

# Leading the Field with Innovative Research

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The SMU DataArts 2021 Annual Report

**SMU.**  
**DataArts**



© 2018 Data Map, Archeology  
of Native American Artifacts  
Military Facility  
on Scale: Variable (3000 ft. x 3000 ft.)

Image courtesy of SMU Meadows School of the Arts. Photo by Kim Leeson Photography (2021).

# Note from the Director

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Dr. Zannie Giraud Voss

In a year of so much change and ambiguity, we dedicated our energy to providing and engaging organizations and individuals with the evidence-based insights needed to collectively build strong, vibrant and equitable arts communities. We were joined by many in this pursuit.

**The impact and achievements described in this report are attributable to the following extraordinary individuals and groups:**

- Our talented and dedicated staff who have nimbly adapted to the changing landscape;
- SMU's Meadows School of the Arts and those from around the university who support this work;
- The arts and cultural leaders who contribute their data, integrate our insights and tools into their decision making, and share their insights with us;
- The grantmakers, arts service organizations, and donors who partner with us and support us; and
- The national advisory board members who share their wise counsel

We are grateful to all who give life to our mission, and we are proud to support arts and cultural organizations during COVID-19 and in the pursuit of equity and racial justice.

“DataArts fosters an engaging conversation on difficult topics while offering insight and input on changing the status quo.”

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- Chantal Honore, Arsht Center for the Performing Arts, Florida, 2021

## Major contributors

- Bloomberg Philanthropies
- Andrew W. Mellon Foundation
- William Penn Foundation
- William & Flora Hewlett Foundation
- Los Angeles County Department of Arts and Culture
- The Wallace Foundation
- The Ford Foundation
- Bloomberg Consulting LLC/Bloomberg Associates
- Mass Cultural Council
- Gaylord and Dorothy Donnelley Foundation
- Virginia G. Piper Charitable Trust

“An excellent learning space backed with research and data to facilitate and substantiate open sharing and discussion of relevant issue/behaviors/concepts”

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- Zenetta S. Drew, Dallas Black Dance Theatre, Texas, 2021

### Major contributors

- Flinn Foundation
- Michigan Council for Arts and Culture
- Donna M. Wilhelm
- Nancy A. Nasher and David J. Haemisegger
- Melissa F. Fetter and Travis Fetter
- SMU Meadows School of the Arts
- CHANGE Philanthropy
- Calgary Arts Development
- National Endowment for the Arts
- United States Institute of Theatre Technology
- Anonymous

# The Mission: Evidence Based Insights to Build Strong Arts and Just Communities

## Organization

Provide intelligence, tools, and workshops to help arts leaders leverage data to answer critical management questions, communicate about their organizations, and integrate research insights into their own work

## Value

Provide and engage organizations and individuals with the evidence-based insights needed to collectively build strong, vibrant and equitable arts communities

## Goals

- Accelerate research and data-driven insights that are robust, useful, and valued
- Help organizations use data and insights to drive change
- Contribute to a more equitable funding model
- Further diversify data collection beyond finances and operations

# Research and Program Highlights

The latest data and insights

## Our White Papers and Reports



### Data at Work

How Vaccination Rates May Impact Performing Arts Ticket Sales Through March 2022

Read →

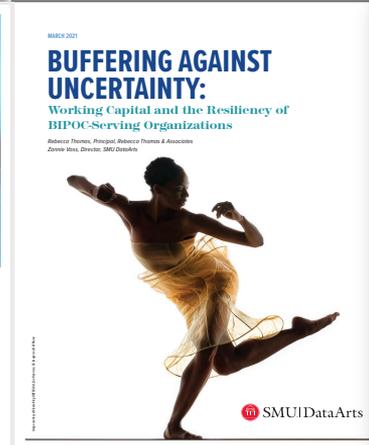


The Alchemy of High-Performing Arts Organizations, Part II: A Spotlight on Organizations of Color

By Dr. Zannah Voss and Dr. Glenn Voss

SMUIDataArts

Commentary by Wallace



MARCH 2021  
**BUFFERING AGAINST UNCERTAINTY:**  
Working Capital and the Resiliency of BIPOC-Serving Organizations

Rebecca Thomas, Principal, Rebecca Thomas & Associates  
Zannah Voss, Director, SMU DataArts

SMUIDataArts



The Impact of COVID-19 on Employment: Arts & Culture Sector

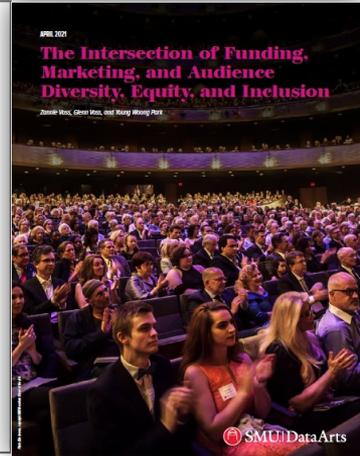
October 14, 2021

Written by Daniel Forner, Rebecca Johnson, and Cullen Kleiser

Scroll down to read the latest update!

