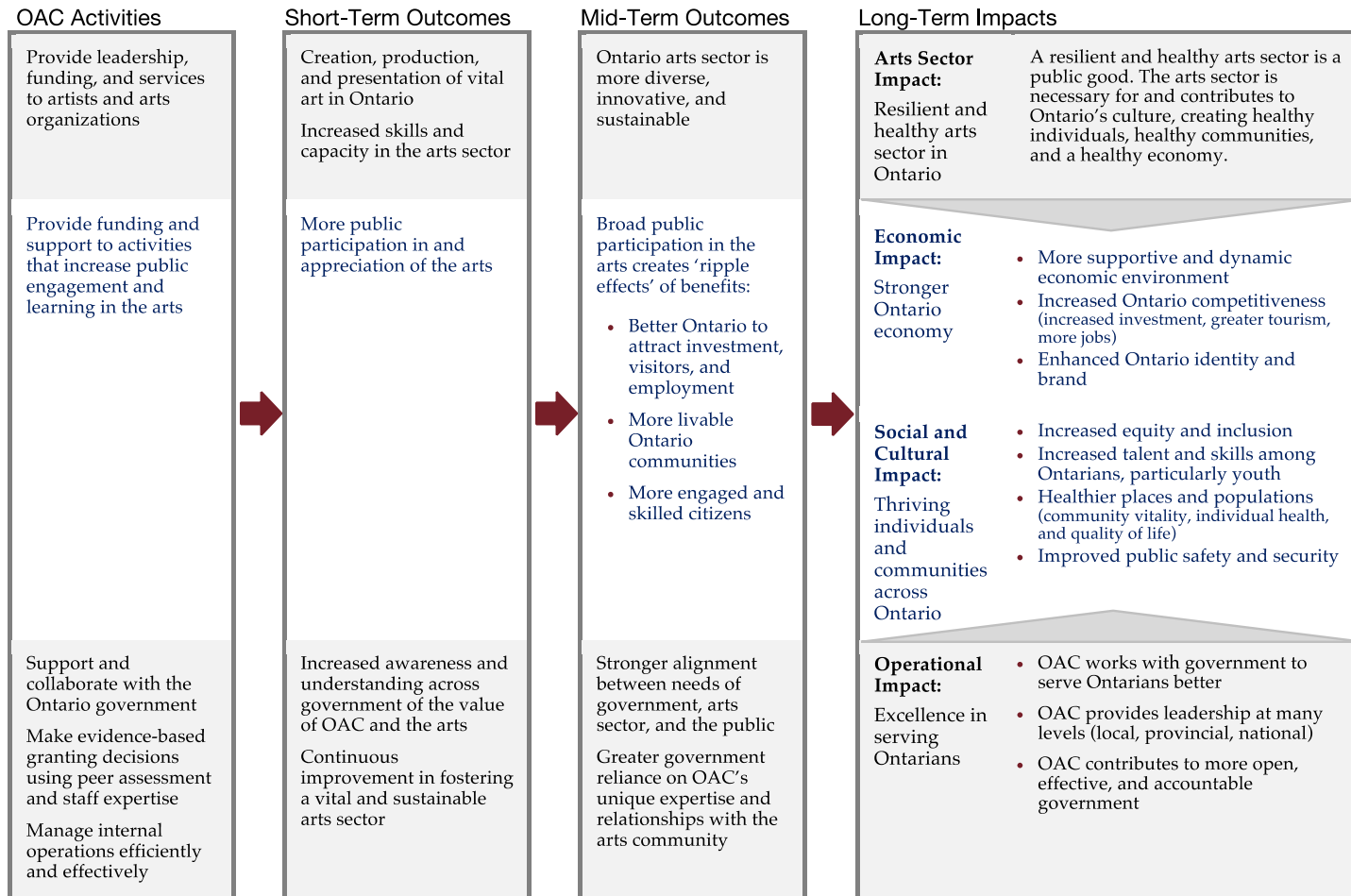




# Performance Measurement Framework

## Logic Model

OAC's mandate is to foster the creation and production of art for the benefit of Ontarians



## Measurement Rationale

This logic model shows how OAC activities contribute to public value: from short- and mid-term outcomes through to long-term impacts on Ontario's economy, society and culture. The logic model reflects OAC's strategic plan, and is the foundation of OAC's performance measurement framework.

OAC's performance measures are short-term outcomes that: (1) can be clearly attributed to OAC activities, (2) can be feasibly measured every year, and (3) help to guide decisions and build understanding about how OAC is achieving its goals.

By collecting performance measurement data on short-term outcomes, OAC gains evidence about its progress and contributions to longer term impacts.

