

SOCIAL CHANGE IMPACT

e. 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 do a feminist artists know if they 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 tools for 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.

Here are some examples of ways an applicant might think about social change impact with regard to their proposed activities:

Example 1) Performing arts

Summary: to transcribe and analyze jazz solos created by five women musicians between 1910 and 1955 and place the solos within the musical and social contexts of the day. Transcribing the solos will influence my own work as a jazz musician, and increase awareness about women jazz musicians in the early 20th century.

Social Change Impact:

Since one of the anticipated results is to have conversations with teachers, one short-term impact goal could be **a shift in behavior**: that teachers begin to incorporate the solos into their core curriculum. Another short-term shift in behavior could be that jazz musicians begin to play these solos as part of their repertoire, since the transcriptions are now available. You could look at the curriculum at a local university, or you could observe this change by attending local jazz performances and hearing work by more women musicians being played. Another shift that could come from these anticipated results might be **shift in definition or awareness**: that more people recognize that women had an important role in the development of jazz music. One way to observe that change could be conversations with professors, students or musicians who know of these women soloists. Another short-term shift might be **a shift in attitude**: that young girls are inspired and encouraged to consider becoming jazz musicians because they know it's possible. One way to observe this shift might be girls who you talk to who express something about their inspiration from your work.

Since the anticipated results include completed transcriptions and conversations with teachers, a long-term change might be **a shift in policy**: that university music departments include

knowledge of women jazz musicians as part of their curriculum. Another long-term change might be another **shift in behavior**: that more women are learning to play jazz because they have role models and examples that have become more widely known. You could observe this change by performers in the community, or by women's enrollment in music programs.

Example 2) Visual arts

Summary: to develop the power of my portraiture by creating a visual installation incorporating individual portraits of disappeared and murdered women of Juarez, Mexico. The completed installation will raise awareness in KY and beyond about violence against women and explore the intersections between sexism, classism, violence, poverty and immigration.

Social Change Impact:

The anticipated results of the activities will be 50 completed portraits, and three gallery shows exhibiting this installation. You could consider having a comment book to gather comments of gallery-goers, and you could consider a plan for outreach and media attention so that people know about the exhibitions and the important issues being illuminated.

Since the anticipated results include completed artwork on this feminist, social justice topic as well as a media plan, a short-term change might be **a shift in knowledge/ awareness**: that more people in the community know about this important subject. One way to observe this change might be the number of people who attend the exhibit, or the number of newspaper articles or arts blogs that mention the exhibit or issues relating to the topic. Another change might be **a shift in engagement/ participation**: that people will become inspired from seeing the work and will want to become involved in local organizations working to address issues of violence against women, immigration, or related topics. A way to look at whether or not this is happening might be to make contacts with local organizations working on these issues, and find out whether they have an increased call/email volume or increased participation in events. Another way to look at that change might be the comment book at the exhibit, to see whether people are leaving comments about being inspired enough to become involved.

Since one of the anticipated results is exhibits of the work, and a short-term social change goal is raised awareness, a long-term change might be **a shift in behavior**: that the exhibit might contribute (as one of many factors) to efforts to decrease violence against women in your own community. A way to look at this might be statistics about whether violence against women is increasing or decreasing. Another long-term change might be **a shift in discourse**: that people in the community will take more seriously the threat of violence against women locally and internationally. One way to look at this change might be the way that the media covers instances of violence against women, by covering it rather than ignoring it, or the way it is framed in the community dialogue.