

INCREASING CULTURAL PARTICIPATION

RESEARCH

Building Arts Participation: The Montana Study

by Louise K. Stevens, ArtsMarket Inc.; commissioned by The Montana Arts Council, © 2002

The findings from this study of a largely rural state parallel those of other studies, particularly in looking at the motivators for and barriers to participation. In Montana, outdoor recreation is the number one leisure time activity, followed by participation in arts and cultural activities. Church attendance and sports follow.

Classical Music Consumer Segmentation Study

Commissioned by the John S. and James L. Knight Foundation
Alan S. Brown, Audience Insight LLC, © 2002

With more than 25,000 interviews with potential classical music consumers and orchestra ticket buyers in 15 cities, this study offers “a sweeping view of an art form in transition and an orchestra field increasingly detached from its potential customers.” Not for classical music presenters only!

Cultural Collaborations: Building Partnerships for Arts Participation, by Francie Ostrower
commissioned by The Wallace Foundation, published by The Urban Institute, © 2003

“Partnership offers a powerful tool for strengthening participation—but grantmakers and grantees need to better recognize its possibilities and limitations.”

A New Angle: Arts Development in the Suburbs, by Carolyn Bye

The McKnight Foundation, © 2002

Reveals the surprising extent of artistic expression that has emerged in recent years in the St. Paul/Minneapolis suburbs. Thought-provoking reading for suburban presenters and developers, and for city-based cultural organizations whose audiences live in the suburbs.

Performing Arts Research Coalition (PARC)

Research by The Urban Institute, ongoing publications

A collaborative project of five national arts service organizations, research is being conducted on the value of the performing arts as experienced by both attenders and nonattenders of arts events, and audience and subscriber satisfaction. Funded by a major grant from The Pew Charitable Trusts, the research is focused on 20 cities across the country, including Boston. PARC's website is hosted by Opera America (www.operaamerica.org/PARC)

Reggae to Rachmaninoff: How and Why People Participate in Arts and Culture,

by Chris Walker, Stephanie Scott-Melnyk, Kay Sherwood

commissioned by The Wallace Foundation, published by The Urban Institute, © 2002

Through a detailed analysis in three communities, the report presents information “on how and why people participate in arts and culture that has important implications for how arts and culture providers and supporters, and people engaged in community building, attempt to reach and involve their publics.”

Take Part! A Look at Trends in Leisure and Cultural Participation Among Mississippi Residents,

commissioned by The Mississippi Arts Commission, prepared by WESTAF, © 2003

No, Mississippi is not Massachusetts. But interestingly, the findings from this study parallel those of other studies, particularly in looking at the motivators for and barriers to participation. Of particular interest is the in-depth evaluation of parents with children. Among the findings, “*Respondents do not consider leisure activities to be a means of getting away from family, but rather as a mechanism for spending more time together with family.*”

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RESOURCES

Arts for All People (www.arts4all.org)

A web community of individuals and organizations committed to promoting new ideas and practices that help increase participation in the arts. A project of The Wallace Foundation. [Links to most of the other resources listed here, along with other resources, are included in the "Research & Resources" section of the site.](#)

A New Framework for Building Participation in the Arts,

by Kevin F. McCarthy and Kimberly Hinnett

commissioned by The Wallace Foundation, published by RAND, © 2001

The primary source for the RAND decision-making model and participation grid.

Design for Accessibility: A Cultural Administrator's Handbook

developed by the National Assembly of State Arts Agencies, the Kennedy Center for the Performing Arts, the National Endowment for the Arts, and the National Endowment for the Humanities; funded by MetLife, © 2003

According to this practical, nuts-and-bolts guide, "inclusion must be ever present in our vision." The book offers down-to-earth expertise on making facilities and programs accessible to disabled individuals (including senior citizens), and many of the suggestions—i.e., adequate signage, adequate lighting, adequate information at the box office—make sense in making your programs and facilities accessible to everyone.

