

## Pre-Conference Seminar

### ***Capturing and Conveying Impact: Using Multimedia Approaches in Program Evaluation and Communications***

June 4, 2014  
8:00am – 12:30pm

The Westin Seattle  
1900 Fifth Avenue, Seattle, Washington, 98101

Orchestras are making great strides in connecting to their communities, but public perception does not always reflect that progress. It is time to tell your story of impact more effectively. Digital media (*video, audio, photography, web and social media*) can play a powerful role in helping orchestras understand, capture, and communicate stories of impact in their communities. In this seminar, we will look at the role of digital media in program evaluation, professional development, external communications, including content management.

Examples will be shared from a range of project sizes and budgets to demonstrate the ways in which this work can be accomplished, sometimes with minimal cost, limited technology resources, and free online tools. Whether you are working with professionally- produced video to footage captured on a mobile phone, from scanned journal entries of student work to a simple slideshow with powerful visuals - this seminar will show you how to capture your impact in cost effective and doable ways.

Seminar participants will learn how to use digital media strategically to support program evaluation and to communicate effectively about the impact of their work. Resources shared in the seminar include a detailed planning template, reflection worksheets, information on digital platforms and production techniques, and a wide range of examples from other organizations.

*Each participant is encouraged to select a piece from his or her organization's digital materials, or select a specific upcoming project, to reflect on and/or develop throughout the seminar's working sessions.*

This seminar might appeal in particular to education and community engagement staff, public relations and marketing personnel, as well as executive directors.

*Christopher Amos, director, Educational Media and Technology, Weill Music Institute at Carnegie Hall; Sarah Johnson, director, Weill Music Institute at Carnegie Hall; Dennie Palmer Wolf, principal, WolfBrown*

Orchestra

**Wednesday, June 4, 2014**

**8:00am-8:15am      Welcome & Introductions**

**8:15am-9:00am      Developing a Working Definition of Impact**

- Seminar participants will help to develop and refine a working definition of “impact” that encompasses:
  - The effects of programming on participants, musicians, staff, administrators, and partner organizations (for example, music learning, collaboration, nurturing creativity, etc.)
  - The effects of digital media communications on audiences (for example, to inspire, alert, delight, provoke, etc.)
- This definition builds on the concept of 360-degree program impact, a framework developed in the evaluation of Carnegie Hall’s community programs to understand and communicate program impact across a wide range of constituents (on participants, families, artists, staff, partner facilities, etc.).
- Participants also will engage with the idea that effective communications pieces not only portray program impact but also have an impact on the viewer.
- Participants will look together at a range of digital materials from several different organizations, to think about and discuss the ways in which the digital media demonstrate and achieve impact.

**9:00am-9:45am      Looking at Program Impact and Communicating It**

- This section of the seminar is a case study of Carnegie Hall’s work at *Sing Sing Correctional Facility*, where musicians lead music composition workshops and perform for and with inmates.
- Learn how simple digital media documentation strategies were integrated into the program evaluation from the beginning of the work. These techniques were the beginning of a cyclical process of documentation, analysis, and sharing that shaped Carnegie Hall’s understanding of the work and

informed the development of a short-format documentary about the project.

- Participants will analyze and discuss how impact is captured in a range of digital media artifacts from the program and how professionally produced media about the program creates an impact on viewers.

**9:45am-10:15am**

**Work Session I: Aligning Approach and Inquiry**

*Each participant is encouraged to select a piece from his or her organization's digital materials, or select a specific upcoming project, to reflect on and/or to develop further throughout the seminar's working sessions.*

In the first of two working sessions within the seminar, participants will work with a planning template to develop strategies for uncovering and documenting program impact in their own work. Participants will:

- Develop guiding questions for the evaluation of a program;
- Identify methods of evaluation that align with a guiding question and help to uncover a more complete picture of program impact;
- Explore the use of diverse media in documenting and evaluating program impact;
- Understand how documentation from evaluative work can be used to tell the story of the work in broader communications.

**10:15am-10:30am**

*Break*

**10:30am-11:30am**

**Using Digital Media to Explore Questions about the Work**

This section of the seminar explores the uses of digital documentation and digital artifacts in professional development for artists and administrators and in furthering an organization's understanding of its work.

- Learn about a case study of artist-led professional development that used digital artifacts from a creative workshop, in which the teaching artists facilitated songwriting with a group of older adults who were clients of a homeless shelter.
- The case study uncovers several ways in which digital media can be used among colleagues (artists,

administrators, etc.) to explore questions, challenge thinking, and share learning.

- Participants will continue to develop an understanding of the diversity of digital media that is relevant to an organization's evaluation and communication needs, encompassing both digital artifacts that emerge from doing the work, and digital media that is the result of purposeful documentation and media production.
- In addition, participants will explore further the use of narrative or storytelling in developing digital media projects for internal and external communications.

**11:30am-12:00pm**

**Work Session II: Connecting Impact and Audience**

Through a planning template and series of guiding questions, participants will explore the intended impact of their own digital materials on their audience.

- This work session will focus on “change” and its role in the narrative of program impact and the impact of communications media on its audience, looking at transformation of perceptions, behavior, worldview, associations, etc.
- A full digital media project planning template will be distributed as a take-away from the seminar.

**12:00pm-12:30pm**

**Open Discussion**

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