

## DANCE/NYC'S IMMIGRANT ARTISTS RESEARCH

### Request for Proposals

**Dance/NYC requests proposals for one or more independent contractors to produce a quantitative assessment of the landscape of immigrant-led dance organizations and programs, dance instruction for immigrant students, and the role of immigrants in the dance workforce and audiences, with a focus on immigrant dance artists.**

The report is the first and primary deliverable for a planned two-year initiative aimed at extending the role of artistry in fostering the inclusion, integration, and human rights of immigrants in New York City, while shaping national and global discussions about changing demographics and immigrant affairs. Initiative deliverables, for which the researcher(s) will make recommendations, include qualitative research; leadership training, networking, and convening; and online information resources.

With this new initiative, Dance/NYC is acting on its core values of [equity and inclusion](#) and building on its leadership in advocacy and action-oriented research. Visit the Dance/NYC website ([Dance.NYC](#)) for examples of research that has achieved national attention, served as a model for the wider creative sector, and made the case for increased investment and services for dance. The project will offer the researcher(s) a powerful platform for field leadership and media attention.

The attached Scope of Work details requirements for the desired research outputs and considerations for process work, areas of inquiry, the nature of study recommendations, study samples and potential data sources, support for the broader Immigrant Artists initiative, and the timeline.

Applicants should have demonstrated success in project management and research, and, ideally: expertise in immigrant affairs, either in the metropolitan New York City area and/or the national context; experience working with immigrant communities; understanding of the arts and culture landscape; and familiarity with proposed data sources.

Executive Director Lane Harwell will oversee all aspects of this project, and the researcher(s) will also coordinate closely with a staff liaison and an Immigrant Artists Task Force Dance/NYC will establish to advise and assist on this initiative. **Applicants should submit proposals to Hannah Joo ([hjoo@dance.nyc](mailto:hjoo@dance.nyc)) as soon as possible and no later than 6:00 p.m. ET on July 24, 2017.**

**Proposals should include relevant professional background, a schedule of deliverables, planning methodologies and tools, and a proposed fee based on the Scope of Work, and inclusive of all areas of inquiry.** The cost should not exceed \$30,000, inclusive of all expenses, as may arise, for instance, through the licensing of data, and Dance/NYC welcomes pro bono contributions.

Priority will be given to early applicants. Dance/NYC plans to contract with a consultant by August 1, 2017 and to complete the research project by May 31, 2018.

Please direct any questions you may have to Hannah Joo at [hjoo@dance.nyc](mailto:hjoo@dance.nyc), or call 212-966-4452 (voice only).

## **SCOPE OF WORK: IMMIGRANT ARTISTS RESEARCH**

### **Key Objective**

To produce a quantitative assessment of the landscape of immigrant-led dance organizations and programs in the metropolitan New York City area, dance instruction for immigrant students, and the role of immigrants in the dance workforce and audiences, with a focus on immigrant dance artists. The report is the first and the primary deliverable for a planned two-year initiative aimed at extending the role of artistry in fostering the inclusion, integration, and human rights of the population of immigrants in the metropolitan area, while shaping national and global discussions about changing demographics.

Dance/NYC is interested in all dance genres, from folk to contemporary dance. The researcher(s) should be facile in terms of their approach to the art form as well as to different operational definitions of the term immigrant, as it may be present in the data sources, for instance: foreign-born, first-generation, second-generation, English language learners. The researcher(s) should examine how data shed light on different definitions and the relevance of those definitions to the dance ecosystem and local environment.

The research should establish benchmarks for comparative analyses, by other disciplines and in other geographies, while meeting these goals:

- A. Increased public understanding of immigrant artists' role in the dance field
- B. Strategic and responsive policy and fund development
- C. The facilitation of public-private partnerships
- D. Increased programs to build on effective models and bridge service and communication gaps
- E. Improved management practice in dance.

### **Outputs**

- A. Approximately 20-30 page full report (appendix and graphics not included), including:
  - i) Acknowledgements and introductions(s) provided by Dance/NYC
  - ii) A detailed methodology statement, including an assessment of existing data sources and their utility for addressing the areas of inquiry
  - iii) 1-2 page literature review of major research addressing areas of inquiry, locally and nationally
  - iv) 1-2 page executive summary of key research findings
  - v) Approximately 5 pages of recommendations for key stakeholders
  - vi) Substantive text and graphic content organized by area of inquiry
- B. Appendix including all data fields
- C. Counsel and 2-3 page memorandum on recommendations for convening and online resources being developed as a part of a broader Immigrant Artists initiative
- D. Participation in 1-2 public events, likely the release of content.

