

**NATIONAL
ENDOWMENT** for the **ARTS**

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**Appropriations Request
For Fiscal Year 2021**

**Submitted to the Congress
February 2020**

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Overview

The FY 2021 Budget proposes to terminate the National Endowment for the Arts (Arts Endowment). Toward this end, the FY 2021 Budget provides \$30.175 million to begin the orderly closure of the agency. Please see the table below for a breakdown of the request in the table format used by the Appropriation Committee.

National Endowment for the Arts Fiscal Year 2021 Request – Appropriation Committee Format (\$ in thousands)

	FY 2019 Appropriation	FY 2020 Appropriation	FY 2021 Request
Direct Endowment Grants			
Project Support	66,110	70,160	0
Challenge America	<u>7,600</u>	<u>7,600</u>	<u>0</u>
Subtotal	73,710	77,760	0
State & Regional Partnerships			
Basic Plan Support	38,673	40,798	0
Underserved	<u>10,467</u>	<u>11,042</u>	<u>0</u>
Subtotal	49,140	51,840	0
TOTAL PROGRAM	122,850	129,600	0
PROGRAM SUPPORT	1,950	1,950	0
TOTAL PROGRAM & PROGRAM SUPPORT	124,800	131,550	0
SALARIES & EXPENSES	<u>30,200</u>	<u>30,700</u>	<u>30,175</u>
TOTAL REQUEST	155,000	162,250	30,175

Assumptions and Estimated Costs for Agency Shutdown Beginning in FY 2021

The Arts Endowment will fulfill its Federal responsibilities for grants and cooperative agreements awarded prior to FY 2021. While no new grants or cooperative agreements will be made beginning in FY 2021, the Arts Endowment will require funding to support a reduced staffing level and administrative costs needed to effectively shut down operations.

The Arts Endowment is requesting \$30.175 million in FY 2021 for expenses listed in the table below. Estimates provided assume enactment of legislation that initiates termination of Arts Endowment operations on October 1, 2020.

FY 2021 Request (\$ in Thousands)

Cost Category	FY 2021 Request
Personnel	24,015
Real Estate	2,890
Equipment	108
Contracts	1,796
Records Management	275
Finances	1,064
Other	27
TOTAL	30,175

Personnel: \$24,015,000 is requested for the Arts Endowment to support a current staffing level of approximately 160 positions until March 31, 2021, the time estimated by the Office of Personnel Management to carry out a reduction in force (RIF). After the RIF, a reduced staffing level of approximately 68 employees will remain to continue to manage the shutdown of the agency. These employees will be responsible for conducting necessary oversight activities for the more than 5,000 active Arts Endowment grants and up to 36 cooperative agreements whose period of performance extends beyond September 30, 2020. Activities include responding to awardee inquiries, processing payments, and reviewing final reports. Staff also will continue the orderly shutdown of the agency's systems, publications, contractual arrangements, and interagency agreements.

For discontinued employees, all appropriate compensation will be provided, including, but not limited to, severance pay, lump-sum payments for unused annual leave, performance bonuses generated by eligible employees' close-out performance appraisals, and unemployment compensation.

Real Estate: \$2,890,000 is requested for current office space needed to accommodate full staffing for six months and reduced office space for the remainder of the fiscal year to accommodate a staffing level of approximately 68 employees. Per the terms of the occupancy agreement the Arts Endowment has with the General Services Administration, funding is also requested to pay for the unamortized tenant improvements that would have been paid over the life of the lease through FY 2024.

Equipment: \$108,000 is requested to support the supplies and equipment needs of staff members on board in FY 2021.

Contracts: \$1,796,000 is requested for contracts supporting staff operations. The Arts Endowment will terminate contracts where possible. However, with full staff remaining for up to six months and approximately 68 staff remaining for an additional six months, most contracts will need to stay in place, with the possibility for reduction after the RIF.

The Arts Endowment will require either interagency agreements with federal agencies or contracts with non-federal vendors to continue for the following (this is not an exhaustive list):

- IA with the Department of Health and Human Services for Grants.gov
- IA with the National Endowment for the Humanities for the grants management system
- IA with the National Finance Center for payroll processing
- IA with the Department of Homeland Security for guard services
- IA with the Department of Transportation for transit benefits
- IAs to support human resource services, such as the Employee Assistance Program
- Contracts for phone services, copiers, and information technology support services

Records Management: \$275,000 is requested for the transfer of agency records to the National Archives and Records Administration (NARA) or other appropriate storage repositories. Funding also is requested for administrative services required to assist with records management.

Finances: \$1,064,000 is requested to support the interagency agreement the Arts Endowment has with the U.S. Department of Transportation's Enterprise Services Center for an Oracle-based fully-compliant financial system (Delphi). Funding also is requested to support the audit of the agency's FY 2021 financial statements.

Other: \$27,000 is requested to support minimal travel requirements in FY 2021.

Office of Inspector General (OIG)

There is no separate appropriation for the OIG; the OIG's budget is funded within the Arts Endowment's total budget as listed in the table above. The FY 2021 request provides funding for 5 positions through March 31, 2021. A reduced staffing level of 3 employees will remain to continue to manage the shutdown of the agency through the end of FY 2021.

FY 2019 and FY 2020 Accomplishments

The National Endowment for the Arts is the independent federal agency whose funding and support gives Americans the opportunity to participate in the arts, exercise their imaginations, and develop their creative capacities. In FY 2019, the Arts Endowment awarded \$122.381 million to strengthen the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation. We anticipate awarding \$129.600 million in FY 2020. The Arts Endowment extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector.

The National Endowment for the Arts mission is to ensure all Americans have access to the arts no matter where they live. While the arts would continue to thrive in our biggest urban centers, access to the arts would evaporate in many other parts of the country if not for the National Endowment for the Arts. A review of the funding for the arts by the top 1,000 private foundations shows that those private dollars don't reach 65 percent of American counties. In contrast, the National Endowment for the Arts is in 773 more counties than private foundations. That's 25 percent of America where the National Endowment for the Arts provides funding and the top 1000 private foundations do not.

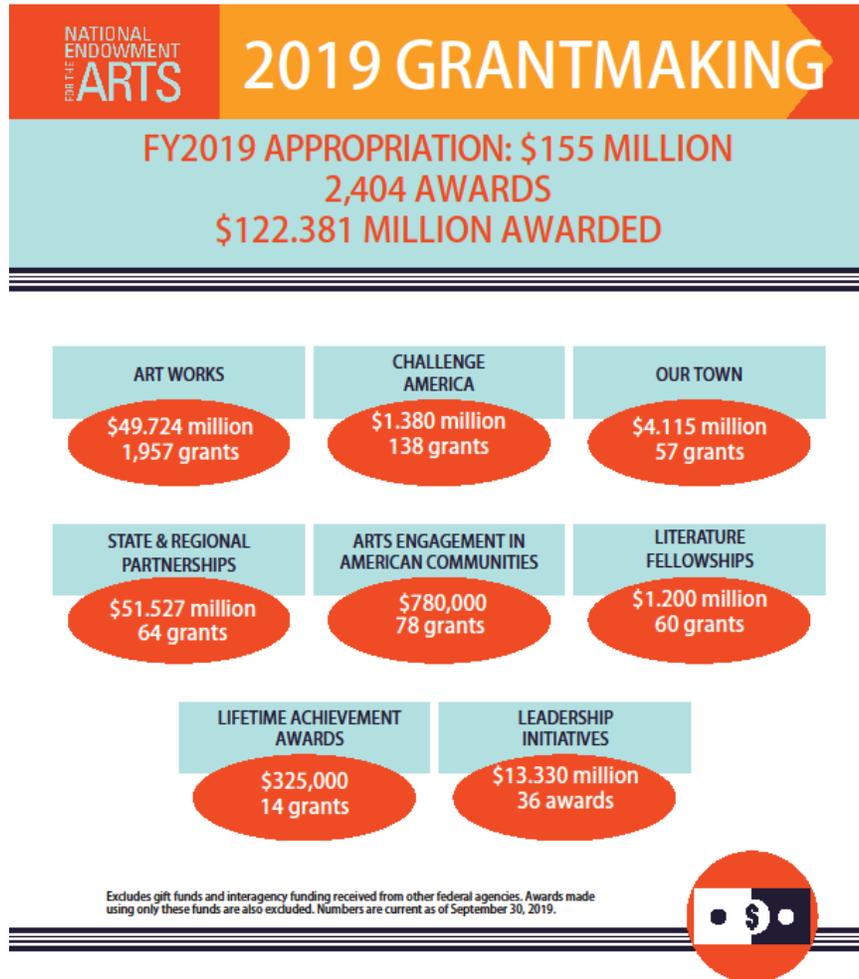
All 435 Congressional Districts benefit from Arts Endowment grants. In FY 2019, Arts Endowment funding:

- Supported our military service members through *Creative Forces: NEA Military Healing Arts Network*, a partnership of the Arts Endowment, the Departments of Defense and Veterans Affairs, and state and local arts agencies.
- Acted as a catalyst to leverage resources for key investments in communities across the nation through more than 2,400 awards made to nonprofit organizations, units of state and local governments, and federally recognized tribal communities and tribes.
- Provided more than \$50 million in federal support for projects that benefit local communities in partnership with the state and jurisdictional arts agencies and regional arts organizations.
- Advanced arts education across the country by funding grants and initiatives, publishing research, and maintaining partnerships that lay the foundation for lifelong learning.

Since its inception, the Arts Endowment has awarded approximately 150,000 grants, including early support for the Vietnam Veterans Memorial design competition, the Sundance Film Festival, Spoleto Festival USA, PBS's *Great Performances* series, and the American Film Institute. For more than five decades, the Arts Endowment has encouraged creativity through support of performances, exhibitions, festivals, artist residencies, and other arts projects throughout the country.

Grantmaking & Reaching Rural and Underserved Areas

In FY 2019, the Arts Endowment made 2,404 programmatic awards, including 2,381 grants, 17 cooperative agreements, and 6 interagency agreements using its appropriated funds. The following graphic provides additional details on our grant-making in FY 2019.



The Arts Endowment awards grants to organizations for exemplary projects supporting public engagement with, and access to, various forms of excellent art across the nation, the creation of art that meets the highest standards of excellence, learning in the arts at all stages of life, and the integration of the arts into the fabric of community life. Projects may be large or small, existing or new, and may take place in any part of the nation’s 50 states, the District of Columbia, and U.S. territories. Typical projects include the documentation and preservation of significant artworks or cultural traditions, the presentation of performances or exhibitions at home or on tour, commissioning and development of new work, arts education projects for prekindergarten through 12th-grade students, the publication and dissemination of work important to the field, and the professional training of artists.

The Arts Endowment role is to make sure all Americans have access to the arts no matter where they live. Among the proudest accomplishments of the Arts Endowment is the growth of arts

activity in areas of the nation that were previously underserved or not served at all, especially in rural and inner-city communities. Often Arts Endowment grants support free performances, as well as reduced ticket prices for those who cannot afford to buy a ticket. A significant percentage of grants benefit those who have fewer opportunities to participate in the arts.

In 2020, the Arts Endowment is looking to reach even more underserved constituencies, encouraging applications from institutions serving Hispanic and African American populations, American Indian and Alaska Native tribes and tribal colleges and universities, and Asian American and Pacific Islander communities. We will continue to reach out and bring the arts to those populations who are limited by geography, ethnicity, economics, or disability.

Highlights of the Arts Endowment's reach include:

- Annually recommending a grant award in all 50 states and every Congressional district.
- 62% of Arts Endowment grants go to small and medium sized organizations, which tend to support projects that benefit audiences that otherwise might not have access to arts programming.
- 43% of Arts Endowment-supported activities take place in high-poverty neighborhoods.
- 22% of Arts Endowment grants go to organizations that reach underserved populations such as veterans, people with disabilities, and people in institutions.
- More than half of Arts Endowment-funded art events take place in locations where the median household income is less than \$50,000.

Arts Endowment-funded arts activities are as diverse as the places that foster them. A therapeutic arts program including in- and after-school dance and theater residencies for children affected by Hurricane Maria in San Juan, Puerto Rico; a multifaceted creative writing and spoken-word poetry program in Baton Rouge, Louisiana, bringing together racially and socioeconomically diverse young people to help foster positive race relations and unify the community; and a traditional tribal art therapy program for youth under the care of the Cherokee Child Welfare foster care system are just a few of the projects funded in FY 2019.

Arts Endowment grants provide a significant return on investment of federal dollars. Based upon historical review of final reports filed by grantees, it is estimated that each \$1 awarded by the Arts Endowment in direct grants to nonprofit organizations will leverage \$9 from other non-federal sources. This results in over \$500 million in matching support, far surpassing the required non-Federal match of at least one to one.

Healing Arts

[*Creative Forces: NEA Military Healing Arts Network*](#) is a national initiative led by the Arts Endowment in partnership with the Departments of Defense, Veterans Affairs, and state and local arts agencies that serves the unique and special needs of military service members and veterans who have been diagnosed with traumatic brain injury and psychological health conditions, as well as their families and caregivers. More than 500,000 men and women of our armed services are living with TBI or PTSD. The program has three components: **creative arts therapies**, which are at the core of patient-centered care in military and veteran

medical facilities, as well as a telehealth program for patients in rural and remote areas; increased **community-based arts** opportunities for military and veteran family populations around clinical site locations; and investments in **capacity-building efforts**, including the development of manuals, training, and research on the impacts and benefits of the treatment methods.

The Arts Endowment funds creative arts therapists, equipment, and supplies at 11 clinical sites across the nation, plus a telehealth program. In clinical settings, creative arts therapists provide art and music therapy, as well as creative writing instruction.

Through *Creative Forces*, creative arts therapists will provide an estimated 16,500 clinical encounters, and serve approximately 3,300 new patients every year. Additionally, a telehealth component reaches patients in rural and remote places. On November 19, 2019, the Arts Endowment and the Department of Veterans Affairs Office of Rural health announced plans to expand the telehealth program from two sites to five, adding sites in Indianapolis, Indiana, Jackson, Mississippi, and Cleveland, Ohio.

Creative Forces Clinical Sites	
Joint Base Elmendorf-Richardson (JBER), Anchorage, AK	Marine Corps Base Camp Lejeune, Jacksonville, NC
Marine Corps Base Camp Pendleton, Oceanside, CA	Fort Hood, TX
Fort Carson, CO	Fort Belvoir, VA
James A. Haley Veterans' Hospital, Tampa, FL	Joint Expeditionary Base, Little Creek, VA
Fort Campbell, KY	Joint Base Lewis-McChord, Tacoma, WA
National Intrepid Center of Excellence (NICoE) at Walter Reed, Bethesda, MD	

In 2019, the Arts Endowment launched the next phase of Creative Forces by funding 10 Community Connection projects at 11 Creative Forces sites to develop community-based arts programs that support wellness and quality of life for military-connected populations. Each project is distinct, reflecting the needs and assets of the different locations. Creative Forces is also investing in capacity-building efforts, including the development of toolkits, training materials, and other resources to support best practices in serving the target populations in both clinical and community settings.

A new study funded by the Arts Endowment reveals that art work created by military service members as part of their medical treatment for psychological health conditions conveys valuable information for doctors. This benefit is especially important for patients who struggle to express their thoughts and feelings. The study, [*Observational study of associations between visual imagery and measures of depression, anxiety and post-traumatic stress among active-duty military service members with traumatic brain injury at the Walter Reed National Military Medical Center*](#), examined masks created by 370 service members in creative arts therapy sessions that were part of their integrative care. Researchers identified and correlated themes observed in those masks with psychological diagnoses.

In another research development, the Arts Endowment posted a framework document that maps new research priorities for *Creative Forces*. Both the new study and the research framework aim to extend knowledge about how, when, and why creative arts therapies improve health for patients coping with the effects of their wartime experiences.

Capacity-building efforts also continue to expand including the development of manuals and training, and through advancing research on the impacts and benefits of the treatment methods delivered in clinical settings. The [*Creative Forces Clinical Research: A Strategic Framework and Five-Year Agenda \(2018-2022\)*](#) report was published in the summer of 2018 to build upon six previously published *Creative Forces* clinical research papers and scholarly manuscripts. Capacity-building support for stakeholders across the Network also will continue through the design and implementation of the National Resource Center/Enterprise Software Platform. Features and services of these online support tools will help manage knowledge distribution; support consistent delivery of clinical treatment; coordinate research; facilitate data collection; manage local community arts asset mapping; and support training, collaboration and distance learning efforts for stakeholders across the clinical and community Network.

Support for States

The Arts Endowment extends its influence through state arts agencies (SAAs) and regional arts organizations (RAOs), ensuring that programs reach even the smallest communities in remote rural areas. By Congressional statute, 40 percent of the Arts Endowment's grantmaking funds are allocated to the 50 states, six special jurisdictions, and six RAOs. State governments match the federal Arts Endowment grant dollars to create additional investments that support programs and initiatives that respond to constituent needs in arts education, organizational and community development, preservation of diverse cultures, and providing access to the arts. In recent years, more than 4,400 communities have been served each year through grants made possible by partnership agreements with SAAs and RAOs.

Collaboration with the SAAs and RAOs extends beyond just grantmaking. The Arts Endowment's *Poetry Out Loud* initiative relies on our SAA partners to conduct outreach to schools and educators. Likewise, for *Creative Forces*, SAAs are helping to build a support network of state, regional, and local partners that provide community-based arts activities for military and veteran families in states where military medical sites are operating.

Arts and the Economy

The Arts Endowment and the Bureau of Economic Analysis created the first-ever Arts and Cultural Production Satellite Account (ACPSA) in 2013 to measure arts and cultural contributions to the gross domestic product (GDP). The [most recent estimates](#) showcase the long-term contributions of the arts to the GDP of this nation, specifically covering the period from 1998 to 2016. Among the new findings released on March 19, 2019 are:

- The arts and cultural production contributed more than \$804.2 billion to the U.S. economy in 2016, representing 4.3 percent of the GDP.

- The arts added nearly five times more to the U.S. economy than the agriculture sector and \$227 billion more than transportation or warehousing.
- 4.9 million workers were employed in the production of arts and cultural goods, receiving more than \$370 billion in compensation.
- The arts trended positively between 2014 and 2016 with an average growth rate of 4.16 percent, nearly double the 2.22 percent growth rate of the total U.S. economy.
- The U.S. exports roughly \$25 billion more in arts and cultural goods than it imports, resulting in a trade surplus.

In June 2017 Americans for the Arts issued [Arts & Economic Prosperity 5 \(AEP5\)](#), which is their fifth economic impact study of the nation’s nonprofit arts and cultural organizations and their audiences. Nationally, the nonprofit arts industry generated \$166.3 billion of economic activity in 2015 – \$63.8 billion in spending by arts and cultural organizations, and an additional \$102.5 billion in events-related expenditures by their audiences. This activity supported 4.6 million jobs and generated \$27.5 billion in revenue to local, state, and federal governments.

This research demonstrates that the arts nationally, through support and guidance from the Arts Endowment, provide both cultural and economic benefits.

