



**South Dakota Arts Council and
South Dakotans for the Arts**

2014 Constituent Survey Results

Report by Craig Dreeszen, Ph.D., Dreeszen & Associates

April 23, 2014

Survey Research Methods

Survey results help insure that SDAC and SoDA strategic plans are responsive to constituents.

Invited constituent opinions:

- state of the arts and arts education in South Dakota
- conditions for artists and nonprofit arts organizations, and educators
- feedback on SDAC and SoDA programs and services
- priorities for strategic planning

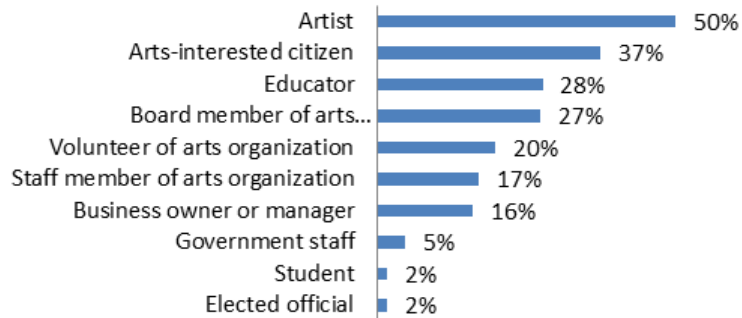
Survey open March 15 to April 15, 2014

Nearly 500 constituents replied (489)
Valid response for policy and planning

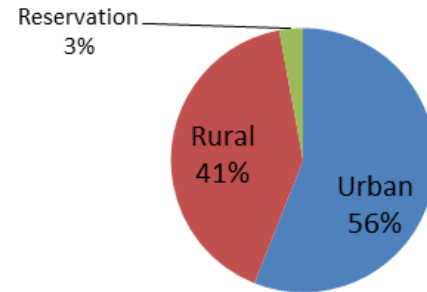
Online survey in SurveyMonkey with email invitation distributed by email through SoDA's constituent lists and website

Demographics of Survey Respondents

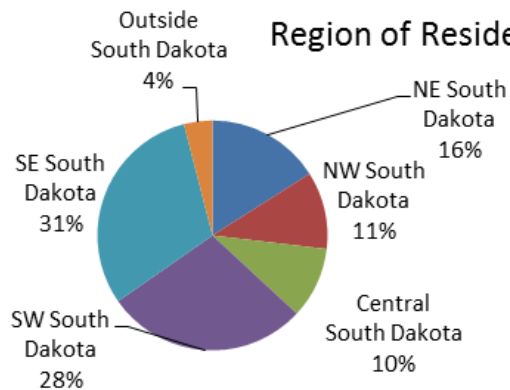
Constituent Descriptions



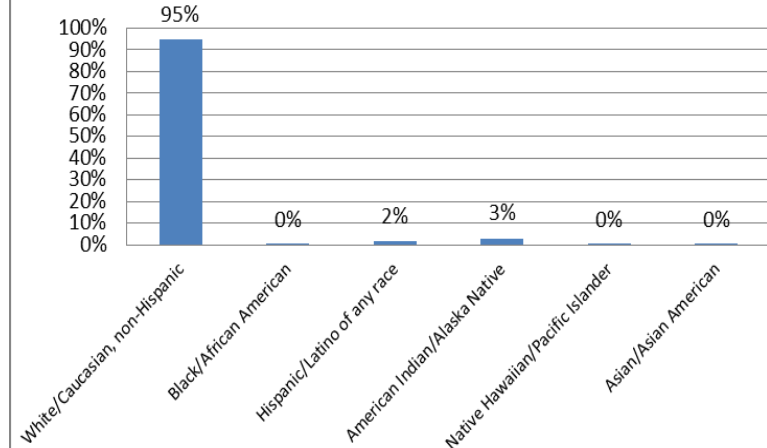
Rural or Urban Residences?



Region of Residence



Race or Ethnicity

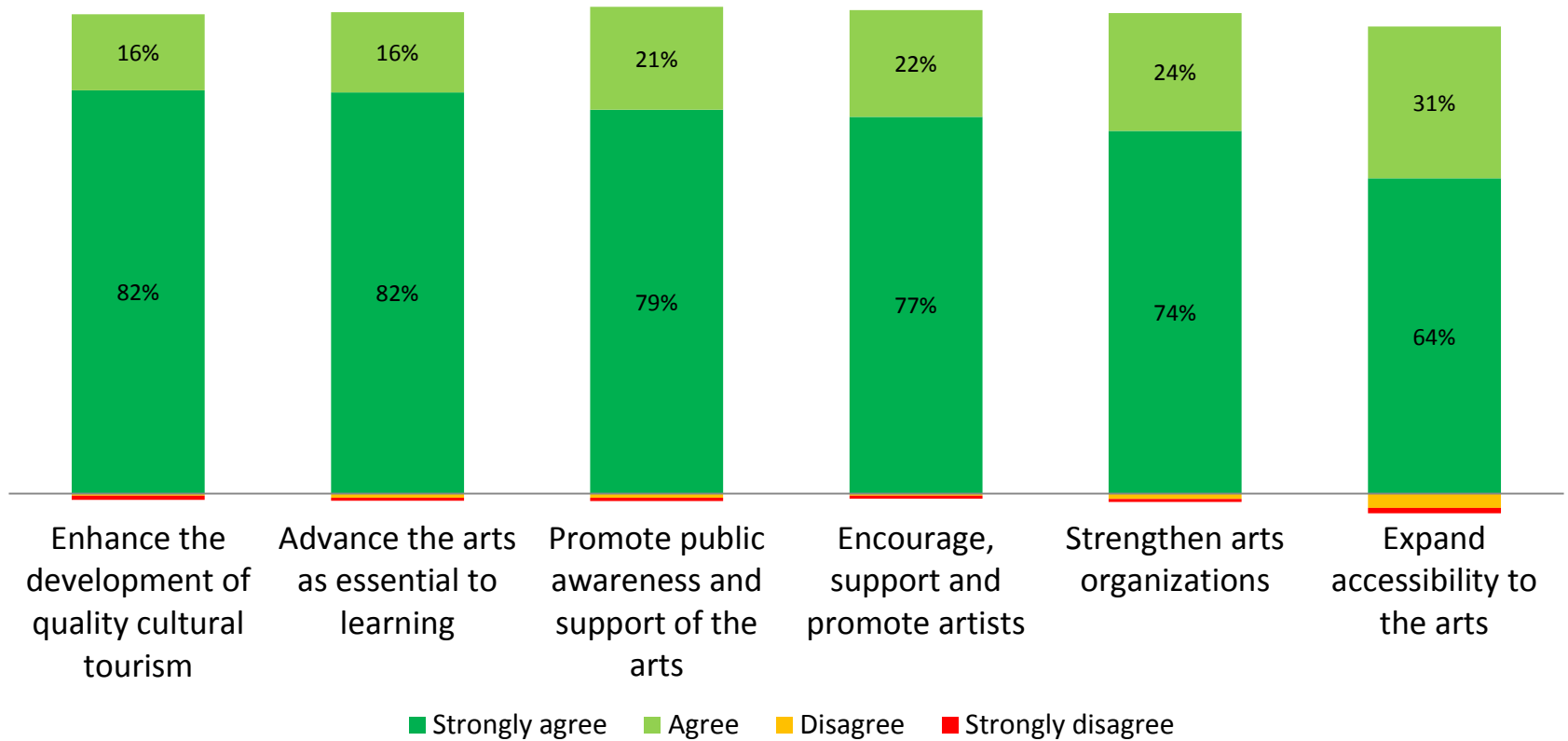


General Opinions: All Respondents



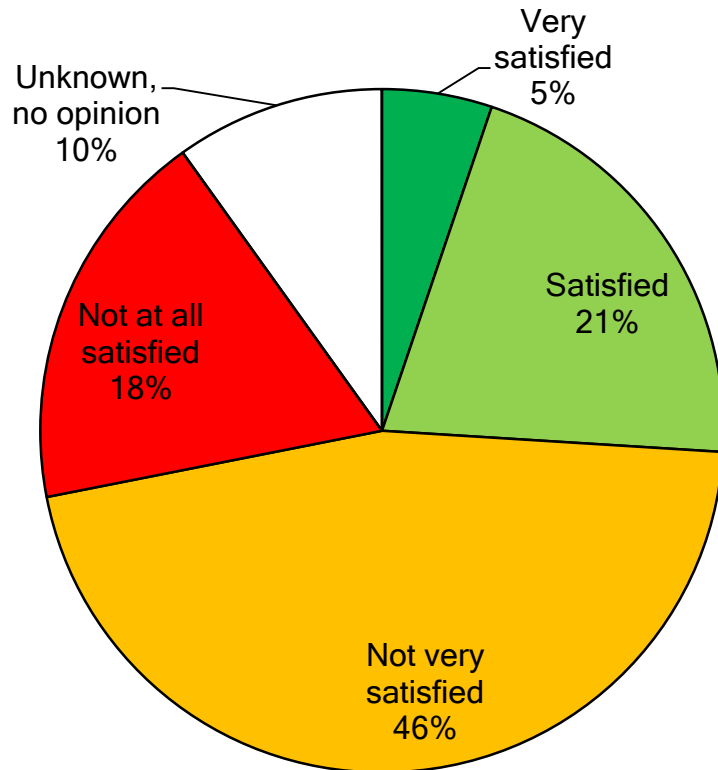
Main Street Square Rapid City, Rapid City,
mainstreetsquarerc.com

