

Discussing your goals and intended social impact

g. What are your goals and how will women and/or girls in Kentucky benefit from the proposed activities? What kind of social change impact do you want to make, both immediate and long-term? How will you know if the proposed activities have made a difference?

Now that you have described your proposed activities, this question asks you to outline your goals for yourself, for your work, and for the individuals or community you want to engage. In thinking about your goals, it is important to address how the “proposed activities will benefit women and/or girls in Kentucky,” one of the key criteria of the Art Meets Activism Grant.

Social Change Impact: What will happen as a result of the arts-based activities you want to do with individuals or the community? It is important to consider social change impact if you want to make a difference through art in your community, region or state. There are many ways to make a social change impact, so this question asks you to describe how your proposed art activities will make a difference to others as well as yourself.

One way of thinking about social change impact is identifying the **outcomes** you would like to see as a result of your artwork.

The Women’s Funding Network, representing more than 100 women’s funds around the world, has identified five areas of social change impact in their work:

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.

If you are thinking about the **social outcomes** of your proposed activity, the Women’s Funding Network suggests that you think about the following questions:

What is the situation you want to change?

What is the change you want to produce?

Why is art a good way to make that change happen?

What helps or accelerates your efforts?

What gets in your way or inhibits your progress?

What are the anticipated results?

These areas and questions are a part of one model that you might find useful. You can also develop your own social change outcomes if that suits your proposed activities better. When thinking about the outcomes you want to achieve, it is important to identify how you will know if the outcomes have been achieved.

Another way to think about social change impact is engaging participants in a **creative process** that will inspire them to think and act differently and, perhaps, become social change agents themselves. In process-based artwork, there may not be one unified social change outcome, but it is important to show how the individual participants have benefited or changed.

Process evaluation looks at **how** social change occurs. This type of evaluation focuses on capturing the changes in thinking or behavior that takes place as you create your art and how it impacts you and those you want to engage. Process evaluation is important for understanding and documenting the ways in which feminist art inspires and accomplishes self and social change.

Here are some possible ways to demonstrate that the proposed activities have made a difference to participants:

Evaluation forms or surveys from artists, community members and others Journaling by artists and participants Responses from community members, artists and partners Comment cards, if applicable Records of conversations Records of attendance, if applicable Emails and thank you cards Correspondence with partners, community organizations, legislators, and others Photographs, videotapes, and/or audiotapes of exhibitions, and performances Announcements/publications about exhibitions, performances, civic events, and book reviews Press releases - newspapers and websites Media response to activities: articles in newspapers, websites, publications, etc.

KFW staff recognizes that describing and documenting the social change impacts of feminist art is not always easy to think about or to do. Your answers to these questions on the application can help not only you but others understand and appreciate the importance differences that feminist artists are making across the state of Kentucky.

To help get you thinking about how the activities might impact Kentucky women, here are two examples of social change goals, goals for immediate and long-term impact, and ways to know if the activities have made a difference. Keep in mind that your goals, ways that the activities will benefit Kentucky women, and immediate and long-term impact will be unique and particular to the activities you are proposing.

Example 1 (*Process Evaluation*): A theatre artist applies to conduct a series of theatre workshops for girls highlighting aspects of women's history. One goal might be to outreach to various schools and get the participation of 20 girls in the series of workshops. The immediate impact might be that the girls learned theatre skills while collaborating in developing the script and learning women's history. An indicator that social change has occurred could be a shift in engagement: that the girls are engaged in community-based theatre activities, and are engaging others in dialogue around the issues they are exploring in the theatre workshops. A long-term impact that the girls are empowered to become leaders in theatre. Ways to tell if the activities have made a difference could include surveys given to the girls and/or parents and/or audience members regarding their awareness of issues, feelings of empowerment, etc. It could also include any media received for the workshops or personal feedback from the girls, schoolteachers or administrators.

Example 2 (*Process and Outcomes evaluation*): A writer applies to conduct a writing retreat for Kentucky women writers. A goal might be to encourage women from all parts of Kentucky from a variety of socioeconomic backgrounds to attend the conference, and to help attendees develop their writing skills and encourage writing on feminist issues. ***Process evaluation:*** an immediate impact could be that 20 diverse women participated in their first writing retreat. Another immediate impact might be that participants receive constructive feedback from other writers at the retreat about their work. Ways to tell whether the activities have made a difference could include feedback from participants, personal notes, evaluations of retreat leaders, photographs of the retreat, or media coverage of the retreat. ***Outcomes Evaluation:*** A goal for long term impact could be that 10 women can tell when their writing is ready to publish, and feel empowered to seek publication. Three women state on an evaluation that they learned about a new feminist issue and intend to write about it in their next work (shift in definition/behavior). Three books are published on feminist topics, and two receive great reviews. More people read and are inspired by feminist work by Kentucky women authors.