




Qualitative Impact Framework

WHAT IS THE QUALITATIVE IMPACT FRAMEWORK?


A **theoretical model** that articulates the full range of qualitative impacts that the Council generates directly and indirectly through its grant programs initiatives and strategic commitments.

A **guide for the Council** in telling the story about its investments, how they strengthen Canada's arts ecosystem and benefit the Canadian and international public.


Using the framework, the Council will be looking at qualitative impact projects that will:



Increase the understanding in the arts sector of how to use qualitative impact data



Complement other forms of reporting and measurement



Enable strategic partnerships and collaborations on qualitative impacts



Explore intersections with other subject areas

1

OBJECTIVES

Better understand and **provide evidence** of the impact of Canada Council investments

Help Council grantees understand and tell a better story of their impact

Articulate the many ways in which Canadians lives are enriched by the arts

Support critical reflection, informing Council future strategic decision making

Be a thought leader in forging partnerships to deepen the sector's understanding

2

THE CANADIAN CONTEXT

Canada's diverse demographics call for an inclusive approach

The framework could contribute to reconciliation by helping the Council better articulate the impact of funded Indigenous and non-Indigenous artists, groups and arts organizations

Cultural policies and funding strategies are different from region to region, and, politically and philosophically, the value of the arts and culture in each community has its own distinct particularities

'Qualitative' research analyzes data that is not numerical. Qualitative data helps to tell a deeper story than statistics alone would allow. It gets at questions of "how" and "why".

3

WHAT WE CURRENTLY DO

The Council draws on economic, demographic and social data to research trends and monitor the sector.

Monitoring the Sector



Grant Reporting & Evaluation



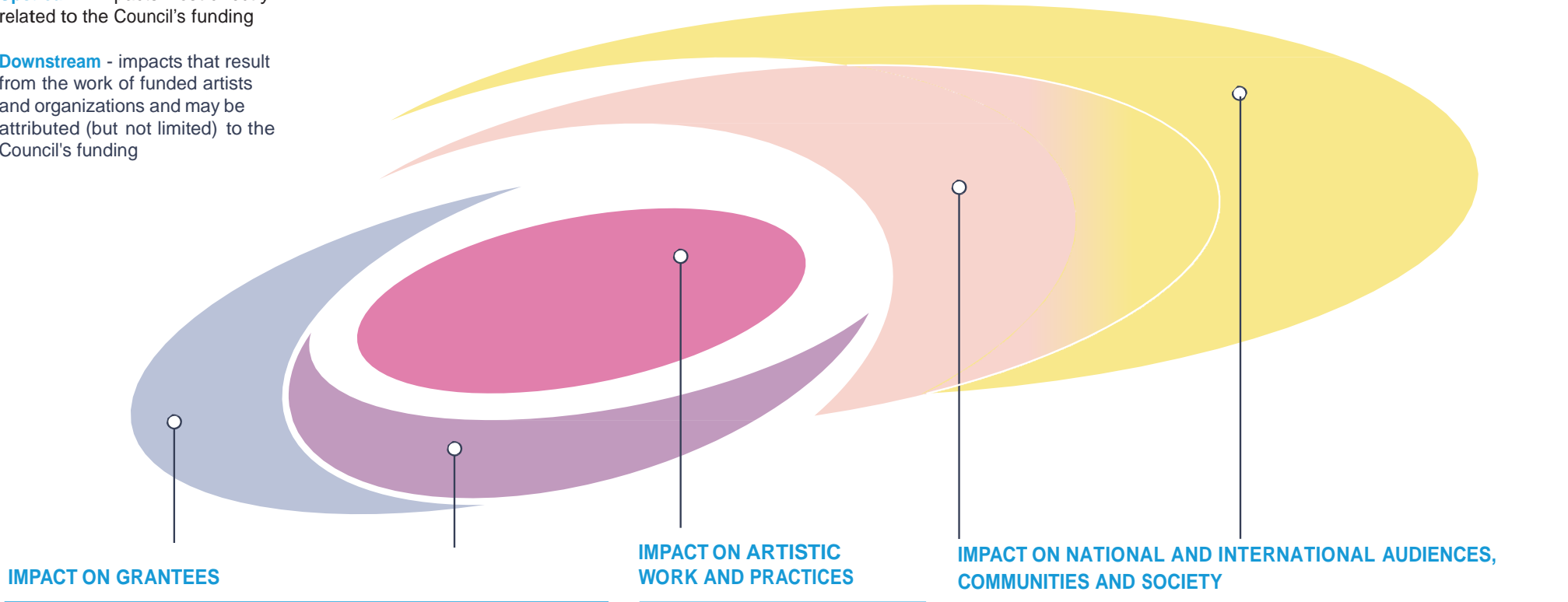
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The framework recognizes different types of impacts by distinguishing them between upstream and downstream impacts in five areas.

The Canada Council for the Arts commissioned WolfBrown team - Alan Brown, John Carnwath and James Doeser, to create a custom-made framework to suit the complexity of the Canadian arts ecology.

Upstream - impacts most directly related to the Council's funding

Downstream - impacts that result from the work of funded artists and organizations and may be attributed (but not limited) to the Council's funding



IMPACT ON GRANTEES

IMPACT ON ARTISTIC WORK AND PRACTICES

IMPACT ON NATIONAL AND INTERNATIONAL AUDIENCES, COMMUNITIES AND SOCIETY

ARTISTS

The Canada Council's contributions to the artistic practice of professional artists that fuel creativity inside and outside of the nonprofit arts sector.

Body of evidence:

- Analysis of the nature, extent and diversity of artistic practice funded by the Council
- Analysis of the artistic development of supported artists
- Studies of the value that professional artists bring to society through their work in communities and other sectors

ORGANIZATIONS

The Canada Council's contributions to the favorable conditions and capabilities that enable arts organizations to sustain their creative aspirations and deepen civic impact.

Body of evidence:

- Analysis of the size and diversity of funded organizations
- Research on the transformational effects of the Council's funding on funded organizations
- Assessment of the civic impact of the organizations funded by the Council

The Canada Council's support of artistic work/creative output that holds cultural meaning for the Canadian public in all its breadth and diversity.

Body of evidence:

- Research and analysis of the range and cultural significance of supported artistic work and creative production

The experiences of national and international audiences and visitors at programs offered by the organizations and projects funded by the Canada Council.

Body of evidence:

- Studies experienced impact
- Studies of the extended impact of the totality of individuals' arts experiences
- Foundational research on impact, development of preferences and the construction of meaning

The long-term creative and social benefits to communities and society that stem from sustained investment in the arts.

Body of evidence:

- Studies of community impact
- Studies of the social impacts of arts participation
- Studies built on asset-based outcomes (e.g., "cultural capital")