IMPACT 3.0

Hacking Arts Data

July 24, 2018

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JESSA AGILO

Prosperity in. Precarity out.

The mission of ArtsPond / Étang d'Arts is to cultivate big ideas and untapped potential in the arts into exceptional, everyday realities for collective impact on-the-ground and in-the-cloud.

IN-THE-CLOUD

DigitalASO / OSANumériques (DigitalArtsServices.ca) is a digital transformation initiative with a mandate to empower the transformation of Canada's arts services organizations through digital literacy research, training, platform and alliance-building.

ON-THE-GROUND

Groundstory / Histoire de Terrain (Groundstory.ca) is a cross-sectoral initiative to uproot the adverse effects of gentrification on the arts in Ontario.

MARGARET LAM

BeMused Network is an innovative social-technical enterprise that is devoted to fostering meaningful connections in the arts and culture sector in Canada and beyond.

We do this by applying user-centered design practices in the development of our own digital arts and cultural services and programs, and sharing the best practices we have cultivated with the community. We lend our unique expertise to strategic partners (like ArtsPond) and collaborate closely to build a future that we would be proud to call our own.

The philosophy behind our growing suite of online services, programs, and partnerships is very simple:
Connect, grow, and thrive. Whether it is the local and independent, or collectives and organizations, we are here to help them grow and do more of the amazing work that they do every day.

STEPHANIE GUICO

Stephanie Guico is a cooperative management consultant and facilitator specialized in multi-stakeholder team building. Among other highlights, she has worked alongside 26 New York organizations to build out the NYC worker cooperative business ecosystem, whilst undertaking business planning for one of the first cooperative platforms in the home services industry. Her current mandates address optimal methodologies for scaling up and converting social enterprises to cooperative businesses. She sits on the board of Cooperatives and Mutuals Canada.
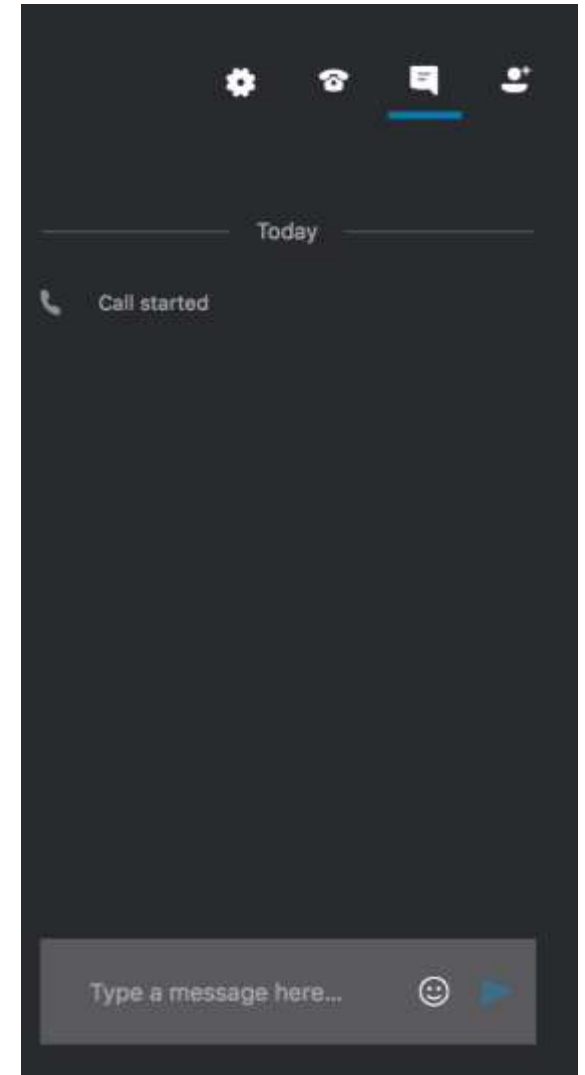
sgui.co | @stephanieguico