# Performance Measures

OAC's measures for key short-term outcomes from the logic model are:

## Short-Term Outcomes and Measures

### A) Creation, production, and presentation of vital art in Ontario

- Measures
- 1) Funding of artists and arts organizations in all parts of the province.
  - 2) Diversity and inclusion in OAC applications and funding.
  - 3) Employment and income for arts professionals in Ontario.

### B) Increased skills and capacity in the arts sector

- Measure
- 4) Funding of grants and services that increase skills and capacity.

### C) More public participation in and appreciation of the arts

- Measures
- 5) Opportunities for Ontarians to experience and participate in the arts.
  - 6) Opportunities for Ontarians to participate in arts learning.
  - 7) Opportunities for people outside Ontario to experience Ontario artists and arts organizations.

### D) Continuous improvement in fostering a vital and sustainable arts sector

- Measure
- 8) Applicant satisfaction and engagement with OAC grants and services.

## Performance Measures and Indicators

The table below is an overview of OAC’s performance measures and indicators for key short-term outcomes from the logic model. There are several possible ways to operationalize each measure. OAC examines its performance from several perspectives, while keeping the number of indicators manageable. By using a variety of indicators to describe OAC’s performance, it is possible to understand relative performance (%), as well as specific values (# and \$).

### Short-term outcomes

### Measures

### Indicators

#### A) Creation, production, and presentation of vital art in Ontario

1) Funding of artists and arts organizations in all parts of the province.

- A1.1 % of Ontario counties/ districts where resident artist or arts organization received OAC funding
- A1.2 % of total # grants in each geographic region

2) Diversity and inclusion in OAC applications and funding.

- A2.1 % of # applications to OAC from artists/ arts organizations who identify as member of priority group(s): Artists of colour, Deaf artists or artists with disabilities, Francophone, Indigenous, New generation (18-30 years), Regions outside Toronto.
- A2.2 % of total # OAC grants to artists/ arts organizations who identify as member of priority group(s): Artists of colour, Deaf artists or artists with disabilities, Francophone, Indigenous, New generation (18-30 years), Regions outside Toronto.

3) Employment and income for arts professionals in Ontario.

- A3.1 # artists & arts professionals paid (fees or salaries) through OAC-funded activities
- A3.2 \$ value of income paid to artists/ arts professionals through OAC-funded activities
- A3.3 # FTE jobs for artists and arts professionals in organizations receiving operating grants from OAC

#### B) Increased skills and capacity in the arts sector

4) Funding of grants and services that increase skills and capacity.

- B4.1 # artists & arts professionals who attend activities/ events for training and skill development supported or provided by OAC
- B4.2 # activities/ events for training and skill development supported or provided by OAC
- B4.3 % of total # grants provided by OAC for training and skill development

**C) More public participation in and appreciation of the arts**

5) Opportunities for Ontarians to experience and participate in the arts.

**C5.1** # public activities and events produced by OAC-funded artists & organizations in their home communities

**C5.2** # total audience for home community events in Ontario

**C5.3** # public activities and events produced by OAC-funded artists & organizations touring in Ontario

**C5.4** # total audience for touring events in Ontario

**C5.5** % of operating organizations touring in Ontario

6) Opportunities for Ontarians to participate in arts learning.

**C6.1** % of total # OAC grants that provide funding specifically for arts learning

**C6.2** % of operating organizations that offer arts learning as part of ongoing activities

**C6.3** # events that offer opportunities for arts learning by OAC-funded artists & arts organizations

**C6.4** # participants (adults/ youth) in all arts learning events by OAC-funded artists & arts organizations

7) Opportunities for people outside Ontario to experience Ontario artists and arts organizations

**C7.1** # of public activities and events produced by OAC-funded artists and organizations and toured nationally (outside Ontario) and internationally

**C7.2** # total audience for events toured nationally (outside Ontario) and internationally

**C7.3** % of operating organizations touring outside Ontario

**D) Continuous improvement in fostering a vital and sustainable arts sector**

8) Applicant satisfaction and engagement with OAC grants and services.

**D8.1** % applicants who report satisfaction with OAC grant process

# Outcomes, Measures, and Indicators

## Outcome A: Creation, production, and presentation of vital art in Ontario

### Measure 1) Funding of artists and arts organizations in all parts of the province

ID	Indicator	Target	Baseline 2013-14	Performance 2014-2015	Performance 2015-2016	Performance 2016-2017	2017- 2018	2018- 2019	2019- 2020
A1.1	% of Ontario counties/districts where resident artist or arts organization received OAC funding	100%	100%	100%	100%	100%			
A1.2	% of total # grants in each geographic region	= % of artists (2006 census) <sup>1</sup>							
	Central	7%	5%	5%	5%	5%			
	East	13%	12%	13%	13%	13%			
	Far north	0.1%	1%	1%	1%	1%			
	Northeast	2%	6%	5%	6%	6%			
	Northwest	1%	3%	3%	2%	3%			
	South central	19%	7%	6%	6%	6%			
	Southwest	19%	15%	15%	16%	15%			
	Toronto	39% <sup>2</sup>	51%	52%	52%	52%			

**Note: The 2013-2014 baseline was chosen because it is the year before OAC's current strategic plan was launched.**

<sup>1</sup> 2006 Census data are used due to the uncertainties around the quality of the voluntary 2011 National Household Survey. When data on Ontario artists from the 2016 Census become available, these targets will be updated.