Agreement with Goals

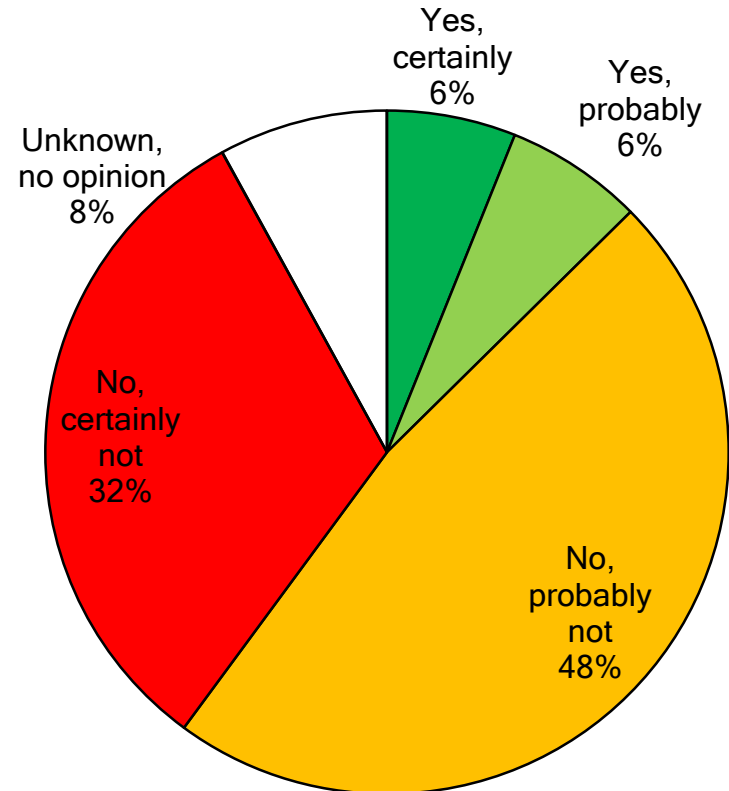


State of Arts Education

South Dakota K-12 students get an education that includes adequate instruction in the visual and performing arts?

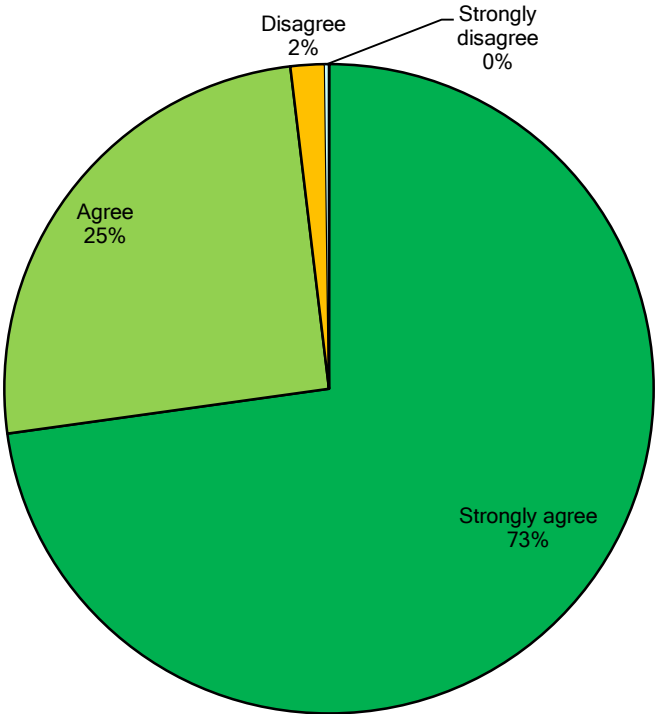


Good arts education is equally accessible to students throughout South Dakota?

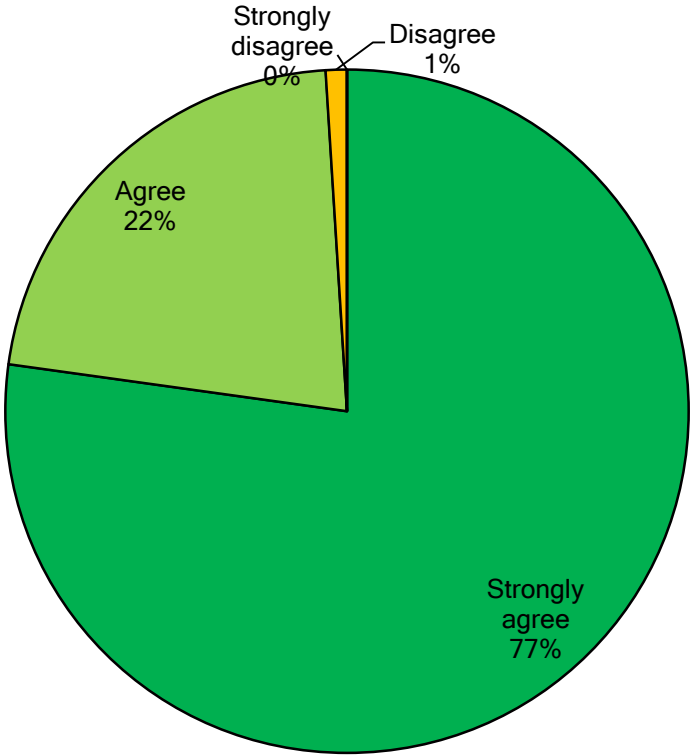


Tax Support for the Arts

Do you agree that taxpayer dollars should be invested to support South Dakota arts, culture, and heritage?

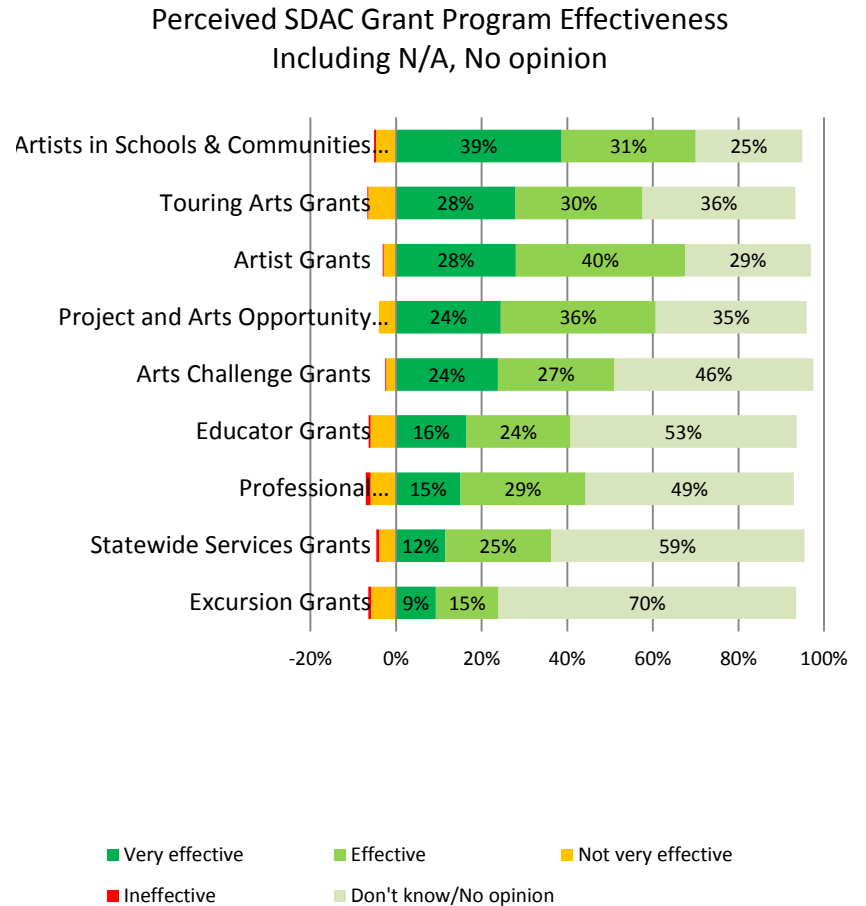


Do you agree that taxpayer dollars should be invested to support arts education?



