## Documentation Whats, Whys & Ways

### What To Document

- Participant attendance records, demographic data on who participates.
- Feedback, reflections from partners, participants, community member municipal goals.
- Meetings between partners and publics, key phone meetings/ conference calls other artists, etc.
- Municipal procedures and policies relevant to partnerships with artists.

### Why Document

- Quantitative data for evaluation
- Necessary data for funders and higher-ups
- Quotes, critiques, and testimonials are invaluable during planning and implementation to guide direction and course changes, and as qualitative data for evaluation purposes.
- Accurate record of decisions made
- Articulate challenge points and dialogue around them to inform the project evolution and future projects
- 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

### Ways to Document

- Digital Dashboards such as Sparkwise
- Data visualization
- Simple sign-in lists or other means the agency uses to track participation
- Video, audio, or written notes of reflection sessions, debriefs, public meetings
- Artist, project participant, or stakeholder journals
- Surveys, focus groups, interviews
- Debrief Meeting Worksheet (See Tools)
- 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

---

### Notes

- Documentation is essential for evaluating the effectiveness of partnerships, tracking participation, and ensuring accountability.
- Digital dashboards can provide real-time insights, helping funders and higher-ups understand progress.
- Qualitative data, such as quotes and testimonials, is crucial for guiding future projects.
- Accurate records ensure transparency and accountability.
- Translating technical language into accessible guidelines is essential for broader engagement.
- Handouts are valuable for promoting partnerships and educating potential agency partners.
<table>
<thead>
<tr>
<th>What To Document</th>
<th>Why Document</th>
<th>Ways to Document</th>
</tr>
</thead>
</table>
| 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.) |