

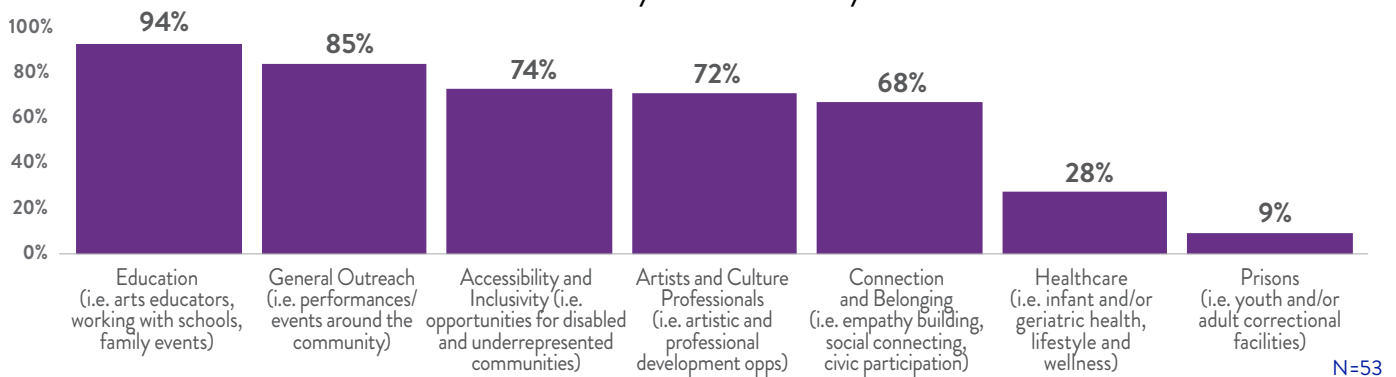
NOVEMBER 16, 2021

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded **November 4–12, 2021**. This is the thirty-ninth survey of the series and was designed to help arts leaders benchmark how their peers are measuring impact of their community and broader societal engagement activities.

## COMMUNITY AND SOCIETAL ACTIVITIES

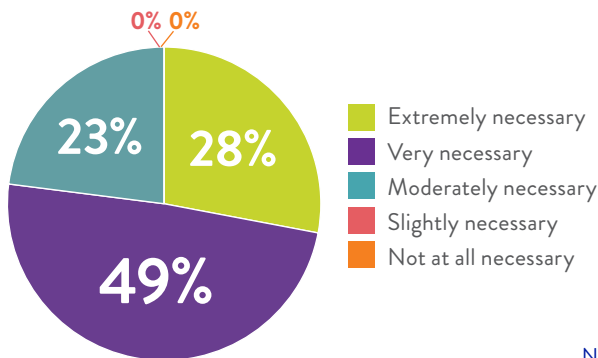
### Arts Organization Engage in a Diverse Spread of Community Initiatives

Focus Areas Served by Current Community Initiatives



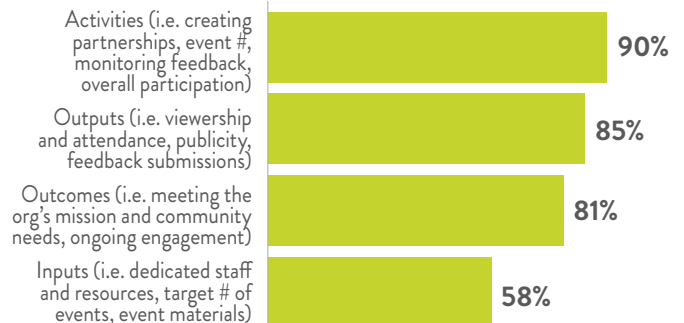
### 75% of Arts Leaders Consider Measuring Impact to Be of Top Necessity