SDAC Grant Program Effectiveness

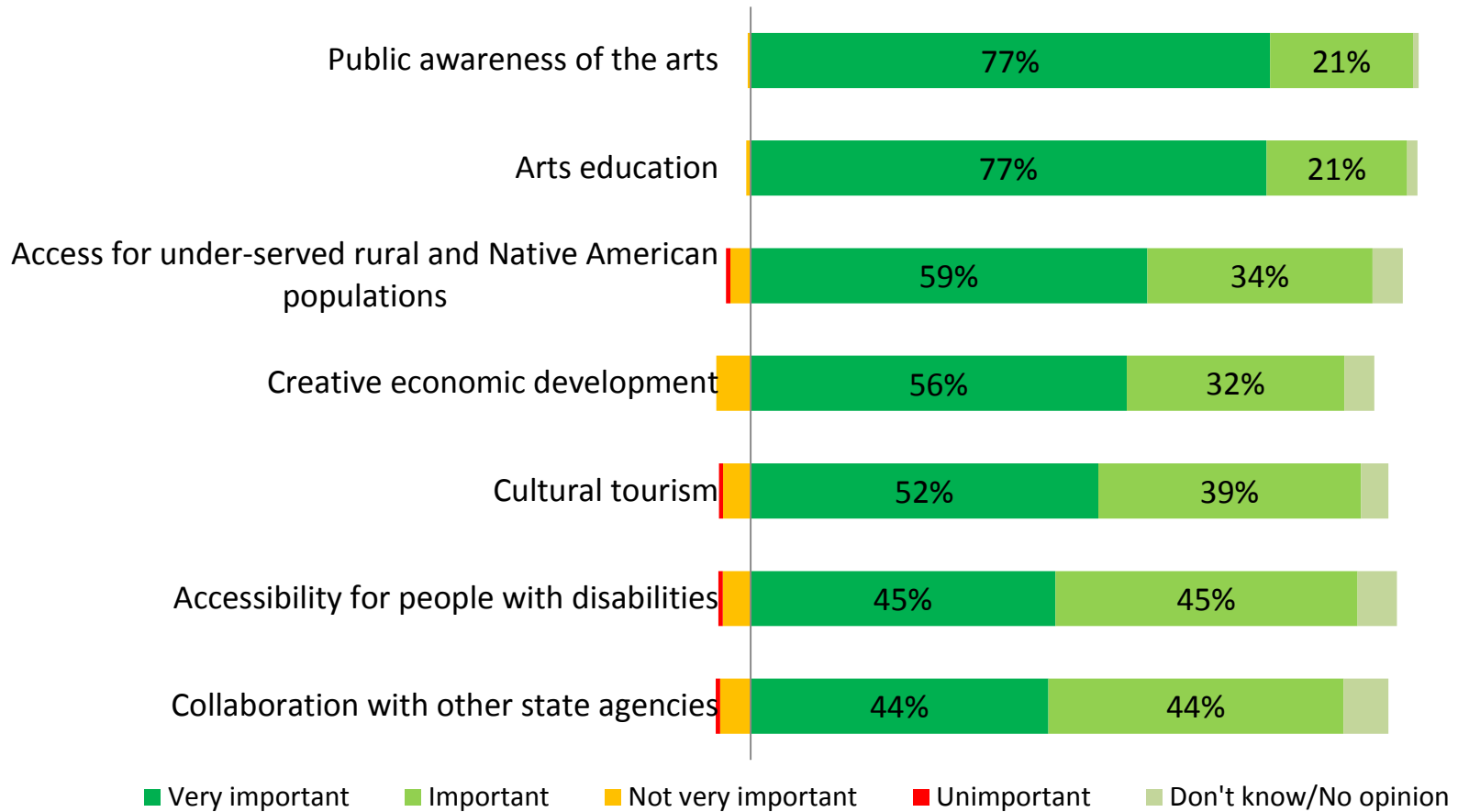
SDAC Grant Effectiveness, Excluding N/A No Opinion				
	Very effective	Effective	Not very effective	Ineffective
Artists in Schools & Communities Grants	51%	42%	6%	1%
Arts Challenge Grants	44%	51%	4%	0%
Touring Arts Grants	43%	46%	10%	0%
Artist Grants	40%	56%	4%	0%
Project and Arts Opportunity Grants	38%	56%	6%	0%
Educator Grants	35%	51%	13%	1%
Excursion Grants	31%	48%	19%	2%
Professional Development, Technical Assistance Grants	29%	57%	12%	2%
Statewide Services Grants	28%	60%	10%	2%



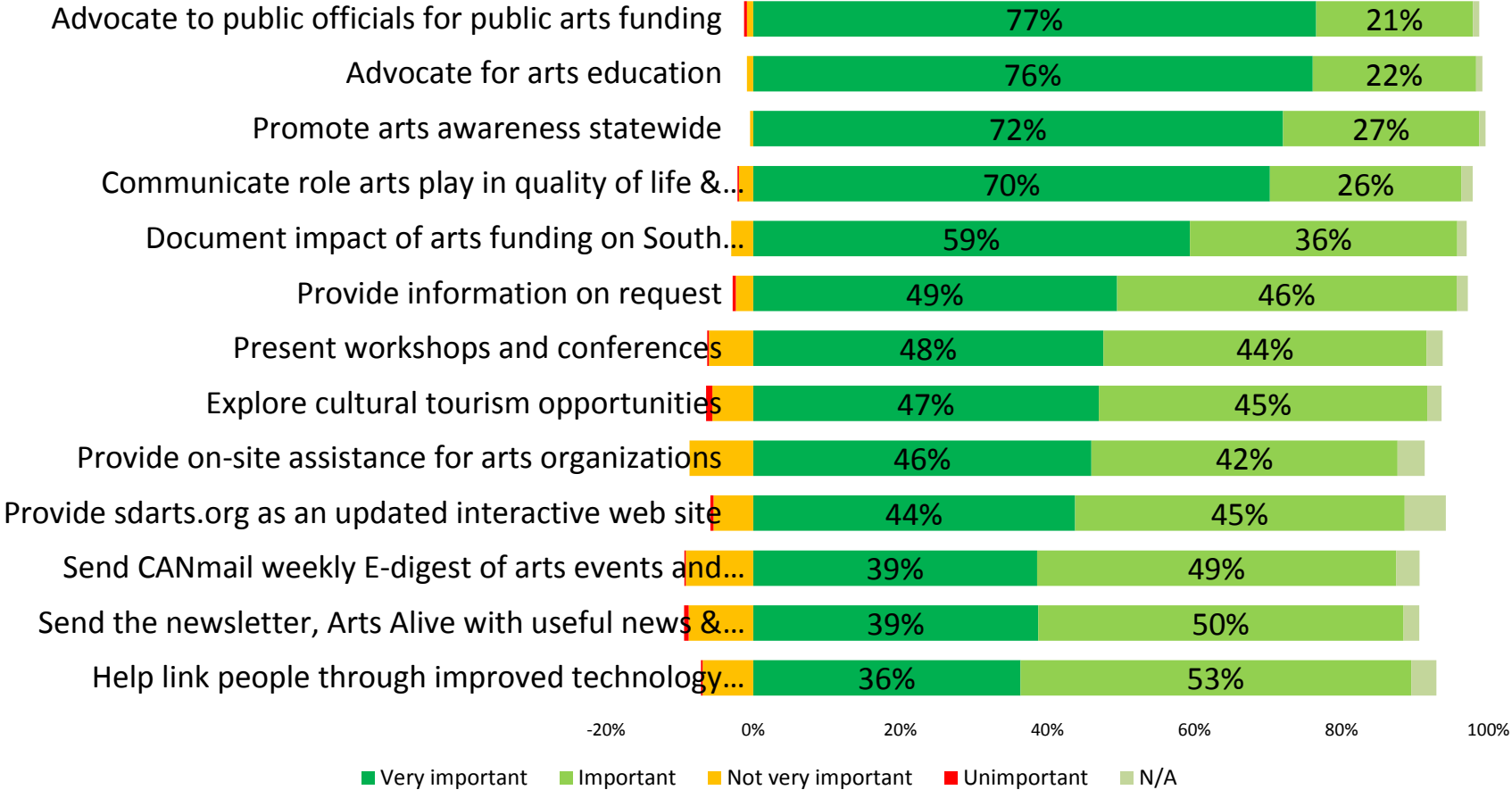
Important Priorities for Planning

- Advocacy for arts education, more arts ed programming (Cited 20 times)
- Advocacy for increased awareness and support of the arts (13)
- More support for arts development in rural and small communities (11)
- More support for artists, professional development, opportunities, funding (11)
- Promote cultural tourism (5)
- Arts Education Institute, re-schedule or make more affordable (5)
- Include humanities, writers, collaborate with humanities (4)
- More funding and support for small and emerging arts organizations (3)
- More attention to Native American artist and organizations (3)
- Improve CANmail (3)
- Increase SDAC and SoDA visibility (3)

