



CADAC User Survey 2013

INTRODUCTION

In the summer of 2013, as part of its strategic planning exercise, CADAC invited arts organizations to respond to a survey about their experiences using CADAC and to provide their views on CADAC's objectives and priorities.

A web-based questionnaire was sent to 2,117 CADAC users. Organizations self-identifying as Arts Service Organizations (ASO)s were provided with supplementary questions on data collection and use. The survey period was between August 14 and September 3, 2013. The overall response rate was 19% (404 completed questionnaires). Most respondents were from Ontario (37%), Québec (19%), British Columbia (19%) and Alberta (9%). Theatre (23%), Music (19%) and Visual Arts (16%) were the most represented disciplines. These percentages are roughly proportional to the CADAC population.

HIGHLIGHTS

- When asked about satisfaction with CADAC products and services, the website (66%) and financial forms (63%) were rated fairly positively, while the statistical form had the most negative responses (37%).
- While many organizations find the CADAC forms to be complex, cumbersome and time-consuming, there are also a number of respondents who said they have a growing comfort level with CADAC and some are starting to use the financial form and other data for internal planning and other activities.
- The CADAC statistical form is seen as overly detailed and complex and at the same time inadequate for capturing the details of some organizations. Many respondents find it difficult to use the forms to capture multidisciplinary activities and co-productions, or to accurately reflect multiple areas of programming.
- 27% of respondents use CADAC report functions (increase from 14% in 2010). Respondents who use the report functions cite potential improvements to the system such as training/tools for using the reports and the ability to cross-reference between categories in the reports.
- The most frequently cited priority for CADAC by respondents was Simplification/Customization of the CADAC forms or system, followed by Communications/Training and Tools, Membership Development (increasing the number of funders using CADAC) and Technical Improvements.

CADAC User Survey 2013

Description and Background: CADAC (Canadian Arts Data/Données sur les arts au Canada)

In development since 2003 and launched in 2008, CADAC (Canadian Arts Data/Données sur les arts au Canada) is a collective effort by federal, provincial and municipal arts funders to create a common database of financial and statistical data on publicly funded arts organizations in Canada.

The database currently contains information on approximately 2000 arts organizations receiving operating funding from municipal, provincial and/or federal arts funders. Participating arts funders are:

British Columbia: *City of Vancouver, British Columbia Arts Council*

Alberta: *Edmonton Arts Council, Alberta Foundation for the Arts*

Saskatchewan: *City of Saskatoon, Saskatchewan Arts Board*

Manitoba: *Manitoba Arts Board*

Ontario: *City of Kingston, City of Mississauga, City of Greater Sudbury, Toronto Arts Council, Ontario Arts Council*

New Brunswick: *Department of Tourism, Heritage and Culture*

Newfoundland and Labrador: *Newfoundland and Labrador Arts Council*

Canada: *Canada Council for the Arts*

Survey Methodology

In the summer of 2013, as part of its strategic planning exercise, CADAC invited arts organizations to respond to questions about their experiences using CADAC and to provide their views on CADAC's objectives and priorities.

The questionnaire was developed by the CADAC Managing Consultant and the CADAC Office in consultation with CADAC Board members and with the support of the Canada Council for the Arts Research Section and translation services.

An online questionnaire was sent to 2,117 CADAC users using web-based software (Question Pro). Responses were voluntary and confidential. Organizations self-identifying as Arts Service Organizations (ASO)s were provided with additional questions on data collection and use.

Invitations to complete the survey were sent on August 14, 2013 and the survey portal closed on September 3, 2013. One reminder was sent out on August 26, 2013.

Comparison to the 2010 CADAC Survey

In 2010, CADAC conducted surveys of arts organizations focused on customer service and user experience. Some questions, such as those on the use of CADAC's report functions were repeated, but most of the questions on the 2013 survey are new.

Response rate

A total of 404 respondents completed the survey for an overall response rate of 19%, broken down as follows:

| Total respondents 2013 CADAC Survey: 2117 sent | | | |
|---|--------|---------|-------|
| | French | English | Total |
| Arts Organizations | 28 | 151 | 179 |
| Arts Service Organizations (ASO)s | 50 | 175 | 225 |
| Total respondents | 78 | 326 | 404 |

Comparison to 2010: The 2010 survey went out to a total of 1,781 users. It had 386 English respondents and 66 French respondents for an overall response rate of 25.3%.

French and English responses are combined throughout this report. Differences between responses are noted only where significant.

Arts Organizations and Arts Service Organizations

After selecting their language of choice, survey respondents were asked whether they identify as an ASO. Interestingly, over half of English (53%) and French (64%) respondents self-identified as ASOs.

Three possible reasons for this include:

- Respondents applied a broad definition of “arts service organization” (no specific definition was provided in the question). Many ASOs said they were “multidisciplinary” so it is possible that a number of organizations that might otherwise be seen as “community arts organizations” self-identified as “arts service organizations” because they provide services or resources to other artists or their community at large.
- Respondents might have answered “yes” to the question in error.
- A greater number of arts service organizations felt compelled to answer the questionnaire in order to represent the views of their members or discipline.