<sup>2</sup> The census figure on which this target is based represents the regional distribution of individual artists only, and does not reflect the high concentration of arts organizations located in Toronto. For this reason, this census target, while useful as a general benchmark, is imperfect as an absolute goal.

## Measure 2) Diversity and inclusion in OAC applications and funding

ID	Indicator	Target	Baseline 2013-14	Performance 2014-2015	Performance 2015-2016	Performance 2016-2017 (Target for A2.2)	2017- 2018	2018- 2019	2019- 2020	
A2.1	% of # applications to OAC from artists/arts organizations who identify as:	≥ % of artists (2006 census) <sup>1</sup>								
	Artists of colour	≥ 14%	22%	22%	24%	25%				
	Deaf artists/artists with disabilities	≥ 8% <sup>2</sup>	not available <sup>3</sup>	not available <sup>3</sup>	5%	5%				
	Francophone	≥ 3%	10%	9%	10%	11%				
	Indigenous	≥ 1%	8%	10%	11%	11%				
	New generation (18-30 years)	≥ 22%	24%	23%	22%	22%				
	Regions outside Toronto	≥ 61% <sup>4</sup>	43%	44%	44%	45%				
A2.2	% of total # OAC grants to artists/ arts organizations who identify as:	≥ % applications same year (A2.1 data from 2016-2017)								\$ Value <sup>5</sup> (million) (2016-2017)
	Artists of colour	≥ 25%	21%	20%	22%	25%				\$5.0
	Deaf artists/artists with disabilities	≥ 5%	n/a	n/a	3%	5%				\$0.9
	Francophone	≥ 11%	10%	10%	11%	11%				\$3.7
	Indigenous	≥ 11%	10%	12%	13%	13%				\$3.4
	New generation (18-30 years)	≥ 22%	18%	17%	16%	18%				\$3.1
	Regions outside Toronto	≥ 45%	49%	48%	48%	48%				\$21.4

<sup>1</sup> 2006 Census data are used due to the uncertainties around the quality of the voluntary 2011 National Household Survey. When data on Ontario artists from the 2016 Census become available, these targets will be updated.

<sup>2</sup> Percent of Ontario labour force with a moderate/severe/very severe disability (Source: Canadian Survey on Disability 2012 accessed through Statistics Canada CANSIM Table 115-0006)

<sup>3</sup> Collection of data on support to Deaf artists and artists with disabilities began in 2015-16.

<sup>4</sup> The census figure on which this target is based represents the regional distribution of individual artists only, and does not reflect the high concentration of arts organizations located in Toronto. For this reason, this census target, while useful as a general benchmark, is imperfect as an absolute goal.

<sup>5</sup> Note that percentages do not add up to 100 and that total dollar value does not add up to total OAC grant dollars because (1) some artists/organizations identify as more than one of the priority groups and (2) not all applicants choose to self-identify. As such individual dollar figures included here will likely underestimate the actual support provided to the various groups.

### Measure 3) Employment and income for arts professionals in Ontario

ID	Indicator	Target (> baseline over 5 years)	Baseline 2013-14	Performance 2014-2015 <sup>1</sup>	2015- 2016	2016- 2017	2017- 2018	2018- 2019	2019- 2020
A3.1	# artists & arts professionals paid (fees or salaries) through OAC-funded activities	> 56,255	56,255	57,001					
A3.2	\$ value of income paid to artists/ arts professionals through OAC-funded activities	> \$345.9 million	\$345.9 million	\$356.5 million					
A3.3	# FTE jobs for artists and arts professionals in organizations receiving operating grants from OAC	> 4,423	4,423	4,478					

<sup>1</sup> These are actual figures for 2014-15 as submitted with the 2016-17 OAC operating applications/CADAC or with the 2014-15 project grants' final reports, and represent the most currently available data.