### **Process Work**

- A. Set research agenda, with review by an Immigrant Artist Task Force, created to advise and assist on this initiative, and with sign off by Dance/NYC Executive Director
- B. Execute on research agenda by:
  - i) Conducting literature review
  - ii) Managing data sources, including requests and licensing as may be necessary
  - iii) Interpreting data
  - iv) Producing the report
  - v) Gathering and incorporating feedback as appropriate from interested parties

- C. Lead regularly meetings:
  - i) Approximately 5 meetings with Dance/NYC staff, including a kick off meeting, check in meetings every two months, and a debrief meeting
  - ii) 2-3 meetings with Immigrant Task Force, ideally at the outset to set project direction and generate research questions and hypotheses, mid-way to interpret preliminary data findings, and prior to the research release to review content and generate action-oriented recommendations; prepare meeting materials and facilitate the discussions
- D. Liaise with Dance/NYC staff on initiative activities and prepare memorandum on recommendations.

### **Areas of Inquiry and Recommendations**

Areas of inquiry may be broadened and rearticulated, but should include the following:

- A. The location and nature of dance programs and services for immigrants in the metropolitan New York City area, including:
  - i) Immigrant-led dance organizations and programs that meaningfully integrate immigrants in dance practice and performance
  - ii) Education programs for immigrant students, including for English Language Learners
- B. Engagement of immigrant audiences in the metropolitan area
- C. Role of immigrants in the metropolitan area's dance workforce
- D. Program, communication, and service gaps and opportunities for development.

In each instance (A-D), Dance/NYC will prioritize the consultant's identification of effective case studies that may put forward as replicable models.

### **Recommendations**

With the Task Force, researcher(s) will make recommendations to guide:

- A. Dance/NYC's core constituency of dance makers and companies in advancing immigrant artists and immigrant rights. Recommendations may include program development, communications, audience engagement, recruitment, and other human resource practices
- B. Government and institutional funders in fund, policy, and program development, with a focus on inter-agency and cross-sector strategy
- C. Data providers and researchers in conducting future studies, including the application of benchmarks established through this research and recommendations for addressing unanswered questions
- D. Arts service providers (including Dance/NYC) in developing effective services.

### **Study Samples and Potential Sources**

The researcher(s) will be responsible for gathering and managing the study samples used for this report, including filing any Freedom of Information Law (FOIL) requests that may be required. The study samples must include legally recognized 501(c)(3) dance organizations in the metropolitan New York City area (defined as the five boroughs of New York City, Nassau, Rockland, Suffolk, and Westchester counties in New York, Bergen and Hudson counties in New Jersey), for which government sources are most likely to provide usable data. Ideally, the samples will also include 501(c)(3) traditional and folk arts organizations that include dance programming as well as those operating outside of this corporate structure, for instance, fiscally sponsored groups, commercial entities, and individual artists.

Dance/NYC is also interested in identifying data on activity occurring in social spaces such as sanctuary spaces and community centers.

As the researcher(s) consider appropriate segmentations, they will prioritize analyses of groups focused on the creation and/or performance of dance, and secondarily, those focused on dance education, presenting, and service. Segmenting groups by corporate structure (e.g., 501(c)(3) versus sponsored artist), budget size, and geography, are additional segments the researcher(s) may consider. Visit [Dance.NYC](#) for examples of Dance/NYC research.

The consultant will provide an assessment of available sources (up to 10). These may include but are not limited to:

- A. New York City Department of Cultural Affairs, for example, available application and reporting data on its Cultural Immigrant Initiative
- B. New York City Mayor's Office of Immigrant Affairs
- C. New York City Department of Education, particularly data on English Language Learners
- D. New York State Council on the Arts
- E. National Endowment for the Arts
- F. DataArts
- G. Internal Revenue Service

Separately, Dance/NYC plans to provide researcher(s) with two completed analyses of demographic survey research comparing US born respondents to respondents born outside of the United States:

- A. Findings on fiscally sponsored dance makers, prepared by Webb Management Services
- B. Findings on the workforce of dance groups with DataArts Profiles, prepared by DataArts

These findings may be included in the research report and/or published separately by Dance/NYC.