DigitalASO

DESIRABLE + DELIVERABLE
DIGITAL TRANSFORMATION
OF MULTI-ARTS SERVICES
< 5 YEARS

DigitalASO

**What does
digital transformation
in < 5 years
look like to you?**
& for whom (who gets first priority)?

DigitalASO

Indie creators-producers +
Small to mid-sized producing organizations

- **Lack of skills + resources** to adopt tools beyond Google + Microsoft
- **Lack of relevant and affordable digital tools** specific to their needs
- **Expectations for quality administrative practices** are increasing
- **Embedded digital tools for the arts are siloed** and require duplication of effort
- **Current digital impact practices are tied to accountability vs. insight**, thus curtailing potential for **learning + innovation**
- **Lack of relevant and timely aggregate data** for advocacy + decision-making

DigitalASO

What does it mean to
GO DIGITAL?

Do multi arts services share a common
DIGITAL DENOMINATOR?

=

efficiency of
ADMINISTRATION

excellence in
IMPACT PRACTICE
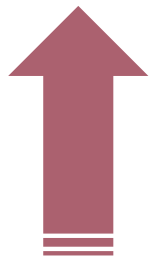
FEATURES PLAN

HOW?

Productions Touring Collections Finance HR+contracts Evaluation

Phase 1 + 2 (1.5 yrs)

| PROJECT MANAGEMENT | Core artistic/project profiles + timelines **1** | Core admin modules Front-end to CADAC **2** |

A Collectives + indie artists

| BI / ANALYTICS | Quick-win standard reports (quantitative) **1** | Deeper impact insights (qualitative) **2** |

B Small + mid-sized companies

Phase 3 + 4 (1.5 yrs)

| ASSET/COLLAB MGMT | Infrastructure **3** | Teams + content dissemination **4** |

C Larger companies

Phase 5 + 6 (1.5 yrs)

| CRM | Fundraising **5** | Marketing + social media mgmt **6** |

+ Community-owned + governed (platform cooperative) — **Domain ontology + impact practice consultations + prototyping + beta testing**

+ Shared + open platforms (open source + open data) — **Expansion hardware + alpha licensing + content customization + discoverability**

+ Cross-disciplinary + self-sustaining alliances (non-competitive) — **Expansion software (third-party tools + APIs)**

DigitalASO

Managing Creativity in a Digital World Survey 2017

TOP 15 Desired Digital Services

Average rating from 0 to 5, where 5 = "Mission Critical"

PROJECT MANAGEMENT

BI / ANALYTICS

ASSET/COLLAB MGMT

CRM

Community-owned + governed
(platform cooperative)

Shared + open platforms
(open source + open data)

Cross-disciplinary + self-sustaining alliances
(non-competitive)

FINANCE
3.90 AVG
3.92
3.90
3.89
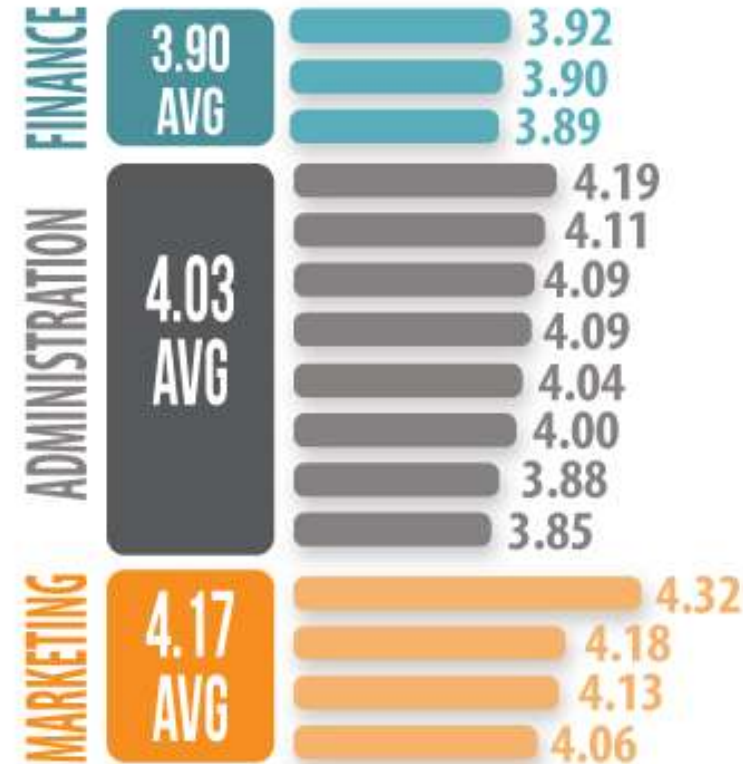
Budgeting
Expense/receipt tracking
Bookkeeping/accounting