Partnerships

In addition to the work discussed above, the Arts Endowment has continued to grow its partnerships with other Federal agencies, state and local governments, state and regional arts agencies, and private nonprofits on projects that provide opportunities for Americans to experience quality arts programming throughout the country. These include, but are not limited to:

National Initiative	Partners	Impact
<p><u>Citizens’ Institute on Rural Design (CIRD)</u> A national program providing funding and technical assistance to small towns and rural communities to host community workshops to address challenges related to economic vitality and quality of life by employing design solutions.</p>	<ul style="list-style-type: none"> • Housing Assistance Council • Buildingcommunity WORKSHOP 	<p>Established in 1991, <i>CIRD</i> has convened more than 80 workshops in all regions of the country with results that range from strengthened local economies, enhanced rural character, the leveraging of cultural assets, and the design of recreational trails.</p>

National Initiative	Partners	Impact
<p><u>Blue Star Museums</u> A national program in which more than 2,000 museums participate providing free admission to the nation’s active-duty military personnel and their families, including National Guard and Reserve, from Memorial Day weekend through Labor Day.</p>	<ul style="list-style-type: none"> • Department of Defense • Blue Star Families 	<p>Annually reaches on average more than 856,000 military members and their families.</p>
<p><u>Shakespeare in American Communities</u> A national theater program bringing performances and related educational activities to audiences across the country.</p>	<p>Arts Midwest</p>	<p>Since 2003, introduced 2.9 million middle and high school students to the power of live theater and the masterpieces of William Shakespeare through performances and educational activities. 111 theater companies across the United States have taken part. 11,800 performances and more than 45,000 related educational activities at more than 10,000 schools and juvenile justice facilities in 4,400 communities in all 50 states, the District of Columbia, and the U.S. Virgin Islands.</p>
<p><u>NEA Big Read</u> A national literature program broadening our understanding of our world, our communities, and ourselves through the joy of sharing a good book.</p>	<p>Arts Midwest</p>	<p>Annually supports approximately 75 dynamic community reading programs, each designed around a single <i>NEA Big Read</i> selection. Since its inception in 2006, funded more than 1,500 programs, providing more than \$21 million in grants to organizations nationwide. In turn, these organizations have leveraged nearly \$50 million in local funding to support their <i>NEA Big Read</i> programs. More than 5.7 million Americans have attended an <i>NEA Big Read</i> event, approximately 92,000 volunteers have participated at the local level, and over 40,000 community organizations have partnered to make <i>NEA Big Read</i> activities possible.</p>

National Initiative	Partners	Impact
<p><u>Poetry Out Loud</u> A national arts education program that encourages high school students to learn about great poetry through memorization and performance. This program helps students master public speaking skills, build self-confidence, and learn about literary history and contemporary life.</p>	<ul style="list-style-type: none"> • Poetry Foundation • State Arts Agencies • Mid Atlantic Arts Foundation 	Annually serves more than 300,000 students from every state, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands during the school year. Since its start in 2005, more than 3.8 million students and 60,000 teachers from more than 16,000 high schools have participated in <i>Poetry Out Loud</i> nationwide.
<p><u>Mayors' Institute on City Design (MICD)</u> A national program bringing mayors and design experts together to solve case studies of critical urban design challenges brought by participating mayors.</p>	United States Conference of Mayors	Since 1986, helped prepare more than 1,100 mayors to be the chief urban designers of their cities and connected more than 700 design and development professionals to local governance.
<p><u>Musical Theater Songwriting Challenge</u> A national competition for high school students who have a passion for writing songs that could be part of a musical theater production.</p>	<ul style="list-style-type: none"> • The American Theatre Wing • Samuel French, Inc. • Disney Theatrical Productions 	Launched as a pilot program in 2016 and expanded nationally in 2017, pairs six national finalists with professional musical theater artists to develop the students' original song into a Broadway-stage-ready composition. All finalists have their song published. Nearly 170 applications were submitted by high school students in 40 states during the 2019 program cycle.

Disaster Recovery

The Arts Endowment continues to provide support in the recovery of the arts and cultural communities devastated by major disasters. In FY 2018, the Arts Endowment provided financial support in the wake of Hurricanes Harvey, Irma, and Maria in the regions designated major disaster areas by the Federal Emergency Management Agency (FEMA) in Texas, Florida, Puerto Rico, and the U.S. Virgin Islands. Since FY 2018 the Arts Endowment has served as a member agency in the federal Natural and Cultural Resources Recovery Support Function (NCRSSF), working in coordination with other federal agencies, such as FEMA and the Department of Interior, to help recovery within the arts and cultural sector. Through these multiple approaches, the Arts Endowment has been able to provide financial support, technical and policy assistance, and leadership.

Arts Education

The Arts Endowment arts education grant program is focused on pre-K to 12th-grade students, the educators and civic leaders who support them, and the schools and communities that serve them. The arts also play a significant role in equalizing educational opportunities; students with an education rich in the arts have higher GPAs and standardized test scores, lower drop-out rates, and even better attitudes about community service – benefits reaped by students regardless of socioeconomic status.¹

- The Arts Endowment’s direct learning grants increase student knowledge and skills in the arts, helping them reach their full potential. Trends across recommended direct learning projects include addressing the impact of trauma on youth; providing opportunities for urban and rural youth to increase arts skills and knowledge over multiple years of programming; removing barriers to arts participation for youth in low socioeconomic neighborhoods; building partnerships with parents/guardians and the local community; and supporting high school graduation and college readiness efforts.
- The Arts Endowment’s professional development projects build the capacity of urban and rural classroom teachers and teaching artists to effectively teach and measure student learning in the arts. Professional Development includes summer institutes, on-site workshops over the course of the school year and ongoing meetings of small groups of educators to share effective practices, and webinars.
- The Arts Endowment collective impact projects work to ensure that millions of students have opportunities to study the arts, thereby transforming schools, school districts, and communities.

The Arts Endowment, in partnership with the U.S. Department of Education, supports the [Arts Education Partnership](#) (AEP). Established in 1995, the AEP, a center within the Education Commission of the States (ECS), believes informed policymakers create better education policy. AEP serves as a partner to state policymakers by providing arts education research, reports, personalized support, and opportunities to convene within states and across states to interact and learn from one another. The AEP works with state leaders to advance the [2020 Action Agenda for Advancing the Arts in Education](#), and promotes AEP’s mission to ensure that every child has access to a complete and competitive education that includes the arts.

Research

Research into the value and impact of the arts is a core function of the Arts Endowment. Through accurate, relevant, and timely analyses and reports, the Arts Endowment reveals the conditions and characteristics of the U.S. arts ecosystem and the impact of the arts on our everyday lives. The Arts Endowment is the national agency of record for arts-related research, examples include:

¹ National Endowment for the Arts, *The Arts and Achievement in At-Risk Youth: Findings from Four Longitudinal Studies* (2012).

- In February 2019, the Arts Endowment published [The Arts in Neighborhood Choice](#), based on analysis of the 2015 American Housing Survey—specifically an arts module that was co-authored by researchers at the Arts Endowment and the U.S. Department of Housing and Urban Development. The report enumerates and describes adults who value living near arts/cultural venues. It also reports data on householders who cited greater access to arts venues as a reason for having moved to their present location, and who affirmed neighborhood benefits from those venues.
- In April 2019, the Arts Endowment released the third in a series of research reports describing the arts ecosystem in the United States. [Artists and Other Cultural Workers: A Statistical Portrait](#) incorporates data from six federal sources examining employment trends, demographic characteristics, earnings, and other attributes of those working in the arts and cultural sector. This series of reports improves public understanding of how arts and culture are integral to everyday life.

The Arts Endowment is collaborating with the National Institutes of Health and the Kennedy Center to support [Sound Health](#). Launched in 2016, Sound Health is an initiative to expand understanding of the connections between music and wellness: how music is processed by our brain, how it might impact our development, and how in some cases it might be used as a medical intervention for patients with a variety of conditions.

Through our *Research: Art Works* grant category, the Arts Endowment supports research that investigates the value and/or impact of the arts, either as individual components of the U.S. arts ecology or as they interact with each other and/or with other domains of American life. This program seeks to heighten the relevance and significance of arts-related research to policy and practice.

Through the [NEA Research Labs](#) program, the Arts Endowment seeks to cultivate a series of transdisciplinary research partnerships, grounded in the social and behavioral sciences to produce and report empirical insights about the arts for the benefit of the arts and non-arts sectors alike. The five research labs funded in FY 2019 support research into improving social and emotional well-being and enhancing cognition and learning through the arts.

The Arts Endowment spearheads partnerships with other federal agencies to investigate areas of common interest. Since 2011, the Arts Endowment has convened an [Arts and Human Development Task Force](#), a coalition of representatives from 20 federal entities, to encourage more and better research on how the arts can help people reach their full potential at all stages of life.

Creative Placemaking

The Arts Endowment's [Our Town](#) grant program supports creative placemaking projects that help to transform communities into lively, beautiful, and sustainable places with the arts at their core. Creative placemaking refers to the process in which artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work such as land-use, transportation, economic development, and housing. Arts

Endowment funding supports local efforts to enhance quality of life and opportunity for existing residents, increase creative activity, and create a distinct sense of place. Awarded grants represent a mix of urban, tribal, suburban, and rural communities.

Our Town grants support a range of arts engagement, design, and cultural planning projects that encompass nearly every artistic discipline at the Arts Endowment. Communities are turning to the arts and cultural sector to bring new attention to key community assets and issues, connect people with place, and inject new energy and creative problem solving with a focus on the future. *Our Town* grants promote cross-sector partnerships and systems change, paving the way for long-term sustained support and recognition of arts and culture as integral to every phase of community development. For example, in Granite Falls, Minnesota (population 3,525), the city will establish an artist residency program within local government. The program is the first of its kind in a small, rural setting, and has the potential to serve as a national model for other small communities to replicate; placing an artist in direct collaboration with city employees to serve residents. In the Mohawk Nation at Akwesasne, the Saint Regis Mohawk Tribe will undertake a project to engage local artists and designers to develop public art and architecture that reflects Akwesasne Mohawk culture. This project is part of a broader strategy for the community to reclaim their cultural heritage with representation in the built environment. In Savannah, Georgia, Deep Center, a non-profit arts organization, is partnering with the city on a project to engage artists, youth, and leaders in the local juvenile justice system through writing, art-making, temporary public art, and storytelling. The ultimate goal is to build community trust and new relationships through the arts that ultimately empower youth and facilitate understanding among them and the juvenile justice system.

All *Our Town* grant awards are made to partnerships that consist of at least one nonprofit organization and a local government entity. Each grant speaks to the role of arts practitioners and partners in improving the quality of life across a range of geographies and community types. Many communities have used these grants to support multi-partner, anchor investments in their communities' future, with the projects' artistic and creative interventions addressing a wide range of community challenges, such as improving public safety, stimulating the local economy, promoting healthier living, and strengthening transit access and public space.

Support for Historically Black Colleges and Universities

The Arts Endowment continues to be an active member of the White House Initiative for Historically Black Colleges and Universities (HBCUs) and continues to focus its work on “strengthening HBCUs’ ability to participate in Federal programs and exploring new ways of improving the relationship between the Federal Government and HBCUs” (section 2 of the President’s Executive Order on the White House Initiative to Promote Excellence and Innovation at Historically Black Colleges and Universities). The foundation of the agency’s efforts is direct outreach to HBCUs and in-person meetings between Arts Endowment staff and HBCU representatives on HBCU campuses. Arts Endowment staff have met with 28 HBCUs to date. These outreach efforts were bolstered by new language added to the Arts Endowment’s FY 2020 grant guidelines, wherein the agency specifically encourages applications from HBCUs.

In addition, the Arts Endowment recruited students for a summer Arts and Culture Internship for HBCUs. The inaugural 2019 internship brought three students to the Arts Endowment, where through their work they gained valuable experience in government and federal arts and culture policy and administration. The students attend Alabama A&M University, Bowie State University, and the University of the District of Columbia. As a result of their work, the agency now has a catalogue of arts and culture resources, faculty, classes, and program offerings for every HBCU, which will help the agency strategically target outreach as it moves forward.

The Arts Endowment is also co-hosting *Dream It – Achieve It: Federal Cultural Funding Opportunities for HBCUs*. This day-and-a-half convening is a new program track within the White House Initiative’s 2019 annual conference. The convening, to be held September 10-11, 2019, is in partnership with the National Endowment for the Humanities, the Institute of Museum and Library Services, the Advisory Council for Historic Preservation, and the U.S. Department of Education. Through this first-of-its-kind partnership for HBCUs, *Dream It – Achieve It* participants will learn about the funding opportunities available within the arts, culture, and humanities sectors at the federal level, learn how to prepare successful grant applications during one-on-one conversations, and find out about career opportunities for students in arts and humanities majors.

Johnathan Holifield, Executive Director of the White House Initiative on HBCUs, acknowledged and celebrated the efforts of the Arts Endowment to engage HBCUs by sharing the agency’s HBCU strategy as an example of a best practice for Federal engagement with HBCUs.

Criminal Justice Reform

The Arts Endowment supports the President’s vision to reduce crime, enhance public safety, and provide those who have engaged in criminal activity with greater opportunities to lead productive lives. A growing body of research indicates that arts programs in justice facilities can help reduce recidivism rates, increase self-esteem, and improve social interactions and emotional health. The Arts Endowment’s national initiative *Shakespeare in American Communities* engages youths within the juvenile justice system with the works of Shakespeare through theater education programs. Theater companies and organizations across the nation partner with the juvenile justice system to reach youths, through juvenile facilities or detention centers, educational schools/programs specifically for juvenile offenders or incarcerated youths, court-appointed programs, short- or long-term treatment centers, or transitions centers. The Arts Endowment also partners with the Department of Justice, Federal Bureau of Prisons to provide an artist-in-residence program at individual correctional institutions within the federal prison system. Writing instructors conduct classes in creative writing to include fiction, creative non-fiction, poetry, memoir, and/or other types of writing. These classes can provide positive outcomes for rehabilitation, including reduced recidivism, increased prison safety and security, and improved emotional well-being for inmates.

Convenings

By leveraging strategic partnerships and engaging expert consultants, the Arts Endowment is able to conduct workshops, forums, and convenings to address important and emerging issues in the arts. For example, in October 2018, the Arts Endowment hosted the national convening *Close Listening: A National Case for the Value & Impact of Folk & Traditional Arts*.

Participants included folk and traditional arts organizations, practitioners, and programs from 44 states, two territories, and the District of Columbia. The convening included discussions on the innovations, challenges, and priorities of the field as articulated by organizations large and small, as well as individual traditional artists.

Promoting the Arts

The Arts Endowment promotes the arts in the United States. Our efforts include:

- Commissioning and disseminating arts-based research.
- Offering free resources on our website, including hundreds of [podcasts](#) with artists, including recipients of the NEA Jazz Masters Fellowships, NEA National Heritage Fellowships, and the National Medal of Arts.
- Producing the quarterly magazine [NEA Arts](#), featuring stories on artists and arts organizations from across the country, discussions on trending arts issues, as well as online audio and video features.
- Sharing stories about the arts in U.S communities on the [Art Works blog](#) and through social media channels like Facebook, Twitter, YouTube, and Instagram.

Good Accounting Obligation in Government Act

In accordance with the Good Accounting Obligation in Government Act (P.L. 115-414), we are reporting the following:

- No public recommendations of the Government Accountability Office to report.
- In regards to public recommendations for corrective action from the NEA's Office of Inspector General, we have no financial recommendations in a status of "open" or "closed, unimplemented" for a period exceeding one year preceding the submission of this budget justification.

We review and consider the appropriate action to take for recommendations from the Government Accountability Office and the agency's Office of Inspector General. It is our intent to implement corrective action to recommendations as quickly as possible within financial and human resources constraints. We are currently working on corrective actions in response to public recommendations from the NEA's Office of Inspector General reported during the audit of the agency.



**Fiscal Year 2019
Annual Performance Report**

and

**Fiscal Years 2020 and 2021
Annual Performance Plan**

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INTRODUCTION

The Fiscal Year (FY) 2019 Annual Performance Report (APR) and the FY 2020-2021 Annual Performance Plan (APP) supports the National Endowment for the Arts Strategic Plan: 2018-2022. The Strategic Plan outlines the agency's strategic goals and objectives and the means and strategies to accomplish them. The APR and APP set out performance goals and indicators in support of the strategic objectives.

This FY 2021 APP is presented in the context of the Administration's budget request for FY 2021, which seeks to eliminate the Arts Endowment. The budget seeks only enough funds to support an orderly termination of the Arts Endowment's operations and grant obligations. This budget request notwithstanding, the Arts Endowment is expected to meet the statutory requirements of the Government Performance and Results Modernization Act, which calls for the preparation and publication of updated strategic and performance plans "not later than the first Monday in February of any year in which the term of the President commences..."

For planning purposes only, the performance plan presented (as well as the plan's associated strategic plan) assumes that the Arts Endowment's operations will continue at a level commensurate with recent Congressional appropriations.

AGENCY AND MISSION INFORMATION

“The arts . . . belong to all the people of the United States.”²

As the premier arts agency of the U.S. government, the National Endowment for the Arts has established itself as a vital and sustaining force in American culture, committed to serving all Americans by bringing the arts into their lives, schools, and communities.

Over the past 50 years, the Arts Endowment has become the largest funder of the arts and arts education nationwide and, as a catalyst of public and private support for the arts, an essential institution. Established by Congress in 1965, the agency annually awards an average of approximately 2,300 grants and cooperative agreements exceeding \$117 million, funding the arts in all 50 states and six U.S. jurisdictions, including rural and urban areas, and reaching civilian and military populations. The Arts Endowment also exercises leadership through targeted support of key initiatives, research and evaluation, and domestic and international partnerships. An organizational chart detailing the structure of the agency is presented following this section.

Arts Endowment grantees include nonprofit organizations; units of state and local government; federally recognized tribal communities or tribes; and, where permitted, individuals. The agency awards dollar-for-dollar matching grants to support exemplary projects in the following areas:

Accessibility	Museums
Artist Communities	Music
Arts Education	Musical Theater
Dance	Opera
Design & Creative Placemaking	Presenting & Multidisciplinary Works
Folk and Traditional Arts	Research
International	State & Regional Arts Organizations
Literary Arts	Theater
Local Arts Agencies	Visual Arts
Media Arts	

All grant applications to the Arts Endowment are reviewed on the basis of artistic excellence and artistic merit. Applications generally receive three levels of review. First, they are evaluated by advisory panels composed of a diverse group of disciplinary experts and other individuals,

² National Foundation on the Arts and the Humanities Act of 1965, as amended

including at least one knowledgeable layperson. Panels make recommendations that are forwarded to the National Council on the Arts.

The National Council on the Arts, the agency's standing advisory body, is comprised of nationally and internationally renowned artists, distinguished scholars, and arts patrons appointed by the President and confirmed by the Senate. The Council also includes non-voting Congressional members that are appointed by Senate and House leadership from both sides of the aisle. The Council reviews and votes to approve or reject the applications. Its recommendations for funding are sent to the Arts Endowment chairman, who reviews those applications and makes the final decision on all grant awards.

By law, 40 percent of the Arts Endowment's grant-making dollars are awarded to the nation's 56 state and jurisdictional arts agencies (SAAs) and the six regional arts organizations (RAOs). These funds are administered through Partnership Agreements with the SAAs and RAOs—an investment that catalyzes arts projects in thousands of communities across the country. Partnership Agreements allow the Arts Endowment to build and sustain local capacity for planning, programming, evaluation, and communications.

Through these agreements, moreover, the Arts Endowment supports creation and implementation of statewide and region-wide plans for strengthening arts education and fostering the arts in underserved communities. Each plan reflects the priorities of the state's or region's citizens, whose views are solicited by each SAA/RAO through public hearings.

Together with the dollars that the Arts Endowment's grants routinely leverage, the agreements vastly extend the agency's reach and impact, aligning national leadership with local benefits. These partners are critical to the agency's ability to fulfill its mission.

Mission: To strengthen the creative capacity of our communities by providing all Americans with diverse opportunities for arts participation.

The mission of the National Endowment for the Arts is based on an abiding conviction that the arts play an integral role in national life and public discourse. The first half of the statement refers to the agency's deep-rooted investment in the artistic and creative assets of diverse places and people throughout the country. The Arts Endowment is committed to helping organizations that seek to leverage these assets more effectively as part of a comprehensive strategy to integrate the arts into the fabric of community life.

The second half identifies the need to reach every individual with multiple channels for engaging with artistic excellence, thus improving the likelihood that Americans from all backgrounds will benefit directly from the Arts Endowment's activities.

