2013 Program Report Card: PEER ADVISOR NETWORK Program

Quality of Life Result: **Investments in the development and maintenance of arts, historic preservation and tourism assets results in Connecticut's economic vitality and workforce competitiveness by sustaining a healthy cultural industry that benefits from innovative partnerships.**

Contribution to the Result: **Peer Advisor Network (PAN) consulting services provide tailored technical assistance that helps to develop healthier and more sustainable cultural and heritage organizations and emerging groups that provide relevant programs in Connecticut villages, towns and cities.**

Program Expenditures	State Funding	Federal Funding	Other Funding	Total Funding
Actual SFY 12	$6,200	$36,300	0	$42,500
Estimated SFY 13	$11,000	$4,000	0	$15,000

Partners: **Five regional cultural service organizations serve as PAN Field Offices, a roster of 30 Peer Advisors, other regional service organizations and local arts agencies, community foundations, the CT Humanities Council (CHC) and the Arts Extension Service at UMass, Amherst (AES).**

How Much Did We Do?
Measure: **Technical Assistance Delivered**

The chart below presents our most up to date data of PAN contracts undertaken.

PAN Fiscal Year	Inquiries for Technical Assistance	# Applications Undertaken (completed or in process)
FY07	*12*	*6*
FY08	**89**	**38**
FY09	**80**	**41**
FY10	**80**	**46**
FY11	**102**	**53**

FY07 shows activity prior to decentralization to 5 regional cultural service organizations.

Story behind the baseline:

Since FY2008, the Peer Advisor Network (PAN) has operated via five regional service organizations and the CT Office of the Arts (COA). The five PAN Field Offices serve all 169 municipalities and include the: Cultural Alliance of Fairfield County; Northwest CT Arts Council; Shoreline Arts Alliance; Greater Hartford Arts Council and Windham Arts.

Trend: [◄►]

In FY2010, PAN launched a Customer Relationship Management (CRM) tool that allows the partners to use one data base (www.salesforce.com). The CRM

is free (registered via a Field Office) and was custom designed for PAN activity.

How Well Did We Do It?

Measure: **Client Final Report Ratings & Narrative Observations**

Clients rate PAN contracts across 17 areas as Excellent, Good, Fair, Poor, or Not Applicable. 96% of the reports supply ratings of "Excellent."
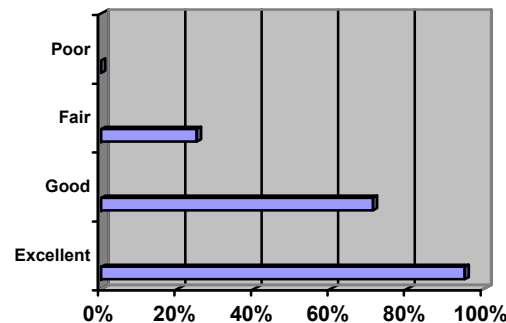
Here is a sampling of FY12 Client report excerpts:

- *"Having an outside facilitator allowed the organization to develop goals, strategies and benchmarks that will help (us) become a stronger, relevant community resource and address issues that have restrained us from growing."*

- *"The knowledge gained has been indispensable to (our agency) by giving the organization a strong foundation to build upon for future sustainability."*

- *"We learned we can change our path, clarify our direction, solidify our organization and move forward as a stronger, better positioned group amongst our peers and competitors."*

- *(PAN) "helped our organization to have confidence in our ability to work together to build substantive grant applications. This will enable us to be better able to apply for more grants in the future."*

- *"The consultancy forced us to create time to analyze statistics (programmatic & financial) and look closely at our outputs in light of our long- and medium-term goals."*

Story behind the baseline:
With COA's merger into DECD, attention was shifted to the design of a new grant program and other priorities. While COA's new grant program utilizes priority outcomes based on creative placemaking, advanced measures to assess PAN have not yet been explored. PAN continues to use final reports created for FY10/11.

Trend: [▲]
PAN continues to provide extremely high value to Clients at minimal costs to the state.

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How Well Did We Do It?