ADMINISTRATION
4.03 AVG
4.19
4.11
4.09
4.09
4.04
4.00
3.88
3.85

Group collaboration
Project management
Document management
Event/production management
Scheduling/task management
Financial and statistical reporting
Time management & reporting
CADAC-compliant migration

MARKETING
4.17 AVG
4.32
4.18
4.13
4.06

Marketing & outreach support
Social media management
Digital content dissemination
Digital content management

HOW?

Managing Creativity in a Digital World Survey 2017

Prioritization of 51 Proposed Digital Services

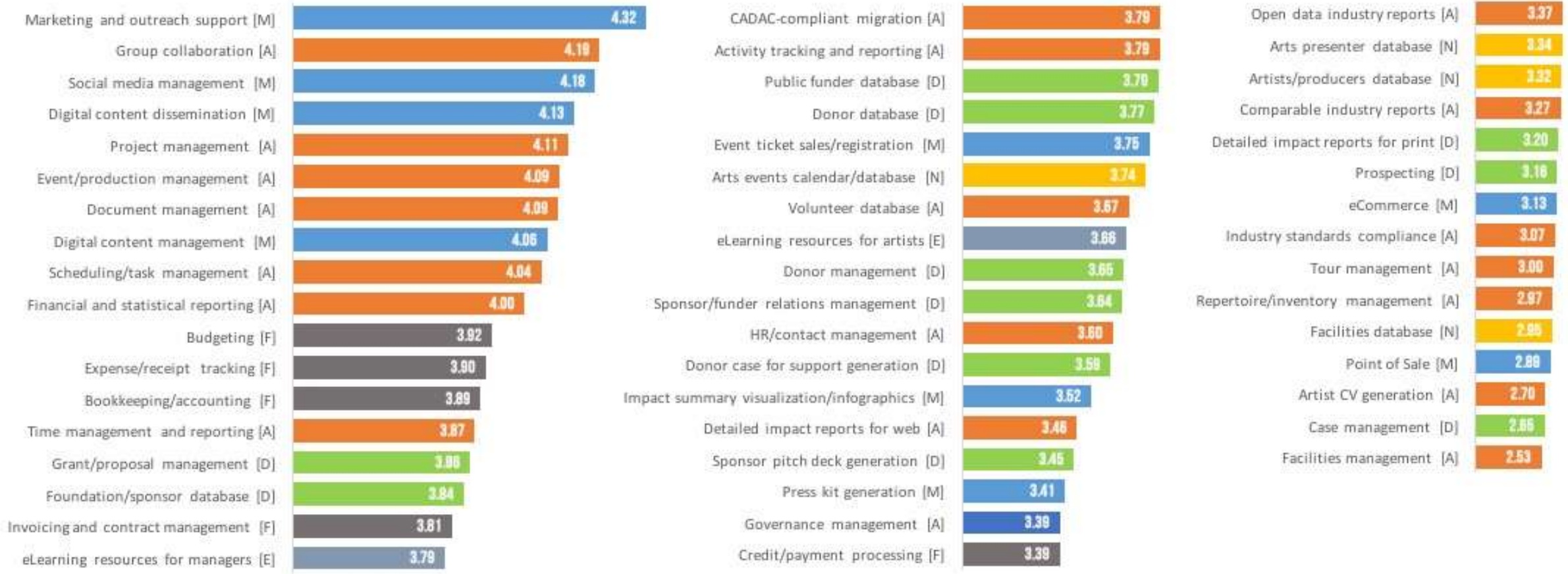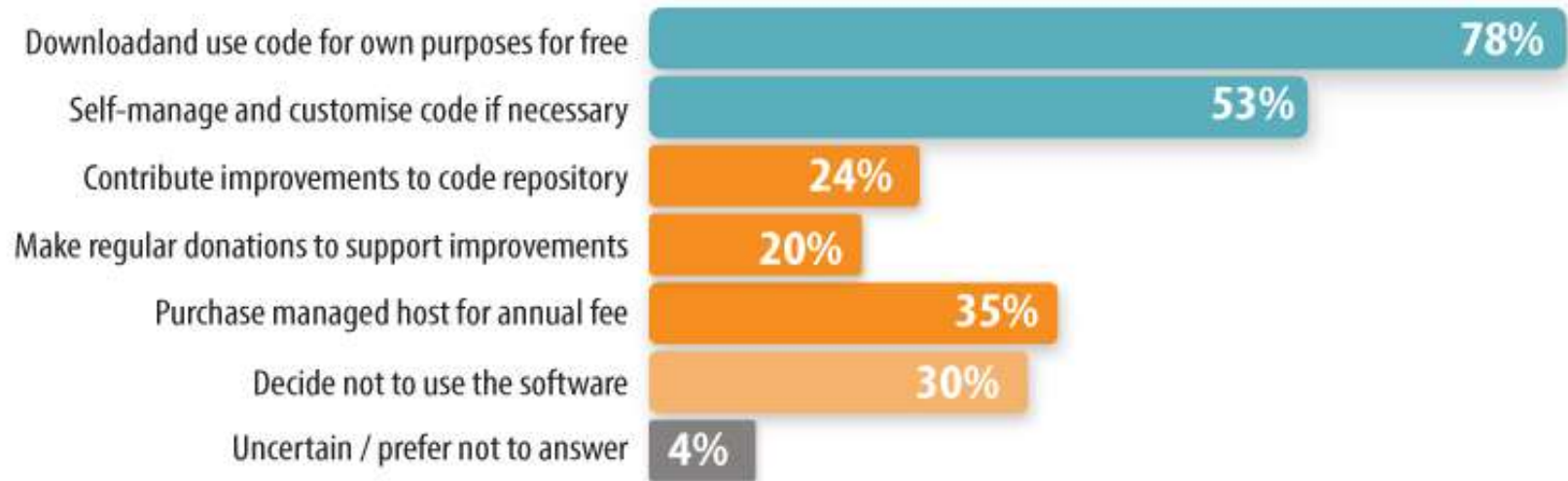*Average rating from 0 to 5, where 5 = "Mission Critical"*

Legend:
- [M] Marketing (blue)
- [D] Development (green)
- [N] Networking (yellow)
- [A] Administration (orange)
- [F] Finance (dark grey)
- [E] Education (blue-grey)

Service	Rating
Marketing and outreach support [M]	4.32
Group collaboration [A]	4.19
Social media management [M]	4.18
Digital content dissemination [M]	4.13
Project management [A]	4.11
Event/production management [A]	4.09
Document management [A]	4.09
Digital content management [M]	4.06
Scheduling/task management [A]	4.04
Financial and statistical reporting [A]	4.00
Budgeting [F]	3.92
Expense/receipt tracking [F]	3.90
Bookkeeping/accounting [F]	3.89
Time management and reporting [A]	3.87
Grant/proposal management [D]	3.86
Foundation/sponsor database [D]	3.84
Invoicing and contract management [F]	3.81
eLearning resources for managers [E]	3.79

