



Impact & Assessment Guide

▶ How do the arts make a difference in our lives? A guide to measuring and documenting social impact.

- Clarifying the impact of an arts project can be challenging—ITAC's **Impact & Assessment Guide** will help you **document, measure, and evaluate social change** within your community, social, civic, or creative engagement project with a set of practical social impact tools.
- ITAC's Impact & Assessment Guide will also help you collect valuable information and reflect on your personal growth. These time-tested tools are usually applied separately; this Guide brings them together to empower you and your project.





Impact & Assessment Guide

International
Teaching Artists
Collaborative

Contents

Page 3.....	Introduction
Page 6.....	Examples of Tools
Page 7.....	Sample Case Study: Strategy Model
Page 8.....	Sample Case Study: Impact Evaluation Plan
Page 9.....	Examples of Outcomes and Indicators
Page 11.....	Sample Case Study: Project Summary
Page 12.....	Tools and Templates
Page 13.....	Participant Self-Assessment Survey
Page 14.....	Pre-Project and Planning
Page 17.....	Strategy Model Template
Page 18.....	Mid-Project Delivery: Documentation, Notes, Observations
Page 20.....	Post-Project Reflection
Page 23.....	Impact Evaluation Plan Template
Page 24.....	Project Summary Template
Page 25.....	Additional Information and Resources



Teacher institute creative assessment



Montpelier VT Public Art Plan



Impact & Assessment Guide

International
Teaching Artists
Collaborative

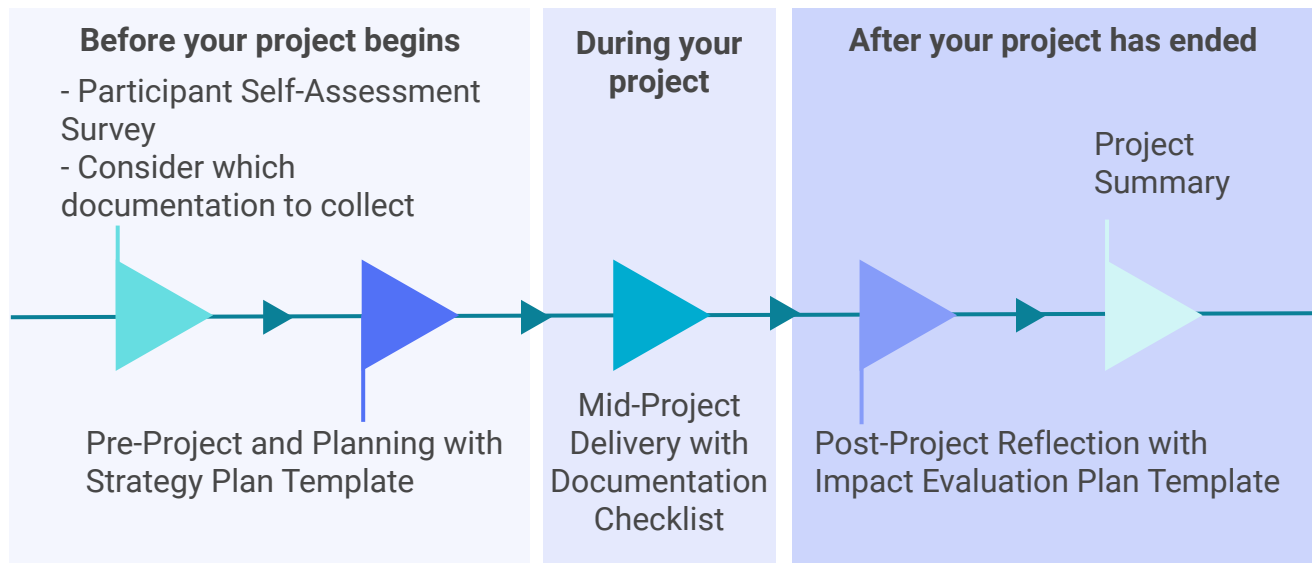
Why Use the Guide?