The inspirational values of artistic excellence and creativity that define the agency's role within the federal government and the nation are articulated by the National Foundation on the Arts and Humanities Act of 1965, as amended. These “Declarations of Findings and Purposes” include:

- “An advanced civilization must not limit its efforts to science and technology alone, but must give full value and support to the other branches of scholarly and cultural activity in

order to achieve a better understanding of the past, a better analysis of the present, and a better view of the future.”

- “Democracy demands wisdom and vision in its citizens. It must therefore foster and support a form of education, and access to the arts...designed to make people of all backgrounds and wherever located masters of their technology and not its unthinking servants.”
- "While no government can call a great artist or scholar into existence, it is necessary and appropriate for the federal government to help create and sustain not only a climate encouraging freedom of thought, imagination, and inquiry but also the material conditions facilitating the release of this creative talent."
- “To fulfill its educational mission, achieve an orderly continuation of free society, and provide models of excellence to the American people, the federal government must transmit the achievement and values of civilization from the past via the present to the future, and make widely available the greatest achievements of art.”

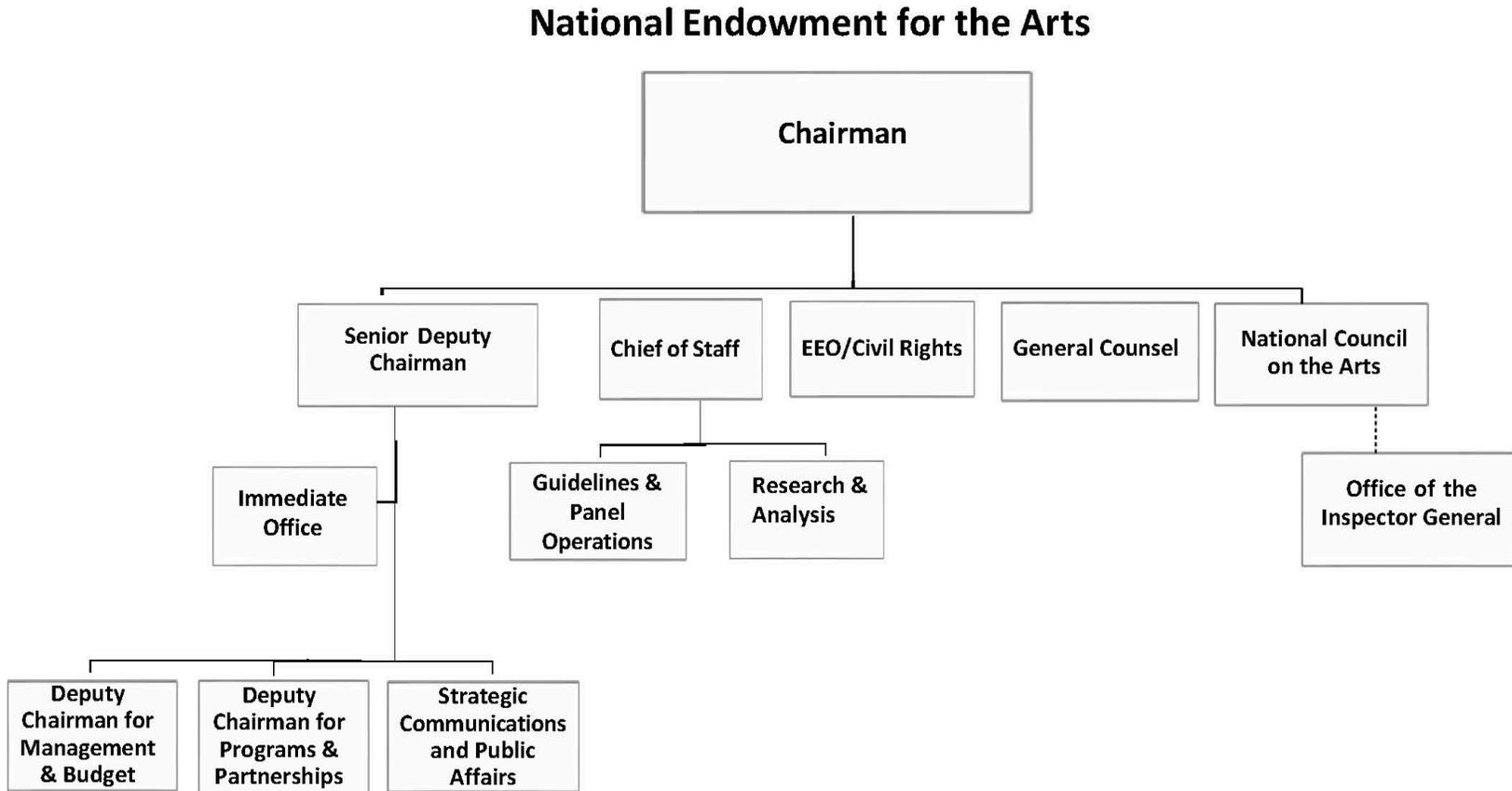
The Arts Endowment's vision statement rests on those enduring claims. The arts allow Americans to dream of fresh possibilities and to expand their horizons as thinkers and citizens in a world of complex ideas and technologies, as well as to contribute to the cultural legacy of the nation. Access to imagination and artistic creativity is an inherent good; it also can awaken the potential for a better quality of life. Engagement with the arts will allow Americans to fully realize their creative and imaginative potential as individuals and as communities.

Vision Statement: A nation in which every American benefits from arts engagement, and every community recognizes and celebrates its aspirations and achievements through the arts.

The agency’s goals, and the objectives and strategies to achieve them, including cross-agency collaborations, are detailed in The National Endowment for the Arts Strategic Plan, Fiscal Years 2018-2022, which was issued in February 2018 and published [online](#). The FY 2020 APP, which can be found on the agency’s [website](#) as part of the Appropriations Request for Fiscal Year 2020, was based on the Strategic Plan and described the performance goals and indicators necessary to assess the agency’s progress in accomplishing its strategic objectives. The plan also described planned actions and milestones to address the agency’s management priority, research and evaluation activities that supported the development of the annual performance plan and strategic plan, and information on data validation and verification.

The FY 2019 APR reports on the progress of the National Endowment for the Arts’ FY 2018-2022 Strategic Plan. The Strategic Plan outlines the agency’s strategic goals and objectives and the means and strategies to accomplish them. The APR reports on the performance goals and indicators in support of the strategic objectives. Performance and other indicators, prior year data, and current status have been provided below for each strategic objective.

Fig. 1. National Endowment for the Arts Organizational Structure



DATA SOURCES, VALIDATION & VERIFICATION

Since this is the second reporting year for the agency's new APP based on its FY 2018-2022 Strategic Plan, some measures have limited historical data available for reporting. The agency also must omit reporting for a few indicators due to new data collections underway.

For performance indicators, FY 2020 and FY 2021 targets are established from baseline data collections reported in this APR with the exception of those few indicators not reported this year.

Data Sources

Data sources for performance reporting include both external data collections and internal administrative data. These data are tracked and maintained in separate systems, including spreadsheets. Following review by the providing office, data are collected, reviewed, integrated, and maintained by the Arts Endowment's Office of Research & Analysis (ORA). The sources of data (and corresponding acronyms) used most frequently in this document are as follows:

FDR – Final Descriptive Report. At the completion of each grant, each grantee submits a Final Descriptive Report to the agency, which includes data pertaining to many of the agency's strategic objectives. FDR data are reported as filed by grantees and have not been subject to independent verification.

eGMS – Grants Management System. This is the agency's internal Grants Management System, which tracks basic administrative data on the agency's grant-making activities, including counts of applications received and grants awarded. In FY 2018, the agency transitioned its grant records from an older GMS system to an online platform developed in collaboration with the National Endowment for the Humanities; due to this transition, different methods of extracting and filtering grant award data were instituted, which has introduced slight differences in counts of grant awards made in FY 2018 and earlier and those made in FY 2019 and later.³

SPPA – Survey of Public Participation in the Arts. The SPPA is a comprehensive and detailed survey conducted by the U.S. Census Bureau every five years (as part of that agency's household surveys) and provides insight into the nature and extent of Americans' participation in the arts. The most recent survey took place in 2017.

ABS – Arts Basic Survey. The ABS, previously known as the Annual Arts Basic Survey, is also conducted by the Census Bureau as a supplement to their Current Population Survey and features selected summary questions drawn from the SPPA. Although less detailed than the larger survey, the ABS has provided estimates of Americans' participation in the arts during years in which the SPPA is not administered.

³ In the GMS system, the filter "Grant" was used to identify direct grant awards. For calculating FY 2019 application and direct grant award counts for Strategic Goals 1 through 3, data were filtered to remove cooperative agreements, duplicate, incomplete, and ineligible applications, withdrawn and terminated awards, fellowships, and national initiatives; for Strategic Goals 1 and 2, state and regional partnerships were also removed. While awards made to State and Regional Partnerships are included in eGMS, data on sub-awards made by those Partnerships are not reported.

Throughout this document, data are reported through FY 2019 unless otherwise noted. A significant exception is FDR data. The most recent data available from grantees' FDRs are from FY 2018, due to a lag occurring from the time of the agency's award of a grant to the conclusion of the grant and extending to the grantee's submission of the FDR. For example, if a grant award is made in FY 2015 and the performance period is one year, then the FDR from that grant will not have been submitted for up to 90 days into FY 2016. Accounting for this delay, FDR data are reported here by the fiscal year in which the respective grants were awarded, not by the date of FDR receipt. With reference to the example above, the FDR data are captured in FY 2015 because that is the year in which the grant was awarded.

Because of the delay in receipt of FDR data, it is important to identify the overall percentage of FDRs received to date in order to establish the context for these indicators. The following table provides this information for the performance period reported throughout this document. Given that only 54% of FDRs have been received for grants awarded in FY 2018, counts throughout this report for FY 2018 may be low in comparison to FY 2015 through FY 2017. FDR data from FY 2019 was excluded from this report due to the very low response rate (8%).

Number and Percentage of FDRs Received – 2015 - 2019					
	2015	2016	2017	2018	2019
Number of FDRs Received	2,096	2,084	1,992	1,164	182
Percentage Received	98%	93%	87%	54%	8%

Data Validation and Verification

The Arts Endowment ensures the accuracy and reliability of the performance data in its APR in accordance with the five data quality specifications in the GPRA Modernization Act of 2010 for:

- **Means used to verify and validate measured values:** All performance data reported in the APR are subject to internal data verification and validation by the agency's ORA. A key component of data validation is agency staff consultation. Agency staff are consulted during indicator development to assess whether data collected and measures are a true reflection of the performance being measured and have a clear relationship to the mission and strategic objectives of the agency. Data verification procedures are in place to assess data accuracy, completeness, consistency, and availability. The Arts Endowment creates an internal guidance document for performance measure reporting, including in a detailed matrix its indicators, data sources, analytical methods (including formulas), and verification procedures specific to individual indicators. Prior to indicator analysis and reporting, ORA review datasets for completeness; missing data are identified and reported in the APR. Methods for handling anomalous data are established and used. In some cases, data are re-checked against source information (e.g., FDR). Confirmatory analyses are then undertaken.
- **Level of accuracy required for the intended use of data:** Performance data reported in the APR are used for management purposes, as a representative indicator of progress in relation to an established target or goal. The accuracy of the data is that which is considered necessary, for discussion purposes, to provide a reasonable representation of

progress made relative to a target or goal, enabling the Arts Endowment senior management to determine if progress is adequate.

- **Limitations to the data at the required level of accuracy:** Arts Endowment performance data are subject to potential errors from: the use of estimations and extrapolations, especially where direct measurement is impractical and/or considered too costly; incomplete data; or incorrect coding of grant awards to strategic objectives. The most significant limitation related to grant report data is the self-reported nature of data. As noted above, grant data are reported as submitted by grantees and are not independently verified. In addition, since grantee report data must be extracted from PDF forms and converted into a dataset, data inaccuracies due to programming errors is possible. See Management Priority on page 58 for more information on efforts to improve the quality of grants data reporting.
- **How the agency has compensated for such limitations if needed to reach the required level of accuracy:** The measurement procedures for each performance measure used in the APR will be described in accompanying documentation. Submitted data are reviewed according to the scope and nature of the activity and in the context of other information to gauge accuracy. Following review and verification by the submitting office, the data are reviewed within their corresponding trends and programmatic contexts by the ORA to determine if further review is needed to adjust or correct the reported data before publication. Senior management and leadership consider this level of accuracy to be acceptable in their use of the data. Prior experience with using the data, and with assessing historical trends and programmatic contexts, suggest that any limitations are minor and that compensating measures are unnecessary.

ANNUAL PERFORMANCE REPORT AND PLAN

STRATEGIC GOAL 1

Support Art that Meets the Highest Standards of Excellence

Throughout its history, the United States of America has exemplified ingenuity and inventiveness in such diverse fields as science, engineering, agriculture, medicine, commerce, and information technology. But our nation’s advances in artistic excellence and innovation have been no less profound or transformative.

American artworks are recognized and celebrated worldwide. American artists have made indelible contributions such as original plays and literature; music and dance compositions; paintings, sculpture, and craft arts; films, video, and photography; and architecture and design. The National Endowment for the Arts exists to support art that meets the highest standards of excellence—whether such projects involve celebrating artistic and cultural traditions, creating original artworks, or strengthening the nation’s cultural infrastructure.

The following table shows the percentage of direct grants that the Arts Endowment has awarded with the intent of supporting art that meets the highest standards of excellence.

Strategic Goal 1: Support Art that Meets the Highest Standards of Excellence.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.a	Percentage of direct grants awarded by the Arts Endowment with the intent of supporting goal 1.	19.78%	20.64%	18.26%	16.70%	23.63%

Source: eGMS

As seen from the table above, an average of 19.8% of direct grants per year are awarded by the Arts Endowment with the intent of supporting art that meets the highest standards of excellence. These percentages range from nearly 17% to 24% over the span of five years. In FY19, internal guidelines for coding grant goals and outcomes were improved, which might account for the change in percentage detected in this year.

The direct grants awarded by the Arts Endowment with the intent to support art that meets the highest standards of excellence are awarded across a variety of artistic disciplines with the funds provided. Only disciplines with award activity are presented in the table that follows.

Strategic Goal 1: Support Art that Meets the Highest Standards of Excellence.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.b	The percentage of direct grants awarded by artistic discipline by the Arts Endowment with the intent of supporting Goal 1.					
	<i>Artist Communities</i>	84.85%	90.70%	100.00%	97.50%	100.00%
	<i>Challenge America</i>	N/A	N/A	N/A	N/A	6.57%
	<i>Creativity Connects*</i>	N/A	N/A	10.81%	25.71%	N/A
	<i>Dance</i>	41.51%	38.75%	34.94%	24.54%	37.71%
	<i>Design</i>	8.26%	9.84%	5.97%	5.41%	7.77%
	<i>Folk & Traditional Arts</i>	10.37%	10.88%	13.91%	0.88%	0.00%
	<i>Literary Arts</i>	43.56%	34.94%	34.48%	34.94%	0.96%
	<i>Local Arts Agencies</i>	10.91%	13.21%	17.31%	20.00%	33.33%
	<i>Media Arts</i>	19.26%	21.83%	31.79%	32.20%	50.51%
	<i>Museums</i>	5.88%	4.92%	0.79%	0.00%	0.00%
	<i>Music</i>	11.21%	17.39%	7.46%	3.91%	9.96%
	<i>Musical Theater**</i>	0.00%	0.00%	0.00%	7.32%	48.57%
	<i>Opera</i>	20.29%	29.23%	18.06%	14.29%	12.68%
	<i>Presenting & Multidisciplinary Works</i>	13.56%	17.22%	23.67%	19.64%	37.30%
	<i>Theater**</i>	46.21%	43.70%	31.16%	28.33%	45.11%
<i>Visual Arts</i>	31.20%	32.26%	25.69%	23.73%	40.88%	
1.c	Obligated funds for direct grants awarded by the Arts Endowment with the intent of supporting Goal 1.	\$11,909,638	\$12,569,297	\$11,509,967	\$9,444,500	\$13,059,500

Source: eGMS

*Creativity Connects was a short-term grant initiative offered during FY 2017 and FY 2018.

**Prior to FY 2018, Musical Theater grant data was reported as a combined category with Theater.

The table above shows, over the span of five years, the percentage of direct grants awarded by various artistic discipline offices at the Arts Endowment with the intent of supporting art that meets the highest standards of excellence. Of the 16 artistic disciplines listed, the discipline of Artist Communities funds the highest percentage of awards with the intent of supporting Goal 1, ranging from 85% in FY 2015 to 100% in FY 2019. Dance has the next highest rate of funding such grants at an average of 36% over this five-year period. By contrast, the Museums discipline funded one of the lowest percentages of such awards at 2% over this same period.

Overall, the Arts Endowment has funded a total of over \$58 million over the span of five years with the intent to support art that meets the highest standards of excellence.

Strategic Objective 1.1

Honor and Support Artistic Activities and Traditions across the Nation.

The Arts Endowment has continually lauded and preserved significant cultural contributions and traditions as part of the country's artistic legacy. For example, in 1982 the agency recognized the need to preserve the distinctly American art form of jazz as well as folk and traditional art forms in order that they may be practiced and enjoyed by new generations of Americans. This recognition spurred creation of two lifetime awards honoring artists in these fields: Jazz Masters Fellowships and National Heritage Fellowships.

The comprehensive scope and variety of artistic offerings supported by the Arts Endowment presents myriad opportunities to engage Americans with new and old artistic traditions. By funding these opportunities and also through national leadership initiatives and strategic partnerships, the agency promotes civic dialogue around vital and constantly reinvigorated artistic practices, shaped by values and standards of excellence that are passed from generation to generation.

Success for this objective will mean that artistic activities and traditions are preserved for the enjoyment and enlightenment of future generations. The Arts Endowment will support excellent projects covering a wide range of artistic and cultural traditions across the country, including those in rural and historically underserved areas. Additionally, master artists will be honored for their exceptional achievements and for their tangible contributions to the nation's artistic heritage.

Performance Goal 1.1.1

FY 2019 Performance: Each year, the Arts Endowment supports archival, documentation, and preservation projects and mentorship and apprenticeships that sustain artistic traditions by supporting activities such as apprenticeships, conservation, repairs and restorations, or identification and documentation. Below is the percentage of direct grants awarded by the Arts Endowment by fiscal year with the intent of sustaining artistic traditions through these activities. These grants were identified through indicators selected by grant recipients to reflect the nature of proposed activities and are not limited to grants awarded with the intent to support art that meets the highest standards of excellence (Strategic Goal 1).

Strategic Objective 1.1. Honor and Support Artistic Activities and Traditions across the Nation						
Performance Goal 1.1.1. Each Year the Arts Endowment supports archival, documentation, and preservation projects and mentorship and apprenticeships that sustain artistic traditions.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.1.1.1	The % of direct grants awarded by the Arts Endowment with the intent of sustaining artistic traditions.	1.60%	1.78%	1.28%	1.74%	1.53%

Source: eGMS

Projected FY 2020 and FY 2021 Performance: Based on historical trend data, it is projected that two percent of Arts Endowment direct grants will be awarded with the intent of sustaining

artistic traditions through apprenticeships, conservation, repairs and restoration, or identification and documentation.

Other Indicators

These direct grants have supported sustaining artistic traditions in a variety of disciplines and engaged a number of individuals with the amount of funding provided. Only disciplines with award activity are presented in the table that follows.

