Documentation Whats, Whys & Ways

What To Document	Why Document	Ways to Document
Participant attendance records, demographic data on who participates.	• Quantitative data for evaluation • Necessary data for funders and higher-ups	*Digital Dashboards* such as Sparkwise *Data visualization* *Simple sign-in lists* or other means the agency uses to track participation
Feedback, reflections from partners, participants, community member municipal goals.	• Quotes, critiques, and testimonials are invaluable during planning and implementation to guide direction and course changes, and as qualitative data for evaluation purposes. • Communications, promotions, reporting • Fund raising data	*Video, audio, or written notes* of reflection sessions, debriefs, public meetings *Artist, project participant, or stakeholder journals* *Surveys, focus groups, interviews*
Meetings between partners and publics, key phone meetings/ conference calls other artists, etc.	• Accurate record of decisions made • Articulate challenge points and dialogue around them to inform the project evolution and future projects • Aha moments • Capture observations of changes partners and others have experienced or made as evidence of outcomes	*Debrief Meeting Worksheet (See Tools)*
Municipal procedures and policies relevant to partnerships with artists.	• To translate technical language into more accessible and useful guidelines • To have available what may be second nature for municipal workers but not for people new to working in government. • To articulate challenges that come with the territory	*Manual* that the municipal agency or intermediary organization, like a Department of Cultural Affairs, keeps *Hand-outs* produced to promote such partnerships and explain them to potential agency partners

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Media articles, editorials, social media.	• To track public commentary • To analyze change in content, tenor of media coverage • To show awareness of the effort on the part of a general public	*Photos, audio and video clips* that bring the concern alive *Quotes* from the journalistic sources
Creative processes & practices	• Step-by-step record enables municipal staff, community partners, or participants to communicate to others how the project works and possibly to replicate the process and/or practice • To provide insight into how aesthetic choices work to support civic or social intentions • For artist to record and reflect upon his/her approach, methods, techniques	*Photography, video* *Manuals* *Artist journal* *Case studies*
Artworks created by municipal workers, community members	• As useful and revealing data to communicate individuals' or groups' concerns and aspirations • When documented and shared, artworks are a source of pride for creators, a sign of being valued and validation, and a way of giving back to participants • To display at a public event	*Photography, video, artwork in text form* *Transcripts*
Artist's creative products	• Further understanding of the nature of the work • Communications, promotions, reporting • For artist's portfolio • Archival, historic record for municipal collections and also for conservation purposes (if the work is physical)	*Photography, video, artwork in text form* *Written description* (techniques, materials, dimensions, length, location, participants, context, etc.)