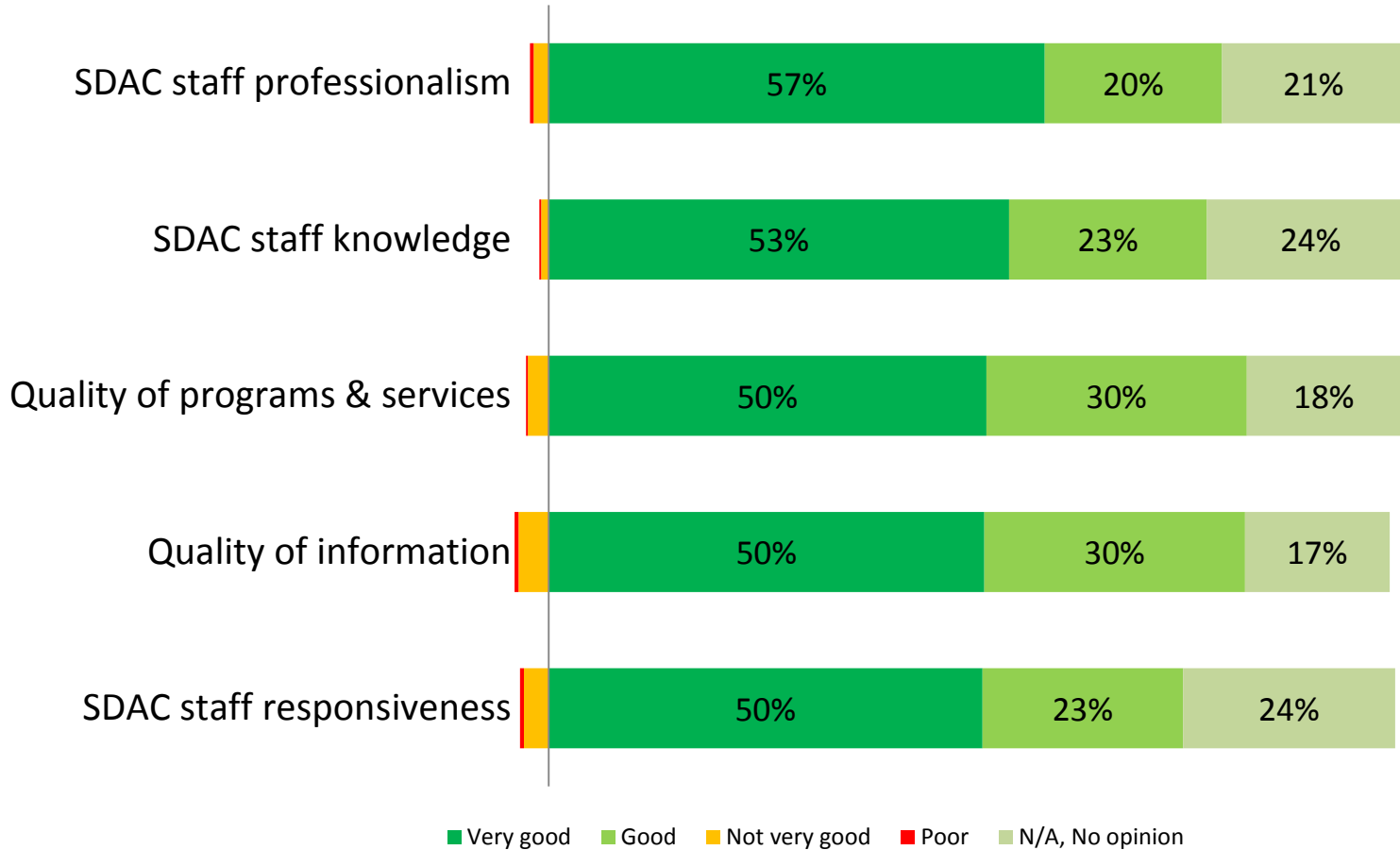
SDAC Service Importance



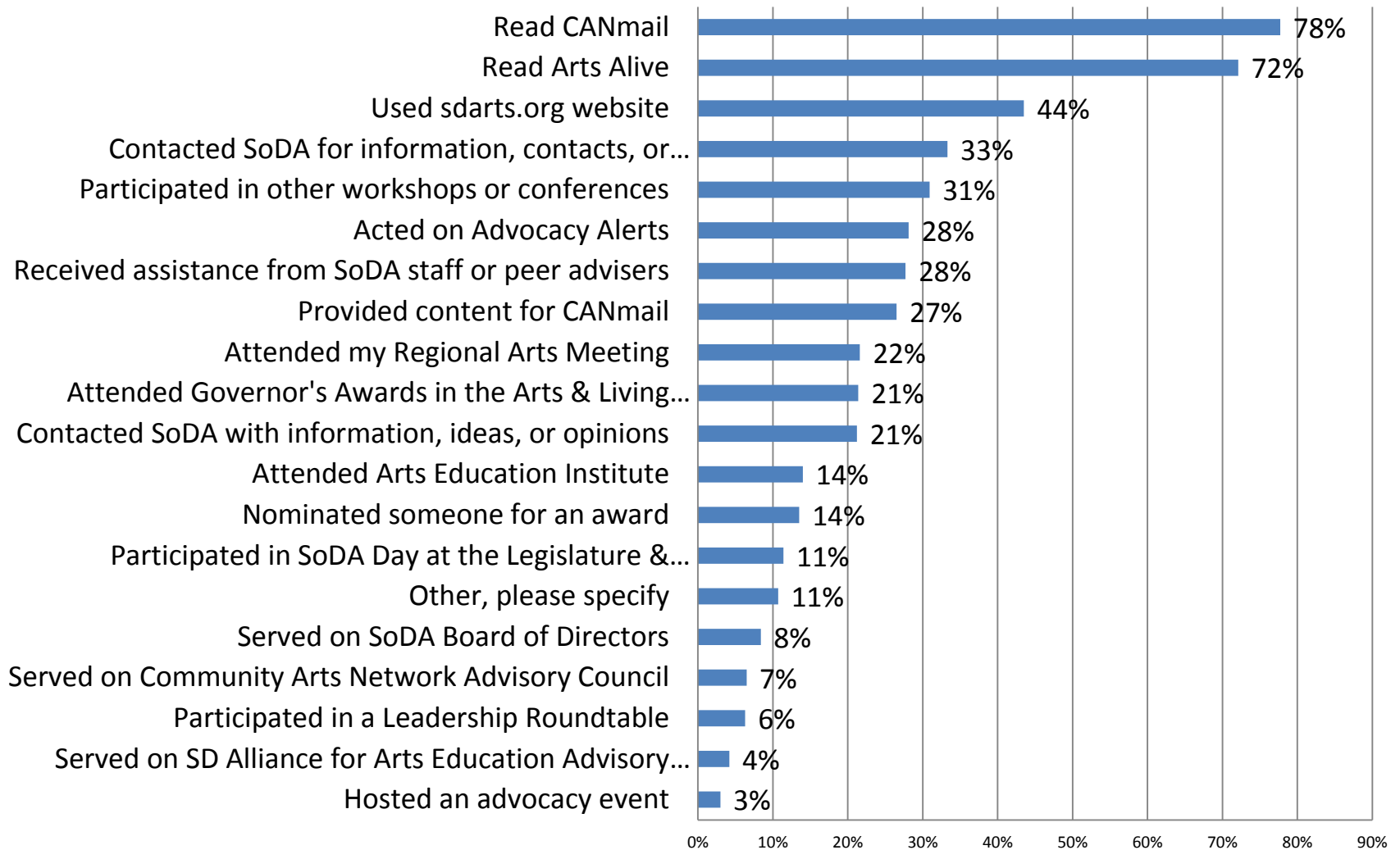
SoDA Programs' Importance



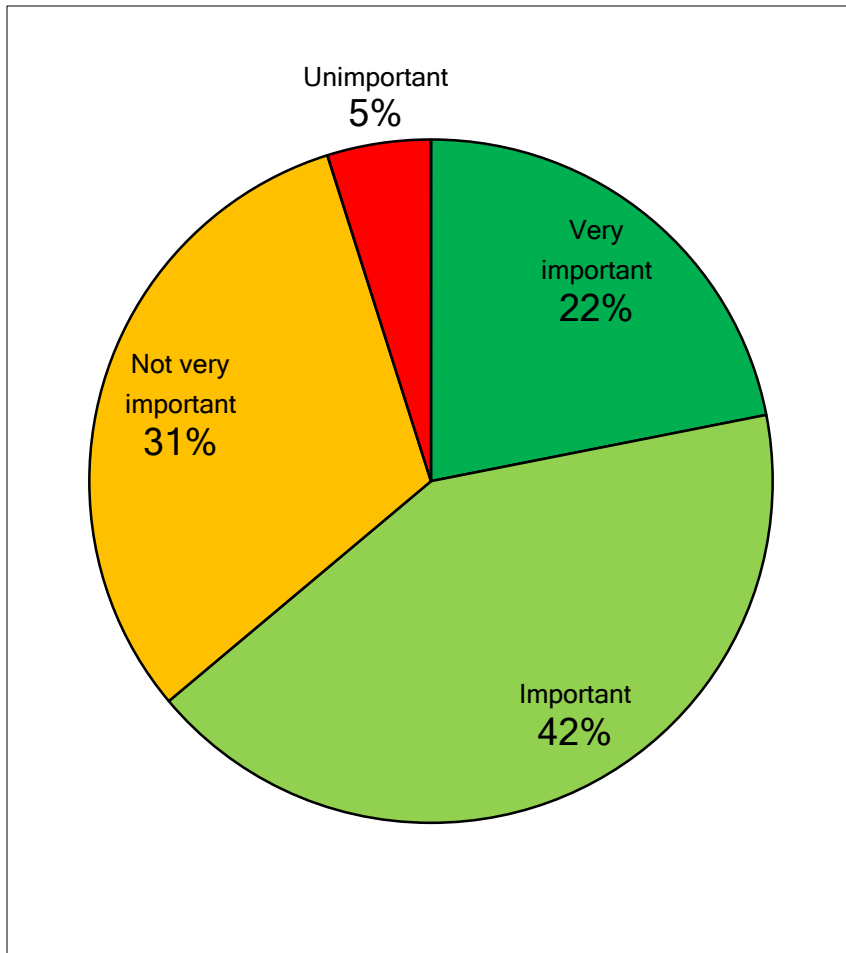
Satisfaction with SDAC Staff



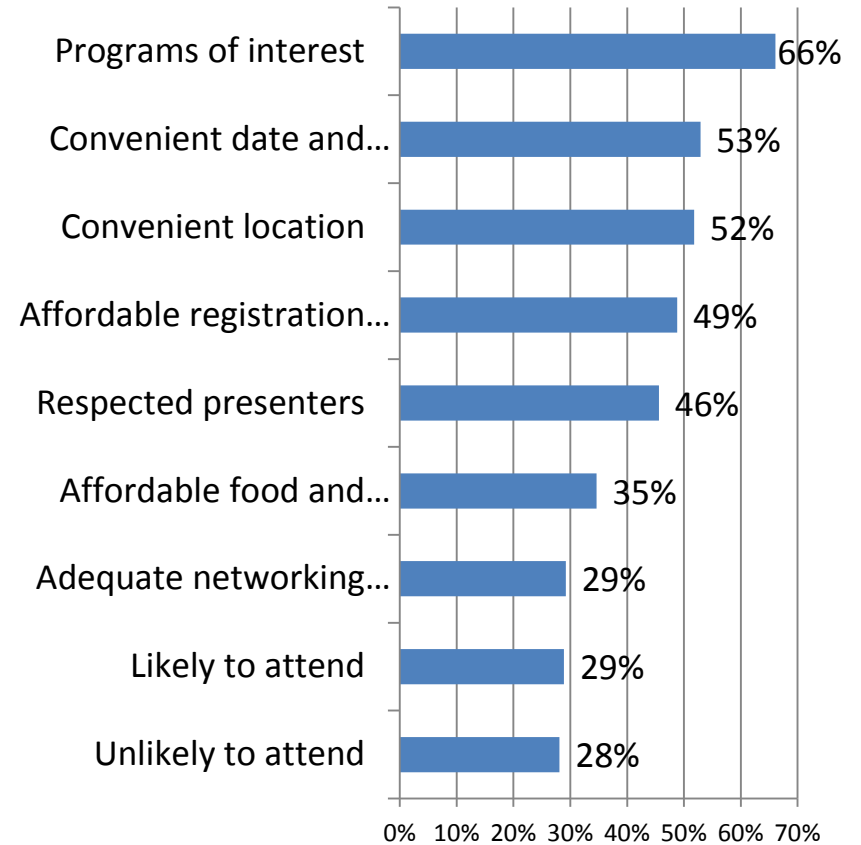
