



FY 2015 Performance Accountability Report Commission on the Arts and Humanities

INTRODUCTION

The Performance Accountability Report (PAR) measures each agency's performance for the fiscal year against the agency's performance plan and includes major accomplishments, updates on initiatives' progress and key performance indicators (KPIs).

MISSION

The mission of the DC Commission on the Arts and Humanities (DCCAH) is to provide grants, programs and educational activities that encourage diverse artistic expressions and learning opportunities, so that all District of Columbia residents and visitors can experience the rich culture of our city.

SUMMARY OF SERVICES

DCCAH offers a diverse range of grant programs and cultural activities to support practicing artists, arts organizations and community groups. In partnership with the community, both nationally and locally, DCCAH initiates and supports lifelong cultural experiences that are reflective of the diversity of Washington, DC.

OVERVIEW – AGENCY PERFORMANCE

The following section provides a summary of DCCAH performance in FY 2015 by listing DCCAH's top three accomplishments, and a summary of its progress achieving its initiatives and progress on key performance indicators.

TOP THREE ACCOMPLISHMENTS

The top three accomplishments of DCCAH in FY 2015 are as follows:

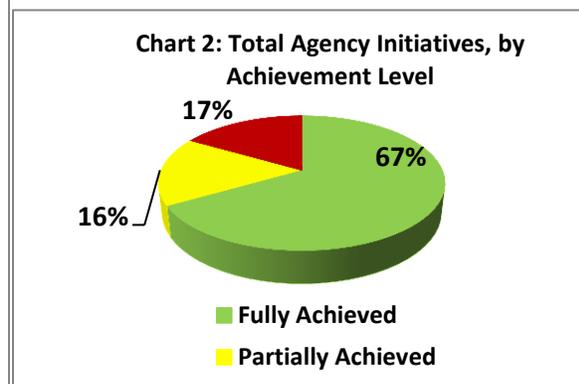
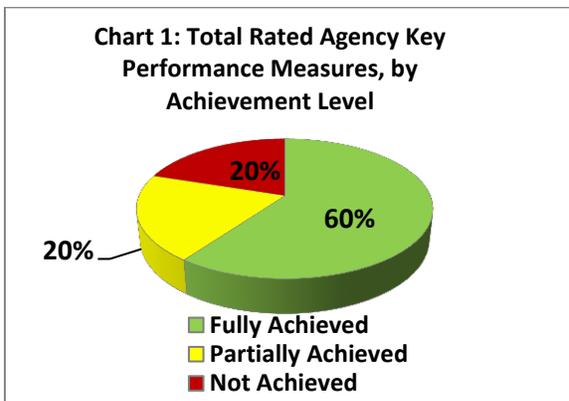
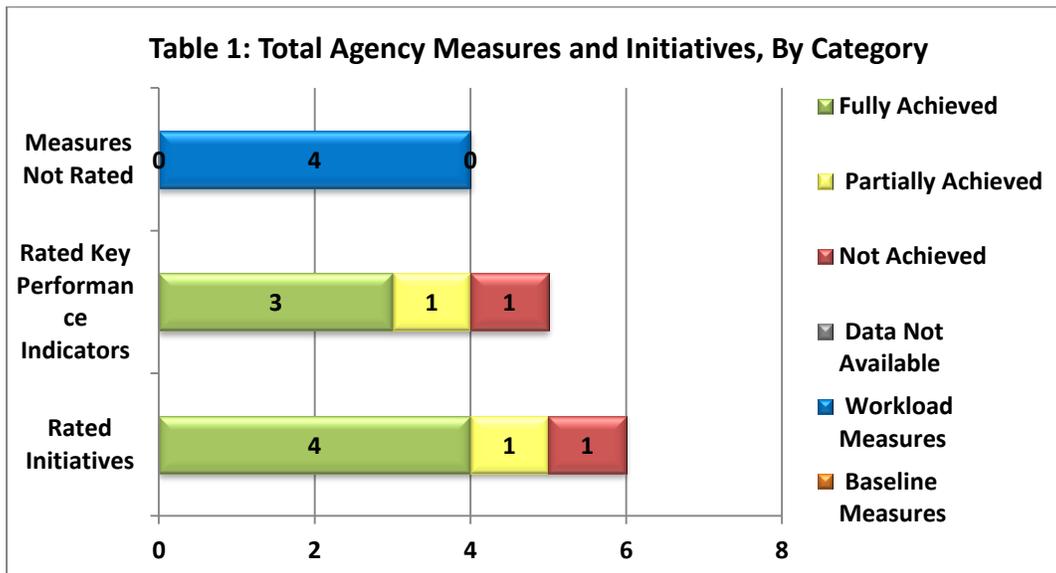
- ✓ **Completion of Five-Year Strategic Plan** – In September 2015, DCCAH adopted a new strategic plan. The process encompassed several stakeholder interviews and group listening sessions. Additionally, the *Curate Your Culture* community conversation series allowed for further community input. A steering committee was formulated to guide the process which culminated with Full Commission approval and adoption.
- ✓ **Launch of the Creative Spark! Initiative** – In March 2015, DCCAH engaged students and teachers in public/public charter schools, public libraries, and arts organizations across the city in 102 workshops in celebration of creativity and the creative process. Activities included; 97 individual creativity workshops for children and youth; 1 professional development workshop for classroom educators; 2 professional development workshops for arts education personnel; and 2 keynote/seminar events for parents and community members.