ITAC's Impact & Assessment Guide will help you to:

- Articulate your impact goals with compelling clarity and determine if you have met them.
- Understand and communicate with supporting data how your work makes a difference.
- Gather documentation for promotion, marketing, and communications.
- Collect both quantitative and qualitative data for reports, grant applications, and potential partners and stakeholders.
- Build a gauge for self-improvement: What are your strengths? Where are your challenges? How can you do better?
- Increase your professionalism to advocate for yourself as a teaching artist, educator, or community leader.
- Provide a powerful and effective reflection tool.

How to Use the Guide?

- Each of the sections of this guide will support you through the journey of your project:
- After a brief introduction (which includes a sample Case Study demonstrating how to use the tools in this guide), you'll find the following sections:



- Along the way, we'll ask you for information pertinent to each stage. If there is something you can't quite fill in, come back to it when you can. By the end, you'll have a robust set of data to help you measure the impact you've made during the life of your project.



Impact & Assessment Guide

Introduction to Sections

The Participant Self-Assessment Survey.

- The Self-Assessment Survey is vital for understanding the changes that occur in your participants as a result of having experienced your project. The questions you ask will reflect the changes you intend to measure. As each participant will fill in the same survey twice (before and after the project), consider how you will introduce and implement it in the planning stage. Asking your participants to complete it after your project begins will be too late!
- You will find some sample questions, and a link to a Google form you can duplicate for use. If you decide to collect this information anonymously, we recommend assigning a number or code to each participant to accurately assess their data.

Begin this process before your project begins.

Pre-Project and Planning.

- The Pre-Project and Planning section will help you to effectively organise your project, anticipate any needs (for you, your partners, and your participants), and support you in considering future challenges.
- In addition to listing your activities, goals, partners, and participants, you'll be organising a project timeline and deciding which category of social outcome you'll be measuring change in. The impact categories we have suggested are: Knowledge, Discourse, Attitude, Capacity, Action, and Conditions. This will be in preparation for the Impact Evaluation Plan you'll be completing in section 4.
- Here, you'll also be asked to fill in a **Strategy Model**. This tool provides a space for outlining your inputs (resources), outputs (participants and activities) and short, medium, and long-term outcomes. Some of these outcomes will be concrete, others will be aspirational. This document will help you see your project from the "30,000-foot view."
- A Sample Strategy Model is included in our Case Study, 'Our Blue Planet: Workshop Program and Community Mural.' Note how the short, medium, and long-term outcomes are sequenced with an explicit cause and effect.

Complete section 2 before your project begins.

Mid-Project Delivery: Documentation, Notes, Observations.

- Here you'll find a documentation checklist with recommendations for documentation to collect throughout your project. Consider which documentation you will gather in the planning stage.



Impact & Assessment Guide

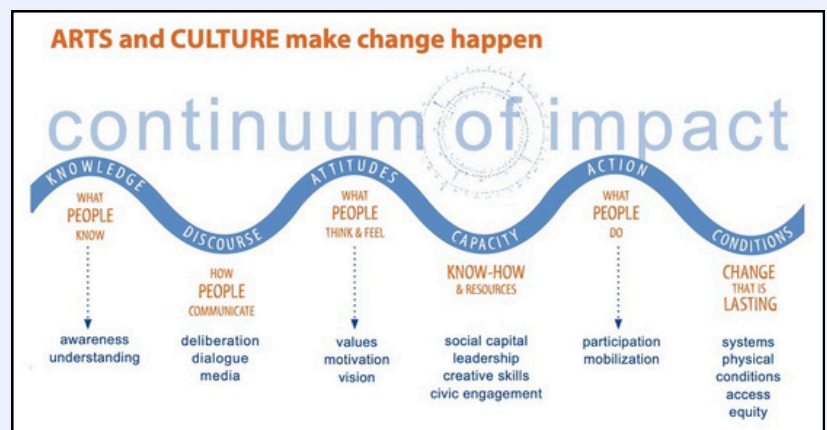
- It's useful to keep these documents handy in one folder so they are readily available for promoting your work and submitting to host organizations and funding bodies.
- Add your notes, observations, and reflections. What went well? What will you change or revise? What additional support do you need? What connections and resources are you discovering that can contribute to the long-term sustainability of your project?

Complete section 3 during delivery of your project.

Post-Project Reflection.

