



**CENTER FOR CULTURAL AFFAIRS**

AT THE

PAUL H. O'NEILL

SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS

**YEAR IN REVIEW 2019-2020**

# INTRODUCTION

We opened the Center for Cultural Affairs one year ago. Since that time, much has changed. We are now in the midst of a global pandemic that has both fundamentally changed the cultural landscape and revealed a long-standing fragility in the sector that had been somewhat under the surface. Artists, arts presenters, foundations, and governments are now engaged not only in the urgent task of preserving and protecting the livelihoods of people and organizations in the arts sector, but also in looking beyond, to the changes that will make the cultural world stronger, more equitable and inclusive in the years to come.

Through providing opportunities for training, research, and connecting, the CCA in the past year has begun to discover how individuals and communities uniquely intertwine arts and culture with their everyday lives. We began our journey with a two-day event in May 2019 – *New Frontiers in Arts Research* – celebrating the opening of the CCA, which was made possible by a generous gift from the O’Neill School’s founding Dean Chuck Bonser and NSF International. The event drew over 100 researchers and arts leaders from around the country (and a couple from the UK) who took part in “messy conversations” about the place of arts and culture in our lives, and common challenges arts organizations, artists, and policy makers face in both promoting and supporting culture. From this event, we recognized that the CCA exists to fill a gap in the field for producing rigorous, objective, and critical scholarship in cultural affairs, connecting a community of cultural affairs researchers and leaders, and training the next generation of cultural affairs researchers.



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Faculty director Michael Rushton, former O’Neill School Dean Chuck Bonser, faculty director Joanna Woronkiewicz, and faculty director Doug Noonan at *New Frontiers in Arts Research*, May 8, 2019

Throughout this year, we have advanced our vision and mission with various new programs and initiatives. We launched our *Speaker Series* and *Workshop in Cultural Affairs* series, where we invite researchers and leaders to present on new research in cultural affairs. We also hosted our first *Biennial Research Conference* that brought scholars in cultural affairs to Bloomington to share research that was subsequently published in a special edition of the international journal *Cultural Trends*. Through our *Arts, Entrepreneurship, and Innovation (AEI) Lab*, we produced several new research articles, special issues of journals, and hosted a widely attended event on *New. Not Normal: Artists, the Creative Sector, and Innovation After the Pandemic*. The *AEI Lab* also held a virtual research workshop that included dozens of researchers worldwide spanning multiple disciplines. We launched *The Digest* – a compendium of



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Faculty directors Joanna Woronkowitz, Michael Rushton, Doug Noonan at *New Frontiers in Arts Research*, May 9, 2019

research in cultural affairs that we publish twice a year in order to help connect research to practice and highlight cultural affairs researchers in North America.

With all of our work, our focus has been on training a new generation of researchers and leaders that can continue to advance the cultural affairs field even after their time at the CCA. Our Ph.D. students have helped design and publish new studies. Our post-doctoral scholars have joined a community of cultural affairs researchers and formed collaborations that will inspire new work. Our graduate and undergraduate students have been involved in conducting research and helping with administrative projects. The intention of these efforts has been to instill into our future cultural leaders a deep understanding of how arts and culture is an integral part of society and how to use this knowledge to inform cultural policy and practice.

The pandemic has made the road that lies ahead look long and arduous for so many of us in the cultural sector. Yet we remain optimistic that as a result of the pandemic, and the shifting of the cultural landscape that takes place, we will begin to more clearly understand how arts and culture is a fundamental part of individuals' and communities' lives and begin to design policies and practices that support these views. We look forward to continuing our journey with you.

