

Social Impact Framework - Milk Crate Theatre

		Measurement				Evaluation		
	Outcome	Indicator	Measure	Frequency of Collection	Data Collection	Analysis	Reporting	Use
Short Term	Increased Confidence	<ul style="list-style-type: none"> Feels more confident Feels they can express themselves more freely Feels proud of their achievements 	<p>Survey (1-5 scale ranging from strongly disagree to strongly agree 'to what extent do you agree with these statement') *the same questions for observational survey</p> <ol style="list-style-type: none"> I am more confident I am more confident about my ability to express myself more freely I am proud of my achievements 	End of each program	<ul style="list-style-type: none"> Observational surveys – facilitators, community partner and social worker Reflective surveys – CAs 	<p>Qualitative and quantitative analysis of changes in collaborative artists confidence, social connection and gaining of creative and life skills over time. Surveys are both observational (facilitators, SW, community partner) and personal (CA).</p>		Evaluate program's purpose and effectiveness and if further support or redesign is required. Used in impact reports and in marketing collateral.
	Gain Creative and Life Skills	<ul style="list-style-type: none"> Feels they have gained new creative skills Feels they have gained skills to better able manage life needs Recognises their own creativity 	<p>Survey (1-5 scale ranging from strongly disagree to strongly agree 'to what extent do you agree with these statements') *the same questions for observational survey</p> <ol style="list-style-type: none"> I have gained new creative skills I have gained skills that help me manage with challenges in my life I see myself as a creative person 					
	More connected socially and to community	<ul style="list-style-type: none"> Feels they have made new friendships Feels connected to community Developed more social skills 	<p>Survey (1-5 scale ranging from strongly disagree to strongly agree 'to what extent do you agree with these statements') *the same questions for observational survey</p> <ol style="list-style-type: none"> I have made new friends I have a sense of being a part of a community I am better at interacting with other people 					
	Improved agency, and are better able to voice their needs and access supports	<ul style="list-style-type: none"> Feels more able to ask for help Feels they are more adaptable to change Feels in control of their decision making 	<p>Interviews (3 questions)</p> <ol style="list-style-type: none"> Have you gained new skills that help you manage with any challenges in life? Have you noticed any changes in yourself since being involved with MCT? How has being involved with MCT affected your wellbeing? <p>Survey (1-5 scale ranging from strongly disagree to strongly agree 'to what extent do you agree with these statements')</p> <ol style="list-style-type: none"> I ask for help when I need it I am able to adapt when changes occur I know how to consider different options in making a decision 	Interviews Annual & Surveys per end of program	<ul style="list-style-type: none"> Long form interviews with CAs Interviews with AD, facilitators and social worker on their objective observations on CAs or on working with MCT generally Reflective surveys 	<p>Longitudinal study using qualitative analysis of interviews to measure changes overtime. Interviewing up to 5-10 random committed collaborative artists. Additional interviews with AD, social worker and facilitator to gather objective data per individual.</p>		
High expectations and outlook on life	<ul style="list-style-type: none"> Feels they are making positive changes Feels a sense of hope for the future Intends to or seeks out other opportunities 	<p>Interviews (3 questions)</p> <ol style="list-style-type: none"> Are you able to reflect back before you were involved with MCT, is there any difference in how you think about or view things? Have you taken on any other opportunities since being involved with MCT? <p>Survey (1-5 scale ranging from strongly disagree to strongly agree 'to what extent do you agree with these statements')</p> <ol style="list-style-type: none"> I am making positive changes I have a sense of hope about the future I have or intend to seek out other opportunities in the community such as volunteering, courses, further education or employment 						
Long Term	Reduced Barriers, improved Wellbeing	<ul style="list-style-type: none"> Feels healthier Better sense of self worth Better coping mechanisms 	<p>Survey (1-5 scale ranging from none of the time to all of the time 'how often')</p> <ol style="list-style-type: none"> I feel healthier I have a better sense of self worth I have better ways of coping when I'm feeling down 	End of each program	<ul style="list-style-type: none"> Reflective Surveys 	<p>Qualitative analysis of CA's sense of wellbeing and reduced barriers to others and opportunities over time with the same 5-10 CA's we interview annually.</p>	<p>Impact reporting internally on a regular basis to MCT staff. Impact reporting externally to funders, board and community through bi-annual and annual impact reports.</p>	