- In this section, you'll be asked to reflect on your project and assess how you have met your impact goals. Reflect on the surveys--did you achieve the desired changes in your participants? Include key learnings about yourself and your motivations and growth through the project.
- Here is where you'll fill in your **Impact Evaluation Plan**. This tool helps you measure, assess, and communicate the impact you are making in your community.
 1. List the desired social outcomes you intended to achieve through your project.
 2. State the indicators you used to measure change.
 3. Include the methods of data collection you used to gather information.
- Examples of outcomes, indicators, and data-collection methods for each category of change are included on pages 6-7.
- A sample Impact Evaluation Plan is included in our Case Study.

The Impact Evaluation Plan framework and categories derive from the excellent work of Animating Democracy's Continuum of Impact. We recommend a study of their full report for those who want to take a deeper dive. A link to the full document can be found on page 22.




Project Summary.

- Finally, you'll have an opportunity to summarize your learnings in the **Project Summary**. This document will be especially useful for public presentations of your project, grant applications, and pitching your work to future clients.

Complete sections 4 and 5 at the conclusion of your project.



Examples of Tools

- 
- In the following pages you'll find examples of how to use the tools based on our case study, Our Blue Planet: Workshop Program and Community Mural.
 - Examples of planning / reflection templates are not included.
 - It will be useful to refer back to the Examples of Outcomes and Indicators as you complete your Strategy Model and Impact Evaluation Plan.





Impact & Assessment Guide

Sample Case Study: Strategy Model

- Project Name: **Our Blue Planet: Workshop Program and Community Mural**
- What social/ civic issue is your project focused on?

Climate change in coastal communities, climate education, and environmental conservation

Inputs Resources	Outputs		Outcomes		
	Activities	Participants	Short-term	Mid-term	Long-term
Arts Council grant Grant from the PTA	3 x 5 day arts - integrated residency in 3 schools (k-12)	150 students in elementary 86 students in middle school 115 students in high school	Students understand the effects of climate change on their coastal community	Students learn about advocacy and write letters and postcards to local leaders and policy makers	Community wide advocacy campaign that shifts policy on beach health and ocean protection
Material donation from the Tile Depot					
Volunteers at the Blue Planet Museum	3 x visits from climate scientists		Students and elders learn about storytelling, and share stories with one another	Student leaders conduct storytelling workshops in the wider community	Deeper connections between the museum, oceanography institute, 350.org and the wider community
Climate activist group, 350.org	2 x community workshops at the museum with 350.org in attendance	50 participants at community workshops at museum (max. 25 per session)	Creation of a mural mosaic in the museum	Stories are recorded, and used for climate campaign	
Volunteer climate scientists at the Oceanography Institute	10 x day drop-in mosaic workshops at museum	Approx. 250 participants in mosaic building and installation	Public celebration and awareness of climate change on the community	Regular public meets with at the mosaic site to support climate education for ocean protection	Money generated from merchandise sales helps support future conservation campaigns
Refreshments for culminating event	Storytelling workshop with elders	15 elders at community center	Students sell mosaic merchandise at event and use posters for marketing	Merchandise is sold in wider community and local tourist stores	
Photographer	Storytelling workshop with elders and after- school club	25 students in after school club			
Transport for elders to culminating event	Culminating event: storytelling and mosaic unveiling				
Workshop space at museum for mosaic building					
Storyteller teaching artist					

Inputs: can include funding, staff, volunteers, space, partners, technology, and tools; the resources you have available to make your project succeed.

Outputs: what will you do, and who will you do it with?

Outcomes are the resulting effects of your activities. Sequence your projected outcomes so you can see the cause and effect of each. The jump from short- to mid- to long-term outcomes should be logical, and not unreasonable. Outcomes can express change at the individual, group, community, and/or systemic levels



Impact & Assessment Guide

Sample Case Study: Impact Evaluation Plan

Category/family: Changes in knowledge & action Date: September 2023

Social impact or action goal:

Addressing climate change in coastal communities, climate education, and environmental conservation