The COVID-19 pandemic, now ongoing for over a year and a half, has revealed havoc on businesses, supply chains, and most importantly, lives in communities around the world. Hospitality-related sectors, including the arts and culture sector, have been hit harder than many others. While 66.2% of all Americans over the age of 12 are fully vaccinated, some communities are still being ravaged by the virus. COVID-related numbers vary from state to state. Many arts organizations have reopened their doors, some with vaccine and mask requirements, but the sector has not fully recovered.

Throughout the pandemic, SMU DataArts has studied the arts and culture sector focusing on modeling early impacts, assessing impacts recognized in New York City, studying the distributions of federal funds for the Paycheck Protection Program (PPP), and exploring the



APRIL 2021  
**The Intersection of Funding, Marketing, and Audience Diversity, Equity, and Inclusion**

Zannah Voss, Glenn Voss, and Wang Young Park

SMUIDataArts

ARTS AND CULTURAL ORGANIZATIONS  
**In It for the LONG HAUL**

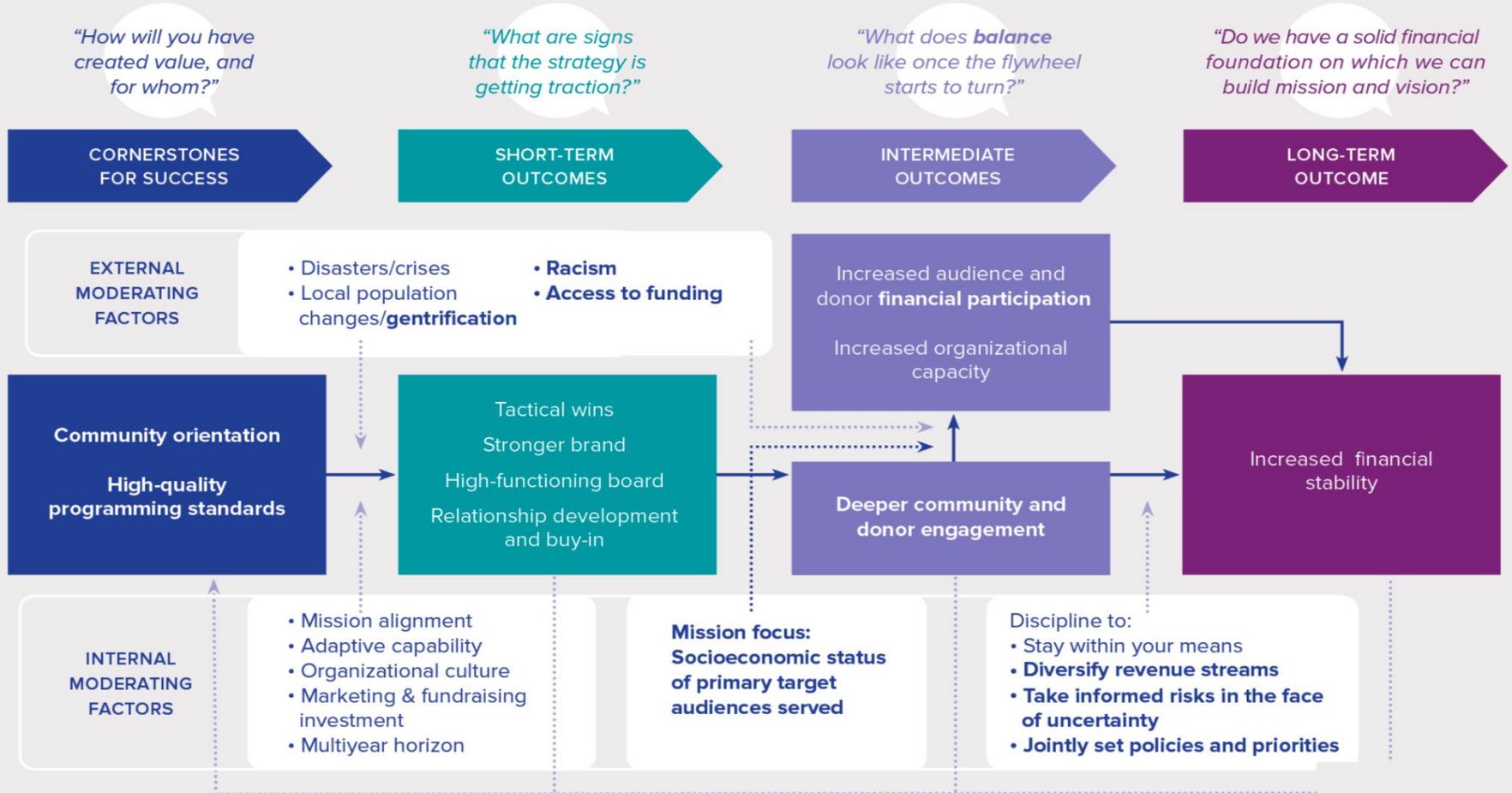
Zannah Voss, Director, SMU DataArts  
Jill Robinson, CEO, TRG Arts