Short Term	Audience perceptions are challenged	<p>MILK CRATE THEATRE they understand Milk Crate Theatre's work and purpose and will talk about this performance for some time to come.</p> <p>PERSONAL BELIEFS they felt a strong bond to the story and/or characters, eyes were opened to new ideas and felt challenged.</p> <p>THE ART they had a strong emotional response, were captivated and impressed by the artistry, story and performances.</p> <p>SOCIAL CHANGE they were compelled to think about social issues people face and spurred to take some action, or make a change</p>	<p>Survey (1-5 scale ranging from strongly disagree to strongly agree 'to what extent do you agree with these statements')</p> <ol style="list-style-type: none"> 1. I understand Milk Crate Theatre's purpose and work 2. I will talk about this experience for some time to come 3. I felt a strong bond with the story and/or characters 4. My eyes were opened to issues, ideas or a point of view I hadn't fully considered 5. I felt challenged and provoked 6. I had a strong emotional response to the performance 7. The skills and artistry of the actors impressed me 8. I was captivated by the sights and sounds of the performance 9. The performances compelled me to think about social issues that people face 10. The performance has spurred me to take some action, or make a change 	Per creative work with audience	<ul style="list-style-type: none"> • Reflective surveys 	Qualitative and quantitative analysis of MCT's impact on challenging audience perceived bias or stigma.		Evaluate MCT's impact on wide and diverse audiences. Used in impact reports and in marketing collateral.
		<p>Work that is seen by communities and people of influence</p> <ul style="list-style-type: none"> • Audience see MCT work from targeted communities – social sector, diverse communities, government and arts sector 	<p>Survey including:</p> <ol style="list-style-type: none"> 1. Have you seen works by MCT before? 2. Net promoter score from 1-10 (1 being not at all and 10 being very likely): How likely are you to come back to see another MCT creative work? <p>Tracking of: PR invite lists, ticketing information</p>					
Long Term								
Short Term	Innovation in Artistic Practice	<ul style="list-style-type: none"> • Recognised by the arts community and media as an arts leader in innovation • Utilising CACD practice to a high standard • Recognised as an industry arts leader • Engagement in research for impact, social and arts sector 	<p>Self Evaluation Survey (1-5 scale of strongly disagree to strongly agree 'to what extent do you agree with these statements' with long form answers per question)</p> <ol style="list-style-type: none"> 1. MCT is recognised by the arts sector and media as a leader in innovation 2. MCT use CACD practice to a high standard across their artistic program 3. MCT is recognised as an arts leader 4. MCT is engaged in research for impact, social and arts 5. MCT has allowed greater exposure of number of works developed and presented by people with lived experience 6. MCT is an arts leader in sharing stories of the social perspective 7. MCT collaborates with other arts org 8. MCT is a launchpad for CAs into the mainstream arts sector 9. MCT has a successful CA Development Pathway Program 10. MCT's work effects social change through the power of performance 	Annual - Self Evaluation Survey & Evaluation Framework - Per completion of project/program	<ul style="list-style-type: none"> • Self Evaluation Survey • Program/Project Evaluation Framework 	Qualitative and quantitative analysis of MCT's impact on the wider arts and culture sector through a self evaluation survey reflecting upon entire artistic program (completed by Artistic Director and MCT staff) with a self rating scale as well as long form answers to elaborate or provide evidence. Qualitative data analysis on program and project level through Program/Project Evaluation Framework, used as a framework in debriefs (completed by MCT staff and facilitators per completion of program).		Evaluate MCT's impact on the wider arts sector. Used in impact reports, to improve marketing collateral and shared with industry where needed.
	More diverse voices shared with audiences	<ul style="list-style-type: none"> • Greater exposure of number of works developed and presented by people with lived experience • MCT is an industry leader in sharing stories of the social perspective • Collaboration with other arts orgs 	<p>Program/Project Evaluation Framework -</p> <ol style="list-style-type: none"> 1. What worked: Description, why did it go well and lessons for future 2. What didn't work: Description, why didn't it go well and lessons for the future 					
	Arts and culture sector champion / embodies social perspective	<ul style="list-style-type: none"> • MCT is as launchpad for collaborative artists into mainstream arts sector • Successful Collaborative Artist Development Pathway Program - CA develop own work to present to wider audiences beyond MCT • MCT effects social change through the power of performance 						
Long Term								