Geographic Location

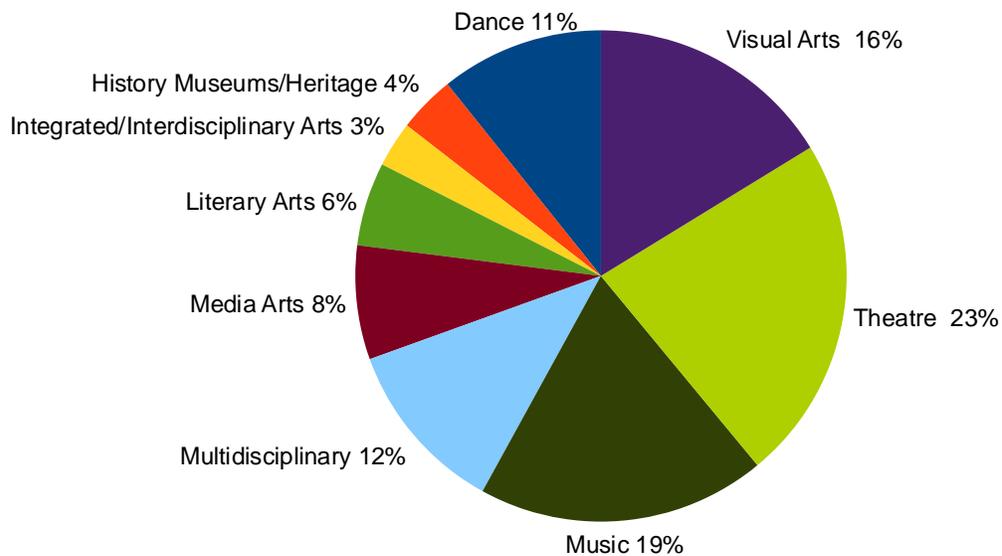
Province: Combining all answers, the greatest number of respondents reside in Ontario, followed by Québec, British Columbia and Alberta.

| Province/Territory | all English responses | | all French responses | | All responses | |
|-------------------------|-----------------------|------------|----------------------|------------|---------------|------------|
| Newfoundland | 2 | 1% | 0 | 0% | 2 | 0% |
| Prince Edward Island | 0 | 0% | 0 | 0% | 0 | 0% |
| Nova Scotia | 11 | 3% | 0 | 0% | 11 | 3% |
| New Brunswick | 7 | 2% | 4 | 5% | 11 | 3% |
| Québec | 11 | 3% | 65 | 83% | 76 | 19% |
| Ontario | 141 | 43% | 7 | 9% | 148 | 37% |
| Manitoba | 13 | 4% | 0 | 0% | 13 | 3% |
| Saskatchewan | 28 | 9% | 0 | 0% | 28 | 7% |
| Alberta | 35 | 11% | 0 | 0% | 35 | 9% |
| British Columbia | 76 | 23% | 2 | 3% | 78 | 19% |
| Yukon | 2 | 1% | 0 | 0% | 2 | 0% |
| Northwest Territories | 0 | 0% | 0 | 0% | 0 | 0% |
| Nunavut | 0 | 0% | 0 | 0% | 0 | 0% |
| | 326 | 100% | 78 | 100% | 404 | 100% |

City/Town: The majority of English respondents came from Toronto, while the most French respondents were located in Montréal.

Disciplinary Breakdown

For all surveys combined, the greatest number of respondents were from Theatre, followed by Music and Visual Arts.



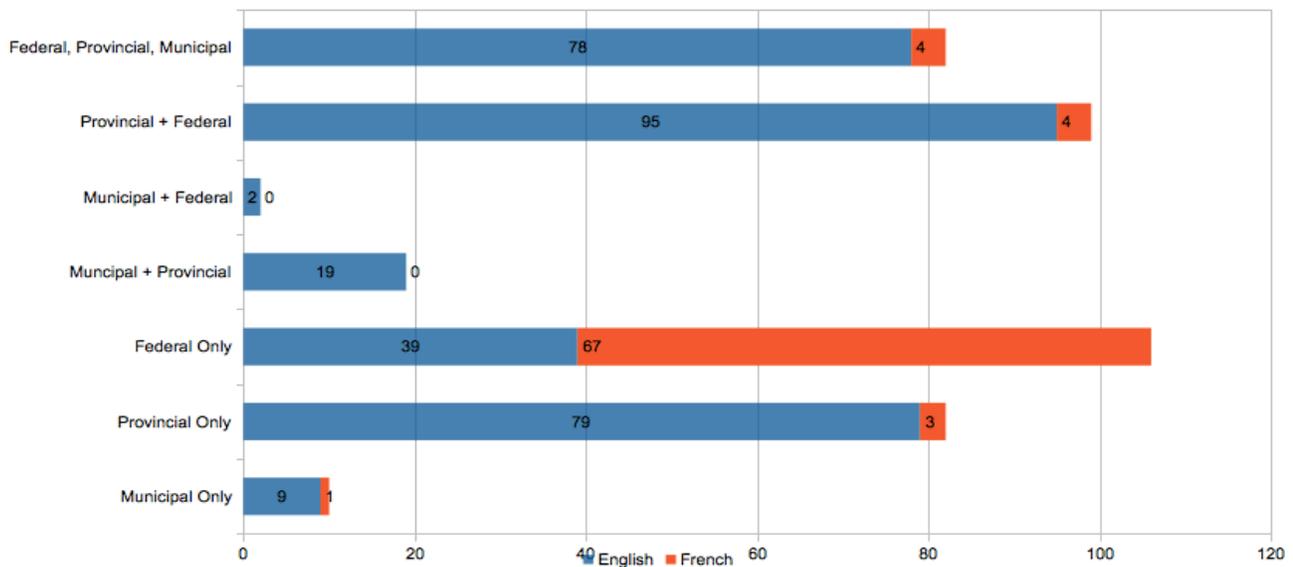
Years using CADAC

The great majority of respondents (90%) have used CADAC for 3 years or more.