- ✓ **Execution of Art All Night** – In September 2015, DCCA held the Art All Night Festival is an all-night exploration and celebration of contemporary art, encompassing five of DC’s most vibrant neighborhoods: Congress Heights, DuPont Circle, H Street NE, North Capitol and Shaw. The District’s creative community re-imagined public and private space and invited residents and visitors alike to see the city anew. Indoor and outdoor venues showcased work by artists in a diverse range of media – with vibrant visual arts, street performances, live music, and DJs contributing to an unprecedented mash-up of cultural experiences in the nation’s capital. With this festival, Washington DC joins a global network of Nuit Blanche all-night arts events that started in Paris in 2002 and has captivated audiences from Montreal to Melbourne.

SUMMARY OF PROGRESS TOWARD COMPLETING FY 2015 INITIATIVES AND PROGRESS ON KEY PERFORMANCE INDICATORS

Table 1 (see below) shows the overall progress the DCCA made on completing its initiatives, and how overall progress is being made on achieving the agency’s objectives, as measured by their key performance indicators.





Default KPI Rating:	
>= 100%	Fully Achieved
75 - 99.99%	Partially Achieved
< 75%	Not Achieved

“In FY 2015, CAH fully achieved more than two-thirds of its initiatives and 60 percent of its rated key performance measures. **Table 1** provides a breakdown of the total number of performance metrics CAH uses, including key performance indicators and workload measures, initiatives, and whether or not some of those items were achieved, partially achieved or not achieved. **Chart 1** displays the overall progress is being made on achieving CAH objectives, as measured by their rated key performance indicators. Please note that chart 2 contains only rated performance measures. Rated performance measures do not include measures where data is not available, workload measures or baseline measures. **Chart 2** displays the overall progress CAH made on completing its initiatives, by level of achievement.

PERFORMANCE INITIATIVES – ASSESSMENT DETAILS

OBJECTIVE 1: Provide access to the arts for all District residents.

INITIATIVE 1.1: Develop Five-Year Strategic Action Plan.

Building on the recently released Creative Economy Strategy for the District of Columbia, the DCCA will complete the agency’s Five-Year Strategic Action Plan. The process will encompass major input from DCCA Commissioners, staff, and the community at-large. A steering committee will be formulated to guide the process for final Commission adoption and approval. An Advisory Committee will be formed comprised of colleagues in the field and other stakeholders. The agency’s Curate Your Culture initiative will be addressed and incorporated into the strategic planning process. **The projected completion date will be completed in summer of 2015.**



Performance Assessment Key: Fully Achieved. In September 2015, DCCA adopted a new strategic plan. The process encompassed several stakeholder interviews and group listening sessions. Additionally, the *Curate Your Culture* community conversation series allowed for further community input. A steering committee was formulated to guide the process which culminated with Full Commission approval and adoption. The agency will begin implementation of the plan in fiscal year 2016.

INITIATIVE 1.2: Increase artists’ registration in the Comprehensive Environmental Survey of Arts Resources (CESAR).

