National Endowment for the Arts Research Agenda for FY 2017-2021

Second-Year Progress Report (FY 2018)

This fiscal year, the Office of Research & Analysis (ORA) exceeded its research agenda milestones for the five-year period ending in FY 2021.

The office completed 23 percent of planned research projects. Another 50 percent of projects on the NEA research agenda were still in progress.

In total, the NEA research agenda identifies 22 projects for completion by Sept. 30, 2020. ORA has assigned them different priority levels, based on subjective scoring along a set of criteria: Consequential, Innovative, Additive, and Opportune (CIAO), as described in the research agenda (https://www.arts.gov/sites/default/files/nea-five-year-research-agenda-dec2016.pdf).

The scoring has yielded two tiers—15 projects within Tier One (meeting three or more of the CIAO criteria); and seven within Tier Two (meeting fewer than three of the CIAO criteria). ORA has set a five-year performance goal of completing 80 percent of Tier One projects, and 50 percent of Tier Two projects. Across both tiers, the performance goal is 75 percent over five years, averaging 15 percent per year.

As noted in the research agenda, ORA's ability to execute these projects will be influenced greatly by several factors, including changes in funding, personnel, and other resources available to support this work, the arrival of new information concerning these research topics, and the discretion of NEA leadership.

Each year's progress report will summarize progress on the research agenda. Agenda items do not include public webinars or conferences, or research activities supported through grants. Similarly, outcomes from the NEA's research activities are measured and reported elsewhere—in the NEA's annual performance report to the Office of Management & Budget.

In FY 2018, ORA concluded the following projects on the NEA research agenda:

✓ Analyzed and reported descriptive statistics and trends in U.S. arts attendance and literary reading based on data from 2002 through 2017 administrations of the Survey of Public Participation in the Arts.

> *U.S. Trends in Arts Attendance and Literary Reading: 2002-2017* report, infographic, statistical tables, and related resources: https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-18

✓ Analyzed and reported descriptive statistics and trends concerning arts and cultural industries.

> National-level data tables, an interactive graphic, and additional resources: https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-16

✓ Analyzed and reported states' comparative contributions to economic growth and employment, by arts and cultural industries.

State-by-state fact-sheets, research briefs, an interactive map, and additional resources, including dashboards and analyses resulting from a collaboration with the National Assembly of State Arts Agencies (NASAA): https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-17

✓ Worked with the NEA's Folk & Traditional Arts division to produce a conceptual framework that can be the subject of closer study.

Foundational report on portfolio analysis: *Qualitative Analysis Findings: Folk & Traditional Arts Partnerships*: https://www.arts.gov/publications/qualitative-analysis-findings-folk-traditional-arts-partnerships

✓ Analyzed and reported the relationship between arts and design and innovative businesses in rural communities.

Rural Arts, Design, and Innovation in America report, research briefs, journal article, data visualization, and related resources: https://www.arts.gov/artistic-fields/research-analysis/arts-data-profiles/arts-data-profile-15

In FY 2018, moreover, ORA began the following projects on the NEA's research agenda:

- Analyze and report reasons for participating (or not participating) in arts activities, and any related barriers, based on analysis of 2017 Survey of Public Participation in the Arts (SPPA) and the 2016 General Social Survey (GSS)

- Analyze and report preferences for specific art forms or modes of participation, based on analysis of the 2017 SPPA and other data sources.

- Synthesize new and extant data about the role of technology in engaging the public with arts experiences.

- Analyze and report the relationship between changes in admission prices and the demand for visual and performing arts events.

- Support a NEA Arts Education data initiative that would incentivize state-level reporting of arts ed. data to the public.

- Synthesize new and extant data about literary reading patterns in the U.S. to answer questions suggested by nationally-reported, long-term declines in reading.

- Analyze and report on factors such as: number of artists and other cultural workers and their incomes and employment rates; geographic, socio-demographic, and occupational and industry trends; and career projections associated with these workers.

Other significant ORA activities in FY 2018 involved:

- Continuing to provide technical expertise and consultation in supporting a NEA Arts Education data initiative that would incentivize state-level reporting of arts ed. data to the public.

- Developing an evaluation plan for a series of community-engagement demonstration projects as part of the NEA's Creative Forces program; and continuing to provide technical expertise and consultation in pursuing Creative Forces' new clinical research agenda.

- Nearing completion of analysis of the relationship between socioeconomic, demographic, and geographic characteristics of neighborhood residents and their value statements about the arts' importance.

- Continuing to provide technical expertise and consultation to activities related to *Sound Health*, a partnership between the National Institutes of Health and the John F. Kennedy Center for the Performing Arts, in association with the NEA (see https://www.arts.gov/art-works/2017/taking-note-nih-director-music-brain).