Social Impact Outcomes:	Indicators:	Data Collection Methods:
<p>Knowledge Students understood the effects of climate change on coastal communities.</p>	<p>Students articulated their understandings, and referenced data they studied during the residency.</p>	<p>Pre and post project questionnaires. Interviews with local fisherfolk.</p>
<p>Students learned about climate change mitigation and the steps needed to make change.</p>	<p>Students wrote stories demonstrating understanding of climate change and mitigation methods.</p>	<p>Materials created during storytelling and visual arts workshops.</p>
<p>Action Students and community members attended the culminating mural event, shared their stories, and sold merchandise for the climate campaign.</p>	<p>Students shared stories demonstrating understanding of climate change and mitigation methods. Students shared their creative expression and enthusiasm for merchandise creation and sales. Depth of community participation.</p>	<p>Onsite interviews with students. Number of sales of merchandise and revenue created. Observation protocol administered by volunteers.</p>
<p>Students began an advocacy letter writing campaign to elected officials and policy makers</p>	<p>Letters articulated the need for policy change and were sent regularly with a pre-determined scheduled.</p>	<p>Numbers of letters delivered and recorded responses.</p>
<p>Community members met regularly to support the conservation campaign.</p>	<p>Formation of a new focus group which met regularly with members of 350.org New approaches were/are discussed to sustain the climate campaign.</p>	<p>Conversations and interviews during sessions. Pledges were recorded in meeting notes.</p>



Impact & Assessment Guide

Examples of Outcomes and Indicators

Category:	Examples of Outcomes:	Examples of Indicators to look for?
Knowledge	<ul style="list-style-type: none">- Being informed, educated or demonstrating understanding about a social issue- Comprehension of a social issue	<ul style="list-style-type: none">- Depth and accuracy of knowledge- Application of information- Responses in social media- Responses to advocacy campaigns- Ability to view issues from multiple viewpoints- Demonstrating an empathetic response
Public Discourse	<ul style="list-style-type: none">- Changes in dialogue and perspective, with increased empathy- Intentional decision-making from multiple viewpoints- Reporting on news/media channels	<ul style="list-style-type: none">- Balanced and civil exchange- Opponents participate in dialogue- Increase in frequency of exchange- New or renewed media attention- Quantity/quality of media attention- Increased representation of diverse perspectives
Attitude	<ul style="list-style-type: none">- Viewpoints/feelings/about a civic or social issue- Changes in vision or aspirations- Motivation to create a change to take action	<ul style="list-style-type: none">- Changes in beliefs, opinions, priorities- Increase in confidence, and a commitment to take action- Taking the initiative to act



Impact & Assessment Guide

Examples of Outcomes and Indicators

Category:	Examples of Outcomes:	Examples of Indicators to look for?
Capacity	<ul style="list-style-type: none"> - Social benefits resulting from networks/connections formed within and between groups - Development of skills used to elicit change - Increased collaboration with stakeholders - Recruitment of diverse participants/organizations - Integrating creative engagement and strategies to foster new ways of thinking - Increase in resources (human, financial information) to further social goals/activities 	<ul style="list-style-type: none"> - Relationship building at individual or group level - Access or connections to leadership and wider networks - Changes in access, inclusion, status, and equity - Application of creative expression and developed skills to further social change - Effective use of creative strategies - Increase in funding or in-kind support - Identification of new leadership (including youth and community) - Access to space, new information, and formation of new partnerships
Action	<ul style="list-style-type: none"> - Increase in positive behavior (e.g. trust, tolerance, collaboration, support, care, conservation) - Engagement in civic and social activities - Intentional action to bring about or advocate for social change 	<ul style="list-style-type: none"> - Demonstration of positive behaviors - Increase in engagement of civic/social activities - Increase in number of participants - Numbers and diversity of participants advocating for social change - Effectiveness of strategies used for advocacy and activism - Effectiveness of new partnerships
Conditions	<ul style="list-style-type: none"> - Change in law/policy/resolutions - Shift from existing circumstances (social, political, economic etc.) towards more positive conditions - Change at a systemic level - Solving a civic or social concern/conflict - Elected or voluntary leadership positions - Shift in relative power in the community 	<ul style="list-style-type: none"> - Support gathered and policies proposed that garner change - Degree of change in conditions, and increase in opportunities and access - Change of regulatory power and/or revised practices - Strategies developed to solve the civic/social concern - Diversity of leadership and effectiveness of new leadership strategies



Impact & Assessment Guide

Sample Case Study: Project Summary

- Create a short, written description of your project that captures the essence and purpose of your project. Max. 250 words.
- Include your project title, social impact or project goal, a summary of your participants, activities, and outcomes, and the impact you made within your community, social, civic, or creative engagement project.
- Use plain language (without jargon, overselling, or overhyping) that is engaging and authentic.