Level of Necessity in Measuring Impact of Community Initiatives



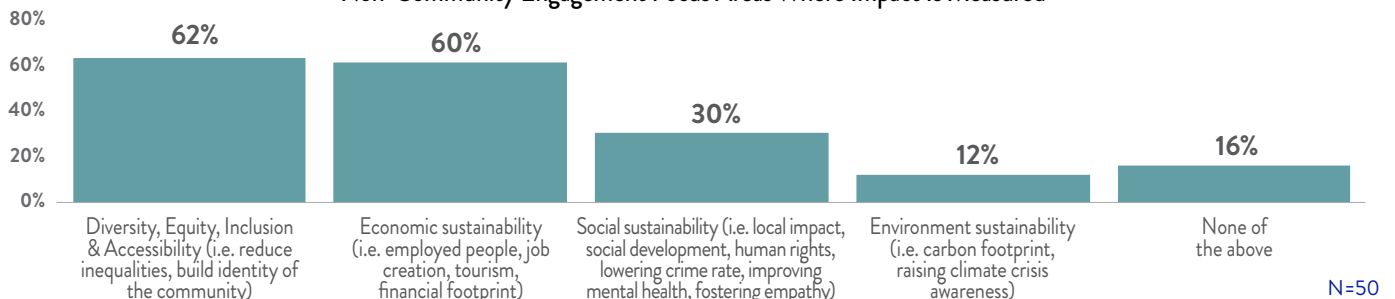
### All Arts Organizations Measure Impact in at Least One of Four Ways

Types of Measurement Approaches Use to Track Impact



### Strong Tracking of Impact in DEI&A and Economic Sustainability

Non-Community Engagement Focus Areas Where Impact Is Measured



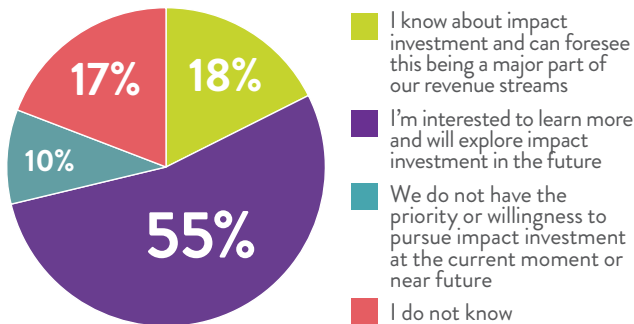
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## IMPACT INVESTMENT

### Majority Interested in Exploring Impact Investment Opportunities

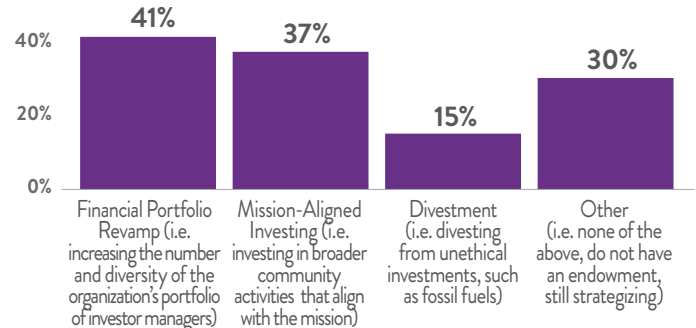
Attitude Towards Receiving Impact Investments



N=51

### Endowment Investment Revolves Mainly Around Mission and Internal Revamp

Areas in Which Arts Organizations Invest Their Endowments



N=27

## REPORTING + OVERALL CHALLENGES

### Impact Measures Primarily For Grantors, Little Pressure from Donors and Audience

Two Most Important Stakeholders Who Request Progress on Impact



N=51

### Greatest Challenge Facing Organizational Ability to Measure Impact

Insufficient financial resources to collect data, particularly on long-term impact

Lack of staff number and bandwidth to devote to measurement

Misalignment around collecting quantitative v. qualitative metrics

No expertise on the team and do not have a formal plan

Not understanding what we want or need to measure due to different demands of our funders

Lack of consistent tools that build reliable data over time

Hard to define the communities with which we want to engage

Collecting data that is scientific, not just based on biased intuition