Performance Goal 1.1.1. Each Year the Arts Endowment supports archival, documentation, and preservation projects and mentorship and apprenticeships that sustain artistic traditions.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.1.1.2	The % of Arts Endowment direct grants by artistic discipline with the intent of sustaining artistic traditions.					
	<i>Arts Education</i>	0.58%	2.06%	0.52%	2.27%	0.0%
	<i>Dance</i>	1.26%	2.50%	1.20%	2.45%	2.86%
	<i>Design</i>	0.83%	4.92%	3.73%	2.70%	2.91%
	<i>Folk & Traditional Arts</i>	11.11%	9.52%	11.30%	11.40%	11.82%
	<i>Local Arts Agencies</i>	1.82%	1.89%	0.00%	0.00%	5.26%
	<i>Media Arts</i>	6.67%	2.82%	2.31%	2.82%	1.53%
	<i>Museums</i>	4.20%	3.28%	3.15%	3.88%	3.54%
	<i>Music</i>	0.45%	0.79%	0.00%	0.00%	0.38%
	<i>Presenting & Multidisciplinary Works</i>	0.56%	0.48%	0.48%	1.19%	0.54%
	<i>Research</i>	0.00%	6.25%	0.00%	0.00%	0.00%
	<i>Theater</i>	0.00%	0.37%	0.00%	0.43%	0.00%
	<i>Visual Arts</i>	0.80%	0.65%	1.39%	2.54%	0.73%
1.1.1.3	Obligated funds for direct grants awarded by the Arts Endowment with the intent of sustaining artistic traditions.	\$1,439,137	\$1,322,689	\$1,050,392	\$1,063,000	\$845,000
1.1.1.4	The number of individuals who participated in Arts Endowment-supported activities that sustained artistic traditions.	215,794	457,120	24,480	79,463	N/A

Source: eGMS, FDR

Of the 12 disciplines listed, Folk & Traditional Arts funded the highest percentages (over 11% in FY2019) of direct grants with the intent of sustaining artistic traditions over the span of five years. Media Arts and Museums funded the next highest percentages with an average of 3% and 4% respectively. By contrast, Theater funded the least percentages of such grants, ranging from 0% to 0.4%.

The Arts Endowment has funded almost \$6 million in direct grants with the intent of sustaining artistic traditions over the span of these five years.

Strategic Objective 1.2
Expand the portfolio of American Art.

American art affirms the creative genius of the nation’s spirit, assesses the full range of individual and societal experiences composing the nation’s identity and that of its peoples, meditates on its struggles and conflicts, and envisions new prospects for the future. The Arts Endowment is committed to enriching the nation’s artistic output. It does so by funding projects that commission original artistic pieces, and by providing direct support to creative writers of distinction.

Success for this objective would mean that an incremental but substantial number of new original artworks would flourish within the United States, representing all artistic disciplines.

Performance Goal 1.2.1

FY 2019 Performance: Annually, the Arts Endowment supports projects with the intent of creating or commissioning original works of art. Original works of art do not include student works, adaptations, re-creations, or restaging of existing works. In accordance with the Strategic Plan, successful performance would be illustrated by the creation of new artworks. The percentage of direct grants that the Arts Endowment has awarded to expand the portfolio of American art is below. These grants were identified through indicators selected by grant recipients to reflect the nature of proposed activities and are not limited to grants awarded with the intent to support art that meets the highest standards of excellence (Strategic Goal 1).

Strategic Objective 1.2. Expand the Portfolio of American Art.						
Performance Goal 1.2.1. Annually, the Arts Endowment supports projects with the intent of creating or commissioning original works of art. Original works of art do not include student works, adaptations, re-creations, or restaging of existing works.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.2.1.1	The percentage of direct grants awarded by the Arts Endowment with the intent of creating or commissioning original works of art.	13.61%	14.59%	12.64%	12.12%	13.60%

Source: eGMS

The percentage of direct grants awarded by the Arts Endowment with the intent of creating or commissioning original works of art ranged from 12% to almost 15% from FY 2015- FY 2019. A grantee’s intent to create or commission an original work of art was identified through their selection of the descriptor of “Artwork Creation” to describe their project activities on their grant application.

Projected FY 2020 and FY 2021 Performance: Based on historical trend data, it is projected that at least 12% of Arts Endowment direct grants will be awarded with the intent of creating or commissioning works of art in FY 2020 and FY 2021.

Other Indicators

These direct grants have supported the creation of a number of original artworks in a variety of disciplines with the funds provided. Only disciplines with award activity are presented in the table that follows. Creativity Connects was a leadership initiative launched as part of the Art Endowment's 50th anniversary for the duration of FY 2017 and FY 2018 only.

Performance Goal 1.2.1. Annually, the Arts Endowment supports projects with the intent of creating or commissioning original works of art. Original works of art do not include student works, adaptations, re-creations, or restaging of existing works.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.2.1.2	The % of Arts Endowment direct grants awarded by artistic discipline with the intent of creating or commissioning original works of art.					
	<i>Artist Communities</i>	27.27%	41.86%	25.64%	17.50%	22.50%
	<i>Arts Education</i>	1.16%	1.03%	1.04%	1.14%	0.58%
	<i>Arts Engagement in American Communities</i>	1.08%	5.62%	4.82%	0.00%	0.00%
	<i>Challenge America</i>	5.00%	4.76%	9.09%	0.00%	8.76%
	<i>Creativity Connects*</i>	N/A	N/A	18.92%	17.14%	N/A
	<i>Dance</i>	32.70%	28.75%	28.31%	23.31%	20.45%
	<i>Design</i>	36.36%	36.07%	26.12%	28.83%	33.98%
	<i>Folk & Traditional Arts</i>	3.70%	2.72%	4.35%	3.51%	0.91%
	<i>Literary Arts</i>	1.23%	1.81%	2.30%	3.01%	7.69%
	<i>Local Arts Agencies</i>	16.36%	15.09%	25.00%	24.44%	15.79%
	<i>Media Arts</i>	19.26%	16.20%	13.87%	18.08%	14.29%
	<i>Museums</i>	5.04%	8.20%	3.94%	2.91%	9.73%
	<i>Music</i>	6.28%	10.67%	4.85%	6.52%	8.08%
	<i>Musical Theater**</i>	0.00%	0.00%	0.00%	21.95%	28.57%
	<i>Opera</i>	7.25%	20.00%	12.50%	7.94%	12.68%
	<i>Presenting & Multidisciplinary Works</i>	14.12%	20.57%	14.98%	12.50%	16.76%
	<i>Research</i>	0.00%	6.25%	0.00%	0.00%	0.00%
	<i>Theater**</i>	25.63%	23.33%	21.38%	21.46%	21.79%
	<i>Visual Arts</i>	28.80%	23.23%	24.31%	15.25%	22.63%
1.2.1.3	Obligated funds for direct grants awarded by the Arts Endowment with the intent of creating or commissioning original works of art.	\$10,030,372	\$9,851,510	\$9,424,408	\$7,791,500	\$ 8,359,500
1.2.1.4	The number of professional original works of art created as a result of Arts Endowment direct grant awards.	4,129	4,934	3,334	1,507	N/A

Source: eGMS, FDR

*Creativity Connects was a short-term grant initiative offered during fiscal years 2017 and 2018.

**Prior to FY 2018, Musical Theater grant data was reported as a combined category with Theater.

Of the 19 disciplines listed, Dance awarded the highest percentages of direct grants with the intent of creating or commissioning original works of art at an average of 32% across five years. Artist Communities and Design came close second with an average of almost 27% of such grants from FY 2015 to FY 2019. By contrast, Arts Education only funded an average of 1% of such

grants over these years and Research funded mostly no such grants over the years, with the exception of 6.25% in FY 2016. A total of 13,904 professional original works of art were created as a result of the Endowment's direct grant awards over these five years.

Overall, the Arts Endowment obligated over \$45 million in direct grants with the intent of creating or commissioning original works of art over the FY 2015-FY 2019 period.

An average of 3,476 professional original works of art were created per year as a result of these direct grants in FY 2015-2019.

Strategic Objective 1.3

Strengthen the cultural infrastructure of the nation.

The Arts Endowment's founding legislation states: "It is necessary and appropriate for the federal government to help create and sustain not only a climate encouraging freedom of thought, imagination, and inquiry, but also the material conditions facilitating the release of this creative talent." These "material conditions" include the financial and human resources needed for designing, planning, and executing projects showcasing artistic excellence. Although it is unreasonable to suppose that any single federal agency can fully support this vast cultural enterprise, the Arts Endowment is positioned to shape key components of it—through direct grant-making and State/Regional Partnerships, and also through research, publications, and convenings.

Success for this objective would mean an incremental but substantial number of services provided to the field through professional development or other opportunities supported by the Arts Endowment.

Performance Goal 1.3.1

FY 2019 Performance: Each year, the Arts Endowment supports professional development opportunities and other services with the intent of strengthening the U.S. cultural infrastructure. Direct grants are awarded for activities ranging from professional development and training to research and technical assistance. The percentage of direct grants awarded by the Arts Endowment in support of strengthening the nation's cultural infrastructure are shown below. These grants were identified through indicators selected by grant recipients to reflect the nature of proposed activities and are not limited to grants awarded with the intent to support art that meets the highest standards of excellence (Strategic Goal 1).

Strategic Objective 1.3. Strengthen the cultural infrastructure of the nation.						
Performance Goal 1.3.1 Each year the Arts Endowment supports professional development opportunities and other services with the intent of strengthening the U.S. cultural infrastructure.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.3.1.1	1.3.1.1. The % of direct grants awarded by the Arts Endowment with the intent of strengthening the U.S. cultural infrastructure.	7.04%	6.34%	7.54%	6.36%	6.60%

Source: eGMS

Across a five-year span, an average of 7% of direct grants awarded by the Arts Endowment support professional development opportunities and other services with the intent of strengthening the U.S. cultural infrastructure.

Projected FY 2020 and FY 2021 Performance: Based on historical trend data, it is projected that at least 6% of Arts Endowment direct grants will be awarded in FY 2020 and FY 2021 with the intent of strengthening the U.S. cultural infrastructure.

Other Indicators

These direct grants engage a number of individuals in activities that strengthen the cultural infrastructure across a variety of disciplines with the funds awarded, as shown below. Only disciplines with direct grants awarded over these five years are presented.

Performance Goal 1.3.1 Each year the Arts Endowment supports professional development opportunities and other services with the intent of strengthening the U.S. cultural infrastructure.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.3.1.2	1.3.1.2. The % of Arts Endowment direct grants awarded by artistic discipline with the intent of strengthening the U.S. cultural infrastructure.					
	<i>Artist Communities</i>	3.03%	2.33%	2.56%	2.50%	5.00%
	<i>Arts Education</i>	15.03%	11.34%	13.54%	13.64%	13.95%
	<i>Arts Engagement in American Communities</i>	1.08%	0.00%	3.61%	0.00%	0.00%
	<i>Challenge America</i>	0.63%	0.79%	0.76%	0.00%	0.00%
	<i>Creativity Connects*</i>	N/A	N/A	16.22%	5.71%	N/A
	<i>Dance</i>	3.77%	1.88%	5.42%	4.29%	1.14%
	<i>Design</i>	18.18%	10.66%	20.15%	16.22%	16.50%
	<i>Folk & Traditional Arts</i>	6.67%	6.12%	4.35%	2.63%	3.64%
	<i>Literary Arts</i>	2.45%	2.41%	3.45%	4.22%	3.85%
	<i>Local Arts Agencies</i>	23.64%	18.87%	9.62%	17.78%	22.81%
	<i>Media Arts</i>	4.44%	6.34%	12.14%	10.73%	12.24%
	<i>Museums</i>	1.68%	0.82%	1.57%	0.97%	0.88%
	<i>Music</i>	6.28%	5.14%	4.48%	4.78%	4.98%
	<i>Opera</i>	11.59%	12.31%	9.72%	11.11%	5.63%
	<i>Presenting & Multidisciplinary Works</i>	7.34%	6.22%	8.70%	8.93%	8.65%
	<i>Research</i>	68.42%	62.50%	68.75%	80.00%	46.67%
	<i>Theater</i>	5.78%	7.41%	4.35%	4.72%	5.11%
	<i>Visual Arts</i>	4.00%	5.81%	6.25%	2.54%	2.92%
1.3.1.3	1.3.1.3. Obligated funds for direct grants awarded by the Arts Endowment with the intent of strengthening the U.S. cultural infrastructure.	\$5,517,219	\$5,174,153	\$7,238,133	\$5,632,225	\$5,602,000
1.3.1.4	1.3.1.4. The # of individuals who participated in Arts Endowment-supported activities that strengthened the U.S. cultural infrastructure.	3,171,840	1,542,936	726,118	712,142	14,435

Source: eGMS, FDR

*Creativity Connects was a short-term grant initiative offered during fiscal years 2017 and 2018.

The percentages of Arts Endowment direct grants with the intent of strengthening the U.S. cultural infrastructure vary across artistic disciplines ranging from 0% to 80%. Of the 18 artistic disciplines listed, Research consistently awarded the highest percentages of such awards at an average of 65% over the five years. Local Arts Agencies and Design funded the next highest percentages of such grants at an average of 19% and 16% respectively. By contrast, Challenge America funded the least amount of such grants with an average of 0.44%.

From FY 2015 to FY 2019, Arts Endowment obligated a total of over \$29 million in direct grants with the intent of strengthening the U.S. cultural infrastructure.

Arts Endowment grant recipients reported an average of over 1 million individuals per year participated in Arts Endowment-supported activities that strengthened the U.S. cultural infrastructure from FY 2015 to FY 2019. Note that the apparent drop in number of individuals in

FY 2019 is due to the low percentage of final reports received to date and should not be interpreted as an actual decrease.

Performance Goal 1.3.2

FY 2019 Performance: Each year, the Arts Endowment holds convenings and produces reports on the needs and opportunities affecting the U.S. cultural infrastructure. The number of convenings and reports produced by fiscal year can be seen below.

Strategic Objective 1.3. Strengthen the cultural infrastructure of the nation.						
Performance Goal 1.3.2. Each year, the Arts Endowment holds convenings and/or produces reports on needs and opportunities affecting the U.S. cultural infrastructure.						
Indicator Number	Measure	2015	2016	2017	2018	2019
1.3.2.1	1.3.2.1. The # of reports and/or convenings produced annually by the Arts Endowment on needs and opportunities affecting the U.S. cultural infrastructure.	N/A	N/A	N/A	16	18

Source: Arts Endowment administrative documentation

In FY 2019, there were 18 reports and/or convenings produced by the Arts Endowment on needs and opportunities affecting the U.S. cultural infrastructure. Reports this year include [Living Traditions: A Portfolio Analysis of the National Endowment for the Arts' Folk & Traditional Arts Program](#) and [U.S. Patterns of Arts Participation: A Full Report from the 2017 Survey of Public Participation in the Arts](#). Convenings included a series of summits associated with Creative Forces and Creative Placemaking as well as Blue Star Museum press conferences. This is a new indicator not previously tracked, therefore historical data prior to 2018 are not presented.

FY 2020 and FY 2021 Performance: Based on an assumption of continued funding at FY 2019 levels, it is projected that at least 18 reports and/or convenings will be produced in FY 2020 and FY 2021 on needs and opportunities affecting the U.S. cultural infrastructure.

STRATEGIC GOAL 2

Cultivate Public Engagement with, and Access to, Various Forms of Excellent Art across the Nation

Artworks and audiences come together to create an experience that is unique, memorable, and life-affirming. Americans connect with art by attending music, dance, and theater performances; by touring architectural sites and art exhibits; by reading works of literature; and by enjoying artworks through electronic and digital media. Americans also participate in the arts through a variety of learning opportunities. Arts and cultural assets and activities contribute to the flourishing of communities—whether urban or rural, or small, mid-sized, or large—across the nation. Creative arts therapies and arts-in-health programs contribute to the health and healing of individuals.

The arts spur job creation, productivity, and economic growth. Artists, arts workers, and arts industries improve the aesthetic appeal of a community—and they play key roles in increasing civic pride and well-being, and in drawing local investments. The arts allow spaces and opportunities for community members of different backgrounds to converge on a shared aesthetic experience, one that summons their collective creativity and allows them to re-imagine their surroundings.

This strategic goal recognizes the importance of supporting numerous and diverse opportunities for the American people to engage directly with excellent artworks and to acquire knowledge and skills in the arts throughout their lives. It also champions the integration of arts and cultural practices with community life and it elevates the healing role of the arts.

The following table shows the percentage of direct grants awarded by the Arts Endowment to cultivate public engagement with, and access to, various forms of excellent art across the nation.

Strategic Goal 2: Cultivate Public Engagement with, and Access to, Various Forms of Excellent Art across the Nation.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.a	The % of direct grants awarded by the Arts Endowment with the intent of supporting goal 2.	76.59%	76.09%	78.41%	80.12%	75.56%

Source: eGMS

An average of 77% of direct grants awarded by the Arts Endowment support cultivating public engagement with, and access to, various forms of excellent art across the nation.

These direct grants provided funding across a variety of 18 artistic disciplines, as seen in the table that follows.

Strategic Goal 2: Cultivate Public Engagement with, and Access to, Various Forms of Excellent Art across the Nation.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.b	The % of Arts Endowment direct grants by artistic discipline with the intent of supporting goal 2.					
	<i>Artist Communities</i>	15.15%	9.30%	0.00%	2.50%	0.00%
	<i>Arts Education</i>	100.00%	100.00%	100.00%	100.00%	100.00%
	<i>Arts Engagement in American Communities</i>	100.00%	100.00%	100.00%	100.00%	100.00%
	<i>Challenge America</i>	100.00%	100.00%	100.00%	88.24%	93.43%
	<i>Creativity Connects*</i>	N/A	N/A	89.19%	74.29%	N/A
	<i>Dance</i>	58.49%	61.25%	65.06%	75.46%	62.29%
	<i>Design</i>	91.74%	90.16%	94.03%	94.59%	92.23%
	<i>Folk & Traditional Arts</i>	89.63%	89.12%	86.09%	99.12%	100.00%
	<i>Literary Arts</i>	56.44%	65.06%	65.52%	65.06%	99.04%
	<i>Local Arts Agencies</i>	89.09%	86.79%	82.69%	80.00%	66.67%
	<i>Media Arts</i>	80.74%	78.17%	68.21%	67.80%	49.49%
	<i>Museums</i>	94.12%	95.08%	99.21%	100.00%	100.00%
	<i>Music</i>	88.79%	82.61%	92.54%	96.09%	90.04%
	<i>Musical Theater**</i>	0.00%	0.00%	0.00%	92.68%	51.43%
	<i>Opera</i>	79.71%	70.77%	81.94%	85.71%	87.32%
	<i>Presenting & Multidisciplinary Works</i>	86.44%	82.78%	76.33%	80.36%	62.16%
	<i>Theater**</i>	53.82%	55.60%	68.98%	71.79%	54.47%
	<i>Visual Arts</i>	68.80%	67.74%	74.31%	76.27%	59.12%
2.c	Obligated funds for direct grants awarded by the Arts Endowment with the intent of supporting Goal 2.	\$49,316,882	\$48,264,992	\$53,281,933	\$49,086,521	\$41,891,576

Source: eGMS

*Creativity Connects was a short-term grant initiative offered during FY 2017 and FY 2018.

**Prior to FY 2018, Musical Theater grant data was reported as a combined category with Theater.

A high percentage of direct grants awarded across varying disciplines have supported cultivating public engagement with, and access to, various forms of excellent art across the nation across the five-year period. Arts Education and Arts Engagement in American Communities funded 100% of such grants with Challenge America and Museums in a close second with 96% and 98% respectively. By contrast, the Artist Communities discipline funds only 5% of these grants.

From FY2015 to FY2019, Arts Endowment obligated about \$240 million in grants with the intent of supporting goal 2.

Strategic Objective 2.1

Provide opportunities for the American people to engage with the Arts.

Arts experiences open new vistas of possibility, they challenge our aesthetic, emotional, and intellectual constructs, and they enlarge our understanding of what it means to be human.

Americans connect with art by attending music, dance, and theater performances; by touring architectural sites and art exhibits; and by reading works of literature. They participate through electronic media—including TV, radio, handheld or mobile devices, and the internet—whether sampling a video clip, curating a playlist, or downloading a blog entry about graphic art. Furthermore, American audiences and artists are constantly discovering the potential for immersive storytelling technologies such as virtual and augmented reality.

The Arts Endowment's grant-making programs are responsive to the changing landscape of arts participation. The agency rewards innovative strategies and models for engaging the public directly with arts experiences and for making them accessible to all.