Sincerely,

Joanna, Michael, and Doug

*“ A network of scholars, policymakers, and stakeholders is essential to identifying areas in need of policy evaluation and innovation, and will be a key resource in the period of rebuilding that will follow COVID. Already, the CCA’s programs have demonstrated the value of cross-discipline and cross-sector conversation and independent, objective research of the highest quality for stimulating conversation and new thinking about pressing questions in cultural policy. ”*

-CAROLE ROSENSTEIN, ADVISORY BOARD MEMBER AND ASSOCIATE PROFESSOR OF ARTS MANAGEMENT AT GEORGE MASON UNIVERSITY

*“What an impressive track record for a new, young center in terms of bringing people together in public and virtual symposia and lectures, conducting important research and academic training opportunities, and sharing collective insights for the field in *The Digest* and other publications. ”*

-BETTY FARRELL, ADVISORY BOARD MEMBER AND FORMER DIRECTOR OF THE CULTURAL POLICY CENTER AT THE UNIVERSITY OF CHICAGO



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President & CEO of Tessitura Network and advisory board member, Andrew Recinos at *New Frontiers in Arts Research*, May 9, 2019

# TRAINING THE NEXT GENERATION OF SCHOLARS AND LEADERS

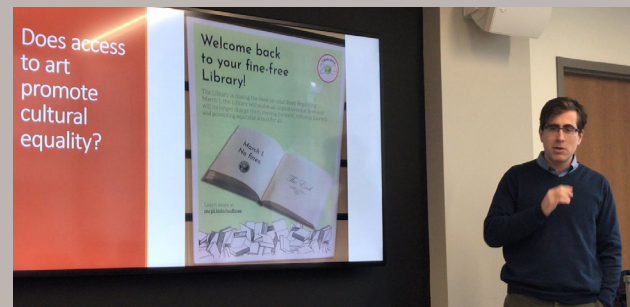
The Center for Cultural Affairs provides training opportunities for future scholars and leaders in cultural affairs through PhD research assistantships, a Fellowship program, and post-doctoral affiliations.



Post-doctoral affiliate, Candace Miller, on a panel at *New Frontiers in Arts Research*, May 9, 2019

Candace Miller served as a post-doctoral affiliate at the CCA. She is also a post-doctoral fellow at the Center for Research on Race and Ethnicity and visiting assistant professor at the O'Neill School. Her research focuses on race and ethnicity, urban sociology, and culture.

Tal Feder also served as a post-doctoral affiliate at the CCA this year. He was supported through a fellowship by the Israeli Science Foundation. Tal's work focuses on issues of arts accessibility and cultural policy worldwide. With faculty director, Joanna Woronkowitz, Tal is working on a study of motivations for self-employed artists using data from the U.S. Census Bureau's Contingent Worker Survey.



Post-doctoral affiliate, Tal Feder, presenting his research at a workshop, February 12, 2020



Ph.D. Candidate Jessica Sherrod Hale

During the 2019-2020 academic year, the CCA helped support Ph.D. candidate Jessica Sherrod Hale. With faculty director Joanna Woronkowitz, Jessica led an experimental study of artists' contributions to public sector innovation, designed and implemented a large-scale survey of college students' art participation habits, and analyzed data on higher education institution cultural infrastructure projects. The results of Jessica's work have been published in high quality scholarly outlets including *Cultural Trends*, *Survey Practice*, and the *Stanford Social Innovation Review*.

## **PH.D. FELLOWSHIPS IN CULTURAL AFFAIRS**

*The Center for Cultural Affairs has established a fellowship program that recruits students specifically interested in cultural affairs research through the Ph.D. Public Affairs program at the O'Neill School. Fellows are supported by the CCA throughout their coursework and dissertation stage. We are now recruiting fellows for the 2021-2022 academic year.*



Graduate research assistants Michael Weigel, Erin Query, Ndinomholo Ndilula, and faculty director Joanna Woronkowitz, taking a break from running experiments with the Arts, Entrepreneurship, and Innovation Lab

The CCA also provides research and administrative opportunities for graduate and undergraduate students primarily through assistantships and practicum projects. These opportunities enhance students' experiential learning in the arts administration and management and public affairs academic programs at the O'Neill School.