How SoDA Members Participate



Importance of State Arts Conference



Factors that Encourage Conference Attendance

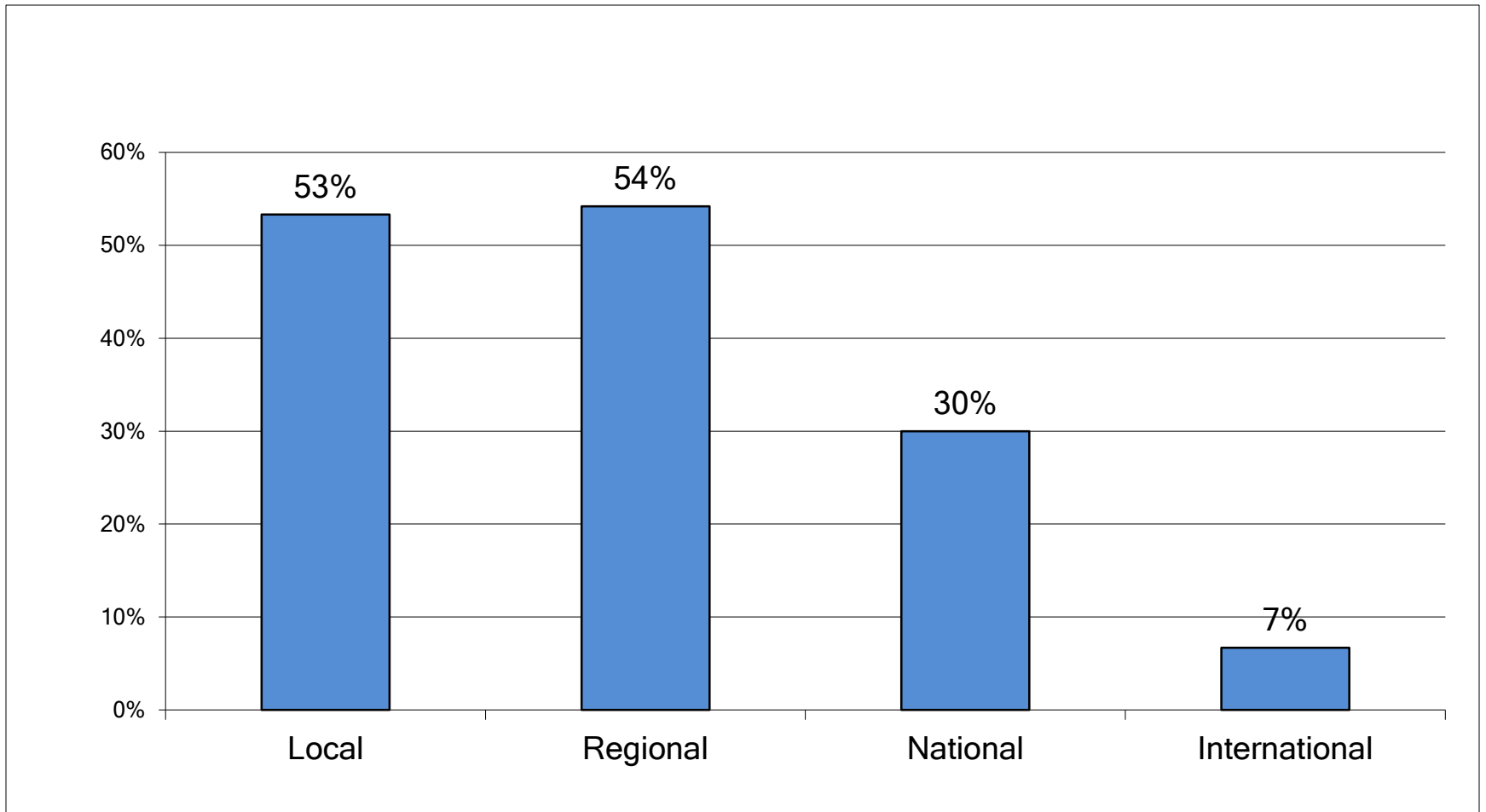


Artists' Opinions



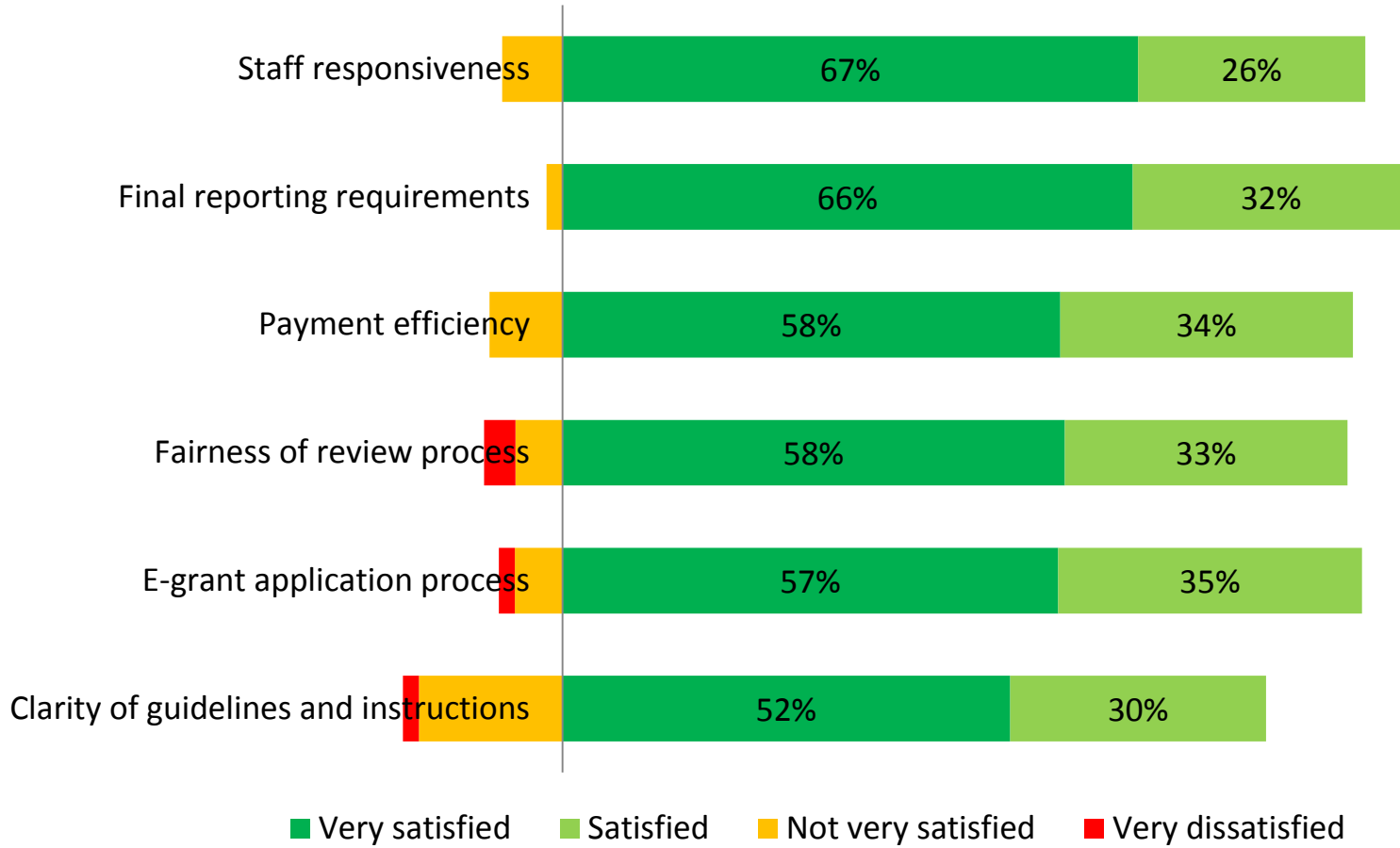
Jenny Braig, Spearfish
artscouncil.sd.gov/directories