The DCCA has developed a web-based interactive mapping tool that will pin-point and catalogue the District’s cultural assets. The CESAR mapping tool is the first of its kind among state arts agencies in United States. The Artists’ Registry component of CESAR launched as



the FY15 grants season began in April 2014. CESAR's Artists' Registry provides aggregate information regarding the density and/or clusters of individual artists throughout the city. The DCCAH is working with the Office of the Chief Technology Officer (OCTO) to construct an interactive computer system to map and track the cultural resources of the District of Columbia to further inform District's future investments in the arts. **The goal is to register 500 arts professionals by September 2015 to ensure an accurate density assessment.**

- **Performance Assessment Key: Fully Achieved.** As part of the Mayor's *InnoMAYtion Month* initiative in May 2015, DCCAH launched the geospatial, web-based, interactive mapping program, CESAR. District residents and businesses are now able to locate and catalogue artistic, cultural, and creative assets in the District of Columbia as well track the distribution of grant and programmatic resources provided through DCCAH. CESAR's artist registry component provides aggregate information regarding density and/or clusters of individual artists throughout the city. There are currently just over 500 arts professionals registered.

OBJECTIVE 2: Promote lifelong learning and interest in the arts and arts education for all ages (Age-Friendly DC: Domain 4).

INITIATIVE 2.1: Build a comprehensive plan for arts education.

Using the results of the Arts Education Census administered to schools in the District of Columbia Public School (DCPS) and District of Columbia Public Charter School (DCPCS) systems in spring 2014, the DCCAH will work with said systems, cultural organizations, and other stakeholders to develop a comprehensive plan to promote greater equity and access in the allocation of arts' resources to the city's children and youth. The plan will include the following components:

- Phase 1 - A definition of the scope of arts education to include: arts experiences, arts learning, and arts integration opportunities for children and youth;
- Phase 1 - A plan to work with DCPS and DCPCS system administrators to ensure school personnel are aware of the in-school and out-of-school-time opportunities available to them in direct service programming with the DCCAH and through its grantees; and
- Phase 2 - A plan to work with cultural partners to identify schools in which there is a deficit of in-school and out-of-school-time arts programming, and to prepare them to include potential partnerships as part of the FY16 grant application process in spring 2015.

Phase 1 of the plan will be completed by September 2015. Phase 2 will begin in FY16.

- **Performance Assessment Key: Partially Achieved.** DCCAH has spent the year working closely with its partners, the DC Arts and Humanities Education Collaborative and the Director of the Arts at DCPS to develop an awareness of the importance of the three above mentioned components of arts education within the city's arts and education communities. The identification of "arts deserts" in the city i.e. schools and communities wherein there is an



absence of arts education programming continues to take place. DCCAH is working with its partners to better align resources to ensure there is equitable access to quality arts education programming across the city. Initiatives such as Celebrate the Creative Spark! allow for widespread programming delivered by a diverse group of arts and humanities education providers. These initiatives also serve to seed new relationships between arts partners and schools, and to expose the latter to the wealth of programming that is available to them in the city.

INITIATIVE 2.2: Enhance Arts Education training to DCPS and DCPCS teachers and administrators.

The DCCAH will work with school systems and cultural partners to sponsor a month-long series of creativity sessions and workshops as part of Arts Education **Month in March 2015**. The month will provide children and youth with the opportunity to ignite their creative impulses through a series of experiential events across the city. Foster an understanding of the need to build the creative capacity of children and youth as a precursor to the development of a dynamic creative economy. Programming will be accompanied by a speaker series on the importance of creativity as a precursor to innovative thinking. **Completion date: March 2015**

- **Performance Assessment Key: Fully Achieved.** In March 2015, DCCAH engaged students and teachers in public/public charter schools, public libraries, and arts organizations across the city in the Creative Spark! The initiative consisted of 102 workshops in celebration of creativity and the creative process. Activities included; 97 individual creativity workshops for children and youth; 1 professional development workshop for classroom educators; 2 professional development workshops for arts education personnel; and 2 keynote/seminar events for parents and community members. Participation consisted of; Public and Public Charter Schools (34); Public Libraries (3); Arts Organizations and Teaching Artists (41); Classroom Educators (61); Students (1,305); and Community Members/Parents (69). The goal of the project was to present the concept of creativity as a broad umbrella under which arts organizations could gather as it speaks to the work that is done across disciplines and age groups. Workshops were created within a guiding framework provided by DCCAH to give children and youth the opportunity to engage in programming that focused on tapping into their imaginations, innate creativity, and potential for innovation.

OBJECTIVE 3: Enhance communities through public and private engagement in the arts (Age-Friendly DC: Domain 4).