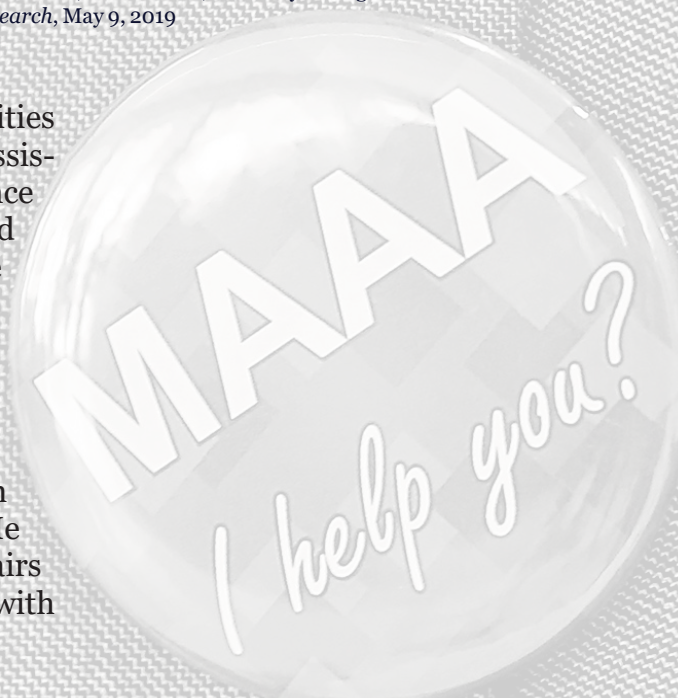
Casey Rich, a dual arts administration and public affairs student at the O'Neill School, was a graduate assistant for the CCA in the 2019-2020 academic year. In this role, Casey led communications efforts, including social media, website design and maintenance, and the development of our newsletter. He also led the launch of *The Digest* that highlights cultural affairs research published in the last year where he created podcasts with authors of the research and faculty directors.



Graduate research assistants Michael Weigel and Ndinomholo Ndilula running experiments with the Arts, Entrepreneurship and Innovation Lab



Graduate students Ndinomholo Ndilula, Levon Williams, Casey Rich, Paul Powers, Katlin Suiter, and Vicky Huang at *New Frontiers in Arts Research*, May 9, 2019

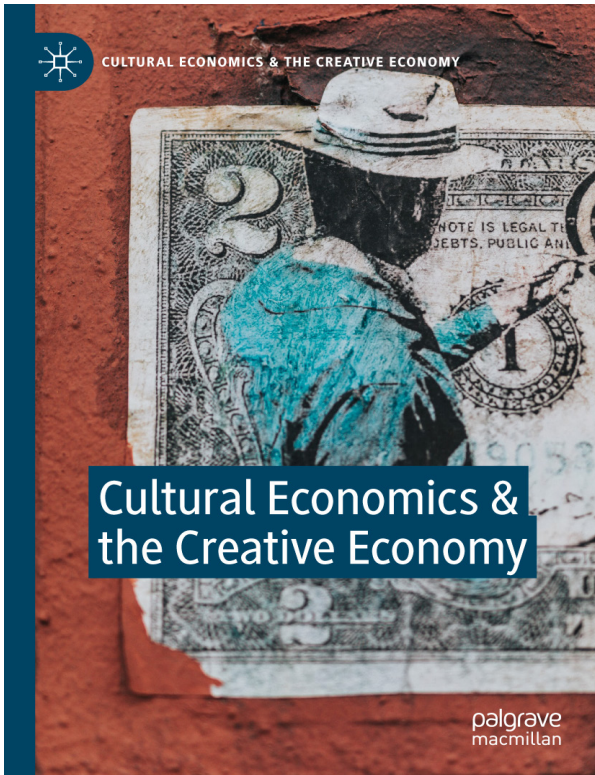


Graduate assistant Casey Rich



# ADVANCING THE FIELD OF CULTURAL AFFAIRS

Over the past year, the Center for Cultural Affairs has begun to build a network through conferences and workshops, newly published research, and research initiatives.



Michael Rushton has begun work with co-editors Erwin Dekker and Andrej Srakar (a former post-doctoral scholar at the O'Neill School) on a new book series, "Cultural Economics and the Creative Economy," published by *Springer*.