Ultimately, this is a discovery project. In prioritizing the use of existing data to address the areas of inquiry, Dance/NYC recognizes the researcher(s) will need to work across multiple sources and may find some insufficient for analysis. The organization would privilege recommendations for improved data collection going forward.

The researcher(s) may consider conducting limited supplemental survey research through Dance/NYC e-communications to its core constituency of dance makers and companies. Dance/NYC does not, as a matter of practice, solicit duplicative information.

Dance/NYC's ongoing research on dance activity, audience, financial, and workforce dynamics could provide field-wide context for the interpretation of data samples.

### **Support for Initiative Convening and Online Resources**

The researcher(s) will also inform planning and content for initiative convening and online resources:

- A. **Convening.** The researcher(s) will provide counsel to Dance/NYC's staff in developing a plan for a full-day conference. The conference will engage the dance and immigrant communities in the application of quantitative findings and may be organized to capture qualitative information to inform a second research report. Likely, it will include sessions focused on these topics:
  - i) Strengthening the landscape of immigrant-led dance organizations
  - ii) Building dance education programs for immigrant students, especially in public schools
  - iii) Developing effective communications, environments, and programs for nurturing, developing, and presenting immigrant dance artists
  - iv) Training dance companies' staff, Board members, and volunteers on immigrant affairs.

The researcher(s) will provide written recommendations for guiding questions for qualitative research, potential interlocutors, session structure, and research methodology.

- B. Information Resources.** Simultaneous to the production of this research report, Dance/NYC staff will issue a call for content for an online directory, and search and aggregate relevant online resources and tools for immigrant artists, as may be available from City, State, and Federal government agencies, service providers, and dance groups. The researcher(s) will provide written recommendations, and the call for content may serve the purpose of supplemental data gathering.

### **Timeline for Researcher(s)**

This project will span a period of approximately ten months, beginning August 1, 2017.

#### Months One-Two

- Researcher(s) lead kick off meeting with Dance/NYC staff
- Dance/NYC establishes Immigrant Artists Task Force, with input from Researcher(s)
- Researcher(s) lead meeting of Immigrant Artists Task Force focused on setting project direction and developing research questions and hypotheses
- Researcher(s) set research agenda, with review by the Immigrant Artist Task Force and sign off by Dance/NYC Executive Director
- Researcher(s) identify potential data sources and request data
- Dance/NYC provides researcher(s) complete workforce analyses described above

#### Months Three-Four

- Researcher(s) prepare literature review of major research addressing areas of inquiry, locally and nationally
- Researcher(s) receive data and prepare relevant samples for review by Dance/NYC (ongoing, assuming staggered timeline for each source)
- Researcher(s) lead check in meeting with Dance/NYC staff
- Researcher(s) provide Dance/NYC with recommendations for online resources

#### Months Five-Six

- Researcher(s) finalize universe and prepare data for analysis
- Researcher(s) analyze data and share initial findings with Dance/NYC
- Researcher(s) lead check in meeting with Dance/NYC staff
- Researcher(s) lead meeting of Immigrant Artists Task Force to review and interpret findings
- Researcher provide convening recommendations

#### Months Seven-Eight

- Researcher(s) prepare draft report for review by Dance/NYC and interested parties
- Researcher(s) lead check in meeting with Dance/NYC staff
- Researcher(s) lead meeting of Immigrant Artists Task Force focused on generating action-oriented recommendations
- (Note: Possible public discussion at Dance/NYC Symposium on February 25, 2018)

#### Months Nine-Ten

- Researcher(s) incorporate Dance/NYC and Task Force feedback and recommendations into draft and finalize report by May 31, 2018

- Researcher(s) send final dataset and all collateral to Dance/NYC by May 31, 2018
- Dance/NYC engages designer and prepares research for publication in accessible formats
- Researcher(s) debrief meeting with Dance/NYC staff

#### Future (Release of Completed Report)

- Immigrant Artists Conference to launch report
- Report published on Dance/NYC website and in print; Spanish-language copy to be available
- Dance/NYC generates and distributes press release

#### **Additional Opportunity**

Dance/NYC may seek one or more researcher(s) to prepare a qualitative research report for publication in the second half of 2018 or 2019, grounded in dialogue at the planned Immigrant Artists Task Force, survey feedback from convening attendees, and discussion with the Task Force. It recognizes it may achieve efficiencies and greater learning by working with the same researcher(s) on both reports and would welcome the researcher(s) early indication of interest and suggestions for the second report in their response to this call for proposals.