Similarly, just as the Arts Endowment is charged with helping to preserve America’s great artistic traditions in all their variety, it also has a responsibility to bring those works and artistic practices into diverse populations and thereby stimulate new discoveries for all people. This emphasis on art "delivery" systems is in keeping with a new generation of arts audiences who, faced with many competing options for spending discretionary time, nevertheless appear to prefer personal participation in the arts over passive spectatorship.

Success for this objective would mean incremental but substantial numbers of people from various demographic and geographic backgrounds engaging in Arts Endowment-funded projects across all artistic disciplines.

Performance Goal 2.1.1

FY 2019 Performance: Each year, the Arts Endowment supports opportunities for the American people to engage with the arts. Below is the percentage of direct grants awarded by the Arts Endowment that provided opportunities for the American people to engage with the arts.

Strategic Objective 2.1. Provide opportunities for the American People to engage with the Arts.						
Performance Goal 2.1.1 Each year the Arts Endowment supports opportunities for the American people to engage with the Arts.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.1.1.1	The % of direct grants awarded by the Arts Endowment with the intent of providing opportunities for the American people to engage with the arts.	59.76%	58.37%	65.16%	66.90%	58.45%

Source: eGMS

From FY 2015-FY 2019, more than half (average 62%) of the direct grants awarded by the Arts Endowment provided opportunities for the American people to engage with the arts.

Projected FY 2020 and FY 2021 Performance: It is projected that 58% of direct grants will be awarded in FY 2020 and FY 2021 with the intent of providing opportunities for the American people to engage with the arts.

Other Indicators

These direct grants funded a variety of artistic disciplines with the amount of funds that were given in direct support of providing opportunities for the American people to engage with the Arts. Only disciplines with award activity are presented in the table that follows.

Performance Goal 2.1.1 Each year the Arts Endowment supports opportunities for the American people to engage with the Arts.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.1.1.2	The % of Arts Endowment direct grants awarded by artistic discipline with the intent of providing opportunities for the American people to engage with the arts.					
	<i>Artist Communities</i>	12.12%	9.30%	0.00%	2.50%	0.00%
	<i>Arts Engagement in American Communities</i>	77.42%	100.00%	100.00%	100.00%	100.00%
	<i>Challenge America</i>	96.25%	86.51%	100.00%	88.24%	84.67%
	<i>Creativity Connects*</i>	N/A	N/A	62.16%	51.43%	N/A
	<i>Dance</i>	50.31%	52.50%	54.22%	66.26%	54.86%
	<i>Design</i>	16.53%	15.57%	26.87%	25.23%	25.24%
	<i>Folk & Traditional Arts</i>	78.52%	72.11%	66.96%	87.72%	80.91%
	<i>Literary Arts</i>	54.60%	64.46%	63.79%	65.06%	90.38%
	<i>Local Arts Agencies</i>	58.18%	71.70%	78.85%	80.00%	47.37%
	<i>Media Arts</i>	77.04%	69.72%	56.65%	58.76%	47.96%
	<i>Museums</i>	87.39%	86.89%	98.43%	93.20%	99.12%
	<i>Music</i>	73.54%	66.80%	85.82%	89.13%	86.59%
	<i>Musical Theater**</i>	0.00%	0.00%	0.00%	87.80%	51.43%
	<i>Opera</i>	66.67%	55.38%	65.28%	73.02%	81.69%
	<i>Presenting & Multidisciplinary Works</i>	75.14%	69.86%	72.95%	69.64%	43.78%
	<i>Theater**</i>	46.21%	48.52%	65.58%	67.81%	52.77%
	<i>Visual Arts</i>	50.40%	51.61%	72.92%	63.56%	45.26%
2.1.1.3	Obligated funds for direct grants awarded by the Arts Endowment with the intent of providing opportunities for the American people to engage with the arts.	\$33,672,529	\$32,624,781	\$37,210,569	\$35,990,521	\$28,855,576

Source: eGMS

*Creativity Connects was a short-term grant initiative offered during FY 2017 and FY 2018.

**Prior to FY 2018, Musical Theater grant data was reported as a combined category with Theater.

Of the 17 artistic disciplines listed above, Arts Engagement in American Communities, Challenge America, and Museums had the highest percentages of direct grants with the intent of providing opportunities for the American people to engage with the arts during the past five years. The remainder of the artistic disciplines averaged about 57% of such grants.

From FY 2015 to FY 2019, Arts Endowment obligated a total of \$168,353,976 in direct grants with the intent of providing opportunities for the American people to engage with the arts.

Performance Goal 2.1.2

FY 2019 Performance: Direct grants awarded annually by the Arts Endowment produce in-person arts events that result in significant public engagement. Below is the percentage of direct grants awarded by fiscal year that produced in-person arts events with 500 or more people in attendance.

Strategic Objective 2.1. Provide opportunities for the American People to engage with the Arts.						
Performance Goal 2.1.2 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.1.2.1	The % of Arts Endowment direct grant awards that produced in-person arts events resulting in a cumulative attendance of 500 people or more.	78.34%	76.28%	80.77%	80.91%	N/A

Source: FDR

From FY 2015 to FY 2018, over three-quarters (average 79%) of Arts Endowment direct grant awards produced in-person arts events resulting in a cumulative attendance of 500 people or more.

Projected FY 2020 and FY 2021 Performance: Based on 2015-2017 trend data, it is projected that 78% of direct grant awards in FY 2020 and FY 2021 will produce in-person arts resulting in a cumulative attendance of 500 people or more.

Other Indicators

These events were produced across a variety of disciplines. Below you will also see the number of individuals engaged by in-person arts events supported by Arts Endowment direct grant awards, along with the disciplines funded.

Performance Goal 2.1.2 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.1.2.2	The % of Arts Endowment direct grants award by artistic discipline that produced in-person arts events resulting cumulative attendance of 500 people or more.					
	<i>Artist Communities</i>	75.00%	70.27%	74.19%	74.19%	N/A
	<i>Arts Education</i>	70.76%	67.96%	63.11%	67.65%	N/A
	<i>Arts Engagement in American Communities</i>	73.63%	67.86%	75.61%	90.48%	N/A
	<i>Challenge America</i>	76.25%	69.42%	69.03%	70.54%	N/A
	<i>Creativity Connects*</i>	0.00%	0.00%	68.42%	70.00%	N/A
	<i>Dance</i>	84.52%	88.00%	88.29%	87.96%	N/A
	<i>Design</i>	55.21%	44.59%	46.43%	23.81%	N/A
	<i>Folk & Traditional Arts</i>	78.51%	76.98%	84.00%	83.64%	N/A
	<i>Literary Arts</i>	73.58%	74.04%	71.83%	69.35%	N/A
	<i>Local Arts Agencies</i>	60.38%	64.58%	62.50%	65.00%	N/A
	<i>Media Arts</i>	62.02%	59.23%	70.45%	75.00%	N/A
	<i>Museums</i>	86.21%	86.49%	100.00%	90.38%	N/A
	<i>Music</i>	91.71%	84.68%	90.91%	90.85%	N/A
	<i>Musical Theater**</i>	0.00%	0.00%	0.00%	96.00%	N/A
	<i>Opera</i>	92.54%	84.75%	95.00%	93.33%	N/A
	<i>Presenting & Multidisciplinary Works</i>	84.39%	79.12%	84.62%	87.91%	N/A
	<i>Research</i>	7.14%	0.00%	0.00%	0.00%	N/A
	<i>Theater**</i>	86.62%	87.90%	89.64%	85.71%	N/A
	<i>Visual Arts</i>	77.31%	77.94%	75.00%	71.70%	N/A
2.1.2.3	The # of individuals engaged in-person through arts events supported by Arts Endowment direct grant awards.	53,687,834	53,688,925	51,879,998	17,759,597	N/A

Source: FDR

*Creativity Connects was a short-term grant initiative offered during FY 2017 and FY 2018.

**Prior to FY 2018, Musical Theater grant data was reported as a combined category with Theater.

Of the 19 artistic disciplines listed, Opera had the highest average (91%) of direct grants that produced in-person arts events resulting in cumulative attendance of 500 people or more in the period of FY 2015 through FY 2018. Museums and Music had the second highest average of such grants at almost 90% each. By contrast, Research only funded 2% of such direct grants over these four years.

Over these four years, an average of over 44 million individuals per year engaged in-person through arts events supported by Arts Endowment direct grant awards with cumulative attendance of 500 people or more.

Along with these numbers reported in grant awardees' FDRs, the agency monitors through the nationally representative Survey of Public Participation in the Arts (SPPA) and the Arts Basic Survey (ABS) the percentage of adults that attend a live performing arts or visual arts events (excluding movies). This indicator continues to demonstrate slight annual growth across time. The percentage, by fiscal year, is detailed below.

Performance Goal 2.1.2 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.1.2.4	The % of adults that attended a live performing arts or visual arts event, excluding movies, during the Arts Endowment's most recent general population survey period (as measured by the SPPA & ABS).	44.8%	N/A	46.2%	N/A	N/A

Source: SPPA/ABS

Performance Goal 2.1.3

FY 2019 Performance: Each year, grant projects supported by the Arts Endowment facilitate virtual arts experiences resulting in significant public engagement. The percentage of Arts Endowment direct grant awards that result in virtual arts experiences that engage at least 5,000 people are shown by fiscal year below.

Strategic Objective 2.1. Provide opportunities for the American People to engage with the Arts.						
Performance Goal 2.1.3 Each year, grant projects supported by the Arts Endowment facilitate virtual arts experiences resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.1.3.1	The % of Arts Endowment direct grant awards that supported virtual arts experiences that engaged at least 5,000 people.	9.66%	9.01%	7.93%	13.96%	N/A

Source: FDR

From FY 2015 to FY 2018, an average of 10% of Arts Endowment direct grants resulted in virtual arts experiences that engage at least 5,000 people or more.

Projected FY 2020 and FY 2021 Performance: Given that the measurement of virtual arts experiences is still new to Arts Endowment grantees, it is projected that a 9% average will be maintained at least through FY 2020 with growth in this indicator expected in the future.

Other Indicators

In the table that follows, the percentage of Arts Endowment direct grant awards that result in virtual arts experiences that engage at least 5,000 people is presented by artistic discipline. The number of individuals engaged in virtual arts experiences supported by agency grants is also presented across time. Only disciplines with direct grants awarded over these five years are presented in the table below.

Strategic Objective 2.1. Provide opportunities for the American People to engage with the Arts.						
Performance Goal 2.1.3 Each year, grant projects supported by the Arts Endowment facilitate virtual arts experiences resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.1.3.2	The % of Arts Endowment direct grants awarded by artistic discipline that supported virtual arts experiences that engaged at least 5,000 people.					
	<i>Artist Communities</i>	15.63%	5.41%	3.23%	12.90%	N/A
	<i>Arts Education</i>	4.09%	5.52%	6.80%	5.88%	N/A
	<i>Arts Engagement in American Communities</i>	0.00%	4.76%	2.44%	11.90%	N/A
	<i>Challenge America</i>	3.13%	0.00%	0.88%	4.46%	N/A
	<i>Creativity Connects*</i>	N/A	N/A	21.05%	0.00%	N/A
	<i>Dance</i>	3.90%	4.00%	6.31%	10.19%	N/A
	<i>Design</i>	8.33%	4.05%	10.71%	14.29%	N/A
	<i>Folk & Traditional Arts</i>	12.40%	8.73%	6.00%	14.55%	N/A
	<i>Literary Arts</i>	29.25%	28.85%	32.39%	30.65%	N/A
	<i>Local Arts Agencies</i>	3.77%	14.58%	12.50%	10.00%	N/A
	<i>Media Arts</i>	31.78%	26.15%	14.77%	20.83%	N/A
	<i>Museums</i>	12.93%	16.22%	12.12%	25.00%	N/A
	<i>Music</i>	5.99%	7.66%	6.95%	17.65%	N/A
	<i>Musical Theater**</i>	0.00%	0.00%	0.00%	4.00%	N/A
	<i>Opera</i>	4.48%	1.69%	0.00%	24.44%	N/A
	<i>Presenting & Multidisciplinary Works</i>	6.94%	4.95%	3.85%	16.48%	N/A
	<i>Theater**</i>	4.46%	4.44%	2.07%	6.80%	N/A
	<i>Visual Arts</i>	16.10%	12.50%	17.86%	18.87%	N/A
2.1.3.3	The # of individuals engaged in virtual arts experiences supported by Arts Endowment grant awards.	91,414,955	110,795,210	180,407,549	134,787,240	N/A

Source: FDR

*Creativity Connects was a short-term grant initiative offered during FY 2017 and FY 2018.

**Prior to FY 2018, Musical Theater grant data was reported as a combined category with Theater.

Of the 18 artistic disciplines listed, Literary Arts had the highest percentage (averaging 30% per year) of direct grants that facilitated virtual arts experiences resulting in significant public engagement. Media Arts also had high percentages of such grants, averaging 23%. By contrast, only 2% of Challenge America grantees reported virtual arts engagement over this four-year period.

From FY 2015 to FY 2018, an average of over 129 million individuals per year engaged in virtual arts experiences supported by Arts Endowment grant awards.

Note: As of FY 2018, FDRs will contain only one field that counts virtual arts experience participants; prior to FY 2018, FDRs contained two fields, one for internet participation and one for mobile participation. The possibility of double-counting participants using the self-reported FDR fields resulted in a change to the FY 2018 FDR.

Strategic Objective 2.2

Provide opportunities for the American people to acquire knowledge and skills in the arts at all stages of life.

By helping to foster public appreciation and understanding of various art forms, genres, and artistic traditions, the Arts Endowment will build public capacity for lifelong participation in the arts. For audiences, the result will be a richer and more complex and meaningful arts experience. For artists and teachers, the Arts Endowment will facilitate the transfer of critical knowledge and skills that will enable them to refine their abilities and improve their work.

Beyond enriching the quality of personal arts experiences, arts education is a hallmark of civilization. The Every Student Succeeds Act (ESSA), enacted in 2015, recognizes the arts as core to a well-rounded education. ESSA discusses the provision of well-rounded educational experiences to all students, including female students, minority students, English learners, children with disabilities, and low-income students who often go underrepresented in critical and enriching subjects. These well-rounded experiences include increasing student access to the arts and improving student engagement and achievement in arts activities and programs.

The benefits of an arts education throughout life have been reported by numerous research studies and publications. For example, socioeconomically disadvantaged children and teenagers who participate in arts-intensive learning have shown greater academic, social, and civic engagement compared with peers who did not participate in such opportunities. Similarly, research and evaluation have demonstrated the potential benefits of arts education when integrated with STEM disciplines in formal learning environments.

Success for this objective means that incremental but substantial numbers of people of all ages and from various demographic and geographic backgrounds engage in arts learning through Arts Endowment-funded projects across a spectrum of artistic disciplines.

Performance Goal 2.2.1

FY 2019 Performance: Annually, the Arts Endowment provides opportunities for the American people to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life. The Arts Endowment awards a percentage of direct grants to applicants with the intent of providing these opportunities to the American people. The percentage, by fiscal year, is seen below.

Strategic Objective 2.2. Provide opportunities for the American people to acquire knowledge and skills in the arts at all stages of life.						
Performance Goal 2.2.1 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.2.1.1	The % of direct grants awarded by the Arts Endowment with the intent of providing opportunities for the American people to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.	15.12%	15.04%	13.32%	13.91%	12.94%

Source: eGMS

From FY 2015 to FY 2019, the Arts Endowment awarded an average of 14% of direct grants per year to applicants with the intent of providing opportunities for the American people to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.

Projected FY 2020 and FY 2021 Performance: Based on a declining rate of grant awards associated with this objective, it is projected that 12% of direct grants will be awarded in FY 2020 and FY 2021 for the intent of providing opportunities to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.

Other Indicators

These opportunities are provided across a variety of artistic disciplines with the funds provided. More detail on the distribution of these activities across disciplines and total obligated funds by year are presented in the table that follows. Only disciplines with direct grants awarded over these five years are presented in the table below.

Strategic Objective 2.2. Provide opportunities for the American people to acquire knowledge and skills in the arts at all stages of life.						
Performance Goal 2.2.1 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.2.1.2	The % of Arts Endowment direct grants awarded by artistic discipline with the intent of providing opportunities for the American people to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.					
	<i>Artist Communities</i>	3.03%	0.00%	0.00%	0.00%	0.00%
	<i>Arts Education</i>	100.00%	100.00%	100.00%	100.00%	100.00%
	<i>Arts Engagement in American Communities</i>	22.58%	0.00%	0.00%	0.00%	0.00%
	<i>Challenge America</i>	0.00%	0.00%	0.00%	0.00%	1.46%
	<i>Creativity Connects*</i>	N/A	N/A	27.78%	22.22%	N/A
	<i>Dance</i>	8.23%	8.13%	10.84%	9.76%	7.43%
	<i>Design</i>	4.96%	4.96%	4.65%	14.55%	9.71%
	<i>Folk & Traditional Arts</i>	13.39%	17.05%	22.83%	12.75%	19.09%
	<i>Literary Arts</i>	2.78%	0.92%	2.63%	0.00%	8.65%
	<i>Local Arts Agencies</i>	7.41%	1.89%	0.00%	0.00%	0.00%
	<i>Media Arts</i>	2.24%	6.99%	11.49%	9.09%	1.53%
	<i>Museums</i>	5.88%	6.61%	0.80%	6.80%	0.88%
	<i>Music</i>	13.24%	13.71%	6.92%	6.17%	3.45%
	<i>Musical Theater**</i>	0.00%	0.00%	0.00%	4.88%	0.00%
	<i>Opera</i>	13.24%	15.15%	16.67%	12.70%	5.63%
	<i>Presenting & Multidisciplinary Works</i>	9.04%	6.73%	3.38%	11.24%	14.59%
	<i>Theater**</i>	7.64%	7.46%	3.28%	3.85%	1.28%
	<i>Visual Arts</i>	13.60%	11.69%	1.39%	12.71%	10.22%
2.2.1.3	Obligated funds for direct grants awarded by the Arts Endowment with the intent of providing opportunities for the American people to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.	\$9,595,288	\$9,718,366	\$9,336,038	\$8,966,000	\$8,023,000

Source: eGMS, FDR

*Creativity Connects was a short-term grant initiative offered during FY 2017 and FY 2018.

**Prior to FY 2018, Musical Theater grant data was reported as a combined category with Theater.

Of the 18 artistic disciplines listed, Arts Education had a 100% average over five years of funding grants with the intent of providing opportunities for the American people to acquire knowledge and skills. Folk & Traditional Arts had the next highest average at only 17%. By contrast, Artist Communities, and Challenge America funded the least of such grants, with an average of less than 1% per year.

From FY 2015 to FY 2019, the Arts Endowment funded a total of over \$45.6 million in direct grants with the intent of providing opportunities for the American people to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.

These opportunities exist in both urban and rural areas. The percentage of opportunities provided in the nation's rural and high poverty tracts can be seen in the following table.

Performance Goal 2.2.1 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.2.1.4	The % of the nation's rural and high-poverty tracts that hosted activities supported by the Arts Endowment that enabled the American people to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.	7.44%	9.91%	6.81%	7.35%	N/A

Source: FDR, GEO

Finally, the number of adults and children who participate in these opportunities to acquire knowledge and skills across the spectrum of artistic disciplines is seen below.

Performance Goal 2.2.1 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.2.1.5	The # by age category of individual who participated in Arts Endowment-supported activities that provided opportunities to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.					
	<i>Age Category: Adult</i>	1,565,513	1,700,327	1,717,169	520,626	N/A
	<i>Age Category: Child/Youth</i>	1,076,568	1,409,619	1,072,685	679,904	N/A

Source: FDR

From FY 2015 to FY 2018, over 5 million adults and 3.8 million children/youth participated in Arts Endowment-supported activities that provided opportunities to acquire knowledge and skills across a spectrum of artistic disciplines at all stages of life.