## 2019 BIENNIAL RESEARCH CONFERENCE

The *Biennial Research Conference* gathers researchers from around the globe doing work in cultural affairs. In May 2019, the conference centered on "Program and Policy Evaluation in Cultural Affairs." A small group of authors were invited to Bloomington to share their research for publication in a December 2019 special issue of *Cultural Trends*. The CCA intends to expand this conference to include more participants across academic disciplines for the next conference being held in Spring 2021.

Authors attend the *Biennial Research Conference*, May 10, 2019



## WORKSHOP IN CULTURAL AFFAIRS

In Fall 2019, we launched the *Workshop in Cultural Affairs* series. This weekly workshop provides an opportunity for participants to review and discuss recent research being conducted in cultural affairs at the O'Neill School, across Indiana University, and in the field. This year, we heard from a number of researchers:

- Professor Siobhan McAndrew, Lecturer in Sociology, University of Bristol
- Professor Dave O'Brien, Cultural and Creative Industries Fellow, University of Edinburgh
- Bill Ivey, CCA advisory board member
- Candace Miller, CCA post-doctoral affiliate
- Tal Feder, CCA post-doctoral affiliate



Dave O'Brien, Joanna Woronkowitz, Ndinomholo Ndilula, Michael Rushton, Karen Gahl-Mills, Doug Noonan, Candace Miller, and Tal Feder at the *Workshop in Cultural Affairs* series, April 22, 2020

We will continue this workshop in the coming academic year with an emphasis on building relationships with an expanded network of cultural affairs researchers.

## SELECT PUBLICATIONS IN 2019-2020

Breznitz, S. & Noonan, D. (2020). Crowdfunding in a Not-So-Flat World. *Journal of Economic Geography*.

Rushton, M. (2020). Pricing the arts. In Handbook of Cultural Economics, Third Edition. *Edward Elgar Publishing*.

Arikan, Y., Clark, T. N., Noonan, D. S., & Tolley, G. (2019). The arts, Bohemian scenes, and income. *Cultural Trends*, 28(5), 404-416.

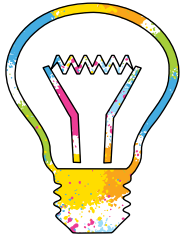
Butticè, V. & Noonan, D. (2019). Active backers, product commercialisation and product quality after a crowdfunding campaign: A comparison between first-time and repeated entrepreneurs. *International Small Business Journal*.

Hale, J. S., & Woronkowitz, J. (2019). Evaluating a university's investment in arts programming on student arts participation. *Cultural Trends*, 28(5), 366-378.

Woronkowitz, J., Noonan, D., & LeRoux, K. (2019). Entrepreneurship among Nonprofit Arts Organizations: Substituting between Wage and Flexible Labor. *Public Administration Review*.

Woronkowitz, J., Soni, A., Freedman, S., & Simon, K. (2019). How have recent health insurance expansions affected coverage among artist occupations in the USA? *Journal of Cultural Economics*, 44(1), 117-154.





# Arts, Entrepreneurship, & Innovation Lab



“ The AEI Lab at Indiana University is engaged with vital research questions about artists and arts organizations — how they are sustained by entrepreneurial practices, and how they contribute to broader societal innovation. Fittingly for its subject, the Lab uses innovative research techniques: merging and analyzing public and commercial datasets, conducting field experiments with artists, and combining statistical observations with qualitative research and geo-spatial mapping. Through papers, workshops, and conferences, this NEA Research Lab shares insights continually with other researchers, cultural policy-makers, and arts practitioners. ”

-SUNIL IYENGAR, DIRECTOR OF RESEARCH & ANALYSIS, NATIONAL ENDOWMENT FOR THE ARTS



Faculty director, Doug Noonan, presenting on AEI Lab research at the National Endowment for the Arts Research Labs Summit, June 3, 2019

Over the last year, the AEI Lab has remained active in implementing new studies, releasing publications, presenting in academic and non-academic forums, and hosting events around how the arts integrate with innovation and entrepreneurship. In June 2019, the Lab conducted experiments on the artists’ role in civic innovation with artists and public sector workers in Indianapolis, and published preliminary results of the experiments in the *Stanford Social Innovation Review*. The Lab also published several analyses of crowd-funding data on artists. Our graduate assistants at the Lab were critical to these efforts, especially in producing summaries of AEI Lab research through research briefs and blog posts.

