

# ARTPLACE

## Call for Research Consultants: Field Scan Research

Posted: June 25, 2015

Deadline: August 6, 2015

### SUMMARY OF OPPORTUNITY

ArtPlace America (ArtPlace) seeks to commission three consulting researchers to conduct “field scans” that document and explore the relationship between arts and culture and the following community development sectors: Housing, Public Health, and Public Safety.

Each researcher will be hired to address one of these three sectors for total fee of \$15,000. Field scans will begin September 1, 2015 and are to be completed no later than November 17, 2015.

In the broadest sense, each field scan will be expected to cover:

- (1) The state of one of three community development sectors (Housing, Public Health, or Public Safety)
- (2) Activities (projects, practices, policies) happening at the intersection of arts and culture and that community development sector
- (3) An analysis of the trends and opportunities for arts and cultural practice within that community development sector

This solicitation is the first of several that ArtPlace is issuing for the purpose of field scan research. Opportunities to address additional community development sectors will be announced in 2016 and 2017.

### TIMELINE

Thursday, June 25	Call for Researchers Posted
Thursday, August 6	Submission Deadline
Tuesday, August 25	Field Scan Researchers notified
Tuesday, September 1	Field Scans begin
Tuesday, November 17	Field Scans due

### VISION

#### Context

ArtPlace is a collaboration among fifteen foundations, eight government agencies, and six financial institutions established in 2011 to advance creative placemaking, the practice of strengthening the social, physical, and economic fabric of a community through arts and culture.

In 2013, ArtPlace adopted a strategic plan that reframed our effort as a ten-year project with four lines of business: our signature National Grants Program that invests in creative placemaking projects of all sizes across this country; a new series of Community Development Investments to invest in 6 communities of different sizes in different regions of the country; an emphasis on Field Building; and expanded Research Strategies.

# ARTPLACE

As we worked to operationalize the strategic plan, it became clear that the reframed ArtPlace project – through these four lines of business – was dedicated to **positioning art and culture as a core sector of community planning and development**. In practice, this means having art and culture represented alongside sectors like housing, transportation, public safety, and open space during any comprehensive conversation about the future of a community. Each of these should be a sector that requires planning and investment from its community, and each of them should also have a responsibility to make a contribution to its community in return.

### Community Development Matrix

In order to position art and culture as a core sector of community planning and development, it is necessary to first understand how others have understood and organized the existing ecosystem of individuals, organizations, and networks working in communities. We began by looking at the ways that community development corporations, consulting firms, government (federal, state, and local), philanthropy, planning entities, and policy/think tanks have organized their work.

Each of these institutions looks at communities in their totality, so it is their thinking and standard operating procedures that need to include art and culture alongside the other core sectors of community planning and development. Understanding the taxonomies that they use to organize the world, as well as the outcomes and goals to which they aspire, allows us to understand how business is transacted and the structures within which art and culture will need to operate.

In scanning the community planning and development field, we found five types of stakeholders working across ten sectors that, while not comprehensive, capture a majority of work taking place in communities:

	Government	Commercial	Nonprofit	Civic, Social & Faith	Philanthropy
Agriculture & Food					
Economic Development					
Environment & Open Space					
Health & Human Services					
Housing					
Immigration & Social Justice					
Public Safety					
Transportation					
Workforce Development					
Youth & Education					

# ARTPLACE

This Community Development Matrix has become a guiding framework for all four lines of ArtPlace's work. We intend to work across as many sectors as possible as ArtPlace moves toward a sunset date in 2020, and for the purposes of research we are starting with Housing, Public Health (as a sub-focus within "Health and Human Services"), and Public Safety.

## Translation

With nearly \$57 million invested in 189 projects to date, ArtPlace has a lot of data around what is possible when art and culture is incorporated as a core sector of community planning and development. Our research work is focused on organizing and articulating this data through three primary strategies: **measuring** the change, **learning** around best practices, and **translating** outcomes.

ArtPlace's signature research will combine our measuring and learning work in a way that is targeted at a specific audience, translating the outcomes of creative placemaking projects into the appropriate languages of community planning and development as laid out in the guiding matrix.

ArtPlace is commissioning field scans as the first phase of this broader translation work. The field scans are intended to synthesize baseline knowledge about each non-arts sector in the matrix, and to serve as framing pieces for a series of working groups that will be held beginning in 2016.