Data provided to CADAC member agencies

Roughly half (52%) of respondents provide their CADAC data to more than one CADAC member. Among French-language respondents, 85% provide their information to the federal funder only, compared to 12% of English-language respondents. This is largely due to the fact that there are no provincial or municipal CADAC member agencies in Québec.

| | English | % | French | % | Total | % |
|------------------------|---------|------|--------|------|-------|------|
| Municipal only | 9 | 3% | 1 | 1% | 10 | 3% |
| Provincial only | 79 | 25% | 3 | 4% | 82 | 21% |
| Federal only | 39 | 12% | 67 | 85% | 106 | 27% |
| Municipal & Provincial | 19 | 6% | 0 | 0% | 19 | 5% |
| Municipal & Federal | 2 | 1% | 0 | 0% | 2 | 1% |
| Provincial & Federal | 95 | 30% | 4 | 4% | 99 | 25% |
| All three levels | 78 | 24% | 4 | 4% | 82 | 21% |
| Total | 321 | 100% | 79 | 100% | 400 | 100% |



Other public/private arts funders

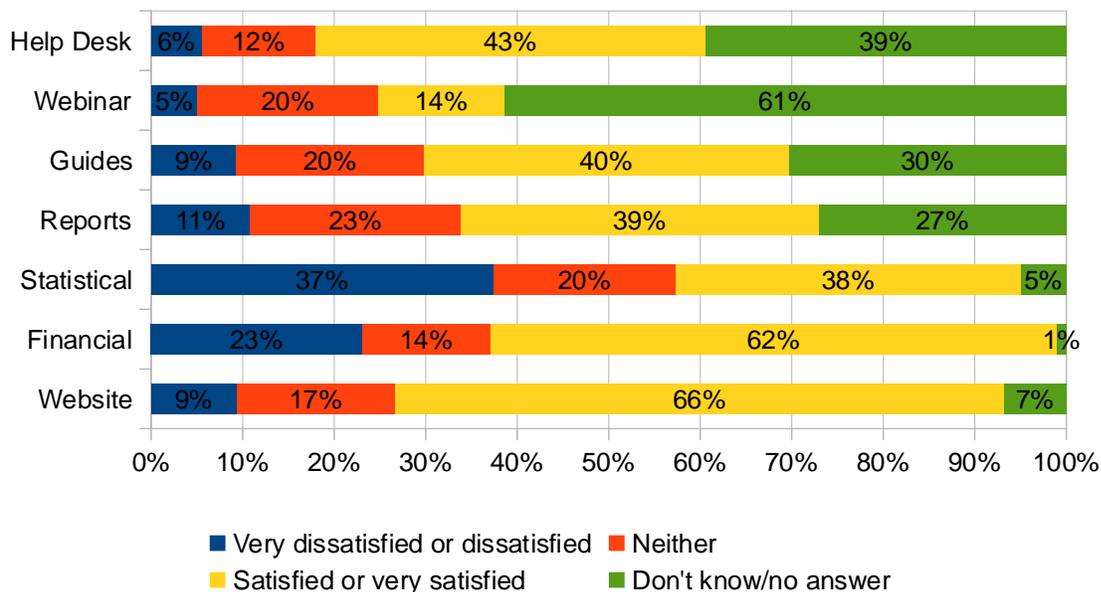
The vast majority (95%) of respondents apply to other arts funders. Respondents were asked to provide names of other funders they apply to. An extensive list was produced, with many respondents providing multiple answers. Commonly cited answers were Department of Canadian Heritage, provincial and municipal government departments and arts councils who are not currently CADAC members. Many community and family foundations and private sector funders such as RBC and Telus were also mentioned. A minority of respondents said that they provide their CADAC data to these other funders.

| | Yes | No |
|--|-----|-----|
| CADAC Financial Data provided to other funders | 18% | 82% |
| CADAC Statistical Data provided to other funders | 14% | 86% |

Satisfaction with CADAC

Respondents were asked to rate their level of satisfaction with CADAC products and services. The website, help desk and financial forms were mostly rated positively or neutrally, while the statistical form had the most negative responses.

In the space provided for comments after this question, many respondents took the opportunity to report their positive experience with CADAC staff.



"Whenever I've need help or guidance with a CADAC issue I've received prompt and courteous response."

"Controller(s) have always been exceptionally helpful and knowledgeable, THANK YOU. Your staff make a difference!"

"I've been consistently impressed with (and grateful for) the CADAC HelpDesk's continually prompt, timely and supportive assistance when it is needed - especially in the context of a pending grant deadline. They are very proactive in flagging potential reporting issues via email and phone prior to their becoming problematic. I very much appreciate this."