SMUIDataArts

TRG

# Key Findings: Model Linking Strategy and Financial Sustainability in Arts Organizations

(From our report: *The Alchemy of High-Performing Arts Organizations II: A Spotlight on Organizations of Color*)



# Research and Program Highlights

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The latest data and insights

**On-Demand Data:** Automating our KIPI Dashboard, a free diagnostic tool, for arts and cultural organizations

- Immediate access to scores (financial and operating performance results) for organizations who complete the Cultural Data Profile
- Provides quick insights for decision-making, recovery, and sustainability

**Responding to the pandemic:**

- *Guide to Advocate for the Arts: Free advocacy report subscription*
- *Free educational opportunities and analytic tools including 5-year trend reports*
- *Crisis relief resources most viewed page of the year; Average user time spent on page is 5 mins*

**Streamlining the Cultural Data Profile:** Reduced the number of line items in the CDP by 40% and added features to enhance the user experience. User surveys since the December launch have demonstrated a noticeable increase in user satisfaction.



Image courtesy of Woolly Mammoth Theatre Company, SHE THE PEOPLE, Washington, D.C.

# Field Engagement

- Hosted 61 webinars with 1,880+ attendees. Participated in 29 conferences and other presentations, reaching nearly 3,700 more attendees
- Persuaded the International Economic Development Council to add arts and culture to conference agendas

The 20+ Club: The most financial reports processed from the CDP (including advocacy reports) in one year:

- San Diego Children's Choir (CA)
- Creative Flagstaff (AZ)
- Department of Arts & Culture, San Antonio (TX)
- Sounds Academy (AZ)
- Lenawee Symphony Orchestra Society (MI)

The most KIPI Dashboards processed:

- Black Mountain Dance Foundation (CA)
- A Red Orchid Theatre (IL)
- Sisters Folk Festival Inc. (OR)
- Attack Theatre Incorporated (PA)
- Cornerstone Theater Company (CA)

Workforce Demographics – National webinar co-hosted with ArtEquity, The Intersection of Diversity, Employment, and Well-being.

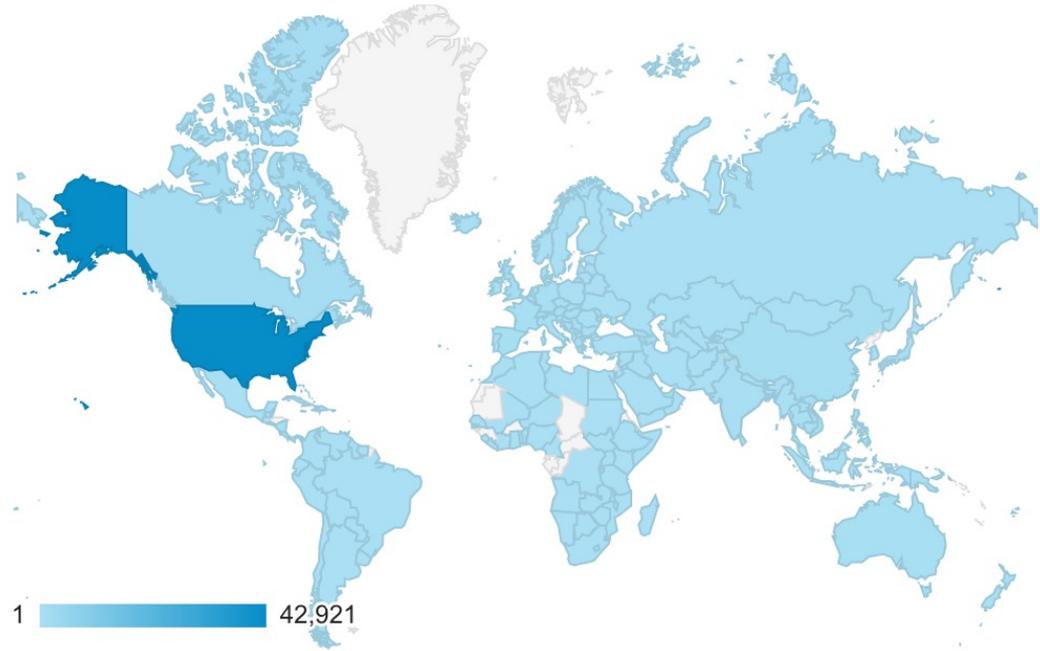
Expanding our resources:

- New translations Cultural Data Profile in Spanish
- Interpretation services for the support center
- Spanish subtitles for key recorded training webinars

# Impact: Interactive Resources

130,735 website pageviews, 37% of which were made by returning users who spent 2x the average amount of time on the site than new users.

