



## SMU | DataArts Cultural Data Profile Guide

### What is SMU DataArts?

SMU DataArts' mission is to empower arts and cultural leaders with high-quality data and evidence-based resources and insights that help them to overcome challenges and increase impact.

SMU DataArts' flagship service is the Cultural Data Profile (CDP), which is an online survey that nonprofit arts, culture, and humanities organizations – large and small, and across all disciplines – use annually to capture, share, and analyze their financial and programmatic information in a standardized format, all in one safe, secure place. Cuyahoga Arts & Culture (CAC) uses the CDP in its application process. As an applicant to CAC's grant programs, you may be required to generate and submit the CAC Funder Report.

### Who must complete a CDP and download a Funder Report?

All applicants to CAC's General Operating Support and Cultural Heritage grant programs must complete CDPs corresponding to their three most recently completed fiscal years. Once the profiles are complete, users download a Funder Report which is included with the CAC grant application. General Operating Support grant recipients are required to continue to complete a CDP and generate a Funder Report during the grant period as part of their Mid-Year or Year-End report, depending in the organization's fiscal year.

Project Support applicants eligible for and requesting more than \$5,000 are required to complete a CDP and generate a Funder Report as part of the application. If your organization is eligible for or requesting less than \$5,000 completing this report is optional but recommended.

### Why Use the Cultural Data Profile?

The CDP enables you to view trends in your data, benchmark yourself against peer organizations and enhance your financial management capacity. It also provides the cultural community with consistent, reliable, and comprehensive data on arts and culture in Ohio.

### Please Note

If the organization's primary mission is NOT arts or cultural (as defined by [Ohio Revised Code](#)), you will only enter data for the organization's arts and cultural programming as an [entity under a parent](#). This includes senior centers, community development corporations, human services organizations and others.

**Questions?** Refer to the contact information at the end of this document.

### Overview of Steps to Complete the Cultural Data Profile

1. Gather program and financial data for the organization (if primary mission is arts & culture-based) or the organization's arts and cultural department or programming (if primary mission is not arts & culture based).
2. Login and enter data using the SMU DataArts system at <http://www.culturaldata.org>.
3. Review data and generate the **CAC Funder Report**. Be sure to generate the Funder Report for the grant program to which you are applying.
4. Provide context for any unusual trends using the CDP narrative box in the CAC application.
5. Include the CAC Funder Report where requested with your CAC application.

## Detailed Instructions for Completing the Cultural Data Profile:

### 1. Gather the organization's financial and program data.

This includes the organization's financial audit/review or year-end financial statements for your organization's most recently completed fiscal year.

- If the organization is not audited/reviewed, you'll collect data based on board-approved year-end financial statements.
- If the organization as a whole does not have a primary mission of arts & culture, collect data based on internal financial statements of that program/department and indicate that you have a parent organization in Section 1 of the CDP (This would include senior centers, community development corporations and human services).
- Materials you DO NOT need includes project budgets, budgets for future years, or data from incomplete or not-yet-approved audits/reviews/financial statements.

### 2. Login and enter data into your Cultural Data Profile (CDP) on the SMU DataArts website.

#### Existing Users

Forgot your username or password? Have questions about the CDP? Contact the SMU DataArts Support Center, available Monday – Friday from 9:00 am - 7:00 pm ET.

- Toll Free: 1-877-707-3282
- Email: [help@culturaldata.org](mailto:help@culturaldata.org)
- SMU DataArts website: <http://www.culturaldata.org>

#### New Users

- Go to <http://www.culturaldata.org> and click on *Get Started*.
- CDP Resources and FAQs are available [here](#)
- Searchable Knowledgebase is available [here](#).

### 3. Complete your Data Profile.

When finished entering data, click the orange *Complete* button in the system. Completing your CDP "locks" the profile which allows you to generate the PDF Funder Report.

**Note:** the SMU DataArts system includes an automatic error check. Any sections with errors will be marked with a red exclamation point symbol. You will need to address these sections before the gray *Complete* button becomes orange and you can complete your CDP.

### 4. Generate the CAC Funder Report and get to know your data. Once the Data Profile(s) are in "Complete" status:

- Login to SMU DataArts
- Go to the Funder Reports and Grants section (you'll see the link at the top of the page)
- Use the search bar to find Cuyahoga Arts & Culture
- Click on *View* in the *Details* column
- Click on *Generate Report*
- Confirm the most recent fiscal year in the dropdown field
- Follow the instructions to generate your report.

The Funder Report will pull multiple years of data. We recommend that organizations review all existing Data Profiles and make sure they are accurate and in “Complete” status.

#### 5. Upload the CAC Funder Report to your online application.

Now you are ready to upload the CAC Funder Report to your grant application. Save the Funder Report as a PDF and follow the steps outlined in the [Support Materials Guide](#). To ensure that panelists have easy access to your report, please name your document using the following format when uploading:

- “Your Organization Name –Funder Report”

#### 6. Explain Variances.

As a part of the application, you will be asked to provide any additional explanation to help panelists better understand how your attendance, program or financial data connects to your application.

Your application, including the Funder Report, should tell a consistent story. You can use this space to call out trends, themes or line items that support your application. Or you may want to clarify any areas that are potentially confusing, contradictory or could leave panelists with unanswered questions.

Don’t make panelists guess what the variances in your CDP data might mean. Bring the data to life and give the panelists the information they need. For example, if your organization participated in a one-year-only children’s music series, your Funder Report might show a substantial difference in children’s attendance from one year to the next. Use this field to explain.

### Guides

For in-depth guides, please select the link fit for your organization size:

[Streamline CDP for Organizations with Expenses Under \\$50,000](#)

[Streamline CDP for Organizations Un-Audited Organizations](#)

[Streamlined CDP for Audited Organizations](#)

### Questions?

For additional information about completing the data profile, contact:

#### SMU DataArts Support Center

The [Support Center](#) is open Monday through Friday, from 9 am – 7 pm ET.

[help@culturaldata.org](mailto:help@culturaldata.org)

1-877-707-3282

For additional information about uploading the report or how panelists will use the information, contact:

#### Cuyahoga Arts & Culture

Contact a member of the grant programs team:

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