Ongoing frustration, but growing acceptance

Overall, many respondents find the CADAC forms to be complex, confusing and time-consuming. However, a number of respondents also say that there is a growing familiarity and comfort level, particularly with the financial forms.

"Learning curve was initially steep but works well now."

"The CADAC forms can be confusing, but after using them for a few years I've gotten used to it. Unfortunately, because CADAC organizes information in a way that is contrary to the way we plan and budget, it's not useful information to us, really, except as an interesting overview of the year."

Five years in, some respondents have shifted their internal reporting to match CADAC categories. As a result, these organizations report greater satisfaction with CADAC and are finding greater benefit and uses for CADAC information. Organizations who have not made this shift still struggle to fit their information into the CADAC system and find it to be a challenge.

"We've used the required financial data to get our books in alignment with standard accounting practices. That's been very helpful to us overall."

"We have re-aligned our accounting GL's to fit with how CADAC organizes things. Once we did that, it was easier to translate our budgeting process and year end accounting figures into the CADAC system."

"The CADAC requirements are very different from our standard financial and statistical reporting so add quite a bit of work for staff. I do understand the value in streamlining for funders, it is just difficult to accurately represent and reconcile the two systems."

CADAC Forms - "One size fits none"?

The CADAC forms are described as being overly detailed but still not tailored enough to specific disciplines. Multidisciplinary organizations and those with a range of activities struggle with how to report their data in the CADAC forms. Some respondents expressed concern about the validity of the data that CADAC collects, given the length and complexity of the form.

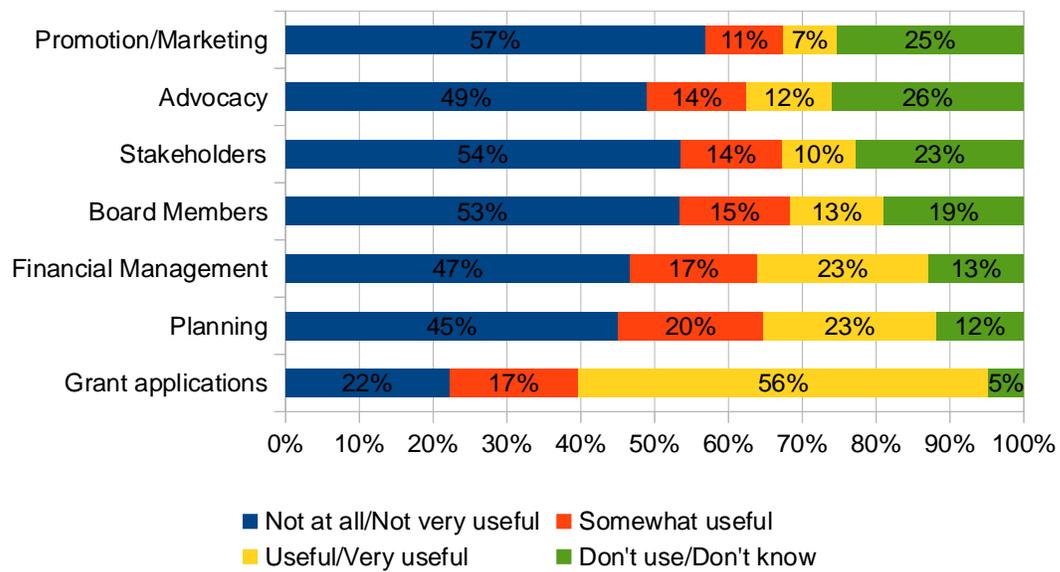
"The financial and statistical questions don't take into account collaborative presentations - nor do they respect the small administrative capacity of most arts organizations. The questions are also confusing - overlapping - and in terms of the financial information the data mined isn't really that relevant to the case we want to make as an organization or reflective of the quality of our financial oversight."

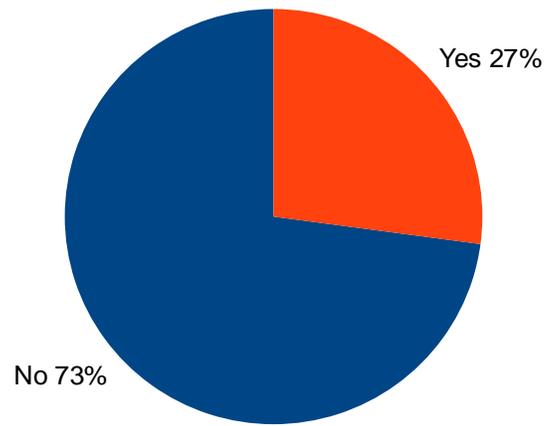
"Statistical forms (and to a much lesser extent the Financial Forms) are so skewed towards a Performing Arts sensibility that the statistics they show are not very useful for demonstrating what a public gallery does or its impact on audience/participants."