Measure: **Percentage of Humanities Organizations / Groups Served**

PAN serves arts, cultural and heritage organizations in areas of Planning; Organizational Development; Financial Management; Technology; Program Development, Management & Evaluation; Marketing & Public Relations; Community Engagement; Evaluation, and; Other Special Areas.
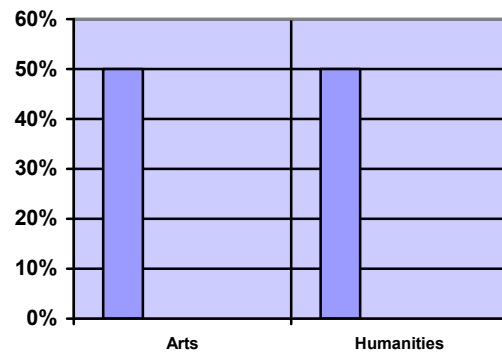
Story behind the baseline:

Since 2010, PAN has partnered with the CT Humanities Council (CHC) which has supported PAN's identification of new Advisors with experience and skills needed to serve heritage organizations. CHC has also helped to market PAN services. This partnership has resulted in an approximate 100% increase in PAN's capacity to serve heritage and humanities organizations.

Trend: [▲]

PAN will continue to serve a broad cross section of the state's cultural and humanities organizations, as well as emerging groups in these fields.

Is Anyone Better Off?

Measure: **Develop Healthier, Sustainable Organizations & Emerging Groups**

PAN has supported over 200 organizations and/or groups. Based on final report information from both PAN Clients and Advisors, it is evident that organizations have gained critical operational and programmatic skills in order to better serve CT constituents. PAN's mission is to leave behind critical skills that advance each Client's capacity.

PAN successfully serves all CT municipalities. Due to disparities in resources, capacity and the overall density of assets across CT's geography, it can be a significant challenge for grant programs to equally serve all areas of the state. PAN is very effective at serving the entire state equitably as it:

- Accepts applications year-round (rolling deadline),
- Supports potential Clients through their application process by providing diagnostic support,
- Approves 99% of all eligible applications received.

Story behind the baseline:

Since FY07, 97% of technical assistance contracts delivered to the field have produced outcomes that can be measured from (minimum) an incremental advancement to (maximum) a significant development of organizational or programmatic capacity for it's Client organizations and groups.

Trend: [▲]

COA will continue to administer the program through its five Field Office partners.

Is Anyone Better Off?

Measure: **Improved Grant Submissions**

CHC and COA have encouraged select constituents to engage a PAN Advisor prior to submitting a grant application for financial support. In particular, CHC has required some organizations to complete a specific capacity-building assignment prior to application.

Story behind the baseline:

The need to support the capacity of constituent organizations is critical, especially in key areas of the state where resources and cultural assets are more sparse. Both COA and CHC have been able to leverage PAN technical assistance to support regional priorities. Similarly, several community foundations across the state have likewise used PAN with their cultural and heritage constituents (Fairfield County Community Foundation, CT Community Foundation, others).

Trend: [◄►]

This particular strategy has not been formalized nor any data tracked by the partners.

Proposed Actions to Turn the Curve:

PAN last held Advisor outreach and training in May 2010. If the budget money can be allocated, COA will plan to conduct a training before the end of calendar year 2013. A 2013 training will support the following goals:

- Determine which current Advisors wish to commit to continue on the PAN roster,
- Conduct outreach for new advisors based on a re-evaluation of most requested roster skills,
- Revise the CRM data base in collaboration with the 5 Field Offices, especially the creation of new data reporting mechanisms that will advance the tracking of program outcomes,
- Design new Client and Advisor reporting mechanisms that will sue COA.s new e-grant system and support outcomes tracking in concert with other new COA outcomes for Arts Catalyze Placemaking programs,
- Deepen partnership with CHC & involve community foundations in a next-level discussion.

Data Development Agenda:

It will be critical to revise the PAN CRM and data collection reports in order to advance program evaluation. This decision will be driven by the COA's FY2014 state budget allocation. It may also be possible to include PAN in the creative placemaking evaluation work that is planned for later this year, though its inclusion would be peripheral and not central to that work (PAN is focused primarily on delivery of technical skill and advancements in capacity which are not necessarily aligned with creative placemaking).