensas de este espacio? ¿Cómo lo has usado? Escanée el código QR para responder a una breve encuesta en línea y para darnos tu opinión.

Recibe una taza de café gratis (en Arizmendi Bakery cruzando la calle) ¡Para los primeros 200 participantes!



tinyurl.com/CPparklet

Tell us what you think.

This parklet is an experiment. It brings exhibits into a public space for all to use.

What do you think about this space? How have you used it? Scan this QR code to take a short online survey and give us your opinion.

Free cup of coffee for the first 200 participants! (at Arizmendi Bakery, across the street)

ROOM TO RISE - REFLECTIONS

Useful for art museums having difficulty with teens

Did not start with an equity agenda or racial equity lens

- Followed **youth development literature** on how programs can help students to find their voices
- Started with focus on underserved students of color, but found stronger impacts within diversified spectrum

Groundbreaking, visionary methodology

- **Evaluator, artists, & project facilitators worked closely together to broaden perspectives**
- Intentionally allowed for critical feedback from outliers
- **Journey maps & visualizations produced a richness not found via in traditional method**
 - = **key to understanding students' lives**
- Short-term, mid-term, & long-term outcomes on students, teachers, museums, & communities
- Public value impact = new to museums



BOTH PROJECTS - REFLECTIONS

Motivation, Project Design

- Interrogate whether evaluation & program partners are committed to equity
- Do initial assessment to see if the project treats equity as afterthought, source of tension, or source of value only for some
- As evaluator, be a thought partner & provide a safe space for negotiation among partners
- Account for history, structures, & inequitable systems that shape the institution(s) whose program(s) are being evaluated

Funding / Power

- Be aware of power dynamics among partners & within the community

BOTH PROJECTS - REFLECTIONS

Project Design

- Build community ownership of evaluation--from project design to defining success to sharing stories
- From Room to Rise: “critical friends” groups & an evaluation Boot Camp
- Idea for funders: allow for outcome evaluations periodically so people can plan

Data Collection

- Engage people where they already are & gather
- Lived experiences: talk “with” vs. “at” stakeholders
- Beware oversampling of white participants & underrepresenting people of color
- With participant observation, how are you thinking about what you are seeing?
- Use mixed methods to bolster understanding of perspectives

BOTH PROJECTS - REFLECTIONS

Data Analysis

- Minimize pre-determined categories of impact. Be patient & wait for outcomes to emerge

Communication & Distribution

- Report back with those participants who were involved in the project
- Engaging audiences with evaluation reports can take many new forms these days with the explosion of social media capabilities

Questions

- *How to find out about participants' experience before the program?*
- *What are the equity implications of integrating qualitative & quantitative methods?*
- *How are timelines of complex, equity-focused evaluations established?*