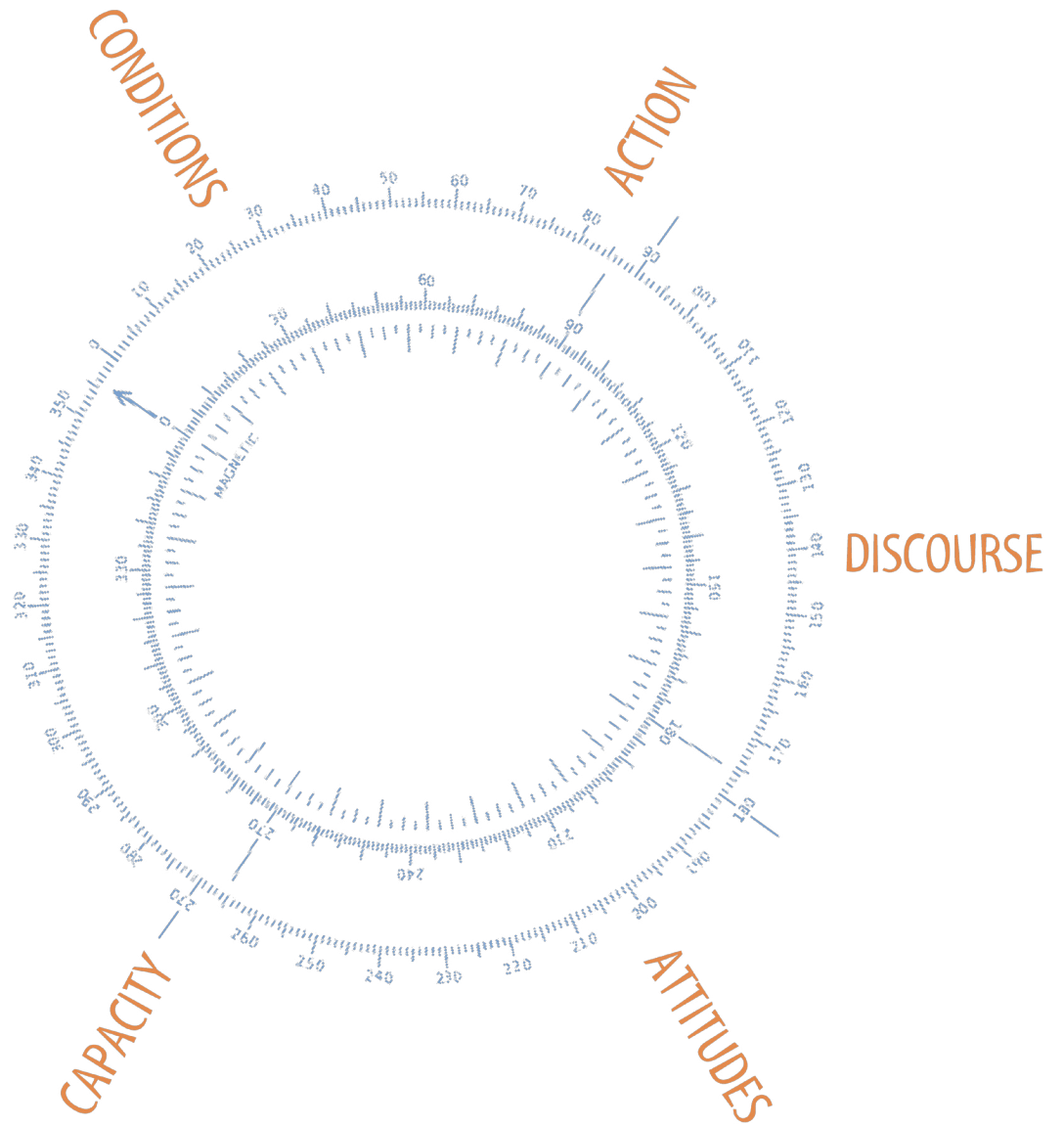


# Changes in KNOWLEDGE



# Are you working for CHANGES IN KNOWLEDGE?

*Changes in awareness, knowledge, and understanding about civic and social issues help people assess choices, make informed decisions, and take actions with the best interests of the common good.*

**What difference do you want to make?**



**Outcomes Related to:**

**For Example**

## **AWARENESS**

**Consciousness of a civic or social issue or opportunity**

Public attention is renewed regarding continuing struggles to ensure disabilities rights.



**Outcomes Related to:**

**For Example**

## **KNOWLEDGE**

**Being informed, educated, or prepared with information about a civic or social issue or opportunity**

People are more informed about global fair trade issues and local actions that can be taken.



**Outcomes Related to:**

**For Example**

## **UNDERSTANDING**

**Comprehension of a civic or social issue or opportunity such as the: human implications, complexities, causes and effects, or perspectives held by various stakeholders**

Parents, school leaders, and youth advocates gain deeper understanding of the causes and effects of bullying.

