

2e. SOCIAL CHANGE IMPACT

What kind of social change do you want your art to make? How will the results of your activities lead to short-term and long-term changes in Kentucky, such as changes in knowledge, attitudes, awareness, definitions, engagement or behaviors? What kinds of indicators will you use to show that your art is advancing social change?

Feminist social change artists want to make a real difference in the lives of others and in the world around them. These questions are intended to help you think through what kind of difference you want to make for the individuals or community described, and how you will know whether or not that change happened. There are many ways to make a social change impact, so this question asks you to describe how the results of your proposed art activities will have a social change impact.

Impact: is *how* the results of your activities will advance positive social change or make a difference. To look at **impact**, it is important to think about *social change indicators*. KFW staff recognizes that change often begins with personal transformation, but social change refers to *collective* transformation: what kind of impact does your art have on *others*? Impact should describe the overall effect that your art will have on you, on individuals or on the community.

Indicators of Social Change Impact: How does a feminist social change artist know if she or he is making progress in moving towards social change? Indicators show the steps, which may be large or small, towards the difference your art is making. These *indicators* can come in a variety of forms: they can describe behavior, or they can be anecdotal stories that show that change is happening: changes in knowledge, including awareness and understanding; attitudes, including values, motivation and vision; actions 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 actions that come from the results of your activities and engagement with your art. This question asks you to think about *your* indicators for social change, in the context of your grant activities and your artwork. By thinking about what kind of indicators you will observe and record, you will be able to show how your feminist art is making a difference.

Animating Democracy describes six indicators of social change:

- **Changes in Awareness & Knowledge** — what people know
- **Changes in Attitudes & Motivation** — what people think and feel
- **Changes in Behavior & Participation** — what people do
- **Changes in Discourse** — what is being said and heard
- **Changes in Capacity** — know-how and resources
- **Changes in Systems, Policies, & Conditions** — change that is lasting

Possible Examples of measuring social change: ways to show impact

Evaluation forms or surveys from artists, community members and others Journaling by artists and participants Responses from community members, participants, 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.

Questions to ask yourself when thinking about social change impact:

Example 1) Performing arts (as an individual artist)

Summary: to teach modern dance classes that incorporate body image and self-esteem discussion workshops for African American women. The workshops will encourage, uplift and educate African-American women by engaging them through dance.

Social Change Impact: One short-term change you could look for might be a **change in attitude**. Since one of the anticipated results is that 15 women will have participated in a variety of dance techniques and participated in body image discussions, the participants might experience a shift in attitude about their bodies as a result of participating in dancing as an art form, combined with the discussions.

Indicators could include observing the body language of the participants and taking notes after each class to see whether you sense a degree of increased self-esteem. You could also pay attention to how the women talk about their bodies in the discussion portion of the class, or the way artistic expression through dance contributes to positive self-esteem. You could have an anonymous survey that the women take on the first day and during the last class, or after the sessions are complete with questions about how they felt about their body, and how they feel emotionally, and compare the difference once the series is complete. Another short-term change you might look for could be **changes in knowledge** about dance techniques and body image issues in our society, since one of the anticipated results was that participants would have the opportunity to learn new dance techniques and learn something new about body image issues. An indicator of this change could be skills demonstrated in class, and increased participation in the discussion portion of the class, or an anonymous survey. A long term change might be a **shift in behavior and participation**: women who participate in dancing will engage more fully in their communities as a result of artistic self-expression. Since one of the anticipated results was that participants will indicate that dancing as an art form helped their

self-esteem, this increased self-esteem might help participants become more fully engaged in their communities. Indicators of that change could be increased participation at future performances or art events in the community, increased verbalization of artistic standards in dance, or follow-up conversations with participants in which they report more participation in community events overall.

Example 2) Media arts (as a partnership between two individual artists)

Summary: to collaborate to create a website that highlights women artists in eastern Kentucky by sharing oral histories, and establish an online community of women artists interested in social change in this region. The activities will help connect women artists through a cyber network and encourage them to become agents of social change.