Beyond participation in learning activities supported by the Arts Endowment, the agency also monitors the percentage of U.S. adults participating in at least one arts learning activity through the nationally representative Survey of Public Participation in the Arts (SPPA) and the Arts Basic Survey (ABS).

Performance Goal 2.2.1 Grants awarded annually by the Arts Endowment produce in-person arts events resulting in significant public engagement.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.2.1.6	The % of adults participating in at least one arts learning activity (e.g., class, lesson) during the Arts Endowment's most recent general population survey period (SPPA/ABS).	8.5%	N/A	8.3%	N/A	N/A

Source: SPPA/ABS

The percentage of adults participating in at least one arts learning activity during the Arts Endowment's most recent general population survey period was 8.5% in FY 2015 and 8.3 % in FY 2017. Note that data for this indicator are collected every two years.

Performance Goal 2.2.2

FY 2019 Performance: Annually, arts education activities supported by Arts Endowment direct grants enable K-12 students to acquire knowledge and skills in the arts across a spectrum of geographic locations. The percentage of direct grants that list learning as a primary outcome and report K-12 students' acquisition of knowledge and/or skills in the arts, as well as the number of K-12 students who acquired knowledge and/or skills in the arts as a result of participation in these activities, is seen below. Note that grants counted under this performance goal are awarded by the agency's Arts Education office.

Strategic Objective 2.2. Provide opportunities for the American people to acquire knowledge and skills in the arts at all stages of life.						
Performance Goal 2.2.2. Annually, arts education activities supported by Arts Endowment direct grants enable K-12 students to acquire knowledge and skills in the arts across a spectrum of geographic locations.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.2.2.1	The % of Arts Endowment direct grants with Learning as a primary outcome that report K-12 students' acquisition of knowledge and/or skills in the arts.	75.50%	87.36%	85.29%	79.41%	N/A

Source: FDR

From FY 2015 to FY 2018, the percentage of Arts Endowment direct grants with Learning as a primary outcome that report K-12 students' acquisition of knowledge and/or skills in the arts averaged almost 82%.

Projected FY 2020 and FY 2021 Performance: Performance for this indicator is projected to be maintained at its present level in FY 2020 and FY 2021.

Other Indicators

Performance Goal 2.2.2. Annually, arts education activities supported by Arts Endowment direct grants enable K-12 students to acquire knowledge and skills in the arts across a spectrum of geographic locations.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.2.2.2	The # of K-12 students who have acquired knowledge and/or skills in the arts as a result of participation in activities supported by the Arts Endowment.	114,731	168,902	157,513	32,292	N/A

Source: FDR

From FY 2015 to FY 2018, a total of 473,438 K-12 students acquired knowledge and/or skills in the arts as a result of participation in activities supported by the Arts Endowment. The low number in FY 2018 is reflective of the low number of FDRs available compared to prior years.

Strategic Objective 2.3

Provide opportunities for the arts to be integrated into the fabric of community life.

Artists, arts workers, and arts industries play a critical role in helping communities flourish as lively, beautiful, and resilient places. Through the arts, communities can imagine new possibilities—a new future or a new approach to problem-solving. The arts also provide a means for bringing together communities, people, places, and economic opportunity via physical spaces or new relationships.

In service of this objective, the Arts Endowment supports grants to organizations across a diverse spectrum of artistic disciplines and geographic areas. For instance, the Arts Endowment has supported festivals of traditional American music and dance that amplify a region's cultural heritage. It has also supported arts activities that engage local residents in art-making in public spaces. Other Arts Endowment funded projects serving this objective have expanded local creative industries.

The most prominent Arts Endowment activity that provides opportunities for the arts to be integrated with community life is creative placemaking. The benefits of creative placemaking are visible in both rural and urban communities when artists, arts organizations, and community development practitioners deliberately integrate arts and culture into community revitalization work—placing the arts at the table with land use, transportation, economic development, education, housing, infrastructure, and public safety strategies. Our Town grants, awarded by the National Endowment for the Arts, help to advance and sustain the increased utilization of art, culture, and design activities in community development through diverse, cross-sector partners.

During the term of this strategic plan, the Arts Endowment will assess FDRs submitted for all grant projects, including those that had the primary purpose of integrating the arts into the fabric of community life. The Arts Endowment aims to award a majority of such grants to projects that support cross-sector opportunities for the arts to be integrated with local economic and community development through arts engagement, cultural planning, design, and artist and creative industry support.

Indicators of progress toward this goal include increases in the number of awards made to projects with community focused goals, partners from non-arts sectors, and that incorporate arts engagement, cultural planning, design, and artist and/or creative industry support activities in the project design.

Performance Goal 2.3.1

FY 2019 Performance: Each year, the Arts Endowment supports across a broad geographic spectrum opportunity for the arts to be integrated into the fabric of community life. The percentage of direct grants that are awarded with the intent of providing opportunities for the arts to be integrated into the fabric of community life is seen below. The number of grants with a direct objective of livability has been compared to the total number of direct grants given.

Strategic Objective 2.3. Provide opportunities for the arts to be integrated into the fabric of community life.						
Performance Goal 2.3.1. Each year, the Arts Endowment supports across a broad geographic spectrum opportunities for the arts to be integrated into the fabric of community life.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.3.1.1	The % of direct grants awarded by the Arts Endowment with the intent of providing opportunities for the arts to be integrated into the fabric of community life.	5.27%	5.97%	3.45%	2.66%	4.18%

Source: eGMS

From FY 2015 to FY 2019, an average of 4.31% per year of direct grants are awarded by the Arts Endowment with the intent of providing opportunities for the arts to be integrated into the fabric of community life.

Projected FY 2020 and FY 2021 Performance: Based on recent patterns of grant-making, it is projected that 3% of direct grants will be awarded in FY 2020 and FY 2021 for the intent of providing opportunities for the arts to be integrated into the fabric of community life.

Other Indicators

These direct awards were awarded primarily within the Design discipline across the past five-year period as demonstrated by the table that follows. Only disciplines with direct grants awarded over these five years are presented in the table below.

Performance Goal 2.3.1. Each year, the Arts Endowment supports across a broad geographic spectrum opportunities for the arts to be integrated into the fabric of community life.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.3.1.2	The % of Arts Endowment direct grants awarded by artistic discipline with the intent of providing opportunities for the arts to be integrated into the fabric of community life.					
	<i>Challenge America</i>	3.75%	13.49%	0.00%	0.00%	7.30%
	<i>Dance</i>	0.00%	0.63%	0.00%	0.00%	0.00%
	<i>Design</i>	70.25%	69.67%	62.69%	54.95%	57.28%
	<i>Folk & Traditional Arts</i>	0.00%	2.04%	0.00%	0.00%	0.00%
	<i>Local Arts Agencies</i>	23.64%	13.21%	3.85%	0.00%	19.30%
	<i>Media Arts</i>	1.48%	1.41%	0.00%	0.00%	0.00%
	<i>Museums</i>	0.84%	1.64%	0.00%	0.00%	0.00%
	<i>Music</i>	2.24%	2.37%	0.00%	0.00%	0.00%
	<i>Presenting & Multidisciplinary Works</i>	2.26%	6.22%	0.00%	0.00%	4.32%
	<i>Theater</i>	0.00%	0.37%	0.00%	0.00%	0.43%
	<i>Visual Arts</i>	4.80%	4.52%	0.00%	0.00%	2.92%
2.3.1.3.	Obligated funds for direct grants awarded by the Arts Endowment with the intent of providing opportunities for the arts to be integrated into the fabric of community life.	\$6,049,065	\$5,921,846	\$6,735,326	\$4,130,000	\$6,049,065

Source: eGMS

The number of individuals these projects engaged varies by fiscal year. Note that counts of individuals are low for FY 2018 and FY 2019 due to the small number of FDRs received to date.

Performance Goal 2.3.1. Each year, the Arts Endowment supports across a broad geographic spectrum opportunities for the arts to be integrated into the fabric of community life.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.3.1.4	The # of individuals who participated in Arts Endowment-supported activities that integrated the arts into the fabric of community life.	1,506,785	943,804	42,838	150	148

Source: FDR

Performance Goal 2.3.2

FY 2019 Performance: As reported in the Strategic Plan, an evaluation study to validate the Our Town theory of change, logic model, and measurement model took place during FY 2018. This study found that outcomes associated with Our Town projects could be categorized into four types: economic, social, physical, or systems change. This indicator reports on the percentage of projects that report economic, social, or physical changes in communities and/or a sustained change in how the arts are integrated with local economic and community development.

Strategic Objective 2.3. Provide opportunities for the arts to be integrated into the fabric of community life.						
Performance Goal 2.3.2. Each year, Arts Endowment grant awards support projects that result in economic, social, or physical changes in communities and/or results in a sustained change in how the arts are integrated with local economic and community development.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.3.2.1	The % of Arts Endowment direct grants with Strengthening Communities as a primary outcome that provide evidence of economic, social, or physical changes in communities and/or a sustained change in how the arts are integrated with local economic and community development.	N/A	84%	74%	N/A	N/A

Source: Our Town FDR

FDRs for Our Town grants awarded in FY 2016 and FY 2017 were assessed for evidence of economic, social, or physical changes in communities and/or a sustained change in how the arts are integrated with local economic and community development. Out of the 50 FY 2016 FDRs reviewed, 84% of the grantees reported community-level change, but only 28% presented evidence supporting their claim based on systematic data collection, such as data collected from surveys where the same questions were asked of each person and quantitative data sources such as ticket sales or business revenues. In comparison, 74% of the 23 FY 2017 FDRs reviewed reported community level change and 17% presented evidence supporting their claims.

Projected FY 2020 and FY 2021 Performance: Based on adjustments to agency guidelines for Our Town grants, which established as program outcomes economic, social, or physical changes in communities and/or results in a sustained change in how the arts are integrated with local economic and community development, and agency investments in knowledge-building grants and technical assistance that build and disseminate knowledge about how to leverage arts, culture, and design as mechanisms for strengthening communities, FY 2020 and FY 2021 performance is expected to increase to 92% based on an estimated increase of 2% per year from the FY 2016 baseline.

Strategic Objective 2.4

Support access to creative arts therapies and evidence-based programs in arts and health.

Creative arts therapies refer collectively to music therapy, visual art therapy, dance/movement therapy, drama therapy, and several other arts-based forms of therapy. Arts-in-medicine and arts-in-healing programs contribute further to the arts' delivery in clinical settings. Application of the arts to promote health and well-being has also arisen in non-clinical contexts, including arts programs in correctional institutions, in after-school programs for at-risk youth, and in community programs for older adults or military veterans.

The Arts Endowment supports projects that deliver creative arts therapies in clinical and non-clinical settings alike. Similarly, the agency supports arts programming that is integrated in healthcare settings or in health interventions. For example, Arts Endowment grants have supported poetry and storytelling in community settings for older adults with dementia, as well as artist residencies in healthcare settings.

In addition, the Arts Endowment chairs the Interagency Task Force on the Arts and Human Development, which encourages more and better research across federal government on how the arts can help people reach their full potential at all stages of life. This foundational work has contributed in part to recent initiatives such as Sound Health, an ongoing collaboration between the Kennedy Center and the National Institutes of Health, in association with the National Endowment for the Arts, which seeks to explore the intersections of music, the brain, and wellness.

An Arts Endowment leadership initiative that supports access to creative arts therapies and evidence-based programs in the arts and health is Creative Forces: NEA Military Healing Arts Network. More than 500,000 U.S. service members and veterans are living with Traumatic Brain Injury (TBI) or Post Traumatic Stress Disorder (PTSD), including 10-20 percent of all service members who have been deployed to Iraq and Afghanistan. TBI and PTSD are known to contribute to depression and to the estimated 20 suicides committed by veterans each day. Creative Forces was established to serve the unique and special needs of military patients and veterans who have been diagnosed with TBI and psychological health conditions, and to serve the needs of their families and caregivers.

Performance Goal 2.4.1

FY 2019 Performance: As a result of the Strategic Plan, direct grants awarded in FY 2019 were monitored for Arts & Health outcomes. This outcome supports access to creative arts therapies and evidence-based programs in the arts and health. This is a new outcome for FY 2019; no data exists for this performance goal until FY 2019, when this outcome type was systemically identified at the grant application stage.

Strategic Objective 2.4. Support access to creative arts therapies and evidence-based programs in arts and health.						
Performance Goal 2.4.1 Annually, the Arts Endowment supports access to creative arts therapies and evidence-based programs in the arts and health.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.4.1.1	The % of direct grants awarded by the Arts Endowment with the intent of providing access to creative arts therapies and evidence-based programs in the arts and health	N/A	N/A	N/A	N/A	0.04%

Source: eGMS

Projected FY 2020 and FY 2021 Performance: Based on the agency’s commitment to monitor support of access to creative arts therapies and evidence-based programs in the arts and health, it is projected that FY 2020 and FY 2021 performance will slightly exceed FY 2019 levels with an approximate 1% increase in the indicator.

Other Indicators

The direct award with Arts & Health outcome was awarded primarily in the Visual Arts discipline for the first year since this outcome was identified in the Strategic Plan. Only the discipline with the direct grant awarded is presented in the table below.

Strategic Objective 2.4. Support access to creative arts therapies and evidence-based programs in arts and health						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.4.1.2	The % of NEA direct grants awarded by artistic discipline with the intent of providing access to creative arts therapies and evidence-based programs in the arts and health					
	<i>Visual Arts</i>	N/A	N/A	N/A	N/A	0.73%
2.4.1.3.	Obligated funds for direct grants awarded by the NEA with the intent of providing access to creative arts therapies and evidence-based programs in the arts and health	N/A	N/A	N/A	N/A	\$40,000

Source: eGMS

Other Indicators

Other indicators associated with grant-making supporting access to creative arts therapies and evidence-based programs in the arts and health will not be reported until FY 2020.

Performance Goal 2.4.2

FY 2019 Performance: The Creative Forces clinical creative arts therapies program serves new patients and facilitates multiple encounters per therapist each year. The clinical performance goal is to serve at least 200 new patients and facilitate at least 1,000 encounters per therapist per year across the program. An initial community goal is to establish community networks around clinical sites to extend support for current and former creative arts therapies patients and their families as they transition from treatment in a clinical setting to arts programming in their community.

Below is the number of service members served by the Creative Forces clinical creative arts therapists, and the number of therapeutic encounters facilitated by Creative Forces clinical creative arts therapists. The growth in service members and therapeutic encounters reflects the continuing expansion of this program.

Strategic Objective 2.4. Support access to creative arts therapies and evidence-based programs in arts and health.						
Performance Goal 2.4.2 The Creative Forces clinical creative arts therapies program serves new patients and facilitates multiple encounters per therapist each year.						
Indicator Number	Measure	2015	2016	2017	2018	2019
2.4.2.1	The count of service members served by Creative Forces clinical creative arts therapists	N/A	N/A	1,334	3,120	3,792
2.4.2.2	The count of therapeutic encounters facilitated by Creative Forces clinical creative arts therapists	N/A	N/A	6,368	18,151	22,014

Source: Creative Forces Administrative Records

Projected FY 2020 and FY 2021 Performance: Based on the agency's continued support of the Creative Forces initiative, it is projected that FY 2020 and FY 2021 performance will slightly exceed FY 2019 levels with an approximate 2.5% increase in both indicators.

STRATEGIC GOAL 3

Promote Public Knowledge and Understanding about the Contributions of the Arts

Apart from supporting arts activities throughout the country, the Arts Endowment fosters greater appreciation and understanding of the arts among Americans. Knowing about the arts, and especially about activities in one’s community, offers people a chance to connect with each other through a shared arts experience, or to find a different way of perceiving and interpreting their surroundings. By promoting knowledge and understanding about arts activities and artists in U.S. communities, the Arts Endowment helps people better appreciate the arts’ value and makes them more inclined to engage with the arts, thereby expanding creativity and innovation within the nation as a whole.

The Arts Endowment is also a leading national source for data and analyses about the U.S. arts sector. It provides credible, evidence-based information about the value and impact of the arts. By making these data and analyses publicly available, the agency plays a crucial role in assisting arts-related organizations and government policymakers in understanding the place of arts and culture in their programs and communities. This service can result in authoritative evidence of the arts’ contributions to social, economic, and civic conditions.

To further promote the arts’ importance, the Arts Endowment provides opportunities for U.S. artists and artworks to reach global audiences through international residencies and through participation in foreign arts events. Similarly, U.S. audiences, artists, and communities benefit from opportunities to appreciate and understand international artists and artworks. Such efforts, across national boundaries, can significantly extend the reach, understanding, and impact of the arts—broadening the American people’s perspectives, encouraging empathy, and familiarizing the unfamiliar.

FY 2019 Performance: The percentage of grants with the primary purpose of promoting public knowledge and understanding about the contributions of the arts or partnerships can be found below.

Strategic Goal 3: Promote Public Knowledge and Understanding about the Contributions of the Arts						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.a	The % of direct grants awarded by the Arts Endowment with the intent of supporting Goal 3.	2.72%	2.61%	2.53%	2.75%	3.53%

Source: eGMS

From FY 2015 to FY 2019, an average of over 3.5% of direct grants per year were awarded by the Arts Endowment with the primary intent of promoting public knowledge and understanding about the contributions of the arts.

These direct grants were mainly funded across three disciplines.

Strategic Goal 3: Promote Public Knowledge and Understanding about the Contributions of the Arts						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.b	The % of Arts Endowment direct grants by artistic discipline with the intent of supporting Goal 3.					
	<i>International</i>	0.00%	0.00%	100.00%	0.00%	100.00%
	<i>Research</i>	100.00%	100.00%	100.00%	100.00%	100.00%
	<i>State & Regional</i>	100.00%	100.00%	100.00%	100.00%	100.00%

Source: eGMS

The funds awarded for these grants with the primary intent of supporting Goal 3 vary across fiscal years, but the average from FY 2015 through FY 2019 is \$51 million per year. During this time period, more than \$255 million were obligated in direct grants and state and regional partnerships by the Arts Endowment with the intent of promoting public knowledge and understand about the contributions of the arts.

Although the percentage of these grants within the agency’s grant portfolio is small, the dollar value is large since this category includes state and regional partnership grants, which constitute 40% of the agency’s grant-making.

Strategic Goal 3: Promote Public Knowledge and Understanding about the Contributions of the Arts						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.c	Obligated funds for direct grants awarded by the Arts Endowment with the intent of supporting Goal 3.	\$48,635,633	\$50,548,664	\$52,121,515	\$51,305,932	\$52,470,500

Source: eGMS

Strategic Objective 3.1

Inform and engage with the American people about arts activities and artists in communities across the country and their important to the vitality of the nation.

All Americans can benefit from knowing about the presence and contributions of artists, artistic practices, and arts organizations in their communities, and about opportunities to participate. Experiencing the arts can make people’s lives better, richer, and fuller, and can foster connections among individuals and communities. By sharing information about successful, meaningful arts events, the National Endowment for the Arts can create a positive impression of the arts. In addition, the American people will become more knowledgeable about the arts in general, and about local arts activities in particular, thus raising the likelihood of robust participation in the arts.

The Arts Endowment sees its position as the national arts agency as a vehicle for promoting the importance of the arts on a national scale. The agency has a national voice and is well placed to use the various tools it possesses—traditional and social media, website, publications, research—to display the arts’ perpetual contributions to the welfare and prosperity of America.

Performance Goal 3.1.1

The Office of Public Affairs (OPA) is responsible for disseminating and promoting Arts Endowment-related events, programs, and research, and for promoting the general importance of the arts to the United States.

The overall outcome of this performance goal is a more positive understanding of how the arts affect people’s lives and communities, and a more positive view of the work that the Arts Endowment does. A related outcome would be that people interact and engage with the arts more often in their communities. For these outcomes to be possible, the Arts Endowment must reach as many American people as possible through traditional media, social media, the website, and publications.

