COMMUNITY DATABASES: TURNING RESEARCH INTO ACTION FROM 
THE BOSTON BIG LIST TO THE BERKSHIRES AUDIENCE INITIATIVE
Presented by John Beck, Deputy Director, ArtsBoston

PROJECT CHECKLIST:

KEY PLAYERS
✓ Project Manager – Arts Service Organization
✓ Advisory Committee – Funders, Arts Orgs, ASO
✓ Participating Cultural Organizations – Full Cultural Community
✓ Vendor

5 MONTHS BEFORE DATA IS COMPILED
✓ Identify influential arts organizations and target participation.
✓ Establish taskforce to outline participation guidelines and project timeframe.
✓ Hold Community Information Sessions to build project interest.
  o Educate potential participants on Community Databases: History, Function, and Future Goals.
  o Confirm supporters of the project.
  o Identify participant concerns – opportunity for project focus.

4 MONTHS BEFORE DATA IS COMPILED
✓ Taskforce defines project name and project mission statement; determines fee associated with participation (For Berkshires Audience Initiative, vendor and administrative costs were $400 per organization) as well as criteria to determine who is eligible to participate.
✓ Taskforce develops a RFP and creates Vendor selection criteria.
✓ Taskforce selects a Vendor – (For Berkshires Audience Initiative, this was TRG Arts).
✓ Project Manager sends project proposal to vendor; negotiations are finalized.

3 MONTHS BEFORE DATA IS COMPILED
✓ Taskforce creates participation agreement.
✓ Selected Vendor hosts information sessions with interested organizations.
✓ Final community recruitment effort made.
✓ Organizations confirm participation through signed agreement with Project Facilitator.

2 MONTHS BEFORE DATA IS COMPILED
✓ Vendor presents services to participating organizations.
✓ Vendor trains organizations on how to segment and import their data.

1 MONTH BEFORE DATA IS COMPILED
✓ Participating organizations have one month to compile and submit data.

ONCE DATA HAS BEEN COMPILED
✓ Data is completed, processed and finalized.
✓ Vendor hosts User Group meetings to establish baseline audience data and to show how best to utilize the system.
✓ Participants use data to learn about audience participation.
✓ Evaluation of first year compiled by Project Manager and Taskforce.