13th Annual Day of Scholarship

Visit the Grants Office’s Day of Scholarship page for details, the application, and student handouts! Include March 21 into your syllabus as a day of learning and well as a day for Faculty members to support peers and their research initiatives!

This year’s event promises to be a fantastic gathering of Scholarly ideas! Plan to attend March 21.

Contribution of the Arts to be Measured in the GDP

The National Endowment for the Arts (NEA) is wasting no time in accomplishing the goals outlined in its five year research agenda which describes its groundbreaking "system map" and measurement model. The map is grounded in the theory that arts engagement contributes to quality of life in a virtuous cycle from the individual level to the societal level, and back. The map helps illustrate the dynamic, complex interactions that make up this particular system, from "inputs" such as education and arts infrastructure, to "outcomes" such as benefits of the arts to individuals and communities.

In an October 26, 2012 press release, NEA described that a new partnership with the Bureau of Economic Analysis, “will develop an ‘Arts and Cultural Production Satellite Account’ (ACPSA). This new account will identify and calculate the arts and culture sector’s contributions to the Gross Domestic Product (GDP), a measure representing the final dollar value of all goods and services produced in the United States. The ACPSA will collect detailed information on a select group of arts and cultural goods, services, and industries -- both commercial and not-for-profit -- that are currently reflected in the GDP.”

This will surely be a great source of information for city planners, economists, and artists as well as a future source of data for NEA’s new program, Research: ArtWorks.

The Value of Being “Liked”: Evaluating and Measuring Social Media

Social media messages constantly vie for our attention as more units adopt tools for “getting the word out,” but the pressure to join often burdens staff who are already pushed to the margins. Plans for managing social media messages are often lost in the shuffle of other work. The result is most offices or organizations have no strategies for measuring the impact of their efforts. In their book, Measuring the Networked Non-Profit: Using Data to Change the World, authors Kanter and Paine affirm the importance of transparent and consistent data validation. They suggest establishing a routine assessment period, using free online tools like Google Analytics, and focusing on responses more substantive than a ‘like’ or a ‘share’.

In an op-ed printed in The Chronicle of Philanthropy on October 14, 2012, the authors cite several examples of social media excellence and organizations which developed measures that helped assess the quality of conversation, not just the number of people who visited. They closely followed which content prompted people to share the message, and the surprising results allowed them to better invest their money and staff time. This kind of data measurement is more difficult to do than watching the number of followers rise. But meaningful results are always worth a bit of work.

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