Service	Rating
CADAC-compliant migration [A]	3.79
Activity tracking and reporting [A]	3.79
Public funder database [D]	3.70
Donor database [D]	3.77
Event ticket sales/registration [M]	3.75
Arts events calendar/database [N]	3.74
Volunteer database [A]	3.67
eLearning resources for artists [E]	3.66
Donor management [D]	3.65
Sponsor/funder relations management [D]	3.64
HR/contact management [A]	3.60
Donor case for support generation [D]	3.59
Impact summary visualization/infographics [M]	3.52
Detailed impact reports for web [A]	3.46
Sponsor pitch deck generation [D]	3.45
Press kit generation [M]	3.41
Governance management [A]	3.39
Credit/payment processing [F]	3.39

Service	Rating
Open data industry reports [A]	3.37
Arts presenter database [N]	3.34
Artists/producers database [N]	3.32
Comparable industry reports [A]	3.27
Detailed impact reports for print [D]	3.20
Prospecting [D]	3.16
eCommerce [M]	3.13
Industry standards compliance [A]	3.07
Tour management [A]	3.00
Repertoire/inventory management [A]	2.97
Facilities database [N]	2.95
Point of Sale [M]	2.88
Artist CV generation [A]	2.70
Case management [D]	2.66
Facilities management [A]	2.53

Managing Creativity in a Digital World Survey 2017
Community support for open source arts management software

Download and use code for own purposes for free — 78%
Self-manage and customise code if necessary — 53%
Contribute improvements to code repository — 24%
Make regular donations to support improvements — 20%
Purchase managed host for annual fee — 35%
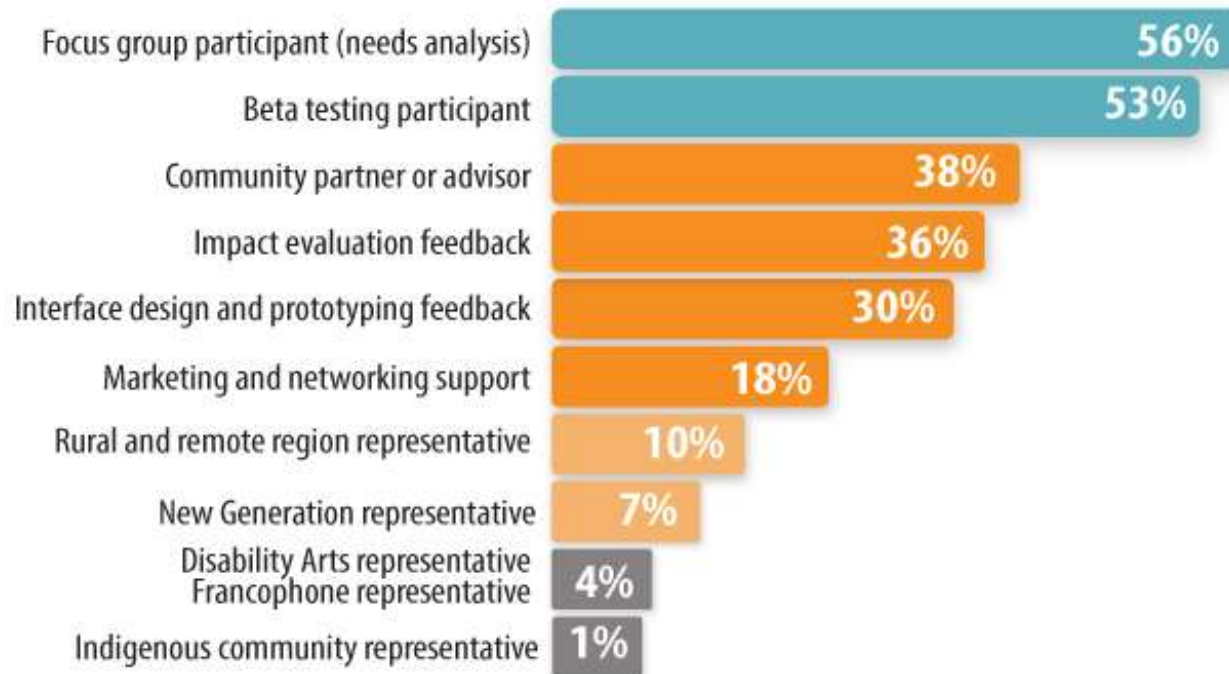Decide not to use the software — 30%
Uncertain / prefer not to answer — 4%