Our Blue Planet: Workshop Program and Community Mural is a community engagement project that addresses climate change in coastal communities through creative activities, climate education, and environmental conservation.

Over a three month period, 350 students in grades K-12 participated in art-integrated residencies in their schools to understand the effects of climate change in their coastal community. Students learned about ocean pollution, climate science, and climate change mitigation in science, and spoke to oceanographers and climate activists. They also participated in storytelling and mosaic workshops with teaching artists, while exploring the importance of public art.

In addition, 280 community members (from after-school clubs to senior centers) participated in a series of mural design and construction workshops which culminated in an unveiling of the community mural at the Blue Planet Museum drawing over 500 participants, press, and local government officials.

The impact on the community has been deep and far-reaching. Community members have been actively conducting an advocacy campaign to change policy on beach health and ocean protection, and a student group has formed to sell handmade crafts constructed from materials collected during the weekly 'beach clean-ups'. Their merchandise is now being sold in local tourist stores to raise awareness of the issues the community is facing and proceeds are helping to fund the advocacy campaign. The state senator has since met with local conservation groups and the community is hopeful for lasting change.



Tools and Templates



- The following tools and templates contain fillable text fields, so feel free to add your notes to the document after downloading.
- The Participant Self-Assessment Survey template will direct you to a Google Form. Please make a copy before customizing.





Impact & Assessment Guide

Pre-and-Post Participant Self-Assessment Survey

The participant self-assessment survey will help you to measure the skills and competencies your participants will gain as a result of having experienced your project. In order to measure this effectively, you'll need to ask your participants the same set of questions twice--once before the experience begins, and once after.

- First, decide on your method of data collection. Will it be a digital Google Form? A paper questionnaire? Use at least one source that generates quantitative data. List your methods here.
- Second, decide which skills or competencies are you intending to measure--they might assess personal growth, quantify how specific needs are being met, or assess understandings or skill development.
- We have created a sample Google form with suggested questions you can duplicate for your own use. <https://forms.gle/ot44YPiDx7a3biby7> You'll see that our case study focuses on climate change--you can tailor your questions to best fit your organization, the project goals, or the population you are working with.
- If you are unsure of which skills and competencies you would like to measure, refer to the IDG Framework for ideas, <https://innerdevelopmentgoals.org/framework/>
- Remember to ask each participant to assign themselves a code if the surveys are to remain anonymous.
- Include a link to your survey or a list of skills/ competencies you'll be measuring here.



Impact & Assessment Guide

Pre-Project and Planning

- Your Name:
- Date:
- Project Title:
- What is the social/civic issue your project will focus on?
- Why is this important to address?
- What does success in this project look like? List your impact goals:
- List your key partnerships and collaborations (include the communities you'll be working with):



Impact & Assessment Guide

Pre-Project and Planning

- What category of social outcome are you measuring change in? Categories include knowledge, discourse, attitudes, capacity, action, and conditions. You can choose more than one but have principal impact in mind. Find more information on pages 9-10.

- What types of documentation do you intend to collect? Read through the Documentation Checklist on page 18 to make your documentation plan.

- In addition to the participant survey, what methods of data collection will you use to assess the impact your project has made? Use a combination of quantitative and qualitative data. Examples include: questionnaires, surveys, observations, interviews, conversations, journal work and artwork created, meeting notes, etc.



Impact & Assessment Guide

Pre-Project and Planning

- What opportunities are you providing for youth/community leadership (if applicable)?

- Project timeline:

- How will you determine any accessibility needs? This might include asking participants about accommodations, consulting with parents, partners, and support staff, and assessing the learning environment in advance, etc.



Impact & Assessment Guide

Pre-Project Strategy Model

Inputs Resources	Outputs		Outcomes		
	Activities	Participants	Short-term	Mid-term	Long-term

Inputs: can include funding, staff, volunteers, space, partners, technology, and tools; the resources you have available to make your project succeed

Outputs: what did you do, and who did you do it with?