Social Change Impact: One short-term goal could be a **shift in definition:** that more women identify as artists, and particularly as feminist artists, on the website. Since some of the anticipated results were that women will have the opportunity to identify as feminist artists on a website, and women artists will be contacted and interviewed for potential oral histories, these interviews might encourage more women to identify as feminist artists. An indicator of this is the dialogue that happens on website posts. Another short-term goal might be a **shift in behavior:** that more women will participate in the website and network with each other. Since some of the anticipated results were that women would be encouraged to visit the website and post on it, this visiting and posting might lead to more networking, which would be a shift in behavior. A way to tell whether this is happening (an indicator) is looking at the numbers of women visiting the site and participating as a blogger. A long-term impact goal might be a **shift in engagement:** that the community of women artists in the area becomes stronger. Again, the anticipated results include women identifying as feminist artists and posting to the website, which could lead to a long-term shift in engagement. A way to know if that is happening is looking at the number of art events that are led by women, the number of community gatherings that happen at least in part because of the website, or the number of shows that include women artists who are a part of the online network.

Example 3) Visual (as a collaboration between arts & social service organizations):

Summary: to partner artists with survivors of domestic violence to create art that reflects the survivors' experiences. The program will give survivors an opportunity for creative self-expression and advance social change by raising awareness about violence against women in the community.

Social Change Impact: This collaboration focused on both short-term goals and long range social impact. Since a short-term goal included honoring the survivors, helping them share their experiences and building unity among survivors, artists and the broader community, the anticipated social change impacts included several shifts. Since one of the anticipated results is that survivors would be able to share their experiences through storytelling, which the artists expressed in visual art, the survivors could have a

shift in attitude towards themselves and perhaps even view themselves differently. Both the survivors and the artists could be invited to write or talk about their experiences after the activities ended to see if they showed a **shift in attitude or capacity**. Another short-term goal could be a **shift in knowledge** about domestic violence. From the results, 15 pieces of powerful artwork will have been created depicting the experiences of survivors of abuse, and this powerful work will be shown to the public, so the artists and the people who view the exhibit have greater knowledge about the issue of domestic violence. For instance, people may see that domestic violence affects many women, regardless of socio-economic status, indicating a **change in dialogue or discourse**. A way to observe that shift might be conversations with artists, conversations you overhear at the opening, or comments left in the comment book at the exhibit space. Another short-term impact might be a **shift in attitude**. Since one of the results is that 15 artists will have been paired with 15 survivors, the artists may have a different attitude about the issue of domestic violence and how the power of their art can raise awareness about this important issue from their interactions with survivors and from their work being part of this exhibit. You could consider getting a sense of whether there has been a change in attitude about the power of their art to affect change from an initial interview when you are identifying artists, and an exit interview once the program and exhibit is complete. A long-term change might be a **shift in engagement** in public discourse, both for the arts and domestic violence. Since a goal is to publicize well enough that 500 people will see the artwork and learn about visual art & domestic violence, the public discourse about how domestic violence is talked about in the community, and there is greater awareness to prevent violence against women and girls. As indicators, you could look for a change in the number and content of newspaper articles on domestic violence, programs on domestic violence issues in the community, and the way the issues are framed in the media.

Example 4) Literary Arts (as an individual artist)

Summary: to lead a writers' workshop at a middle school to give young women a venue to develop their voices and promote positive change in their families and communities.

Social Change Impact: One short-term goal might be a **shift in definition** about how the girls define writing in their journals as a form of self-expression and growth. Since one of the anticipated results is that the girls will have 100 hours of free writing time to write in their journals, their definition about what this means may shift. As an indicator, you could begin with either a conversation or a survey asking them what they think writing in a journal means, and at the end have another discussion or survey and see what has changed. Another short-term impact goal might be a **shift in behavior**: that the girls will begin treating each other with more respect after writing together during the program, since the girls will have spent 20 writing sessions together for 20 weeks (from anticipated results). A way to observe that change could be comparing how they talk to and about each other at the beginning of the program, with how they talk to and about each other at the end of the program. A long-term change

might be a **change in awareness**: that the girls' awareness of themselves and what is happening inside them and in their families is heightened through the practice of consistent writing and artistic expression. Since the girls will have three draft pieces, and one polished piece, (anticipated results) they will have spent time looking more deeply into their family lives than they may have done before. You could observe this awareness through the subject matter they choose to write about, the way they are able to express it through their writing, and the perspective they have on themselves and their families in the writing they choose to show to you. Another long-term impact change might be a **change in behavior or participation**: that the girls will be more engaged in their other classes and in school activities. Since one of the anticipated results is increased writing skills, these skills will build self-confidence. Based on the confidence they have gained in themselves through writing and in finding their voice and capacity for self-expression through writing, the girls will become more engaged. A way to look at that change could be which classes they enroll in during future years, their grade point average, or conversations with other teachers about the students' participation and engagement in classes, clubs, and in their peer networks.