Increasing Cultural Participation: An Audience Development Handbook ...

by Paul Connolly and Marcelle Hinand Cady

commissioned by The Wallace Foundation, distributed by APAP, © 2001

This set of tools, stories, and worksheets introduces an approach to planning, developing, implementing, and evaluating participation initiatives. Note that this resource was published just prior to the release of the "RAND Framework," so it does not exactly correlate with the very latest thinking, but it still contains useful tools.

From Mission to Motivation: A Focused Approach to Increased Arts Participation

by Sharon Rodning Bash, Metropolitan Regional Arts Council, © 2003

This workbook was adapted from a training developed specifically to introduce the RAND participation framework to small and grass-roots organizations. It's step-by-step hands-on approach makes it a useful tool in facilitating a collaborative planning process (among board and staff; among multiple organizations; ...)

NEA Intro to Logic Models (www.ims.gov, then "Grants" then "Outcomes")

An on-line tutorial on the logic model.

NLG Project Planning: A Tutorial (www.ims.gov, then "Apply for Grants and Awards," then "Museums" or "Libraries," then "National Leadership Grants")

This tutorial is designed for museums, libraries, and related organizations that are applying for National Leadership Grants (NLG), but even if you have no intention of applying for a grant from IMLS, this is an excellent primer (or refresher) on everything from audience needs surveys through evaluation.

W.K. Kellogg Foundation Evaluation Handbook, © 1998

W.K. Kellogg Foundation Logic Model Development Guide, © 2001

Available online through the W.K Kellogg Foundation (www.wkkf.org), these handbooks provide an excellent framework for thinking about evaluation as a relevant and useful program tool.

SADI (Statewide Audience Development Initiative)

by Minnesota State Arts Board, © 2002

As a part of their Wallace-funded START Initiative, the MSAB has developed two excellent resources: The **SADI Learning Materials** is an excellent recap of the RAND framework and the process of implementing it. The **SADI Training Workbook** (95 pages) is an excellent supplement for those who like worksheets and workbooks. Both are available under "Resources" at www.arts.state.mn.us/SADI.

RESOURCES ON SURVEYING

www.surveysystem.com

Site of Creative Research Systems, a commercial firm that develops software for market researchers, political pollsters, human resource professionals, social scientists and others who use questionnaires. On the site's "Research Aids" section, look for "Survey Design," an excellent introduction that includes the advantages and disadvantages of various types of surveying and interviewing techniques. The site also includes a dandy "Sample Size Calculator" that will tell you how many respondents you need for statistical reliability, given the degree of certainty, margin of error, and total population.

NOTE: MCC is recommending the free resources on this web site. This should not be considered an endorsement of Creative Research Systems, its products, or services.

***Surveying Clients About Outcomes*, by Martin D. Abravanel**

published by The Urban Institute, © 2003

Available as PDF on Urban Institute's website (www.Urban.org) then search site by author or title)

More thorough and detailed than the above, this 58-page guide provides information about developing and using surveys. Written for social service providers (note "client" rather than "audience"), the material is easily translatable for use in initiatives designed to increase cultural participation.

Audience Survey Training Manual and Procedures for Local Member Organizations
and ***Subscriber Survey Training Manual and Procedures for Local Member Organizations***

Prepared for the Performing Arts Research Coalition (PARC) by The Urban Institute, 2002.

Both available as PDFs on PARC's website, hosted by Opera America (www.operaamerica.org/PARC)

Very detailed, nuts-and-bolts manuals for planning, distributing, and collecting audience surveys and subscriber surveys, these were written for use by performing arts organizations in ten cities involved in PARC (a multi-year research partnership of five national service organizations and funded by the Pew Charitable Trusts). While written specifically for the administration of the PARC surveys, the tips and techniques are applicable to other audience and subscriber (or member) surveys. Appendices for each manual include the actual surveys used.