

**CREATIVE MINNESOTA 2017 PROJECT**

**EXPANDED NOTES for CURA**

**Date:** 12/9/15

**To:** Jeff Matson, CURA

**From:** Sheila Smith, Chair, Creative Minnesota,

651-251-0868, [Sheila@mncitizensforthearts.org](mailto:Sheila@mncitizensforthearts.org)

Dear Jeff:

Thank you for getting together to talk about this project. We were encouraged and excited by our conversation and hope we can work together.

We agreed that our next three steps are:

1. Provide you with the list of data sources we would like to explore for our 2017 Creative Minnesota report.
2. We will meet again in February to see what you may have discovered in this area between now and then.
3. Applications for CURA Student Community Based Research Program are due in March. We will aim to submit two applications, one combining projects #1 and #3 below, the second for project #2.

Below is an expanded description of the projects and data sources we are working on. Please let me know if you need any more information before February.

Sincerely,

Sheila Smith

**Project Schedule:**

March 15, 2016 Applications due for CURA Student Community Based Research Program

Summer Term Memorial Day May 30 to Labor Day Sept 5, 2016, student work

Sept 5-30, 2016 Further data analysis and narrative completed by MCA

Sept. 30, 2016 Data analysis and narrative submitted to designer

Oct-Dec. Report and Web Design

Jan. 17, 2017 Report Printing

Feb. 17, 2017 Report Release and Web Launch

Feb.- April, 2017 Creative Minnesota PR campaign and regional presentations

**CREATIVE MINNESOTA’S THREE PROJECTS:**

**PROJECT #1: RETRIEVING DATA FROM ORIGINAL SOURCES:**

This project involves going to original sources of data to extract Minnesota related numbers and conclusions, and also determining if the dataset is frequently updated and reliable enough to be used in an ongoing manner as an indicator about the economic lives of artists in MN.

We will choose from and incorporate some of the indicators about individual artists used by Americans for the Arts’ (AFTA) national Arts Index (the 2014 Arts Index available online at: http://www.artsindexusa.org/2014-national-arts-index). Of the many indicators in their index, we have identified the following sections as pertaining to individual artists.

SCOPE:

DATES OF DESIRED DATA:

To look at changes over time, we want:

1. Data from the most recent available year (2014 or 2015 hopefully),
2. and 2008 data, if available for each indicator to use as a baseline. (NOTE that the first AFTA National Arts Index was done in 2009 from 2008 data, so for the national baselines from 2008 we can cite the national 2009 AFTA report for many indicators).

GEOGRAPHY:

We are only interested in Minnesota specific data. (If a data source only gives national or regional data, we are not interested). Therefore, we want three pieces for each indicator:

* + 1. MN Statewide data to compare to
    2. National baseline data, (which you should be able to get from AFTA’s 2014 and 2009 Arts Indexes) and supplemented by
    3. 11 regional numbers (each region is an aggregation of counties so if county data is available the regional data may be calculated from it). If county level data is not available, we may still want to use an indicator if we can get both Minnesota data and national data to compare it to. Minnesota’s eleven arts regions are groupings of the following counties:

## Region 1

[Northwest Minnesota Arts Council](http://www.northwestminnesotaartscouncil.org/" \t "_blank)  
Counties: Kittson, Marshall, Norman, Pennington, Polk, Red Lake, Roseau

## Region 2

[Region 2 Arts Council](http://www.r2arts.org" \t "_blank)  
Counties: Beltrami, Clearwater, Hubbard, Lake of the Woods, Mahnomen

## Region 3

[Arrowhead Regional Arts Council](http://www.aracouncil.org" \t "_blank)  
Counties: Aitkin, Carlton, Cook, Itasca, Koochiching, Lake, Saint Louis

## Region 4

[Lake Region Arts Council](http://www.lrac4.org" \t "_blank)  
Counties: Becker, Clay, Douglas, Grant, Otter Tail, Pope, Stevens, Traverse, Wilkin