DigitalASO

Managing Creativity in a Digital World Survey 2017
Community support for open source arts management software

Category	Percentage
Focus group participant (needs analysis)	56%
Beta testing participant	53%
Community partner or advisor	38%
Impact evaluation feedback	36%
Interface design and prototyping feedback	30%
Marketing and networking support	18%
Rural and remote region representative	10%
New Generation representative	7%
Disability Arts representative / Francophone representative	4%
Indigenous community representative	1%

arts**e** PLATFORM OPTIONS

1 ARTIST

**Art Practice
'Health Monitor' App**

- iOS/Android
- Basic artistic activity and impact reporting (quantitative + qualitative)
- Daily survey random
- Weekly, monthly + annual progress dashboards
- Basic impact practice training

+

2 CREATOR

Moderate Arts Management and Reporting (non-CADAC, non-financial)

- iOS/Android + OS/Windows
- Day-to-day management: Contacts, Productions, Tours, Collections/Repertoire
- Moderate impact Analytics (qualitative + quantitative)
- Weekly, monthly + annual report dashboards
- Moderate impact practice training

3 PRODUCER

Full Arts Management and Reporting (including CADAC + financial)

- Unlimited standard and custom questions/data types
- Advanced impact practice training and reporting

arts e **STRUCTURAL FRAMEWORKS**   HOW?

SCENARIO 1: ArtsPond (Non-profit) + Artse United (Platform Coop)

+   (logo)
- **Owns software + hardware**
- **Annual revenues from hosting + support**

+   **arts e** united
- **Owns data**
- **Annual revenues to members from sales of data**
- **Non-profit or other cooperative structure**

SCENARIO 2: ArtsPond (Non-Profit Platform Coop Conversion)

+   (logo)
- **Owns data, software + hardware**
- **Annual operations revenues from hosting + support**
- **Annual revenues to members from sales of data**

SCENARIO 3: Multi-stakeholder

+
- **Data, software, hardware, support services + other split amongst multiple associated/unassociated entities**

arts. STRATEGIC PROCESS

- **Cross-disciplinary champions, working groups + alliances**
- **Common agenda / strategy**
- **New business models**
- **Deeper impact practices**
- **Shared investment in digital hardware, software, literacy**
- **Strong tech partnerships**

- **Common domain ontology**
- **Backwards compatibility with legacy platforms**
- **Interoperability with new/ embedded platforms**

Hacking Arts
DATA

Hacking Arts
COMMUNITY
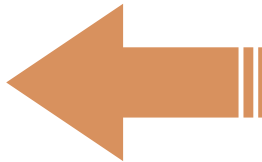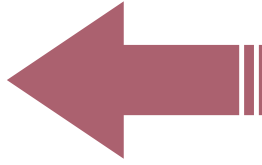
Jun to Aug 2018   **Pre-planning and assessment**
- **Governance:** corporate planning, membership recruitment strategy
- **Technology:** IT development plan + cost estimates for funding requests fall 2018

Jul 2018 to Mar 2019 **Working group + partner recruitment**
- **Arts disciplines**: Performing, Media, Visual, Literary, Inter, Community, Craft, Other
- **Arts regions**: West, Central, East + Northern Canada
- **Diversity reps**: Indigenous, Francophone, Disability, Rural/Remote, Other
- **Technology**: Domain ontology + systems architecture experts, coders, UI/UX designers, technical writers, beta testers
- **Analytics**: Impact practice experts, data scientists

