



**SMU**<sup>®</sup>

## NATIONAL CENTER FOR ARTS RESEARCH

Advancing the Arts Through Evidence-Based Knowledge

SMU's National Center for Arts Research (NCAR) exists to act as a catalyst for the transformation and sustainability of the national arts and culture community. Established in 2013, it is the first of its kind and integrates data from all arts sectors across the country to provide free, reliable, fact-based insights that enable arts and cultural leaders to overcome challenges and increase impact.

With data from the Cultural Data Project, Theatre Communications Group, and other national and government sources such as the National Assembly of State Art Agencies, the National Endowment for the Arts, the Census Bureau and the National Center for Charitable Statistics, the Center's work focuses on analysis, insight, and enablement:

**Analysis:** The Center is compiling the nation's most comprehensive database on arts organizations and audiences in the U.S., integrating organizational, consumer and market-level data.

**Insights:** The Center's industry reports and white papers will help users focus on critical issues and best practices in the field. Center findings are available – free of charge – to arts leaders, funders, policymakers, researchers and the general public.

**Enablement:** The Center provides resources to help arts and cultural leaders interact with the data and with one another to build stronger organizations and deeper community engagement. Tools for arts leaders are available, including an online interactive resource library, forums, and an online dashboard that will allow leaders to compare their organizations' health to best-performance health benchmarks for similar organizations, available summer 2014 and built in partnership with IBM.

The project's indices were created in partnership with TRG Arts and Nonprofit Finance Fund. The Center also partnered with the Boston Consulting Group to develop its mission, vision and long-term strategies.

NCAR is led by Dr. Zannie Voss, chair and professor of arts management and arts entrepreneurship in SMU's Meadows School of the Arts and Cox School of Business; Dr. Glenn Voss, Endowed Professor of Marketing at Cox School of Business, serves as NCAR's research director. Through this leadership, NCAR sources its cross-disciplinary academic expertise in the fields of arts management, marketing and statistics from Meadows and Cox faculty.

For more information or to view the National Center for Arts Research's inaugural report, please visit the NCAR website at [www.smu.edu/artsresearch](http://www.smu.edu/artsresearch).