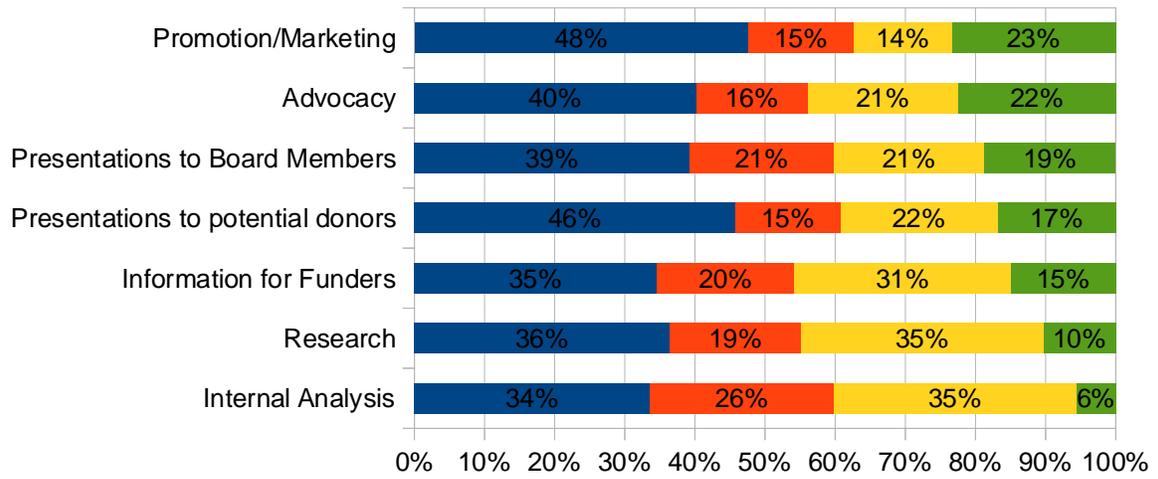
"We are an organization with a facility, Festival, and season. It is difficult to separate the main lines of business - season/facility and Festival which is problematic for some funders that grant separately for our lines of business and for providing separate statistics for each part of our business."

"The stats form is very confusing. I am exaggerating but the 'please list the number of people who go to education events who eat hamburgers, prefer blue print to black print but not on Fridays' gets confusing. Do you really need to have so many statistical categories for education events?"

It should be noted that at the time of the survey many respondents had not experienced the changes to the statistical form implemented in January 2013. These changes allow for a customized view of the statistical form depending on the discipline or activities being reported on. A number of the suggestions made by respondents for improving the statistical form were along these lines, and a few respondents who were aware of the changes mentioned that they found them to be helpful.



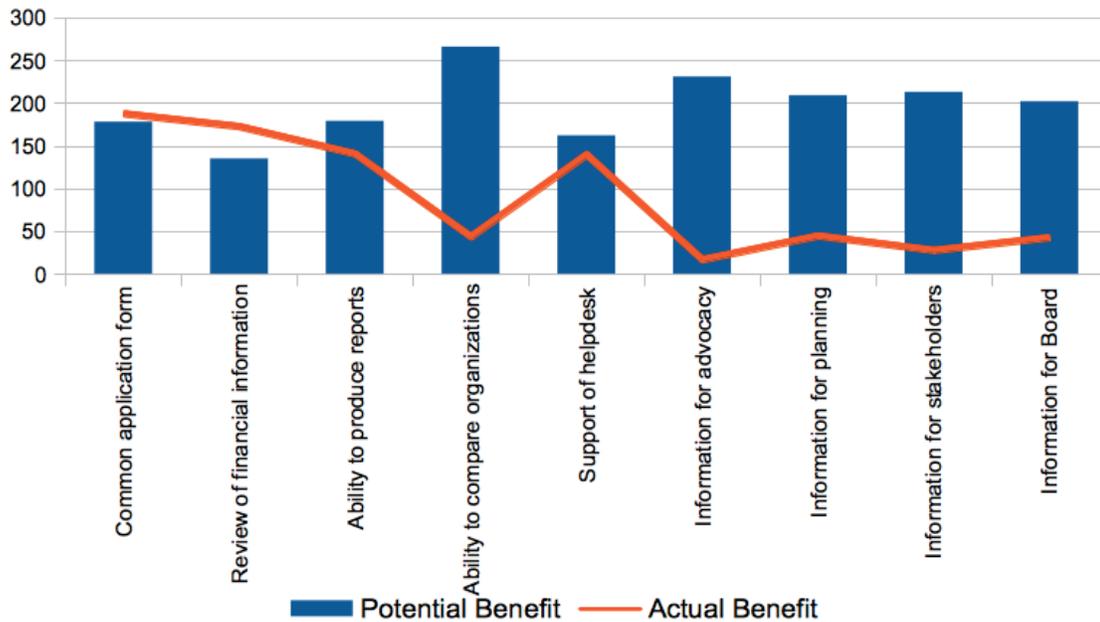




■ Not at all/ not very useful ■ Somewhat useful
■ Useful/very useful ■ Don't use/Don't know