ArtPlace working groups will bring explicitly interdisciplinary groups of researchers, practitioners, and thought leaders together for a series of exploratory discussions focused on building understanding, language, and resources around the role that arts and culture can play within any given sector. The translational product resulting from each working group will lay out in one place – for a specific audience – what a creative placemaking intervention can do; how the intervention can be deployed; and ways of knowing whether the intervention has worked.

## QUALIFICATIONS

This field scan opportunity is open to U.S. based researchers, consultants, or scholars who are – or who would like to be – bridging the arts and non-arts sectors.

Respondents to this opportunity may range from the hybrid researcher equally steeped in two disciplines, to someone who has traditionally focused on the arts but is now more broadly embracing its relationship to other fields, to someone embedded in another sector who has begun to study or experiment with arts and cultural strategies. ArtPlace is open to any of the above individuals and ultimately seeks to establish a precedent for this cross-disciplinary approach to arts research.

We are specifically looking for research consultants who demonstrate the following:

- Capacity to work across multiple sectors and disciplines
- Collaborative approach (interested in serving not simply as a contractor but as a thought partner to ArtPlace)
- Propensity to think in a synthetic way
- Exceptional writing ability

# ARTPLACE

- Familiarity with both qualitative and quantitative research methods
- Interest and availability to participate in a future working group.\*

\* The timing and sequencing of working groups will vary. As such, participation in a working group is not guaranteed.

## SUBMISSION REQUIREMENTS

Please submit the following as a single PDF document:

- A narrative essay (3 pages max) describing your interest in pursuing research at the intersection of arts and culture and one of three sectors: Housing, Public Health, or Public Safety. Why, in your opinion, does this intersection represent fertile ground for creative placemaking practice?
- A summary (2 pages max) of any relevant history or experience you have in arts and culture, community development, and/or the sector for which you propose to conduct a field scan. Please list at least 2 references with complete contact information in this summary.
- A description (1 page max) of the protocols, methodologies, resources, and sources you propose to use to gather data.

NOTE: If you are interested in conducting a field scan for more than one sector, you must submit a separate expression of interest for each.

Submissions must be emailed to [research@artplaceamerica.org](mailto:research@artplaceamerica.org) **no later than 5pm Eastern on Thursday, August 6, 2015**. All submissions must be submitted as a PDF attachment. Submissions exceeding 6 pages will not be reviewed.

## FEES

Each field scan will be commissioned for a flat fee of \$15,000, covering all field scan related activities between September 1, 2015 and November 17, 2015.

Should a selected researcher be invited by ArtPlace to participate in or contribute to a subsequent Working Group, a separate scope of work and fee would be negotiated at that time.

## SCOPE OF WORK

The outline and format for each field scan will be determined in collaboration with each field scan researcher upon his/her selection. All field scans should, however, address the following:

1. The state of the selected community development sector (Housing, Public Health, or Public Safety), including but not limited to:
  - Typology of key policies, topics, trends, and debates
  - Key individuals, groups, institutions, and networks
  - Priority outcomes and methods for assessing impact
  - Primary methods of communicating and/or learning

# ARTPLACE

2. Activities (projects, practices, policies) happening at the intersection of arts and culture and the selected community development sector, including:
  - Key individuals, groups, institutions, and networks affiliated with these activities
  - Existing literature (research reports, case studies, online and print news articles, impact measurement tools and resources, etc.)
3. An analysis of the trends and opportunities for arts and cultural practice within that community development sector

In service of developing the field scan, each researcher will be expected to conduct the following tasks:

- Kickoff meeting with ArtPlace staff
- Weekly check-in calls with ArtPlace's Director of Research Strategies
- Survey and/or review of ArtPlace funded projects\*\*
- Survey and/or review of non-ArtPlace funded projects
- Interviews with key thought leaders and practitioners
- Literature review (research studies, case studies, online and print news articles, impact measurement tools and resources, etc.) \*\*

\*\*Access will be provided to ArtPlace grants management databases and media monitoring software as needed.

## QUESTIONS

Please email [research@artplaceamerica.org](mailto:research@artplaceamerica.org) with any questions about this call for field scan research. Additional information about the working groups will be available Fall 2015.