## 19-20 Activities

LAB PUBLICATIONS	11
PRESENTATIONS	9
RESEARCH BRIEFS	12
BLOG POSTS	5



# New. Not Normal

LIVE ATTENDEES 551  
TOTAL VIEWS 3896

## Leveraging Creativity

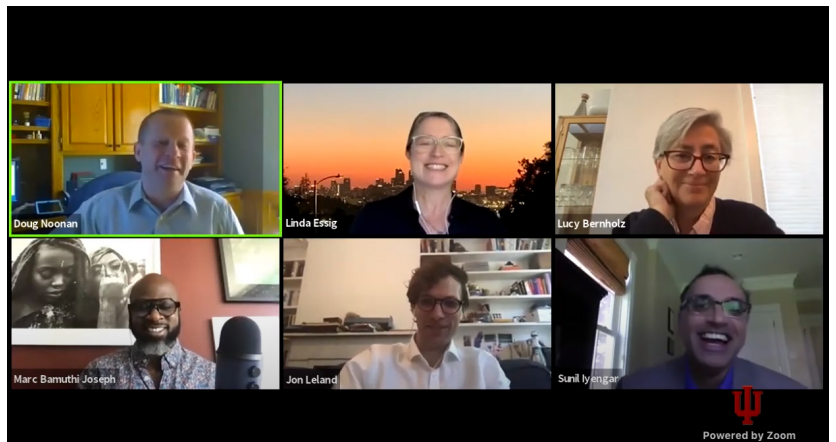
ATTENDEES 61  
PAPERS PRESENTED 25

On June 8, 2020, the AEI Lab hosted a virtual symposium titled *New. Not Normal: Artists, the Creative Sector, and Innovation after the Pandemic*. The symposium included panels on community engagement, new models and opportunities, and structural changes to the creative sector. Participants in the panel discussions brought expertise from inside and outside of the creative sector to address challenges and opportunities.

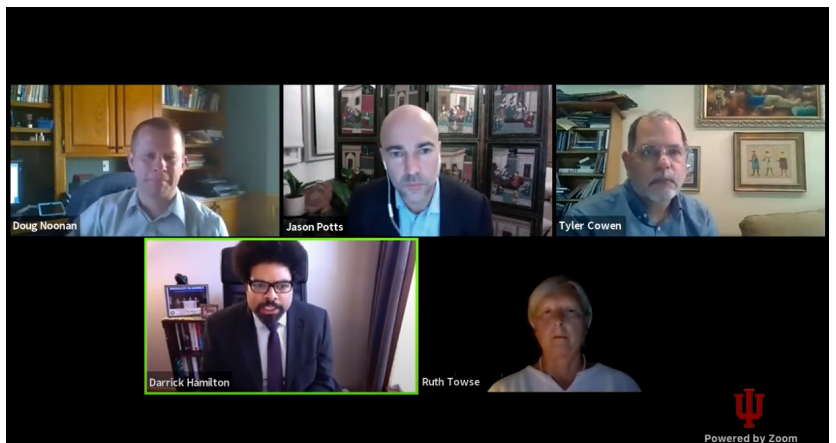
On June 9, 2020, the Lab held a research symposium titled *Leveraging Creativity*, which included 8 concurrent panels of authors and researchers who presented a total of 25 original papers on topics around arts entrepreneurship. One track of the symposium was exclusively focused on arts entrepreneurship education. Many of the papers presented at the symposium will be included in special issues of journals on the topic of arts entrepreneurship to be published in the upcoming year.