Primary Artist Markets



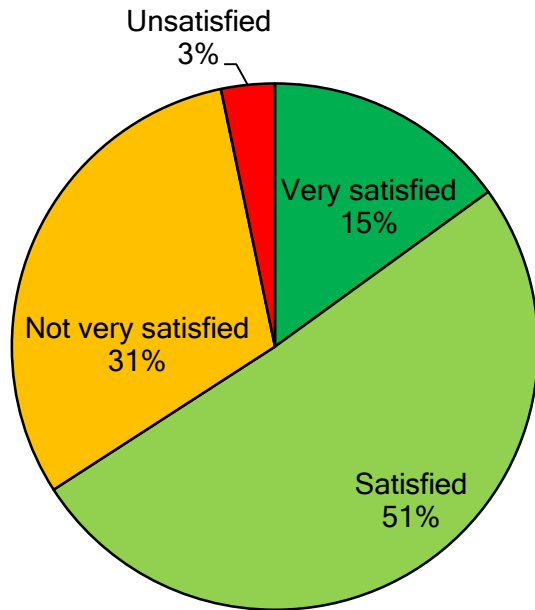
Artists' Satisfaction with SDAC Grants

Excluding N/A, no opinion responses

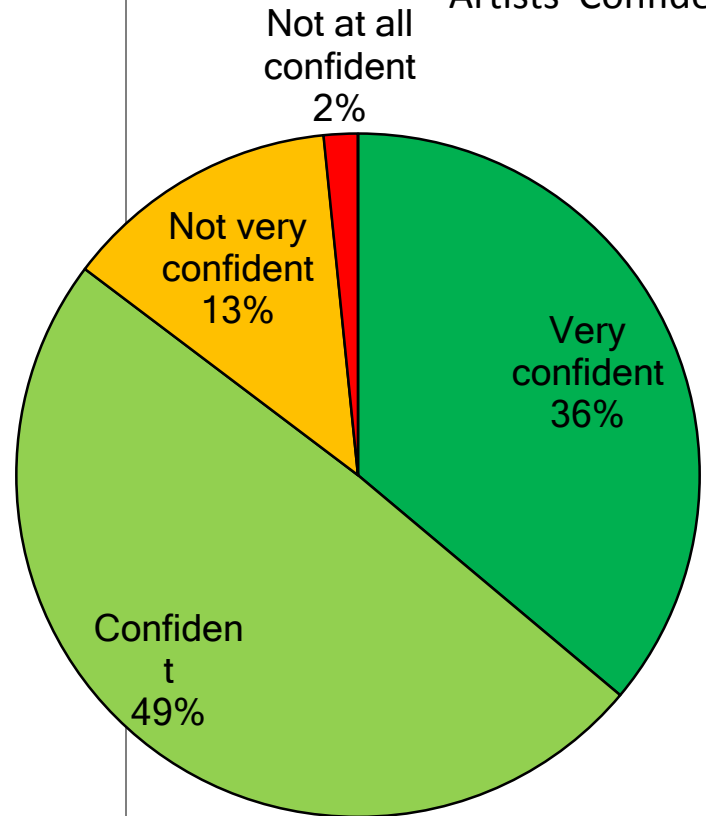


Artists' Networking and Confidence

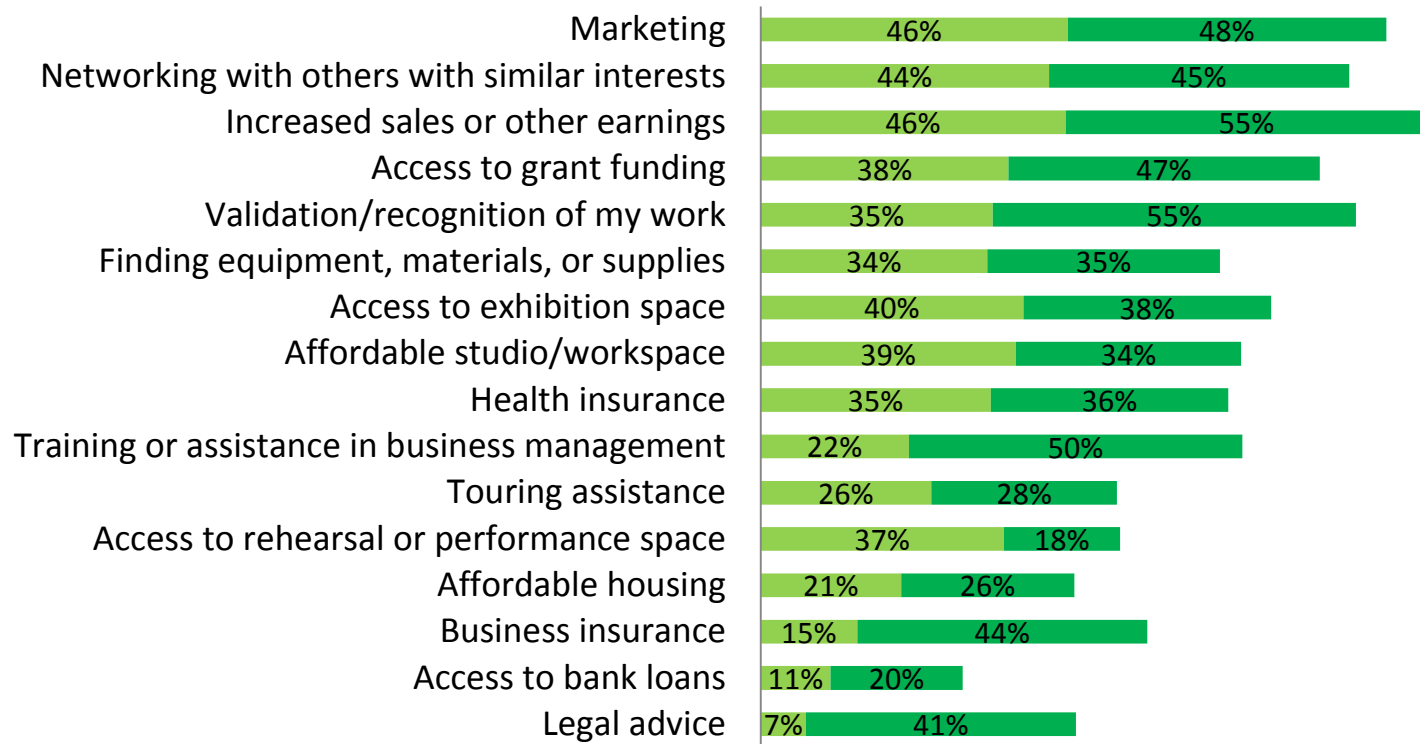
Artists' Networking



Artists' Confidence



Important Artists' Needs



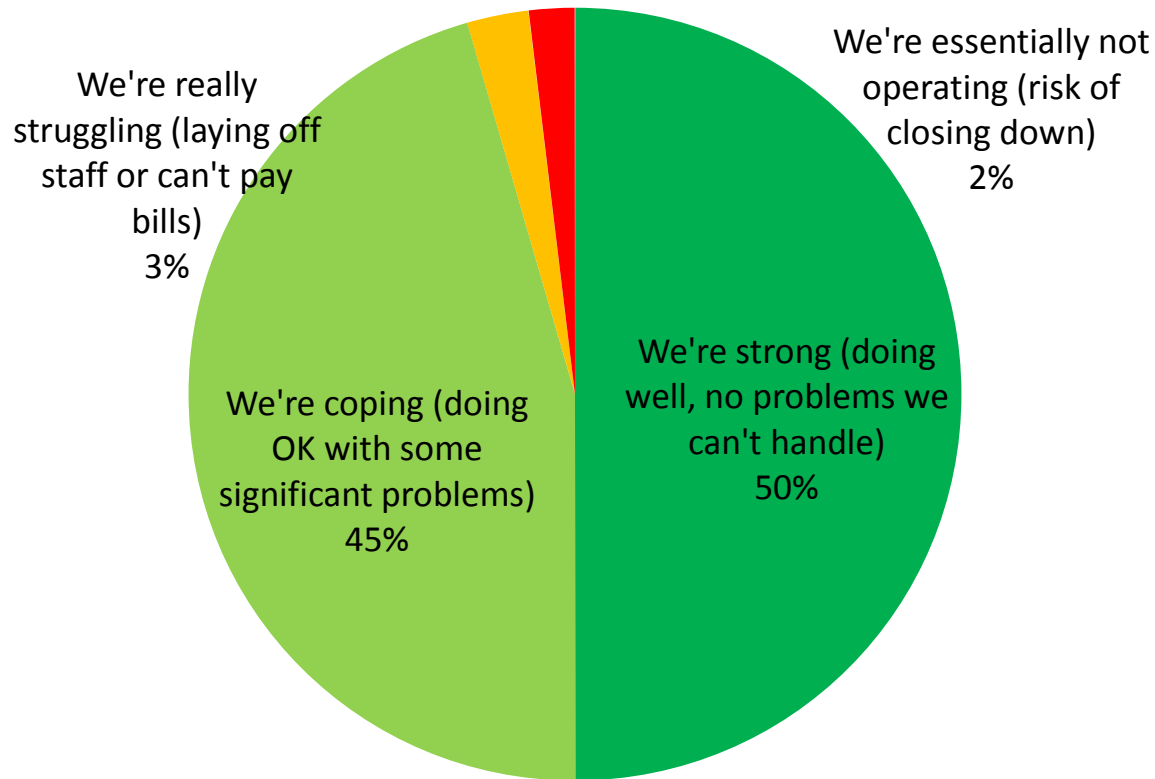
■ Very important ■ Important

Arts Organization Leaders' Opinions

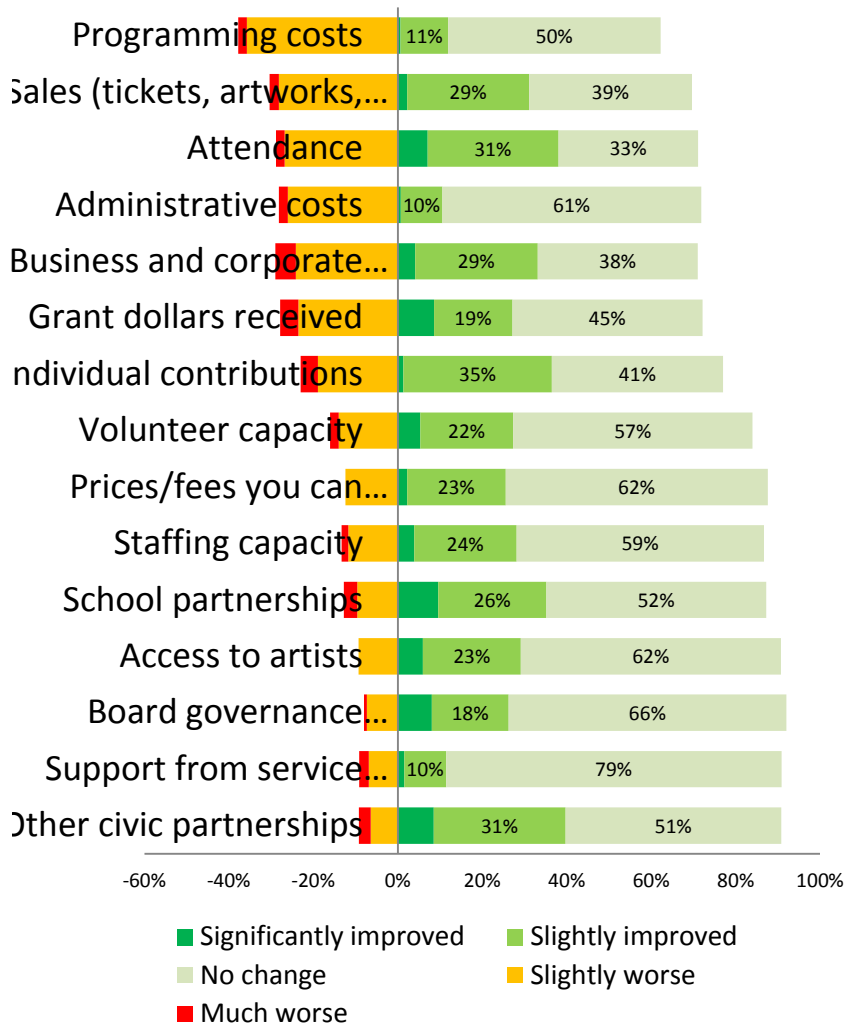


South Dakota Symphony, Lakota Music Project
sdsymphony.org

South Dakota Nonprofit Arts Organizations' Health

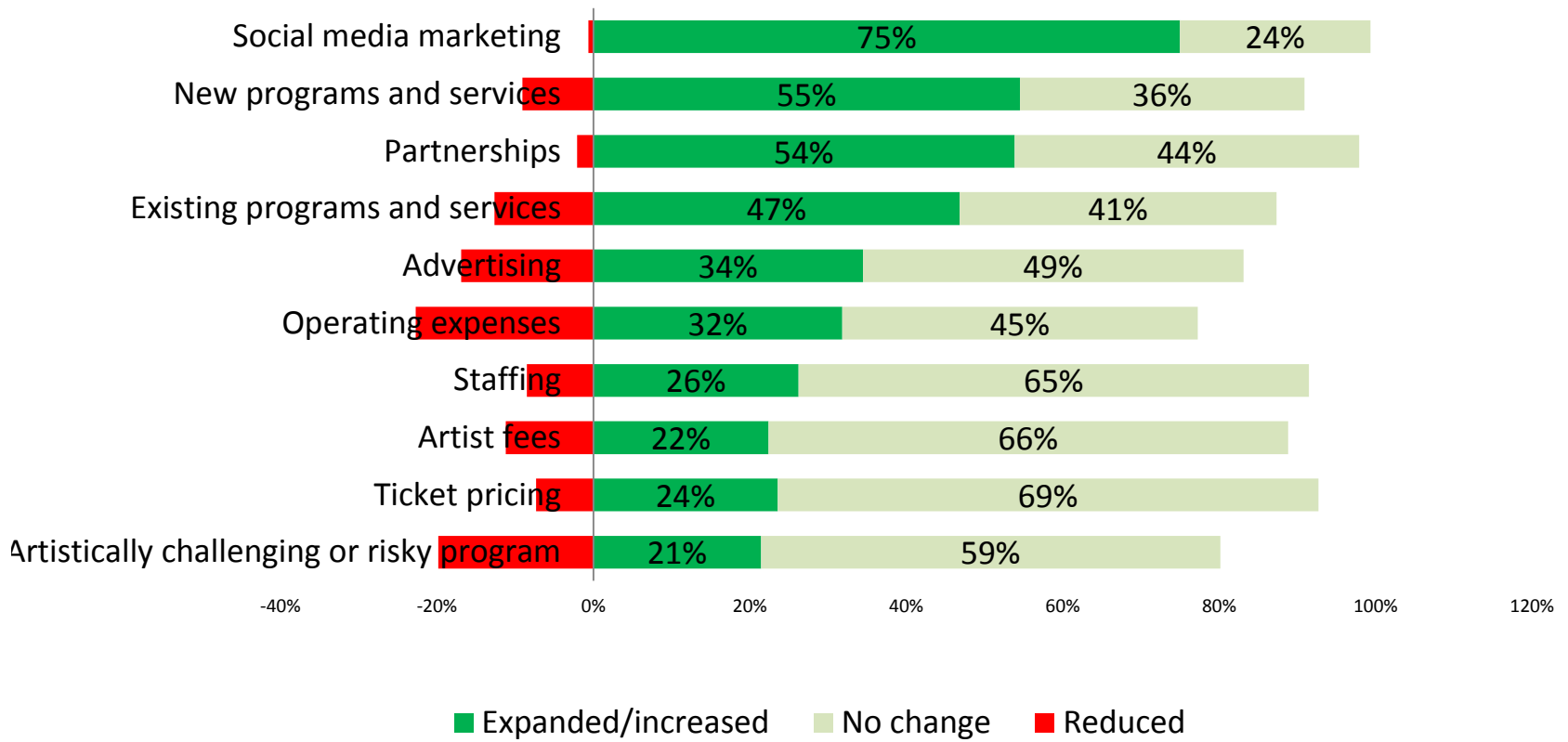