To determine OPA's reach to the American people, the office reviews the number of newspapers and magazines in which Arts Endowment- and arts-related articles appear. OPA can also review the number of followers on social media channels, and how often people engage with specific material featured on them. OPA looks at how many people visit the Arts Endowment website, in what states they are located, what pages they go to, and how much time they spend on them. OPA examines the number of publications ordered as well as how many times publication pages are accessed on the website. Together, these numbers give a general idea of the reach the Arts Endowment has into American communities to promote the knowledge and understanding of arts.

FY 2019 Performance: Data collected by OPA demonstrates the extent to which the Arts Endowment informs and engages with the American people about arts activities and artists in the communities across the country and their importance to the vitality of the nation.

Strategic Objective 3.1 Inform and engage with the American people about arts activities and artists in communities across the country and their importance to the vitality of the nation.						
Performance Goal 3.1.1. Inform and engage with the American people about arts activities and artists in communities across the country and their importance to the vitality of the nation.						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.1.1.1	The % of states and U.S. jurisdictions, including the District of Columbia, in which Arts Endowment-related articles appeared in news outlets and interact with the Arts Endowment through the website and social media	N/A	N/A	N/A	100%	100%

Source: Office of Public Affairs social media and website data, News Clips

In FY 2018 and FY19, Arts Endowment-related articles appeared in news outlets in all U.S. states and jurisdictions, including the District of Columbia. Likewise. 100% of U.S. states and jurisdictions interacted with the Arts Endowment through our website and social media. Historic data for this indicator are unavailable.

Projected FY 2020 and FY 2021 Performance: Based on the continuation of current OPA strategies, it is projected that this indicator will remain at 100% of states and U.S. jurisdictions, including the District of Columbia.

Other Indicators

Performance Goal 3.1.1. Inform and engage with the American people about arts activities and artists in communities across the country and their importance to the vitality of the nation.						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.1.1.2	The # of Arts Endowment-related articles appearing in news outlets throughout the country	N/A	N/A	N/A	5,145	3,430
3.1.1.3	The # of visitors to the Arts Endowment website from locations within the U.S.	N/A	N/A	N/A	1,217,035	1,163,419
3.1.1.4	The # of followers on the various Arts Endowment social media channels	N/A	N/A	N/A	247,818	258,664

Source: Office of Public Affairs social media and website data, News Clips

Strategic Objective 3.2

Expand and promote evidence of the value and impact of the arts for the benefit of the American people.

Research and evaluation are essential to the Arts Endowment’s ability to monitor and improve its overall performance, but this capacity also benefits the public more directly. Arts workers and arts industries depend on timely information and analyses to track patterns of employment, fiscal health, and public demand for their goods and services. Outside the arts sector, individuals and communities require statistically reliable data on the relationship of arts and culture to other aspects of everyday life. The general public needs to know whether and how the arts should factor into decisions about where to live, how to spend one’s discretionary time, and what kind of education to provide for one’s children. The Arts Endowment thus helps the American people to achieve—in the words of its founding legislation—“a better understanding of the past, a better analysis of the present, and a better view of the future.”

Based on agency-wide and external feedback, ORA has developed its own five-year strategic plan and [research agenda](#). The office aims to complete 75 percent of targeted projects by the end of the five-year term of the research agenda. The office has identified criteria that have been used to set annual milestones for two tiers of research projects. For example, ORA aims to complete 80 percent of Tier One projects and 50 percent of Tier Two projects by fiscal year 2022. In addition, ORA will review Arts Endowment-originated research articles and citations in academic journals specializing in non-arts disciplines, and it will also review articles about Arts Endowment-originated research in non-academic news outlets across the nation.

Performance Goal 3.2.1

FY 2019 Performance: ORA strives for an annual project completion rate of 15% for the research projects on the research agenda. However, given the long timeframes for some studies, it is anticipated that the completion rate will be lower during the initial years of a five-year research agenda and accelerated during the latter years. The below tables show the percentage of

research projects completed by fiscal year and the percentage of research projects launched by fiscal year.

Strategic Objective 3.2. Expand and promote evidence of the value and impact of the arts for the benefit of the American people.						
Performance Goal 3.2.1 The Arts Endowment's Office of Research & Analysis annually completes 15% of research projects on the agency's five-year research agenda.						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.2.1.1	The % of Arts Endowment Research Agenda projects completed	N/A	N/A	18%	23%	45%

Source: Office of Research & Analysis Research Agenda

Because of the long-term nature of planning required for many of these agenda items, ORA is on its way to completing its performance goal by 2021. The office surpassed its internal goal of completing 15% of research agenda items in FY 2019 and it had launched or completed 90% of research projects on its agenda by end of September 2019.

Projected FY 2020 and FY 2021 Performance: Based on most recent performance, it is projected that the agency will exceed its performance target of 15% of research agenda items completed in FY 2020 and FY 2021.

Other Indicators

Strategic Objective 3.2. Expand and promote evidence of the value and impact of the arts for the benefit of the American people.						
Performance Goal 3.2.1 The Arts Endowment's Office of Research & Analysis annually launches 15% of research projects on the agency's five-year research agenda.						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.2.1.2	The % of Arts Endowment Research Agenda projects launched (cumulative)	N/A	N/A	18.0%	77.0%	90.0%

Source: Office of Research & Analysis Research Agenda

Performance Goal 3.2.2

FY 2019 Performance: Past research supported by the Arts Endowment is mentioned in news articles and academic journals every year. Each year, Arts Endowment research-related articles or citations are counted as a way to measure the reach of the agency's research activities. Note that indicator 3.2.2.1 is a new indicator, therefore there is no historical data prior to FY 2018.

Strategic Objective 3.2. Expand and promote evidence of the value and impact of the arts for the benefit of the American people.						
Performance Goal 3.2.2. Annually, Arts Endowment research-related articles and/or citations appear in academic journals specializing in disciplines other than the arts and in non-academic news outlets.						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.2.2.1	The # of Arts Endowment research related articles and/or citations in academic journals specializing in disciplines other than the arts	N/A	N/A	N/A	204	150
3.2.2.2	The # of Arts Endowment research related articles and/or citations in non-academic news outlets	157	173	123	135	117

Source: Academic Literature, News

Projected FY 2020 and FY 2021 Performance: It is projected that the agency will at least maintain FY 2019 performance levels for these two indicators.

Strategic Objective 3.3

Provide opportunities for the international exchange of artists, artworks, and arts activities.

U.S. artists and artworks already attract global recognition, so the National Endowment for the Arts provides opportunities for them to be showcased for other audiences through participation in global arts events. Similarly, U.S. audiences, artists, and communities can benefit from opportunities to appreciate and understand international artists and artworks.

The Arts Endowment, as the lead federal agency in supporting the arts, is constantly examining opportunities with other federal agencies, nonprofit arts organizations, state arts agencies and regional arts organizations, and international collaborators to partner on activities to raise awareness of the arts for domestic and foreign audiences. The agency is also a key point of contact for international cultural visitors and those interested in the infrastructure for arts support in the United States, hosting an average of 50 international delegations annually.

The overall outcome is to create a more positive understanding of the United States through creative interactions with other countries, and to expose the American people to new arts and culture to build connections among people through the arts and promote a better understanding of our world. The Arts Endowment's international activities increase recognition of the excellence of U.S. arts around the world and broaden the scope of experience for American artists, thereby enriching the art they create. Through partnerships with other government agencies and the private sector, the Arts Endowment fosters international creative collaboration by strengthening residency programs of foreign artists in communities across the country. Through the Arts Endowment Literature Fellowships in Translation program, the agency makes available literary works from around the world, enriching the American people's horizons as creative, innovative thinkers and citizens of the world. And through the Arts and Artifacts Indemnity Program, the Arts Endowment helps bring to U.S. museums art from around the world that might otherwise be too costly to insure.

Performance Goal 3.3.1

FY 2019 Performance: The Arts Endowment builds and maintains partnerships that promote American arts and artists internationally each year. Below are the number of American artists who have visited other countries with support from the Arts Endowment’s strategic partnerships with other funders, and the number of countries those American artists visited with support from the Arts Endowment’s strategic partnerships with other funders.

Strategic Objective 3.3. Provide opportunities for the international exchange of artists, artworks, and arts activities.						
Performance Goal 3.3.1. The Arts Endowment builds and maintains partnerships that promote American art and artists internationally each year.						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.3.1.1	The # of American artists who visit another country with support from the Arts Endowment’s strategic partnerships with other funders	1285	1299	805	1240	1240
3.3.1.2	The # of countries visited by American artists with support from the Arts Endowment’s strategic partnerships with other funders	30	32	37	31	43

Source: International Records Program

Projected FY 2020 and FY 2021 Performance: It is projected that the agency will at least maintain FY 2019 performance levels for these two indicators.

Performance Goal 3.3.2

FY 2019 Performance: Each year, the Arts Endowment builds and maintains partnerships that bring art and artists from other countries to U.S. audiences. This performance goal is interested in the number of international artists in residencies across the nation with support from the Arts Endowment’s strategic partnerships with other funders.

Strategic Objective 3.3. Provide opportunities for the international exchange of artists, artworks, and arts activities.						
Performance Goal 3.3.2. Each year, the Arts Endowment builds and maintains partnerships that bring art and artists from other countries to U.S. audiences.						
Indicator Number	Measure	2015	2016	2017	2018	2019
3.3.2.1	The number of international artists in residencies across the nation with support from the Arts Endowment’s strategic partnerships with other funders	58	258	253	35	36

Source: International Records Program

From FY 2015 to FY 2019, a total of 640 international artists in residencies across the nation have been supported by the Arts Endowment’s strategic partnerships with other funders.

Projected FY 2020 and FY 2021 Performance: It is projected that the agency will at least maintain its FY 2019 performance level in FY 2020 and FY 2021 for this indicator.

Performance Goal 3.3.3

FY 2019 Performance: When providing opportunities for the international exchange of artists, artworks, and arts activities, the Arts Endowment is showing a demonstrable benefit for the careers of participating American artists. As part of its ongoing effort to building an evidence base to inform its programs and policies, the agency is planning a survey of U.S. artists participating in international activities with the goal of developing a richer understanding of the short- and long-term impacts of these activities on their careers. A contract was awarded in FY 2019 to produce a survey instrument, plan for administration, prepare related Paperwork Reduction Act (PRA) clearance package, and conduct pilot-testing of the instrument; the agency anticipates this work shall conclude in FY 2020 with the first deployment of the instrument in FY 2021. Since data collection has not begun, no data are reported for FY 2019.

Strategic Objective 3.3. Provide opportunities for the international exchange of artists, artworks, and arts activities.						
Indicator Number	Measure	2014	2015	2016	2017	2018
Performance Goal 3.3.3. During the five-year term of this strategic plan, Arts Endowment-supported international exchanges have a demonstrable benefit on the careers of participating American artists.						
3.3.3.1	The % of American artists that report benefits of their participation in Arts Endowment-supported international exchanges.	N/A	N/A	N/A	N/A	N/A

Source: International Records Program

Projected FY 2020 and FY 2021 Performance: A target will be established following the collection of baseline data.

STRATEGIC GOAL 4

Enable the Arts Endowment Mission through Organizational Excellence

The National Endowment for the Arts is a small, independent federal agency with a big impact, committed to effectively carrying out its mission. The Arts Endowment is a responsible steward of its resources, using technology strategically and building a workforce that is committed to its mission and service to the American people.

The Arts Endowment is the sole arts funding entity, public or private, whose funding reaches every Congressional District in all 50 states, the District of Columbia, and the U.S. territories, supporting activities such as performances, exhibitions, healing arts and arts education programs, festivals, and artist residencies. With such an ambitious mission and extensive roster of programmatic activities, the Arts Endowment can succeed only because of its commitment to organizational excellence. Creating and maintaining a highly functioning organization allows the agency to fulfill its considerable responsibilities to the American people.

Strategic Objective 4.1

Be an effective and vigilant steward of public funds.

Entrusted with public funds to pursue the Arts Endowment’s mission, the agency’s employees strive to build and sustain public confidence that the agency’s business processes and procedures reflect the highest standards of effective and vigilant stewardship.

Performance Goal 4.1.1

FY 2019 Performance: The agency has received an annual unmodified (“clean”) financial-statements audit opinion for the last 15 years. An audit opinion remains the primary measurement of success for this strategic objective.

Strategic Objective 4.1. Be an effective and vigilant steward of public funds						
Performance Goal 4.1.1. Each year, the Arts Endowment ensures that public funds are used and accounted for appropriately.						
Indicator Number	Measure	2015	2016	2017	2018	2019
4.1.1.1	Annual receipt of an unmodified audit opinion	unmodified	unmodified	unmodified	unmodified	unmodified

Source: Arts Endowment Financial Audit documentation from the Agency’s Budget Office

Projected FY 2020 and FY 2021 Performance: Based on the continuation of the agency’s business processes and procedures, it is projected that the Arts Endowment will receive an unmodified audit opinion in FY 2020 and FY 2021.

Strategic Objective 4.2

Be transparent and accountable to the public.

As with all government agencies, the Arts Endowment must be accountable to the public, providing readily available information and data about its operations and decision-making. The

agency maintains and continually improves upon policies, processes, and systems that ensure optimal transparency and accountability.

Performance Goal 4.2.1

Agency activities are fully transparent to the public, and the agency is fully accountable to the public, as evidenced through multiple channels of communication and reporting, chief among them compliance with the requirements of the DATA Act and Federal Information Security Modernization Act. The Arts Endowment ensures transparency to the public by providing accurate reporting of grant data on a quarterly basis.

FY 2019 Performance: The percentage of data submitted to USASpending.gov that is accurate, complete, and in accordance with government-wide data standards as reported in the Auditor’s Report on the Arts Endowment’s compliance with the DATA Act of 2014 is seen below by fiscal year.

Strategic Objective 4.2. Be transparent and accountable to the public						
Performance Goal 4.2.1. The Arts Endowment ensures transparency to the public by providing accurate reporting of grant data on a quarterly basis.						
Indicator Number	Measure	2015	2016	2017	2018	2019
4.2.1.1	The % of data submitted to USASpending.gov that is accurate, complete, and in accordance with government-wide data standards as reported in Auditor's Report on the Arts Endowment's compliance with the DATA Act of 2014	N/A	N/A	97%	N/A	99%

Source: Internal Agency DATA Act Reports

In FY 2019, 99% of data submitted to USASpending.gov has been accurate, complete, and in accordance with government-wide data standards as reported in the Auditor's Report on the Arts Endowment’s compliance with the DATA Act of 2014.

Projected FY 2020 and FY 2021 Performance: Based on past performance and the continuation of the agency’s business processes and procedures, it is projected that at least 98% of data submitted to USASpending.gov will be accurate, complete, and in accordance with government-wide data standards.

Strategic Objective 4.3

Attract and maintain a diverse, creative, knowledgeable, productive, and motivated workforce.

The Arts Endowment’s workforce is at the heart of its ability to provide the American people with the highest level of service. The Arts Endowment identifies critical workforce needs; it recruits strategically and in compliance with government hiring principles; it provides its workforce with incentives such as training and advancement opportunities, as appropriate; and it

develops and maintains policies and processes to ensure excellent performance and accountability.

Performance Goal 4.3.1

The Arts Endowment will continually maintain compliance with and exceed the requirements of the Office of Personnel Management (OPM) 80-day hiring model, through which talented and skilled applicants are identified and on-boarded in a timely manner.

FY 2019 Performance: Annually, the Arts Endowment has met the requirements of the 80-day hiring model, through which talented and skilled applicants are identified and on-boarded in a minimal amount of time. The annual time by fiscal years is listed in the table below:

Strategic Objective 4.3. Attract and maintain a diverse, creative, knowledgeable, productive, and motivated workforce.						
Performance Goal 4.3.1. Annually, the Arts Endowment exceeds the requirements of the 80-day hiring model, through which talented and skilled applicants are identified and on-boarded in a minimal amount of time.						
Indicator Number	Measure	2015	2016	2017	2018	2019
4.3.1.1	The average time for the identification and on-boarding of new Arts Endowment hires will not exceed 80 days	80 days				

Source: HR Office Records

Projected FY 2020 and FY 2021 Performance: Based on past performance and the continuation of the agency’s business processes and procedures, it is projected that in FY 2020 and FY 2021 the average time for the identification and on-boarding of new Arts Endowment hires will not exceed 80 days.

Performance Goal 4.3.2

The Arts Endowment will continue to encourage maximum employee engagement and respond proactively to employee viewpoints in order to maintain a ranking as one of the best places to work in the federal government. A key strategy for collecting employee feedback is the OPM Federal Employee Viewpoint Survey (FEVS), which identifies specific areas as needing improvement.

FY 2019 Performance: Using the FEVS data, the agency tracks the percent of Arts Endowment employees reporting responses to key questions on this survey. Information collected from the survey is used to improve recruitment and retention strategies for high-performing workers. The annual percentages of responses to key questions are listed in the table below:

Strategic Objective 4.3. Attract and maintain a diverse, creative, knowledgeable, productive, and motivated workforce.						
Performance Goal 4.3.2. Annually, Arts Endowment employees report a high degree of satisfaction working at the Arts Endowment.						
Indicator Number	Measure	2015	2016	2017	2018	2019
4.3.2.1	The % of Arts Endowment employees reporting positive responses to key questions on OPM’s annual Federal Employee Viewpoint Survey.					
	Reported a positive response to the statement "My agency is successful at accomplishing its mission."	83.80%	95.20%	97.94%	87.90%	94.73%
	Reported a positive response to the statement "I know how my work relates to the agency's goal and priorities."	82.90%	96.00%	98.10%	97.50%	96.49%
	Reported a positive response to the statement "I am held accountable for achieving results."	86.30%	95.00%	94.53%	92.20%	89.67%
	Reported a positive response to the statement "I am constantly looking for ways to do my job better."	94.20%	94.30%	92.63%	89.10%	93.03%
	Employee satisfaction and commitment score	69.30%	86.30%	76.45%	71.30%	79.45%
	Average positive response score of leadership/supervision.	75.00%	85.50%	82.65%	72.00%	73.36%

Source: OPM Federal Employee Viewpoint Survey

As seen in the table above, a significant majority of the Arts Endowment’s employees have expressed positive responses to key questions on the FEVS over the past years, with a slight uptick across categories in 2019. Based on these survey results, the National Endowment of the Arts was recognized in December 2019 as the ninth best place to work in Federal government.⁴

Projected FY 2020 and FY 2021 Performance: Based on past performance and the continuation of the agency’s business processes and procedures, it is projected that in FY 2020 and FY 2021 the percentage of Arts Endowment employees reporting positive responses to key questions on OPM’s annual Federal Employee Viewpoint Survey will meet or exceed that reported in FY 2019.

Strategic Objective 4.4

Recruit and engage citizens as panelists who will make recommendations for Arts Endowment awards that meet the highest standards of excellence.

The democratic process is manifest in the Arts Endowment review of applications seeking agency funds. Representing the demographic and geographic characteristics of this nation, citizen panel members participate in the decision-making process for virtually all of the Arts Endowment’s awards. The Arts Endowment ensures that different points of view— those of experts and non-experts in the arts—are heard at panel meetings, thereby enhancing the value of Arts Endowment grant-making for all Americans.

⁴ <https://ourpublicservice.org/these-11-agencies-prove-government-can-be-a-best-place-to-work/>

Performance Goal 4.4.1

Arts Endowment awards are responsibly adjudicated and represent the broad interests of the American people and, where appropriate, the specific artistic disciplines and subdisciplines for which grant proposals are adjudicated. In aggregate, where possible, panelists represent the nation’s geographic and demographic diversity.

FY 2019 Performance: The Arts Endowment recruits and engages citizens as panelists from each state and the District of Columbia each year. The percentage of states, including the District of Columbia, who are represented by individuals serving on Arts Endowment panels each fiscal year is shown below.

