

Performance Measurement Framework

Logic Model

and effectively

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

OAC Activities **Short-Term Outcomes** Provide leadership, Creation, production, funding, and services and presentation of vital more diverse, art in Ontario to artists and arts innovative, and organizations sustainable Increased skills and capacity in the arts sector More public Provide funding and Broad public support to activities participation in and that increase public appreciation of the arts arts creates 'ripple engagement and effects' of benefits: learning in the arts visitors, and employment More livable Ontario communities Support and Increased awareness and collaborate with the understanding across between needs of Ontario government government of the value government, arts of OAC and the arts Make evidence-based granting decisions Continuous using peer assessment reliance on OAC's improvement in fostering and staff expertise a vital and sustainable arts sector relationships with the Manage internal arts community operations efficiently

Mid-Term Outcomes Lon Ontario arts sector is participation in the • Better Ontario to attract investment, More engaged and skilled citizens Stronger alignment sector, and the public Greater government unique expertise and

efit of Ontarians						
Arts Sector Impact: Resilient and healthy arts sector in Ontario	A resilient and healthy arts sector is a public good. The arts sector is necessary for and contributes to Ontario's culture, creating healthy individuals, healthy communities, and a healthy economy.					
Economic Impact: Stronger Ontario economy	More supportive and dynamic economic environment Increased Ontario competitiveness (increased investment, greater tourism, more jobs) Enhanced Ontario identity and brand					
Social and Cultural Impact: Thriving individuals and communities across Ontario	 Increased equity and inclusion Increased talent and skills among Ontarians, particularly youth Healthier places and populations (community vitality, individual health, and quality of life) Improved public safety and security 					
Operational Impact: Excellence in serving Ontarians	 OAC works with government to serve Ontarians better OAC provides leadership at many levels (local, provincial, national) OAC contributes to more open, effective, and accountable government 					

Measurement Rationale

This logic model shows how OAC activities contribute to public value: from shortand 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 shortterm 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.

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

Measure 7) 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 or living with disabilities, Francophone, Indigenous, New generation (18-30 years), Regions outside Toronto.			
	C	A2.2	% of total # OAC grants to artists/ arts organizations who identify as member of priority group(s): Artists of colour, Deaf or living with disabilities, Francophone, Indigenous, New generation (18-30 years), Regions outside Toronto.			
	3) Employment and income for arts	A3.1	# artists & arts professionals paid (fees or salaries) through OAC-funded activities (projects + operating)			
	professionals in Ontario.	A3.2	\$ value of income paid to artists/ arts professionals through OAC-funded activities (projects + operating)			
		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 training, skill development, or convening events 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 & 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 arts organizations touring in Ontario
	6) Opportunities for	C6.1	% of total # OAC grants that provide funding specifically for arts learning
	Ontarians to participate in arts learning.	C6.2	% of operating organizations that offer arts learning as part of ongoing activities
	arts rearming.	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
D) Continuous improvement in fostering a vital and sustainable arts sector	7) Applicant satisfaction and engagement with OAC grants and services.	D7.1	% applicants who report satisfaction with OAC grant process