CADAC Benefits – Potential and Actual

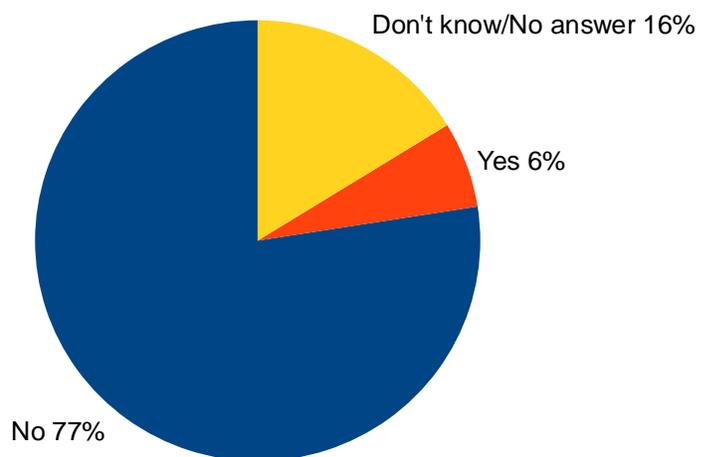
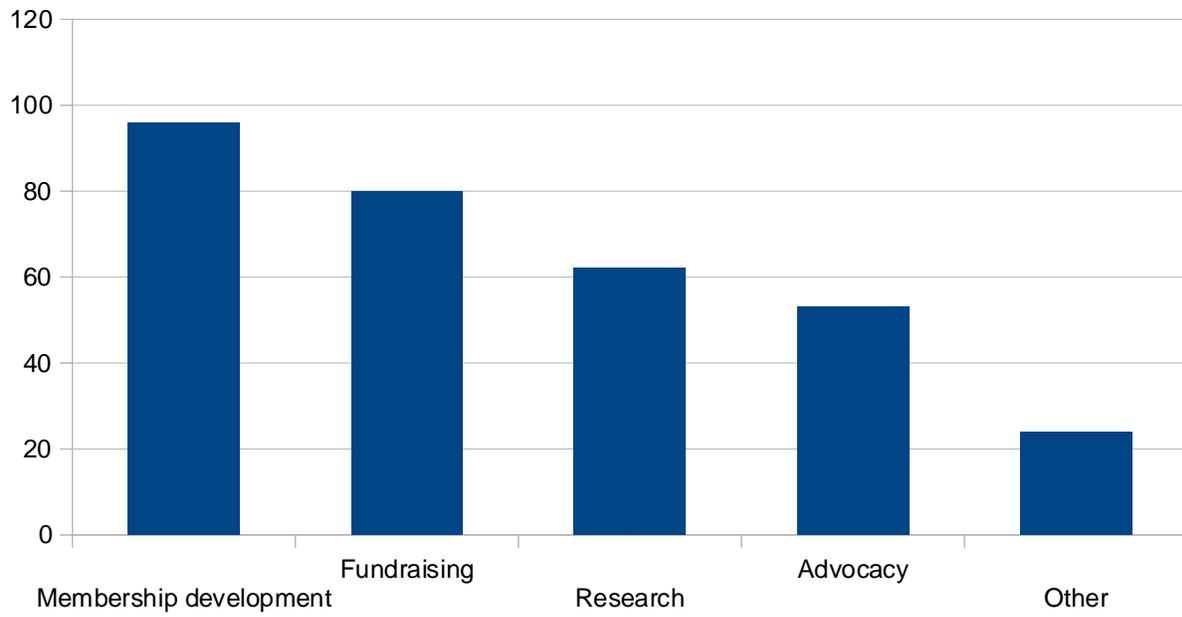
Respondents were asked to identify potential and actual benefits of CADAC. The only areas where perceived actual benefits come close to meeting or exceeding perceived potential benefits are the common application form, the review of financial figures and support from the help desk.



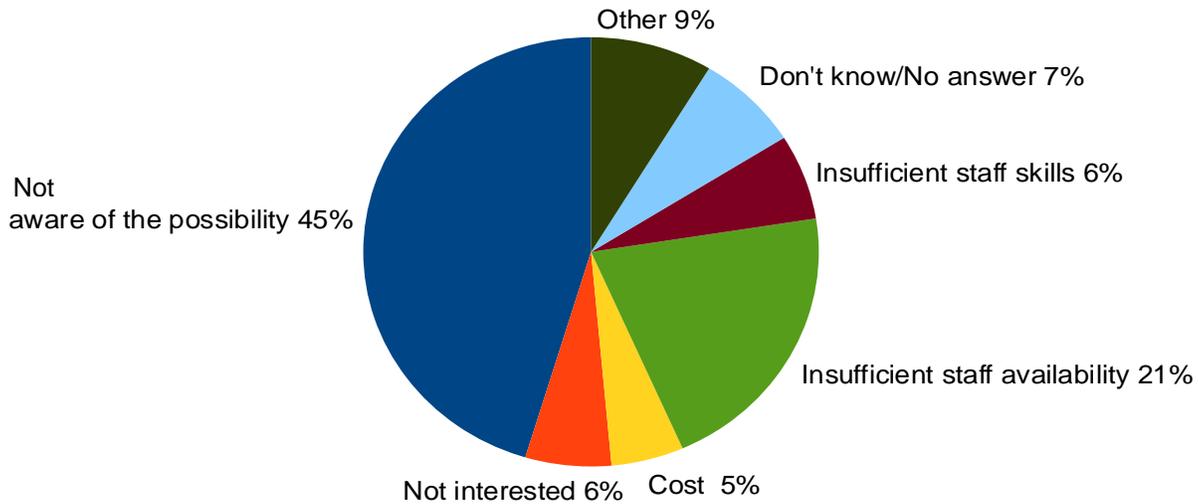
Collection and Use of Data by ASOs

As noted previously, a greater number of organizations identified themselves as “arts service organizations” than was originally predicted. This could be because of questionnaire design (lack of definition and when it was asked in the flow of questions) or because more organizations see themselves as arts service organizations because they provide some kind of services or support to others in their discipline or community. Finally, it is possible that a higher proportion of ASOs responded to the questionnaire because they wanted to represent views/concerns from their disciplinary perspective.