Strategic Objective 4.4. Recruit and engage citizens as panelists who will make recommendations for Arts Endowment awards that meet the highest standards of excellence.						
Performance Goal 4.4.1. Annually, the Arts Endowment recruits and engages citizens as panelists from each state and the District of Columbia.						
Indicator Number	Measure	2015	2016	2017	2018	2019
4.4.1.1	The % of states, including the District of Columbia, represented by individuals serving on Arts Endowment panels	100.00%	98.04%	96.08%	100.00%	100.00%

Source: Panelist Records/OGPO

From FY 2015 to FY 2019, an average of almost 99% of states, as well as the District of Columbia, are represented by individuals serving on Arts Endowment panels. In FY 2019, 100% of states were represented on panels.

Projected FY 2020 and FY 2021 Performance: Based on past performance and the continuation of the agency’s business processes and procedures, it is projected that in FY 2020 and FY 2021 the Arts Endowment will continue to represent 100% of states, including the District of Columbia, on its panels.

CROSS-CUTTING OBJECTIVE (CCO)

Through strategic partnerships and award-making, ensure that Arts Endowment-funded activities reach a wide breadth of geographic locations and underserved populations across the country.

In its founding legislation, the Arts Endowment was charged with the responsibility of widening the availability of art, particularly to historically underserved populations—those whose opportunities to experience the arts are limited by geography, ethnicity, economics, or disability. Since its creation, the Arts Endowment has dedicated considerable resources, developed several leadership initiatives, and strengthened its partnerships with state arts agencies (SAAs) and regional arts organizations (RAOs) to realize the vision of a nation in which the arts enrich the lives of all Americans.

Of particular concern with regard to underserved groups is the connection between income and arts participation. National survey data show large disparities in arts participation rates by income and education level. Despite this challenge, an analysis of Arts Endowment grants awarded in FY 2017 shows that more than 40 % of arts activities sponsored by Arts Endowment grants are held in Census tracts where 20 percent or more of the population live below the poverty line. In addition, a portion of each SAA partnership grant is designated for reaching underserved communities within the state, and a portion of each RAO grant is designated for touring arts activities to underserved populations within the region.

To assess performance on this cross-cutting agency objective, the Arts Endowment will monitor the distribution of awards across the spectrum of artistic disciplines and geographic areas to ensure that they reach Americans nationwide. Indicators of progress include equitable distribution of Arts Endowment-supported activities relative to population across states and to underserved populations.

CCO Performance Goal 1.1

FY 2019 Performance: Beyond the simple categorization of urban versus rural, geographic diversity is also shown by the relative population sizes of communities where Arts Endowment-funded arts events occurred. Within the designation of urban/metro areas, there are four subdivisions used by the U.S. Census to characterize metro areas of different sizes. This performance indicator tracks the percentage of Arts Endowment-funded grant activities in relation to the percentage of the population in those metro-area categories. Rows 1 and 2 display the binary distinction of metro vs. non-metro, whereas rows 3-6 display gradations within the broader metro category, i.e., with rows 3-6 as a refined subset of row 2. Please note that all U.S. population figures shown below are estimates made by the U.S. Census Bureau as of July 1 in each respective year.

As seen in the table below, the distribution of Arts Endowment-funded project activities roughly mirrors the geographic distribution of the U.S. population. This proportional relationship is true in the broad sense as evidenced in rows 1 and 2 at the top of the table, which compare metro vs. non-metro areas, but it is also largely true even when accounting for the gradations in metro size and population density shown in rows 3-6.

Cross-Cutting Objective: Through strategic partnerships and award-making, ensure that Arts Endowment-funded activities reach a wide breadth of geographic locations and underserved populations across the country										
Performance Goal CCO 1.1. Annually, Arts Endowment-funded activities take place in a diverse spectrum of geographic locations.										
Indicator Number	Measure				2015	2016	2017	2018	2019	
CCO 1.1.1	The geographic distribution of applications received, grants awarded, and project activity locations									
	<i>Applications Received</i>				5,643	5,887	6,437	5,783	7,822	
	<i>Grants Awarded</i>				2,315	2,413	2,492	2,303	2,226	
	<i>% of Applications from Urban Areas</i>				92.0%	92.0%	92.00%	90.0%	93%	
	<i>% of Grants in Urban Areas</i>				93.0%	93.0%	93.00%	94.0%	94%	
	<i>% of Applications in Rural Areas</i>				8.0%	8.0%	8.00%	8.0%	7%	
	<i>% of Grants in Rural Areas</i>				7.0%	7.0%	7.00%	7.0%	6%	
	<i>Project Activity Locations</i>				25,653	24,926	23,735	13,779	N/A	
	<i>% of Project Activity Locations in Urban Areas</i>				87.9%	87.3%	89.12%	87.25%	N/A	
	<i>% of Project Activity Locations in Rural Areas</i>				12.1%	12.7%	10.88%	12.75%	N/A	
CCO 1.1.2 The % of Arts Endowment-funded activities occurring in each segment of the rural-urban continuum compared to the percentage of the population that lives in those respective locations.										
	2015		2016		2017		2018		2019	
Rural/Urban Continuum	NEA Activities (n= 25,653)	% Population in Location (324.9M)	NEA Activities (n= 24,926)	% Population in Location (326.5M)	NEA Activities (n= 23,375)	% Population in Location (328.5M)	NEA Activities (n= 13,779)	% Population in Location (330.4M)	NEA Activities (n= N/A)	% Population in Location (N/A)
1. Non-metro, rural areas	12.06%	14.30%	12.72%	14.10%	10.88%	14.20%	12.75%	13.95%	N/A	N/A
2. Metro, urban areas	87.94%	85.70%	87.28%	85.90%	89.12%	85.98%	87.25%	86.05%	N/A	N/A
3. Metro pop < 250K	8.26%	9.00%	8.67%	9.00%	7.24%	8.89%	6.36%	8.89%	N/A	N/A
4. Metro pop >= 250 K but < 1M	15.45%	20.70%	16.67%	20.80%	15.57%	20.88%	12.00%	20.91%	N/A	N/A
5. Metro pop >= 1M but < 4.6M	23.14%	28.30%	22.00%	27.00%	23.80%	27.06%	21.85%	25.72%	N/A	N/A
6. Metro pop >= 4.6M	41.08%	27.70%	39.94%	29.10%	42.87%	29.15%	47.04%	30.54%	N/A	N/A

Source: FDR
2018 Population Estimates, U.S. Census Bureau

The above table shows that each year, the percentage of grants awarded to organizations in rural versus urban settings is roughly proportional to the percentage of applications received from those organizations, although there is a pattern of applications from urban organizations having a slightly higher success rate each year. However, agency-funded projects produce arts events at locations other than just each grantee organization’s address. At the conclusion of each project, grantees report this assortment of Project Activity Locations on their FDRs, and each year these data (presented in the final three rows of the above table) demonstrate that these activities occur with more frequency in rural areas than would be expected based on the ratio of grant awards. In other words, Arts Endowment grants often support project activities in rural areas even when the organizations themselves are located in urban areas. In fact, in each year shown in the table above, approximately 6%-7% of grants were awarded to rural organizations; however, an average of 12% of all Endowment Agency-funded project activities occurred in rural areas in

each of those years. The distribution of FY 2018 Arts Endowment-funded project activities is similar to the distribution of the U.S. population, in that approximately 14% of U.S. residents live in rural/nonmetropolitan areas.

FY 2020 and FY 2021 Performance. It is projected that performance on these two indicators will be maintained in FY 2020 and FY 2021.

CCO Performance Goal 1.2

FY 2019 Performance: Each year, the Arts Endowment strives to award direct grants in every congressional district. The percentages, by FY, are listed below.

Cross-Cutting Objective: Through strategic partnerships and award-making, ensure that Arts Endowment-funded activities reach a wide breadth of geographic locations and underserved populations across the country						
Performance Goal CCO 1.2. Each year, Arts Endowment direct grants are awarded in every congressional district.						
Indicator Number	Measure	2015	2016	2017	2018	2019
CCO 1.2.1	The % of congressional districts receiving an Arts Endowment direct grant	100.0%	99.8%	100.0%	99.8%	100.0%

Source: eGMS

FY 2020 and FY 2021 Performance. The agency has consistently awarded grants in nearly all congressional districts across the past five years. It is projected that this performance will be maintained in FY 2020 and FY 2021.

CCO Performance Goal 1.3

FY 2019 Performance: Arts Endowment direct grants engages underserved populations with the arts every year. The percentage of the direct grants awarded that engages underserved populations are shown below by fiscal year.

Cross-Cutting Objective: Through strategic partnerships and award-making, ensure that Arts Endowment-funded activities reach a wide breadth of geographic locations and underserved populations across the country						
Performance Goal CCO 1.3. Arts Endowment direct grants engages underserved populations with the arts every year.						
Indicator Number	Measure	2015	2016	2017	2018	2019
CCO 1.3.1	The % of Arts Endowment direct grant awards that engage underserved populations	36.90%	34.77%	34.94%	34.33%	32.26%

Source: FDR

FY 2020 and FY 2021 Performance. It is projected that at least 32% of projects awarded grants by the agency will engage underserved populations in FY 2020 and FY 2021.

MANAGEMENT PRIORITY

The Arts Endowment identified one major management priority for FY 2018-19 in addition to priorities shown in our strategic framework:

1. Institutionalization of the processes surrounding the recently implemented eGMS (Electronic Grants Management System)

Planned actions and results for this management priority follow:

Management Priority 1. Institutionalization of the processes surrounding the recently implemented eGMS (Electronic Grants Management System).	
Planned Action	Arts Endowment will be working with our Shared Service provider to develop a way to obtain federal financial assistance awardees reporting data via web-based submission into the eGMS.
Results	<ul style="list-style-type: none"> • Joint steering committee completed its needs assessment and established requirements for final reports and other reports needing to use web-based submission by the end of Q3 FY 2018. • A joint agency work group concluded its work in Q4 FY 2019 supporting the development of a new agency-defined forms module for the eGMS. • A full-scale pilot test of the agency’s FY 2020 grant reports will be launched in Q2 FY 2020. • New work began in Q1 FY2020 to adapt an existing eGMS feature to collect geographic activity data at the final report stage.

RESEARCH AND EVALUATION

The Arts Endowment continuously used research and evaluation across the four strategic goals to inform strategies and identify opportunities to improve agency performance and increase effectiveness of its activities. The agency used internal and external resources and a variety of processes to conduct research and evaluation and apply findings to its programs and practices. The following narrative highlights research and evaluation efforts undertaken by the Arts Endowment during FY 2019 that informed the agency's performance.

Goal 1

The Arts Endowment supports its goal to strengthen the cultural infrastructure of the nation through targeted research and evaluation studies. Research studies have examined the nature of specific arts fields, including their challenges and opportunities, while evaluation studies have examined the agency's role in effecting changes to the nation's cultural infrastructure. Specific studies during the past fiscal year include:

- The Arts Endowment concluded an analysis of the agency's Folk and Traditional Arts program in the last quarter of FY 2019. The publication, [*Living Traditions: A Portfolio Analysis of the National Endowment for the Arts' Folk & Traditional Arts*](#), with an [infographic](#) and [write-ups of sample projects](#) were posted to the agency website in October 2020. Agency staff examined the work of the nation's Folk Arts Partnerships, including the program's geographic reach, its capacity to address historically underserved populations, and the activities and achievements of its grantees and partners. Data were drawn from the applications and final reports of all Folk Arts grants supported by the agency from FY 2013-2015.
- An outcome evaluation study of [Poetry Out Loud](#), a national poetry recitation contest co-created with the Poetry Foundation and administered in partnership with state arts agencies from all 50 states, the District of Columbia, the U.S. Virgin Islands, and Puerto Rico, was launched during the fourth quarter of FY 2018. The study's purpose is primarily to assess student-level outcomes associated with the program under optimally implemented conditions. Findings from the study will be used to guide future Arts Endowment investments in the competition. The Poetry Foundation is co-funding the study, which is expected to conclude in FY 2020.
- An Arts and Technology Field Scan was launched in June 2019. This national research study, initiated by the Arts Endowment, with co-funding from the Ford Foundation and the Knight Foundation, seeks to better understand the needs of U.S.-based artists working with technology as a creative medium and to use this information to educate arts funders and resource providers in both the public and private sector. The study is expected to conclude in early FY 2021.

Goal 2

Through this goal, the Arts Endowment intends to positively affect people – to enrich and improve their lives and the communities in which they live. Research studies are intended to

inform the agency's efforts in support of this goal, while evaluation studies support program improvement or assess the effectiveness of current grant-making activities. Specific research and evaluation studies that have been done include:

- During FY 2019, the National Endowment for the Arts worked with the Education Commission of the States (ECS) on its Statewide Data Infrastructure Project for Arts Education. As part of this cooperative agreement, ECS released [50-State Comparison: Arts Education Data Collection and Reporting](#), a multi-phased landscape analysis assessing all 50 states' and DC's capacity and efforts to extract, analyze and report arts education data. In addition, ECS provided technical assistance to nine states, Alabama, Alaska, Colorado, Illinois, Louisiana, Maine, Nevada, North Dakota, and Rhode Island, to help states make progress in making arts education data publicly available. The project will bring greater access and transparency to public data about K-12 student participation in arts education through the dissemination of a toolkit in March 2020. The toolkit will provide user guides, dashboard wireframes, and training materials to help states build their own systems for extracting, analyzing, reporting, and communicating data about arts education. At the end of the project in June 2020, the Arts Endowment and ECS will share key findings, lessons learned and effective practices through a final report.
- The Arts Endowment launched work in FY 2018 on the development of an evidence-based logic model and measurement model for the agency's Arts Education Collective Impact program. Developing a common measurement system across grant projects is an important goal as it would position the agency to use grantee data for an outcome evaluation study in the future. This work is expected to conclude in the second quarter of FY 2020.
- The Arts Endowment launched in FY 2018 an implementation evaluation study to validate the recently developed Our Town theory of change, logic model, and measurement model. The primary methods for the implementation evaluation are a national survey and case studies. The agency anticipates modifying its FDR requirements based on this study in order to build a stronger evidence base in the long term. The study concluded in Dec. 2019, providing the agency with recommendations for updating the program's theory of change, logic model, and measurement framework. The agency also intends to share study findings with the public late in FY 2020 or early FY 2021.
- The Arts Endowment through its Creative Forces program is investing in clinical research on the biological, psycho-social, and comparative cost effectiveness impacts and benefits of creative arts therapies on service members, veterans, and their families. Through a cooperative agreement with the Creative Arts Therapies PhD program at Drexel University in Philadelphia, several research studies are underway. The [Creative Forces Research Inventory](#) lists and links to all the completed, current, and pending research and clinical practice papers associated with Creative Forces. Fourteen studies have been published in peer-reviewed journals, including a case study examining long-term art therapy with a senior military service member with PTSD and TBI. To guide future evidence-building efforts, the Arts Endowment produced the [Creative Forces Clinical Research Strategic Framework and Five-Year Agenda \(2018-2022\)](#), which establishes

strategic objectives for Creative Forces clinical research and provides a five-year plan for achieving those objectives.

- During the last quarter of FY 2019, the Arts Endowment, working with its cooperator Americans for the Arts, launched work on developing a community engagement framework and measurement system. The model will feature high-level indicators that may be used to gauge the impact and benefits from participating in therapeutic arts interventions and community-based arts engagement programs aligned with, or complementary to, Creative Forces clinical program outcomes. The work is expected to conclude in FY 2020.

Goal 3

The Arts Endowment supports its goal to promote public knowledge and understanding about the contributions of the arts primarily through its research program. External research on the impacts of the arts on individuals and communities is supported by the Arts Endowment through its Research: Arts Works grant program, which offers grants for research examining the value and impact of the arts. The Arts Endowment's Research Labs program, which was launched in FY 2017, funds transdisciplinary research teams, grounded in the social and behavioral sciences, to engage with the Arts Endowment's five-year research agenda. Research studies in support of the Arts Endowment research agenda are also undertaken directly by Arts Endowment staff and contractors. Research studies that have focused on the impacts of the arts include:

- In February 2019, the Arts Endowment released [The Arts in Neighborhood Choice](#) based on analysis of the 2015 American Housing Survey—specifically an arts module that was co-authored by researchers at the National Endowment of the Arts and the U.S. Department of Housing and Urban Development. The report enumerated and described adults who value living near arts/cultural venues. It also reported data on householders who cited greater access to arts venues as a reason for having moved to their present location, and who affirmed neighborhood benefits from those venues. The report was featured as part of an [arts data profile](#), which included an infographic and access to the dataset and data tables.
- In March 2019, the Arts Endowment released [findings](#) from the [Arts and Cultural Production Satellite Account \(ACPSA\)](#), which is produced jointly by the Arts Endowment's ORA and the Bureau of Economic Analysis, U.S. Commerce Department. Among other data, the ACPSA reveals the size of the arts and cultural sector and its contributions to the U.S. economy, the number of workers employed by those industries and their compensation figures, consumer expenditures on arts and culture, and import/export activity. The presentation of findings included a national summary report, interactive infographic, data tables, and access to the dataset. An arts data profile featuring [State-Level Estimates of the Arts' Economic Value and Employment \(2001-2016\)](#) was released at the same time.
- In April 2019, the agency published an [arts and data profile](#) and [full report](#) describing the artists and cultural workers in the U.S. labor force. A variety of federal datasets were used to estimate the numbers of artists and cultural workers, their employment trends and

earnings, and their key demographic characteristics. The arts data profile featured an interactive infographic, data tables, and access to public datasets.

- During FY 2019, the agency concluded a comprehensive analysis of data from the 2017 administration of the Survey of Public Participation in the Arts (SPPA), conducted in partnership with the U.S. Census Bureau, about adults' participation in artistic and creative activities. The report, [U.S. Patterns of Arts Participation: A Full Report from the 2017 Survey of Public Participation in the Arts](#), was released in December 2019, accompanied by the simultaneous release of an arts data profile on [State-Level Estimates of Arts Participation Patterns \(2017-19\)](#). A monograph series released in FY 2020 will explore in greater depth topics such as reading, digital media, and barriers, motivations, and personal preferences affecting arts participation.
- Historically, the use of opioids for the treatment of acute pain has been accepted, while their use for managing chronic pain has been controversial. Arts-based interventions have the potential to be incorporated as complementary approaches to the management of pain and prevention and treatment of substance use disorder. A contract was awarded during FY 2019 to conduct a literature review and program scan to provide insight into what role the arts and/or creative arts therapies can play in pain management and prevention; and in the prevention, management, and recovery process of substance use disorders and addiction. The report is scheduled for release in FY 2021.
- Work began in FY 2019 on the development of a survey to examine the impacts of international exchanges on the careers of U.S. artists receiving USArtists International grants supported by the Arts Endowment. The goal is to develop a richer understanding of the program's short- and long-term impacts on artists' careers. The survey will be administered annually as part of the agency's performance measurement beginning in FY 2021.

Goal 4

The Arts Endowment rigorously reviews its management functions. With respect to financial management, the Arts Endowment's Office of Inspector General (OIG) oversees an annual audit, which encompasses an independent and thorough review to ensure the agency's financial statements accurately and completely represent the agency's financial position. The OIG also oversees the annual review of the agency's compliance with the Federal Information Security Modernization Act (FISMA). The financial statement audit and FISMA review typically result in recommendations for improvement that inform the agency's strategic plan and efforts for improved programs and processes.

Human capital management reviews are essential for hiring, managing, training and retaining talented and high performing employees. To that end, the Arts Endowment regularly evaluates and acts on its human capital programs via Office of Personnel Management (OPM) audits and assessments and Equal Employment Opportunity Commission (EEOC) reviews. In addition, results from OPM's Federal Employee Viewpoint Survey, provide important data on employee engagement, sense of inclusion, dedication to the Arts Endowment mission, and commitment to

personal accountability. Surveys of panelists participating in reviews of funding applications provide information used to improve the peer review process.

Specific analyses that were done include:

- The FY 2019 Federal Employee Viewpoint Survey found that 96% of Arts Endowment employees understood how their work related to the agency's goals and priorities, while about 90% reported that they were held accountable for achieving results.