Email open rates and click-to-open rates were 36% and 8%; Non-profit industry benchmarks as of December 2021 were 29.5% and 1.24% respectively.



User engagement in 175 countries worldwide and 42,300+ new users across the U.S. in FY2021

# Reach

## SMU DataArts In the Press

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"To remain relevant to and representative of our changing society, studies like this will provide key information that can inform decisions that ensure all community members have access to opportunities available within the arts and culture sector. It will inform us about the current status of our industry."

Coverage on USITT's study in partnership with research from SMU DataArts' Workforce Demographics in *Broadway World*

## National and Local features including

- *American Theatre Magazine*
- *Artforum*
- *Artnet News*
- *ARTNews*
- *Arts Journal*
- *Broadway World*
- *Crain's New York*
- *Grantmakers in the Arts*
- *Houston Chronicle*
- *Hyperallergic*
- *Inside Philanthropy*
- *Philanthropy News Digest*
- *Quartz*
- *Texas Standard*

# Workforce Demographics Studies 2021

## Participation

387 organizations administered surveys to their workforces, receiving 11,053 unique responses

## Partners

Administered 2020 Diversity Among Philanthropic Partners (DAPP 2020)

2021 Entertainment Design and Technology Workforce Demographics Study partnering with United States Institute for Theatre Technology (USITT)

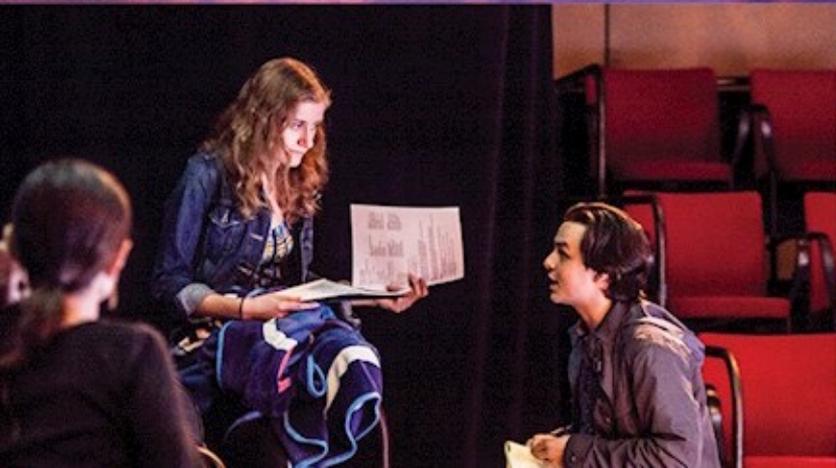
The Calgary Arts Development Demographic Survey

## Value

DAPP report: Analyzes the philanthropic sector's ongoing commitment to diversity, equity, and inclusion efforts

USITT report: The first study of its kind to explore the demographics of the design and technology industry

Calgary Arts: 219 organizations participated in this study which registered 4,659 unique responses



Upper left cover image courtesy of Bristol Riverside Theatre, Bristol, PA; photo by Mark Garvin.  
Additional photos by Kim Leeson: lower...

“SMU DataArts’ research documenting the impact of public funding in the arts and how Chicago compares to other major cities played a major role in our advocacy for an increased grants budget. Following this research study, City Council approved a 370% increase to DCASE’s annual Cultural Grants Program budget.”

– Kalena Chevalier, Program Director, Cultural Grants Program Department of Cultural Affairs and Special Events (DCASE) | City of Chicago

“DataArts makes data easy to understand and interpret. They provide straight forward reviews of research and recommendations for how to understand your financial position, plan for the future, and the actions to consider to achieve your goals.”

– Katie M., Kun-Yang Lin/Dancers, PA, 2021

“Grateful to have access to such knowledgeable and passionate humans for free. These webinars and workshops should be mandatory for all arts leaders.”

– Jeremy, Farmers Alley Theatre, MI, 2021

# Connect with us

## Subscribe

News for grantmakers,  
participating arts and  
cultural organizations

## Share

Infographics and interactive  
apps for arts and cultural  
leaders

## Storytelling

Testimonials and use  
cases from arts vibrant  
organizations

**SMU**  
**DataArts**