

Completing the Application

2. Write a Description of Proposed Activities

e. IMPACT: What kind of social change do you want your art to make? What short-term and long-term changes will you look for, such as changes in knowledge, attitudes, awareness, definitions, engagement or behaviors? What kinds of indicators will you use to show that your art advanced social change?

Many artists want to make a difference in the world around them. These questions are intended to help you think through what kind of difference you want to make through your art, and how you will know whether or not that change happened. The Artist Enrichment grant is about developing as an artist, so that you can create and develop work that has a feminist, social change impact.

Impact: What will happen as a result of your development as a feminist social change artist? As a result of the more powerful new work you will create? How will making your art more powerful make more of an impact in the area(s) that you care about? The Impact should describe the overall effect that your art will have on you, on individuals or the community.

Indicators of Social Change: How does a feminist social change artist know if she or he is making progress in moving towards social change? Indicators are like signs, or road markers, to show what kind of difference your art is making. These *indicators* can come in a variety of ways: they can be “facts,” or they can be anecdotal stories that show that change is happening: change in awareness and knowledge, attitudes and motivation, behavior and participation, public discussion, individual or organizational capacity or systems, or policies or conditions. *Indicators* can be short-term or long-term changes in attitudes or behavior resulting from your artwork. This question asks you to think about what *your* indicators for social change are, in the context of your grant activities. By observing and recording these indicators, you can show how your feminist art is making a difference.

The Women’s Funding Network has presented five indicators of social change:

A shift in definition: The issue is defined differently in the community or larger society

A shift in behavior: People are behaving differently in the community or larger society.

A shift in engagement: People in the community or larger society are more engaged. A critical mass has been achieved.

A shift in policy: An institutional, organizational, or legislative policy or practice has changed.

Maintaining past gains: Past gains have been maintained, generally in the face of opposition.

Possible Examples of ways to show impact

Rough and finished works of art
Bibliographies reflecting research
Interviews (ex: based on questions concerning your work)
Responses from community members, artists and partners
(comment cards and anecdotal records), if applicable
Conversations with collaborators on a regular basis (records of conversations)
Evaluation forms from artists and others
Records of attendance, if applicable
Personal correspondence – emails and thank you cards (for information and promotional quotes)
Correspondence with partners, community organizations, legislators, and others
Photographs, videotapes, and/or audiotapes of exhibitions, and performances
Correspondence with partners, community organizations, legislators, and others
Announcements/publications about exhibitions, performances, civic events, and book reviews
Press releases - newspapers and websites
Articles in newspapers, websites, publications, etc.

For example, if you apply to complete a series of paintings about how increasing incarceration rates are affecting women in western KY, your artistic development goal might be to complete ten paintings of incarcerated or formerly incarcerated women and have a solo exhibition, which will develop your painting skills and will establish you as an artist in your community. Your short-term social change impact might be that 5 women complete a survey or leave a comment during the show that they had a greater understanding of the impact of the increasing rates of incarceration on women, or that 5 women comment that their attitudes toward women who are incarcerated has shifted. The long term-impact could be that 2 women feel motivated toward action to bring greater awareness and understanding to this issue in your community. Documentation could be numbers of people who view your work, notes or comments received, or media attention as a result of your work, etc.

Another example might be: if you apply to attend a two week writing residency, your artistic development might be to increase your skills and understanding of character development in your work. This could help you to develop your manuscript about the relationship between mother and daughter, and how body image issues are passed on generationally. An immediate social change impact could be that you are expressing ideas of body image in a deeper way in your work. A long-term social change impact could be that your manuscript is strengthened to the point where you're ready to seek publication, are published, and people read and change their perceptions about body image as a result of reading your work.