Impact of Changes in Economy



Impact of Changes in Economy	Worse	Improved
Programming costs	38%	12%
Sales (tickets, artworks, etc.)	30%	31%
Business and corporate contributions/sponsorships	29%	33%
Attendance	29%	38%
Administrative costs	28%	11%
Grant dollars received	28%	27%
Individual contributions	23%	36%
Volunteer capacity	16%	27%
Staffing capacity	13%	28%
School partnerships	13%	35%
Prices/fees you can charge	12%	26%
Access to artists	9%	29%
Other civic partnerships	9%	40%
Support from service organizations	9%	11%
Board governance capacity	8%	26%

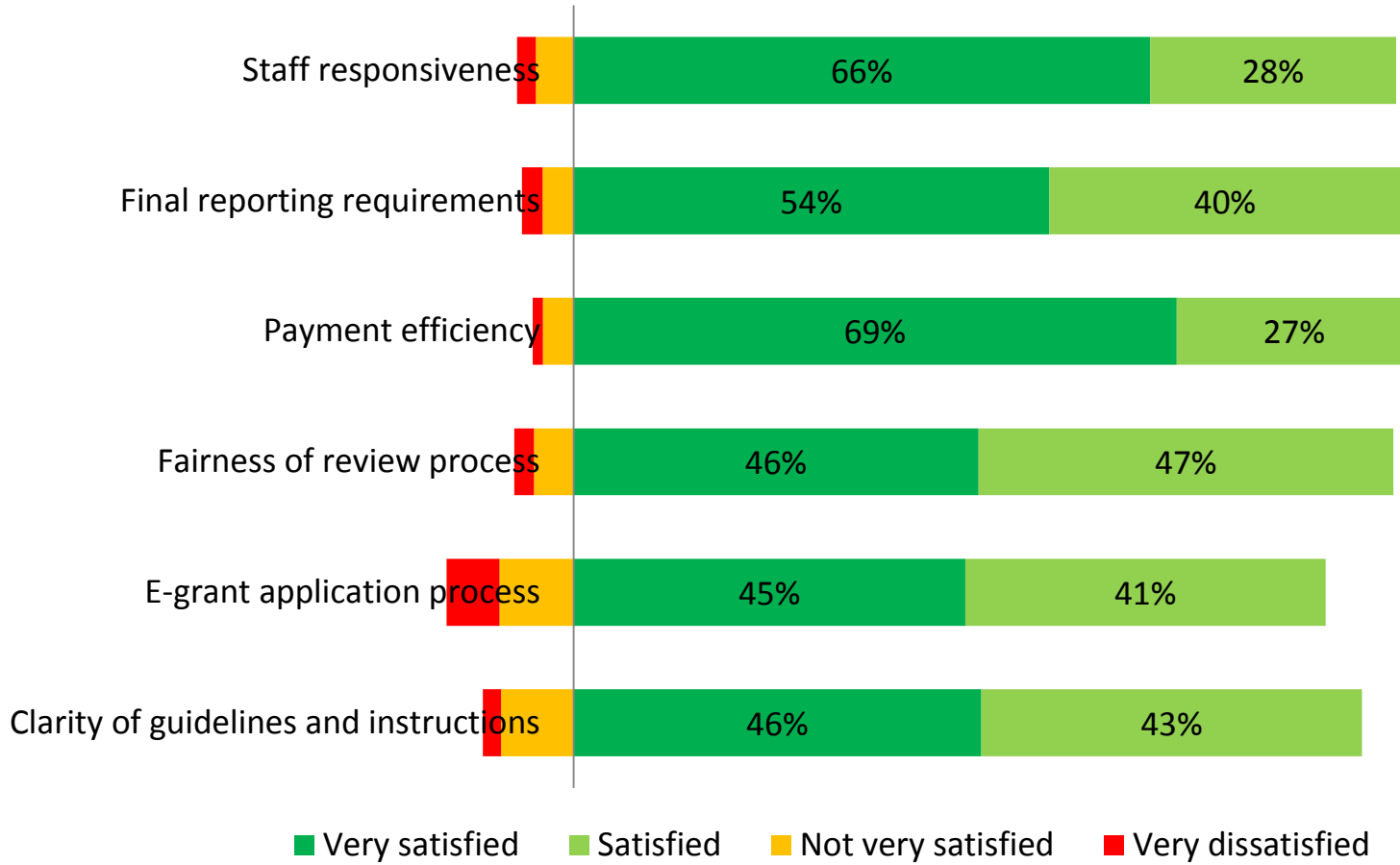
Organizations' Adaptations to Economic & Audience Changes