Outcomes are the resulting effects of your activities. Sequence your outcomes so you can see the cause and effect of each. The jump should be logical, and not unreasonable. Outcomes can express change at the individual, group, community, and/or systemic levels. Consider:
 Short-term - achievable/immediate
 Mid-term - accomplishable/near future
 Long-term - ambitious/over a period of years



Impact & Assessment Guide

Mid-Project Delivery: Documentation, Notes, Observations

- Here are some examples of quantitative and qualitative data to collect through the life of your project. Ensure that you have some documentation from each of the three project stages.
 - For images, keep hi-resolution (300dpi for print) and lo-res (72dpi for web) jpegs or pngs.
 - Make a note of who to give the photo credit to with the date.
 - Limit videos to no longer than 5 minutes. 30-60 second clips are useful for social media.
 - Do you have photo release permissions from your participants? Sample here: <https://bit.ly/3XoVTQe>
- As you map out your documentation plan, consider the following:**
1. What kind of documentation will most effectively illuminate the kind of impact you hope to see?
 2. How can you be intentional about the quality and quantity of the documentation you generate?
 3. Can you plan your documentation so it emerges from organic processes in the project?
 4. Does your documentation contribute to the narrative story arc of your project?

Stage:	Examples of Documentation:	Checklist
I Planning and preparation	<ul style="list-style-type: none"> • Pre Self-Assessment Survey. (To be repeated at end) • Maps, doodles, process drawings • Lesson plans • Timetables or schedules • Group agreements you have made with your participants • Rituals or routines you share with your group 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
II Process and facilitation	<ul style="list-style-type: none"> • Photos of you and/or participants (minimum of ten) • Video (minimum of two) • Audio samples and/or interviews 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
III Product/ presentation/ final evaluation	<ul style="list-style-type: none"> • Post Self-Assessment Survey (repeated from beginning) • Final presentation/event documentation (images, video, audio, etc.) • Marketing materials • Press/publicity (online and in print) • News of leads for continuing work • Brief testimonials from partners/participants 	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



Impact & Assessment Guide

Post-Project Reflection

- Impact goals and outcomes achieved (if different from section 1):

- Participant ages and approximate numbers in each group:

- Total number of participants:

- What accessibility needs did your participants have, and how did you address them?

- List any new partnerships and collaborations you developed:



Impact & Assessment Guide

Post-Project Reflection

- Describe a highlight from your project. This can be your favorite moment, an anecdote, a quote from a participant, etc.

- What surprises did you encounter?

- What assumptions did you have, and were any of them challenged or changed?

- What challenges did you face in planning and facilitating your activities and/or workshops?



Impact & Assessment Guide

Post-Project Impact Evaluation Plan

Category/family: _____

Social impact or action goal:

Social Impact Outcomes:	Indicators:	Data Collection Methods:



Impact & Assessment Guide

Post-Project Project Summary

- Create a short, written description of your project that captures the essence and purpose of your project. Max. 200 words.
- Include your project title, social impact or project goal, a summary of your participants, activities, and outcomes, and the impact you made within your community, social, civic, or creative engagement project.
- Use plain language (without jargon, overselling, or overhyping) that is engaging and authentic.



Impact & Assessment Guide

Additional Information and Resources

The International Teaching Artists Collaborative (ITAC) is the world-wide network for artists who work in participatory settings to create positive social impact.

ITAC works to support, expand and connect the international community of teaching artists and collaborators, cultivate excellence in teaching artistry, and advocate for sustainable development through participatory practice.

To stay up to date with our projects, resources, opportunities and events, become a member here: <https://itac-collaborative.com/become-a-member/>



School of the (IM)Possible. Artist Francine Kliemann. Brazil



Unmasking Climate Justice. Artist Raz Salvarita. Philippines.

The Impact Evaluation Plan was inspired in part by Animating Democracy's Continuum of Impact, a guide to defining SOCIAL & CIVIC OUTCOMES & INDICATORS. Access the full document here, <https://animatingdemocracy.org/continuum-impact-guide>



ITAC's Impact and Assessment Guide was written and designed by Gowri Savor for ITAC, © 2025
For more information on ITAC, visit <https://www.itac-collaborative.com/>