## Region 5

[Five Wings Arts Council](http://www.fwac.org" \t "_blank)  
Counties: Cass, Crow Wing, Morrison, Todd, Wadena

## Regions 6E, 6W, 8

[Southwest Minnesota Arts Council](http://swmnarts.org/" \t "_blank)  
Counties: Big Stone, Chippewa, Cottonwood, Jackson, Kandiyohi, Lincoln, Lac qui Parle, Lyon, McLeod, Meeker, Murray, Nobles, Pipestone, Redwood, Renville, Rock, Swift, Yellow Medicine

## Region 7E

[East Central Regional Arts Council](http://www.ecrac.org/" \t "_blank)  
Counties: Chisago, Isanti, Kanabec, Mille Lacs, Pine

## Region 7W

[Central Minnesota Arts Board](http://www.centralmnartsboard.org" \t "_blank)  
Counties: Benton, Sherburne, Stearns, Wright

## Region 9

[Prairie Lakes Regional Arts Council](http://www.plrac.org" \t "_blank)  
Counties: Blue Earth, Brown, Faribault, LeSueur, Martin, Nicollet, Sibley, Waseca, Watonwan

## Region 10

[Southeastern Minnesota Arts Council](http://www.semac.org" \t "_blank)  
Counties: Dodge, Fillmore, Freeborn, Goodhue, Houston, Olmsted, Mower, Rice, Steele, Wabasha, Winona

## Region 11

[Metropolitan Regional Arts Council](http://www.mrac.org" \t "_blank)  
Counties: Anoka, Carver, Dakota, Hennepin, Ramsey, Scott, Washington

**DATA POINTS:**

The AFTA INDICATORS we are interested in, and their cited data source (“#Numbers” are assigned to each indicator in the AFTA index):

* 1. #2 **Wages in artistic occupations**: Bureau of Labor Statistics, Occupational Employment Statistics, retrieved from <http://www.bls.gov/oes/#tables> full-time status from <http://www.arts.gov/research/ArtistsinWorkforce.pdf>
  2. #3 **Payroll in arts and culture industries**: Bureau of the Census, County Business Patterns, retrieved from <http://www.census.gov/econ/cbp/>
  3. #18 **Artists in the workforce**: National Endowment for the Arts Research Notes 76, 87, 90, and 97 retrieved from <http://www.arts.gov/research/ResearchNotes_chrono.html> additional data provided by Office of Research and Analysis
  4. #19 **Workers in arts and culture occupations**: Bureau of Labor Statistics, Occupational Employment Statistics, retrieved from <http://www.nls.gov/oes/#tables> full time status from <http://www.arts.gov/research/ArtistsinWorkforce.pdf>
  5. #20 **Employees in arts and culture industries**: Bureau of the Census, County Business Patterns, retrieved from <http://www.census.gov/econ/cbp/>
  6. #21 **Creative industries employment**: source data is Dunn and Bradstreet reports, compiled in Americans for the Arts Creative Industries Reports <http://www.americansforthearts.org/information_services/research/services/creative_industries/default.asp> (Sheila has free access to these reports, statewide, by congressional district, and by county, on an annual basis, updates in March. If you can’t get access to it, contact her).
  7. #24 **Independent artists, writers and performers**: Bureau of the Census, Non-Employer Statistics, retrieved from <http://www.Census.gov/econ/nonemployer/index.html>
  8. #33 **Copyright applications**: Copyright Office, Library of Congress, retrieved from reports at <http://www.copyright.gov/reports/>, additional figures provided by Copyright Office staff.
  9. #38 **Volunteering for the arts**: Bureau of the Census, Current Population Survey, retrieved via Data Ferret at <http://dataferrett.census.gov>/
  10. #39 **Arts work in volunteering**: Bureau of the Census, Current Population Survey, retrieved via Data Ferret at <http://dataferrett.census.gov>/
  11. #41 **Arts majors by college bound seniors\*:** (is this just visual arts or all arts?): College Board, College-Bound Seniors, retrieved from <http://prefessionals.collegeboard.com/data-reports-research/sat/archived>
  12. #42 **Visual and performing arts degrees\***: National Center for Education Statistics retrieved from <http://nces.ed.gov/ipeds/datacenter/login.aspx>
  13. #60 **Share of employees in arts & cultural industries**: Bureau of the Census, County Business Patterns, retrieved from <http://www.census.gov/econ/cbp/>
  14. #61 **Share of workers in arts and culture occupations**: Bureau of Labor Statistics, retrieved from <http://www.bls.gov/oes/#tables> full time status from <http://www.arts.gov/research/artistsinworkforce.pdf>
  15. #62 **Share of payroll in arts and culture industries**: Bureau of the Census, County Business Patterns, retrieved from <http://www.census.gov/econ/cbp/>
  16. #63 **Share of SAT 1 test takers with four years of art or music**: College Board, College-Bound Seniors, retrieved from <http://prefessionals.collegeboard.com/data-reports-research/sat/archived>
  17. #64 **Share of establishments in arts and culture industries**: Bureau of the Census, County Business Patterns, retrieved from <http://www.census.gov/econ/cbp/>