Spring 2019 to Fall 2020 **Phase 1 + 2**
- Launch at DASSAN19: March 2019

OPPORTUNITIES

État des lieux sur les métadonnées relatives aux contenus culturels (Oct 2017)

Produced by Observatoire de la culture et des communications of the Institut de la statistique du Québec

- Picture of metadata use in Quebec's cultural sector
- Summary of overall situation and challenges using metadata to improve discoverability of cultural content and to help measure its consumption and compensate rights holders
- Five cultural fields: books + libraries, audiovisual, sound recordings, performing arts, heritage + archives + museums

http://www.stat.gouv.qc.ca/statistiques/culture/etat-lieux-metadonnees_an.html

- **MVP (Minimum Viable Model)** ~2,400 members / users
  Must generate revenues within first 18 months → membership fees pre-launch

- **Contracting + licensing** is vital component long-term
  To maximize potential for **interoperability**, participation of regional and national contracting associations and unions is essential

- **Human factor**
  Building cross-disciplinary human connections and trust is slower than technology. Is the community ready?
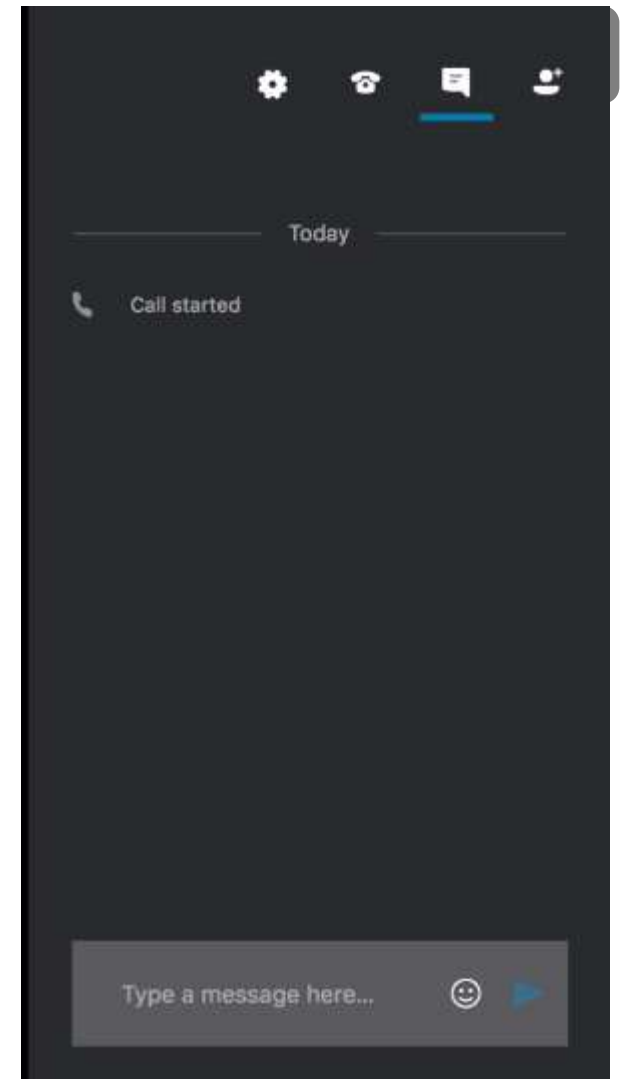
QUESTIONS?

To secure a sustainable approach, which issues do you feel need to be addressed most urgently? Consider:

HUMAN + FINANCIAL + TECH + DATA?

What might you or your community be able to contribute?

ARTSPOND / ÉTANG D'ARTS presents / présente
in association with / en association avec
AGILO ARTS + BEMUSED NETWORK

Digital Arts Services Symposium 2019
Symposium des services d'arts numériques 2019

18-20 MAR 2019
Toronto Reference Library

DigitalArtsServices.ca

Canada Council   Conseil des arts
for the Arts   du Canada

THANK YOU!

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