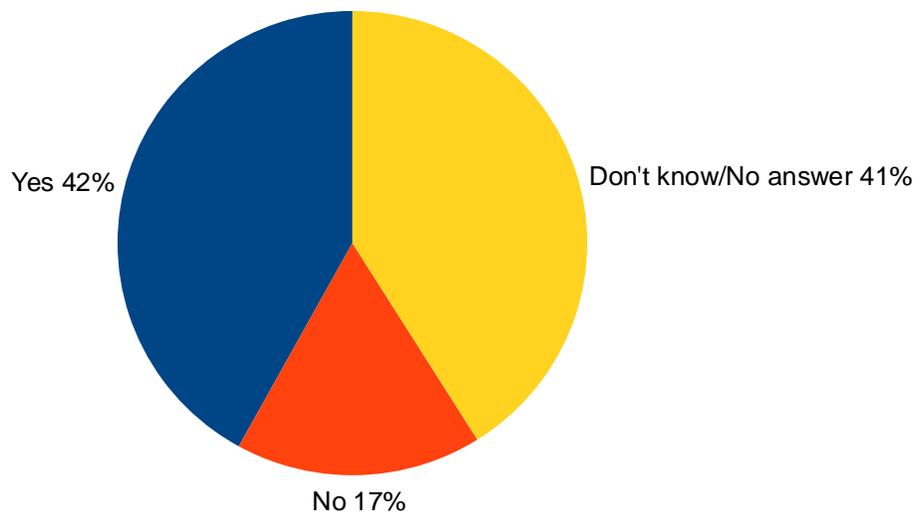
Because of possible validity concerns, questions relating to data purchases and dissemination have been removed from this analysis, but information on how ASOs are using data has been included for the insight it provides.



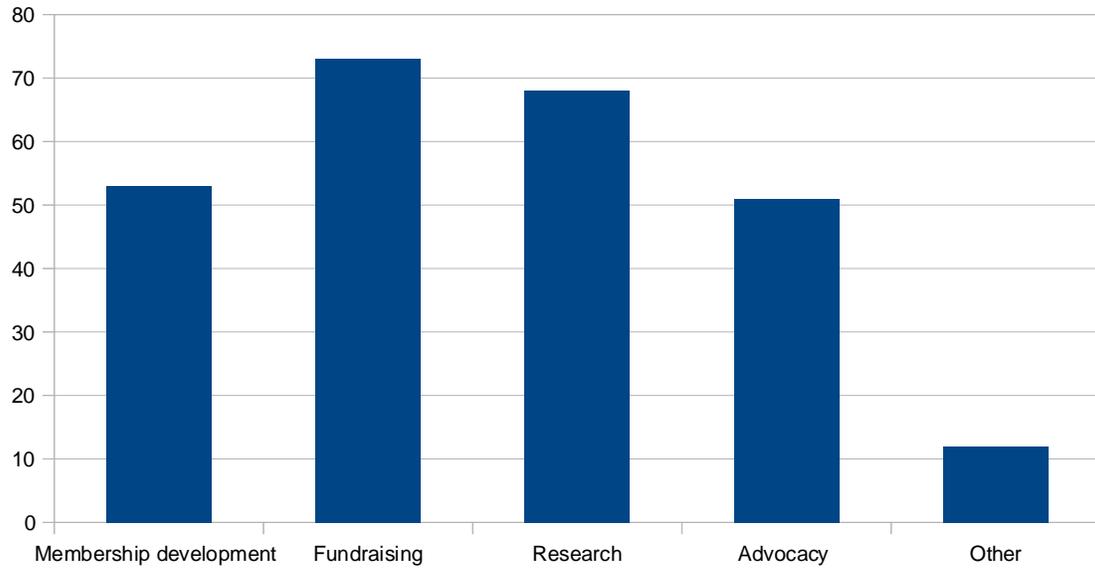
The main reason for this is that they are unaware of the possibility, followed by staff availability. Other reasons cited included lack of usability/user-friendliness of the website and general frustration with CADAC.



When ASOs were asked if they would use CADAC data beyond the free reports if they could, 42% said yes, while 41% weren't sure.



When asked what they would use CADAC information for, fundraising and research were ranked highest.



In the eyes of arts organizations, CADAC is...

All respondents were asked how they would describe CADAC to someone who doesn't know what it is. About 70% of responses were neutral, 10-15% positive and 15-20% negative.

"Software to compile your stats and financials so funders can see uniform documents from all their clients."

"A time-consuming mechanism for providing highly detailed financial and statistical information to granting agencies that tests the limits of my resolve, morale and mathematical ability on an annual basis."

"A nightmare"

"A very useful tool for organizing financial data in a language set up for arts and cultural organizations"

"A very efficient program that organizes your financial data and makes submission of financial data to granting bodies smooth, almost effortless and quick, and one that comes with a very prompt help desk."

"A system of financial reporting with a huge learning curve, but great benefits in the end."