Significant Challenges Expected



Arts Leaders' Satisfaction with SDAC Grants

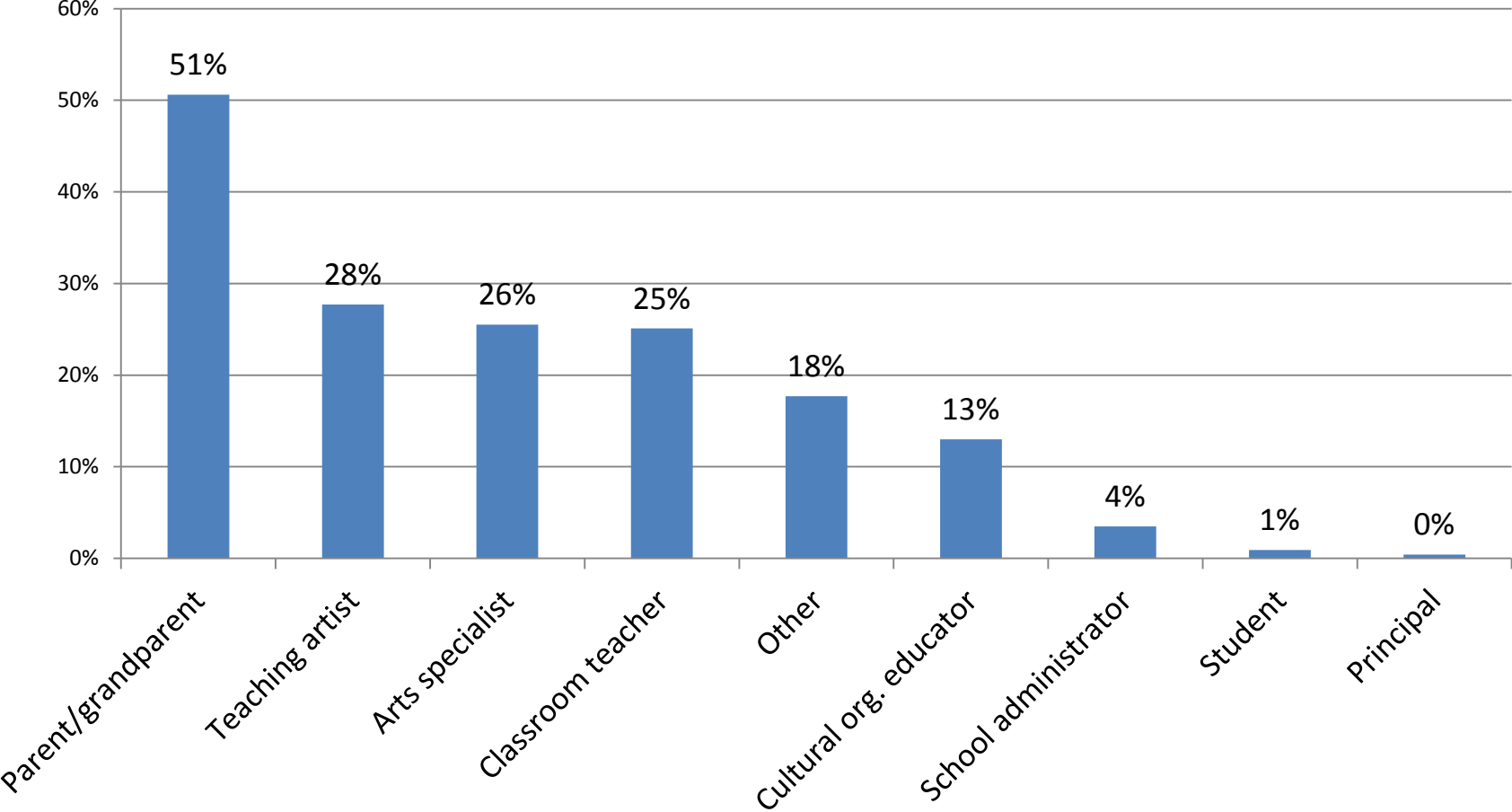


Parents' and Educators' Opinions

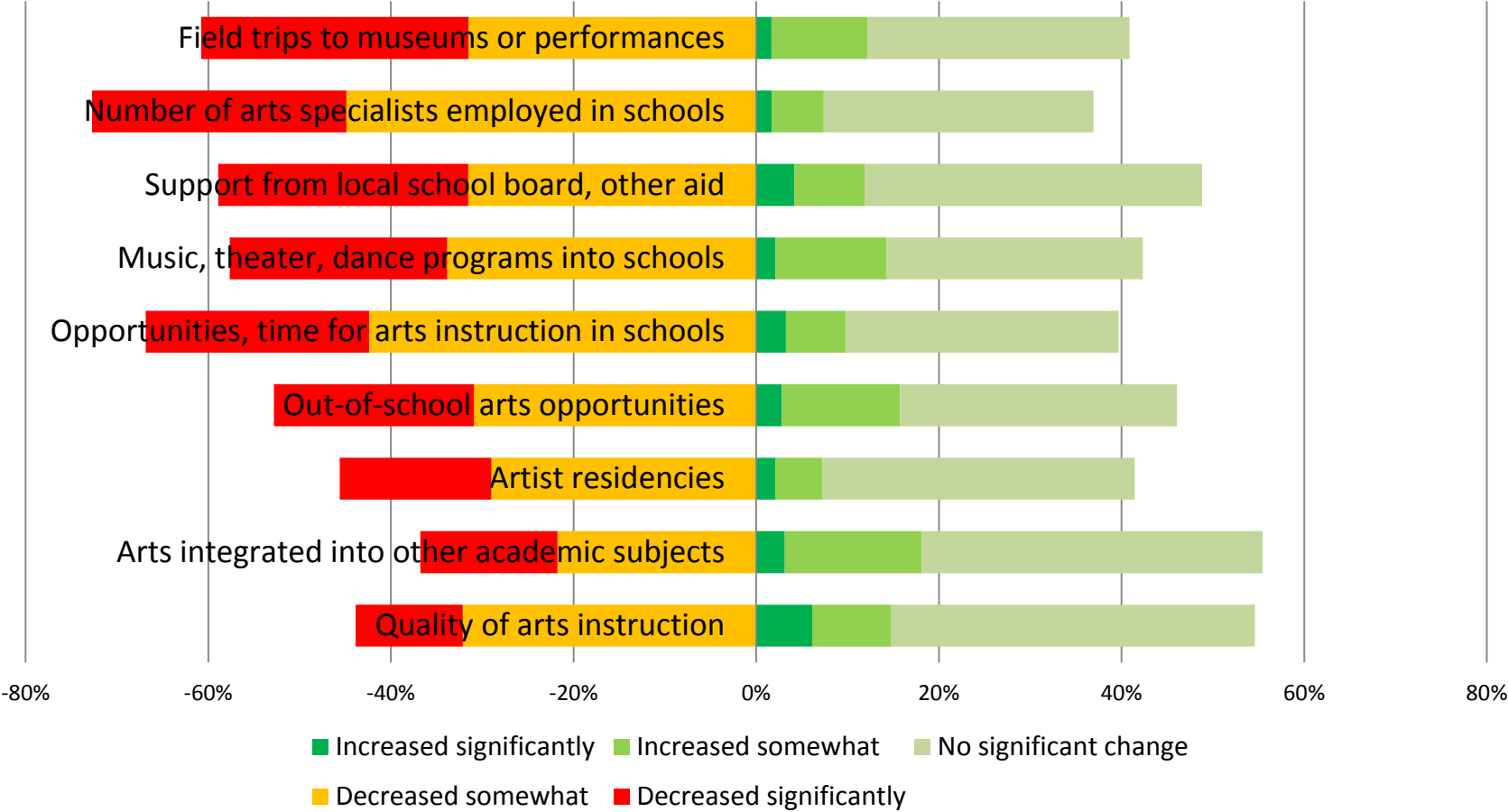


Arts Education Institute
South Dakotans for the Arts

Role in Education



Great Recession's Impact on Arts Education



Why Child Enrolled in Private Arts Education