## Outcome B) Increased skills and capacity in the arts sector

### Measure 4) Funding of grants and services that increase skills and capacity

ID	Indicator	Target (> baseline over 5 years)	Baseline 2013-14	Performance 2014-2015 <sup>1</sup>	Performance 2015-2016	Performance 2016-2017	2017- 2018	2018- 2019	2019- 2020	\$ Value (million) (2016-2017)
B4.1	# artists & arts professionals who attend activities/events for training, skill development supported or provided by OAC	> 123,725	123,725	128,628	#	#				---
B4.2	# activities/events for training and skill development supported or provided by OAC	> 4,888	4,888	4,964	#	#				---
B4.3	% of total # grants allocated by OAC for training and skill development	> 8%	8%	8%	8%	9%				\$6.3 million

<sup>1</sup> For indicators B4.1 and B4.2, these are actual figures for 2014-15 as submitted with the 2016-17 OAC operating applications/CADAC or with the 2014-15 project grants' final reports, and represent the most currently available data.



## Outcome C) More public participation in and appreciation of the arts

### Measure 5) Opportunities for Ontarians to experience and participate in the arts

ID	Indicator	Target (> baseline over 5 years)	Baseline 2013-14	Performance 2014-2015 <sup>1</sup>	2015- 2016	2016- 2017	2017- 2018	2018- 2019	2019- 2020
C5.1	# public activities and events produced by OAC-funded artists & organizations in their <b>home communities</b>	> 36,507	36,507	37,037					
C5.2	# total audience for home community events in Ontario	> 17.6 million	17.6 million	17.1 million					
C5.3	# public activities and events produced by OAC-funded artists & organizations <b>touring</b> in Ontario	> 4,063	4,063	4,762					
C5.4	# total audience for touring events in Ontario	> 2.1 million	2.1 million	2.2 million					
C5.5	% of operating organizations touring in Ontario	>35%	35%	36%					

<sup>1</sup> These are actual figures for 2014-15 as submitted with the 2016-17 OAC operating applications/CADAC or with the 2014-15 project grants' final reports, and represent the most currently available data.

## Measure 6) Opportunities for Ontarians to participate in arts learning

ID	Indicator	Target (> baseline over 5 years)	Baseline 2013-14	Performance 2014-2015 <sup>1</sup>	Performance 2015-2016	Performance 2016-2017	2017- 2018	2018- 2019	2019- 2020	\$ Value (million) 2016-2017
C6.1	% of total # OAC grants that provide funding specifically for arts learning	> 6%	6%	7%	7%	7%				\$2.8 million
C6.2	% of operating organizations that offer arts learning as part of ongoing activities	> 85%	85%	84%	%	%				---
C6.3	# events that offer opportunities for arts learning by OAC-funded artists & arts organizations	> 74,569	74,569	73,655	#	#				---
C6.4	# participants (adults/ youth) in all arts learning events by OAC-funded artists & arts organizations	> 4.9 million	4.9 million	5.2 million	#	#				---

<sup>1</sup> For indicators C6.2, C6.3 and C6.4, these are actual figures for 2014-15 as submitted with the 2016-17 OAC operating applications/CADAC or with the 2014-15 project grants' final reports, and represent the most currently available data.

## Outcome C) More public participation in and appreciation of the arts

### Measure 7) Opportunities for people outside Ontario to experience Ontario artists and arts organizations

ID	Indicator	Target (> baseline over 5 years)	Baseline 2013-14	Performance 2014-2015 <sup>1</sup>	2015- 2016	2016- 2017	2017- 2018	2018- 2019	2019- 2020
C7.1	# public activities and events produced by OAC-funded artists & organizations and toured nationally (outside Ontario) and internationally	> 4,872	4,872	3,727					
C7.2	# total audience for events toured nationally (outside Ontario) and internationally	> 1.6 million	1.6 million	1.4 million					
C7.3	% of operating organizations touring outside Ontario	>29%	29%	28%					

<sup>1</sup> These are actual figures for 2014-15 as submitted with the 2016-17 OAC operating applications/CADAC or with the 2014-15 project grants' final reports, and represent the most currently available data.

## Outcome D) Continuous improvement in fostering a vital and sustainable arts sector

### Measure 8) Applicant satisfaction and engagement with OAC grants and services

ID	Indicator	Target	Baseline (2011 Survey)	Performance 2014-2015	Performance 2015-2016	Performance 2016-2017 <sup>1</sup>	2017- 2018	2018- 2019	2019- 2020
D8.1	% applicants who report satisfaction with OAC grant process	≥ 85 %	87%	not available	not available	not available			

<sup>1</sup> As performance measures were established in 2016, 2016-17 was the first year that an applicant survey could have been updated. However, with OAC's new online granting system and program framework being rolled-out over 2016-17 and 2017-18, it was decided that it would be more appropriate to wait until applicants had the opportunity to go through a full annual cycle under the new system and framework before measuring their satisfaction with OAC's grants process. An applicant satisfaction survey is planned for 2018-19.