

Request for Proposals

Orchestra Demographics Report 2022

The League of American Orchestras seeks to commission a report that revises and expands upon its 2016 report [Racial/Ethnic and Gender Diversity in the Orchestra Field](#), and to establish a new methodology for annual reporting of key field demographics. The work's aim is to strengthen the foundation for accountability in equity, diversity and inclusion work, and to spur further culture change and other action in the orchestra field.

Background

The 2016 report [Racial/Ethnic and Gender Diversity in the Orchestra Field](#) established a first, robust baseline for racial and gender representation, analyzing data collected from League member orchestras during the period 1978 – 2016.

The 2016 report starkly demonstrated the field's ongoing racial homogeneity, as well as specific trends in gender parity. In doing so it supported the case for change, helping to build momentum towards a significant investment in culture change work within orchestras, during the period 2016-2021. Available to the public as well as to League members, the report continues to be regularly quoted in today's press.

Updating our shared understanding demographic composition of orchestras, including musicians, conductors, board members, and staff, is important to the field's ongoing efforts in equity, diversity and inclusion work. The planned revision and expansion of the 2016 study will produce new or extended trend lines ending in 2020 (the latest year for which data is available), and introduce new data points to field discourse around equity, diversity and inclusion.

The resulting report will be published on a new online Equity, Diversity & Inclusion Data Hub, will be publicly disseminated, and will provide vital content for the League's advocacy, media, and programmatic work (including publications, webinars, Conference sessions, magazine articles, and training curricula).

Tasks

The consultant will undertake data analysis, interpretation and writing, in close collaboration with League staff and an Advisory Group. The Advisory Group's role will be to advise on effective practices in inclusion and data equity as they relate to the analysis undertaken and interpretations made, the future methodology created, and the language used in the report.

1. Mapping and project setup:

- a. Review previous data, as published in the 2016 report.
- b. Review new data collected 2014 – 2020 via the League's annual Orchestra Statistical Report and Salary & Benefits Survey. Assess changes to the surveys and any resulting impact on the data set.

- c. Recommend approach to longitudinal data reporting, assessing the viability of extending the existing trend lines to 2020.
- 2. Quantitative data collation, analysis and interpretation:**
- a. Collate and analyze available data:
 - i. Produce trend lines similar to those found in the 2016 report
 - ii. Disaggregate the data where possible, in order to explore possible new trends (e.g. reporting differences by budget group, region, urban / rural location etc.).
 - b. Provide an interpretive commentary on the findings, explaining any data limitations clearly and succinctly.
 - c. Consult with the project Advisory Group.
- 3. Report writing:**
- a. Create an engaging, focused final report narrative for a public audience. Include:
 - i. Relevant charts and graphics.
 - ii. Key messages and data points / an executive summary.
 - iii. Citations as necessary.
 - b. Consult with the project Advisory Group at the draft report stage.
 - c. Recommend key data points for an accompanying infographic.
 - d. Write an accompanying, technical methodology report for an audience of League research staff and funders.
- 4. Data recommendations:**
- a. Explore options and recommend an approach to a clear methodology for future, annual reporting of all key data points.
 - b. Make recommendations for any adjustments to survey questions, accompanying definitions or data collection protocols in support of this future methodology.
 - c. Consult with the project Advisory Group.

Resources to be provided by the League of American Orchestras

- Access to data from the League Orchestra Statistical Report and Salary & Benefits Survey.
- Technical assistance from League Knowledge Center staff during data review stage.
- Connections to Advisory Group.
- Orchestra information (e.g. budget size, organizational structure).

Milestones (dates TBD)

- Completion of data review, and recommendations for longitudinal reporting.
- Completion of data analysis, and recommendations for data interpretation.
- First report draft.
- Second report draft, for comments.
- **Final report due by April 11th, 2022 (latest).**
- Recommendations for future approach to annual reporting.

Reporting

To Karen Yair, Vice President, Knowledge, Learning, and Leadership, League of American Orchestras.

Fee

A fee of \$15,000 - \$20,000 is available for this work. This work is offered on a contract basis.

Application process

Please email kyair@americanorchestras.org, including the following information:

1. Resumes for yourself and any sub-contractors involved in undertaking the work.
2. Short pitch document, including the following:
 - a. Explanation of your suitability for the role.
 - b. Explanation of your understanding of the brief.
 - c. Outline timeline, estimating how many days you anticipate spending on each of the tasks listed above.
 - d. Proposed fee.
3. Up to three recent writing samples, in the style you would expect to employ for the final report.
4. Up to three references.

The closing date for submissions is Wednesday October 27th 2021.