CADAC – easing the administrative burden of arts organizations?

"Easing the administrative burden of arts organizations" was one of the original stated purposes of CADAC. While the question of whether or not CADAC actually eases the administrative burden of arts organizations was not directly asked, many of the responses to the open-ended questions touched on this issue. Generally speaking, there are some who feel that CADAC has simplified the application process and some who find CADAC has only served to further complicate it. It should also be noted that some arts funders who are CADAC members continue to ask for additional statistical or financial information in addition to the CADAC forms. It is interesting to note that even some respondents who are frustrated with CADAC see its potential for streamlining reporting requirements and want a greater number of arts funders to join.

"One of the original purposes of CADAC, I believe, was to ease the burden of grant applicants by eliminating the effort it takes to jump through a hundred different funder requirement hoops. Virtually nothing has changed except now there is one more useless layer of complicated requirement. If everyone doesn't buy in, what's the point?"

"The promise of CADAC to reduce the time involved in grant preparation and reporting has turned out to be untrue. Both the BCAC and the Canada Council programs still maintain financial and statistical reporting requirements separate from and in addition to the CADAC reporting."

"If we could get more funders to use them, we would be laughing! They are so comprehensive I do not understand why funders are not utilizing this resource."

"I do wish that all funders used the same CADAC budget/financial form. Our accountant loves the CADAC Financial form."

CADAC priorities

Respondents were asked to provide three priorities for CADAC. Responses have been grouped into four main groups: Customization/Simplification; Communications/Training/Tools; Membership Development; and Technical Improvements.

| | |
|---|---|
| <p>Customization/Simplification: This area was most frequently cited as the first priority for CADAC and received the most mentions overall (160). Many organizations wanted CADAC to simplify the statistical form in particular, or to find ways to customize data collection by discipline and size of organization. The word "simplify" was used on its own in a number of answers. In some cases this seems to refer to the sheer amount of data requested by CADAC, while in others it is more about the terminology used to describe data categories.</p> | <p><i>"Build in a way for organizations that habitually use only certain lines in the financial and statistical forms to create their own profiles with those lines."</i></p> <p><i>"Consider developing a simplified short form designed for small organizations with varied activities"</i></p> <p><i>"Consult with granting agencies to confirm the depth of detail needed for supporting grant applications."</i></p> |
| <p>Communications/Training/Tools: This area was most frequently cited as a second and third priority and received the second most mentions overall (130). It includes concepts such as providing more and improved training to organizations in the form of presentations, tools and guides; more information and updates about CADAC; communication to the broader public about CADAC data; and improvements to tools such as the report functions.</p> | <p><i>"Teaching us more about CADAC"</i></p> <p><i>"Providing education on the role of CADAC"</i></p> <p><i>"Communication to users of CADAC's analysis and reporting capabilities."</i></p> <p><i>"Improved comparative reports."</i></p> |
| <p>Membership Development & Expansion: This area received third most mentions overall (100). Many respondents want to see CADAC</p> | <p><i>"Expand the network of funders using CADAC as their data collection tool of choice."</i></p> |

expanded to include other public and private funders (Canadian Heritage was frequently mentioned, in addition to foundations and municipalities). Some respondents stated that they wanted to use CADAC for projects as well as for operating funding.

Technical Improvements: Many users also cited technical improvements as a priority area for CADAC (61). This area includes general comments such as updating or making the web-site more user-friendly as well as more specific suggestions such as eliminating "double scrolling", improving speed, increasing font size and adding auto-calculate and auto-save functions. Also included are comments related to integrating accounting software such as QuickBooks into CADAC financial form.

"Wider adoption by funding agencies such as Canadian Heritage"

"More municipal and regional government users"

"Continuing to upgrade the website to allow for the newest web technologies."

"Continuing to find ways making forms easy to navigate, compatible with various systems and an easy entrance point for multiple funders to access."

Access to CADAC data

While most respondents were unaware or unsure of what purposes CADAC data might be used for beyond grant application and reporting requirements, there were a few who stated that wider access is important and should be considered a priority.

"I wish CADAC data was more affordable to access by arts service organizations. It is prohibitively expensive for my arts service organization to access the data that I provide CADAC."

"I support the concept of CADAC entirely, but it is terribly unfortunate that only funders can see organizations data. We are not aware that donors or other supporters can access data, and we have been told by CADAC that we cannot access other organization's data. It leaves the sector covered in a blanket of secrecy."

"Work with arts service organizations across the country to help publish research on the 3-5 years of data already collected."

"Make access to CADAC data affordable to arts service organizations"

Conclusions/Next Steps

CADAC is very grateful for the candid and thoughtful responses received through this survey. CADAC will continue to analyze the responses to inform its Strategic Planning process and make future system improvements.

Some improvements have already been made to the statistical form to make it easier to

use. CADAC is also changing the report functions to provide greater flexibility and range to arts organizations wishing to make greater use of their data.

Consideration of how to streamline and simplify the forms, additional training and support tools and improvements to the overall functionality of the CADAC web-site will continue over the coming months.

CADAC is also exploring the possibility of making data more available and accessible to ASOs while safeguarding confidentiality and privacy requirements through pilot projects. It will continue to work on building CADAC's membership among arts funders across the country.