Joanna Woronkovicz, Mark Shapiro, Nwamaka Agbo, Alan Brown, Peter Linett, and Tally Katz-Gerro on a panel at *New. Not Normal*, June 8, 2020



Doug Noonan, Linda Essig, Lucy Bernholz, Marc Bamuthi Joseph, Jon Leland, and Sunil Iyengar on a panel at *New. Not Normal*, June 8, 2020



Doug Noonan, Jason Potts, Tyler Cowen, Darrick Hamilton, and Ruth Towse on a panel at *New. Not Normal*, June 8, 2020



# A CATALYST THAT CONNECTS THE FIELD AND EXPANDS ITS BOUNDARIES

This year, the Center for Cultural Affairs launched the *Speaker Series*. In September, Professor Geoffrey Crossick (University of London) visited Bloomington to give a talk on “Why aren’t we better at talking about the value of arts and culture?” In January, we hosted Professor Sara Konrath (Indiana University Lilly Family School of Philanthropy) who gave a talk on “How arts engagement is associated with empathy and prosocial behavior.” Both talks were widely attended by O’Neill faculty and students and faculty from across Indiana University.



Professor Geoffrey Crossick and Senior Advisor Karen Gahl-Mills, talk before the *Speaker Series* event, September 20, 2019

June 2020 marked the release of the first issue of *The Digest*, a curated collection of recently published research in cultural affairs. This publication highlights cultural affairs research across a wide range of topics arts education, cultural policy, communications, media, and law written by scholars and researchers in North America. The first issue also included a podcast with one of the featured authors and video commentary provided by the faculty directors.

*“ What sets the Center for Cultural Affairs apart is its people: extraordinary academic researchers, writers and thinkers who also have their feet planted firmly on the ground. That grounding gives us the ability to address complicated problems with rigor while seeking connections, confident that we can build on the work of others to help advance the field. ”*

-KAREN GAHL-MILLS, SENIOR ADVISOR AND DIRECTOR OF ARTS ADMINISTRATION PROGRAMS AT THE O’NEILL SCHOOL



Professor Sara Konrath presenting her work at the *Speaker Series* event, January 17, 2020



In 2020, the CCA formed a new partnership with the Cultural Research Network, an open resource-sharing community of practice for anyone involved in arts- and culture-related research. The CRN has a worldwide network of practitioners, policy-makers, and scholars and a regular program of Virtual Study Groups on policy areas of interest, including, most recently, how governments in different countries adopted varying strategies to support the arts through the COVID-19 crisis (a session co-hosted by Michael Rushton). This partnership further expands the CCA’s reach in terms of research and discussion. Co-presented study groups and seminars will feature in the coming year.

*“Part of the mission of the Center for Cultural Affairs is to facilitate a network of scholars and practitioners advancing cultural affairs, making it a natural partner for the Cultural Research Network.”*

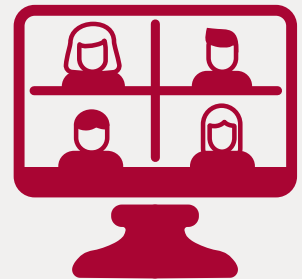
*Our network emphasizes the practice and process of current research and the opportunities to inform active work among peers, academics, and fellow professionals. Being informed by the work of the Center for Cultural Affairs will only strengthen the great work being done by CRN members.”*

-GREG BURBIDGE, CRN CHAIR AND RESEARCH & POLICY MANAGER AT CALGARY ARTS DEVELOPMENT



#### EMAIL LIST

The heart of the CRN: a listserv for sharing questions, insights, news, links, tips, and techniques related to cultural research.



#### VIRTUAL STUDY GROUPS

Learning sessions in a webinar format featuring guest experts on emerging topics in cultural research.



#### RESEARCH SHARING

Brand new research shared with the listserv on a monthly basis, with an international scope and a focus on members.



## LEADERSHIP

Joanna Woronkowicz  
Faculty Director

Doug Noonan  
Faculty Director

Michael Rushton  
Faculty Director

Karen Gahl-Mills  
Senior Advisor

## ADVISORY BOARD

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George Mason University

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Roberts created this piece during a 2014-2015 artist residency at the University of Birmingham,  
where he focused on issues surrounding copyright, permission, culture, and art.



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