## What evidence or INDICATORS would you look for?

### ! Indicators of AWARENESS measure:

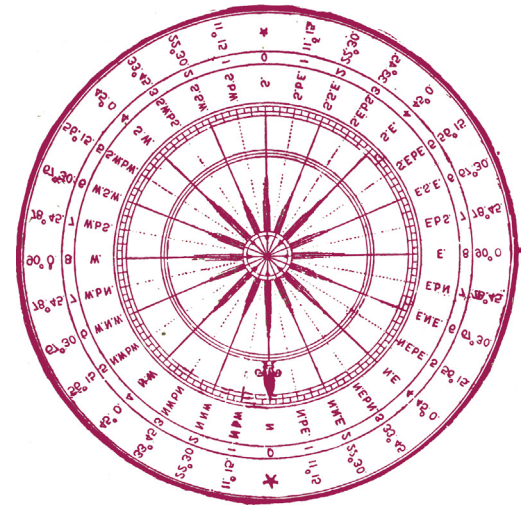
- new, renewed, or sustained attention paid
- responses and comments showing raised awareness in forums, social media, media
- sign on campaigns and rate of response
- advocacy campaigns launched
- donations

### ! Indicators of KNOWLEDGE measure:

- breadth, depth, currency, accuracy of knowledge possessed
- references made to data and information
- applications of information

### ! Indicators of UNDERSTANDING measure:

- new, deepened, or expanded understanding
- degree of shared understanding
- ability to view issues from alternative, wider, or multiple perspectives
- empathetic response
- change in how the issue is framed or defined



# HOW TO Draft KNOWLEDGE Outcomes & Indicators

**DESCRIBE YOUR CREATIVE STRATEGY.** Then write the Outcome(s) that are important. Next, consider which general Types of Indicators are most relevant as evidence of change. Use these as a starting point to define the specific Indicators for your creative project.



**CREATIVE STRATEGY** – Thousand Kites uses performance, web, video, and radio to open a public space for incarcerated people, corrections officials, the formerly incarcerated, grassroots activists, and ordinary citizens to engage in dialogue and organize around issues related to the U.S. criminal justice system.



## OUTCOME .....>

**What are the intended outcomes?**

Stakeholders understand each others' views regarding over-incarceration.



## TYPES OF INDICATORS .....>

**Consider and check the most relevant indicators for the creative strategy.**

- ✓ ability to view issues from alternative, wider, or multiple perspectives
- ✓ breadth, depth, currency, accuracy of knowledge possessed
- ✓ change in how the issue is framed or defined



## INDICATORS

**What specific evidence to track or measure?**

- Citizens acknowledge a wider range of stakeholders and perspectives on the issue.
- Shift in the quality of public discourse (e.g. letters to the editor, radio talk shows, online dialogue) from simplified to more complex understanding of the issue.
- Activist groups reconsider their platforms with the benefit of understanding of stakeholders' views.



### Note!

Involve stakeholders such as youth, neighborhood groups, city leaders, etc. in defining outcomes and indicators that matter to them, so that program design and evaluation are meaningful and useful. For a tool to collect stakeholder input, click [here](#).

# Changes in KNOWLEDGE Worksheet

Changes in awareness, knowledge, and understanding help people assess choices, make informed decisions, and take actions with the best interests of the common good.



Describe your creative strategy for changes in knowledge.

## AWARENESS Consciousness of a civic or social issue or opportunity

| <b>YOUR OUTCOME</b> ...▶<br><small>What are your intended outcomes?</small> | <b>TYPES OF INDICATORS</b> ...▶<br><small>Consider and check relevant indicators.</small>  | <b>YOUR INDICATORS</b><br><small>What specifically will you track or measure?</small> |
|---|--|---|
|   | <ul style="list-style-type: none"> <li><input type="checkbox"/> new, renewed, or sustained attention paid</li> <li><input type="checkbox"/> responses and comments showing raised awareness in forums, social media, media</li> <li><input type="checkbox"/> sign on campaigns and rate of response</li> <li><input type="checkbox"/> advocacy campaigns launched</li> <li><input type="checkbox"/> donations</li> </ul> |   |

## KNOWLEDGE Being informed, educated, or prepared with information about a civic or social issue or opportunity

| <b>YOUR OUTCOME</b> ...▶<br><small>What are your intended outcomes?</small> | <b>TYPES OF INDICATORS</b> ...▶<br><small>Consider and check relevant indicators.</small>  | <b>YOUR INDICATORS</b><br><small>What specifically will you track or measure?</small> |
|---|--|---|
|   | <ul style="list-style-type: none"> <li><input type="checkbox"/> breadth, depth, currency, accuracy of knowledge possessed</li> <li><input type="checkbox"/> references made to data and information</li> <li><input type="checkbox"/> applications of information</li> </ul> |   |

## UNDERSTANDING

Comprehension of a civic or social issue or opportunity such as the: human implications, complexities, causes and effects, or perspectives held by various stakeholders



### YOUR OUTCOME



### TYPES OF INDICATORS



### YOUR INDICATORS

What are your intended outcomes?

Consider and check relevant indicators.

What specifically will you track or measure?

- new, deepened, or expanded understanding
- degree of shared understanding
- ability to view issues from alternative, wider, or multiple perspectives
- empathetic response
- change in how the issue is framed or defined



### YOUR OUTCOME



### TYPES OF INDICATORS



### YOUR INDICATORS

What are your intended outcomes?

Consider and check relevant indicators.

What specifically will you track or measure?