INITIATIVE 3.1: Implement Phase 1 of the Live the Arts campaign (Age-Friendly DC: Domain 4).

Live the Arts is a campaign to increase awareness of and engagement with Washington, DC's arts and cultural assets. When the DCCAH says, "Live the Arts," the agency is encouraging residents and visitors to become actively involved with District's rich artistic scene.



Participation in the arts strengthens the local economy and is a driving force in development. Live the Arts also positions DC as a destination city for the arts, thereby encouraging tourism and additional revenues, opportunities and development.

Through paid advertising, social media and event marketing, Live the Arts seeks to:

- Highlight the visual and performing arts in DC
- Drive audiences to areas of the city in all 8 wards of the District
- Create an interest in DC arts that extends beyond the city to regional, national, and international audiences

Phase 1 of the Live the Arts campaign will be completed in September 2015.

- **Performance Assessment Key: Fully Achieved.** Live the Arts advertisements were placed in local publications such as Washington City Paper, East City Arts, Capital Community News and WashingtonPost.com encouraging readers to partake in local DC arts offerings. Advertisements were also placed in regional publications such as Richmond Magazine and Philadelphia Magazine, aimed at potential visitors to DC. Additionally, DCCAHA expanded the Art All Night festival to present a greater variety of artists to both residents and visitors. While the campaign was fully achieved, DCCAHA was not able to reach optimal saturation of advertising due to budget constraints.

INITIATIVE 3.2: Complete the DCCAHA ten year Public Art Master Plan

In preparation for the assessment of the 5 Year Public Art Master Plan and the implementation of a Ten (10) Year Public Art Master Plan the DCCAHA will manage the following activities and outcomes:

- Evaluation and Assessment Report of 5 Year Public Art Master Plan (2009-2014)
- City-Wide Community and Stakeholder Forums and Meetings
- Curators and Public Art Professionals input Sessions
- Partnering District Agency input Sessions (DMPED, DDOT, DDOE, DPR, DGS)
- Private Developers Input Sessions
- Technical Committee recruitment
- City Wide Environmental – Sustainable Practices Assessment
- Major Public Art Cities - Best Practices Assessment and Comparison Report
- Ten (10) Year Master Plan Draft, Editing and Graphic Design
- Production of 10 Year Master Plan Booklets/Guide for Distribution

The 10 Year Public Art Master Plan **will be completed by September 2015.**

- **Performance Assessment Key: Not Achieved.** The Public Art Master Plan did not occur during FY 2015 due to leadership changes to the Commission. The Public Art Committee Chair's term was ended by a vote of disapproval from the Council. With the installation of a new



Chairperson of the Full Commission, DCCAH is currently in the process of finalizing the composition of its Public Art Committee whose priority will be the assessment and revision of public art master plan. The goal is to have the new plan completed at by the end of FY 2016.



KEY PERFORMANCE INDICATORS

	KPI	Measure	FY 2014 YE Actual	FY 2015 YE Target	FY 2015 YE Revised Target	FY 2015 YE Actual	FY 2015 YE Rating	Budget Program (KPI Tracker)
	1.1	Percent of grants to new applicants	8.71%	8%		6.23%	77.84%	Arts Building Communities
	1.2	Number of DC schools; DPR Centers; and community centers benefitting from DCCAH grants	139	135		159	117.78%	Arts Learning and Outreach
	1.3	Dollars invested from non-District Government sources per \$1 investment by DCCAH	\$7.62	\$7.50		\$7.58	\$101.04	Arts Building Communities
	1.4	Percent of grant payments processed within six to eight weeks	95.45%	97%		95.40%	98.35%	NA
	1.5	Percent of scheduled monitoring reports as defined in agency monitoring plan completed for each grant award	100%	100%		58.01%	58.01%	Administration



WORKLOAD MEASURES – APPENDIX

WORKLOAD MEASURES ●

Measure Name	FY 2013 YE Actual	FY 2014 YE Actual	FY 2015 YE Actual	Budget Program
Number of grant dollars requested	\$32 million	\$28 million	\$31 million	OFFICE OF THE DIRECTOR
Number of grant dollars managed	\$11.1 million	\$10.6 million	\$11.4 million	OFFICE OF THE DIRECTOR
Number of grant applications	941	945	1638	OFFICE OF THE DIRECTOR
Per capita spending on the arts	\$11.70	\$18.18	\$26	OFFICE OF THE DIRECTOR