1. Foundation Center, tracking of individual artists? (might have MN + national data)

Other items:

Public participation in the arts data:

Can we see if the NEA has updated the Artist Participation Survey by state/American Community Survey to see if participation data is available both statewide and nationally?

***A DECADE OF ARTS ENGAGEMENT****:* ***Findings from the Survey of Public Participation in the Arts, 2002-2012*, NEA:**

The study was done regionally rather than by state so is not be useful for our purposes, however we may be able to pull the original source census data (American Community Survey, done every year) and see if we can get county level data to calculate these things for the state and 11 regions. This could answer the question ‘How many artists are in MN, statewide and in our 11 regions?’

National public opinion polling on arts issues: does it exist?

The Minnesota State Arts Board (MSAB) has done some polling through the MN State Survey about arts participation (2014 data is in and 2015 data should be in by Jan. ’15). The MSAB has given us permission to use it. Is there national public opinion polling on the arts to which we can compare MN results?

**PROJECT #2: CALCULATING UPDATED ECONOMIC IMPACT NUMBERS USING A FORMULA WE PROVIDE:**

* The Creative Minnesota study done in 2015 gave us formulas we can use to calculate economic impact on an ongoing basis. We have 12 formulas, one for statewide data and eleven regional formulas. We will be re-collecting updated data and applying the formulas to see if there have been changes in the field over the last two years.

**PROJECT #3: MAPPING AND WEBSITE UPDATE: CreativeMN.org, as well as for print document.**

* The individual artist data will include some mapping of where artists live/work. We’d like to incorporate some simple **interactive mapping** on the updated site using the data we will gather. Do you have capacity to do a few interactive mapping pages? To provide maps for the printed report?

Summary: Our highest priority is “Where Artists Live” because that’s where artists vote. Our second priority is “Where Artists Work.” (They have different data sources). The City of Minneapolis is looking at “Where Artists Work” of 36 chosen occupations, which is based upon a list of occupations provided by WESTAF. They will be expanding their data collection to 59 occupations, some of which are history related like Archivists and Conservators. (The committee agreed we should probably use the larger list of 59 occupations which includes History & Preservation related jobs). We will focus on statewide data and county level data so the counties can be mapped to the eleven arts regions which use groups of counties (rather than zip code or municipality). Once created it could be an interactive webpage on CreativeMN.org that could plot artists also by age, gender, average wages, race ethnicity/and occupations? It would also make up a couple of pages of a printed report.

TO DO: This is two pieces 1. Get data, create a few maps for printed report (statewide and a few regional) and 2. Develop static maps or interactive maps for the creativemn.org website.