The State of the Arts in TN from the viewpoint of TAC grantees
Selected Early Topline Results
2013

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Survey Respondent Groups

Surveys Sent Out @July 28, 2013: 1452
Surveys Returned by Sept 1, 2013: 571
Long Questionnaire: 107 close-ended
20 open-end questions

Overall Response Rate: 39.3%

n=571
Grantee Survey Topics

- The Arts Environment
- Benefits of Arts in My Community
- Challenges for the Future
- Satisfaction with TAC
- Value of TAC Activities
- TAC Future Priorities
Major Categories for Analysis

Grantee Types
- Arts Operating Support: 9%
- Educators: 55%
- Other Arts Projects: 36%

Regions
- East, Middle, West

Metro Areas
- Memphis, Nashville, Knoxville, Chattanooga, not major metro

Urban 74%    Rural 26%

Length of Time Receiving TAC Grants: 5 yrs

Role of the Survey Respondent

7 market segments defined by responses alone
We have a world of date to digest on the TN arts environment.

Overall, 66% of grantees perceive a positive and supportive environment for the arts and 58% think it’s increasingly positive.

Overall, 54% think the arts are reaching more and more people in their community.

However, 73% do not perceive that all children in their community have access to and participate in high quality arts education.

1. In general there is a positive and supportive environment for the arts in my community.

2a. I think the environment for the arts is more positive and supportive now than it was about 3 years ago.

3. In my community the arts are reaching more and more people.

4. All children in my community have access to and participate in high quality arts education.

5. Recognizing, preserving, and presenting authentic local cultural and artistic traditions is important to people in my community.

6. I see the arts in my community changing due to population shifts related to aging.

7. I see the arts in my community changing due to population shifts related to growing ethnic diversity and immigration.
The level of detail is extensive.

Some more detailed findings include:

- Urban respondents were generally more positive than rural respondents about the environment for the arts in local communities.
- East TN respondents saw less change in local arts related to growing ethnic diversity and immigration than Middle and West TN respondents.

7. I see the arts in my community changing due to population shifts related to growing ethnic diversity and immigration.
Respondents saw benefits of the arts locally:

- **j. Improving overall quality of life**
  - Mean Rating: 6.9
  - Indicate groups with greater need: education, rural, & newer grantees

- **h. Fostering community pride**
  - Mean Rating: 6.7
  - Indicate groups with greater need: education, rural, & newer grantees

- **k. Preserving and promoting local heritage/traditions**
  - Mean Rating: 6.7
  - Indicate groups with greater need: education, non-major metro, rural, & newer grantees

- **c. Beautifying public spaces**
  - Mean Rating: 6.6
  - Indicate groups with greater need: education, non-major metro, rural, & newer grantees

- **b. Attracting tourism**
  - Mean Rating: 6.4
  - Indicate groups with greater need: education, non-major metro, rural, & newer grantees

- **m. Promoting life-long learning**
  - Mean Rating: 6.4
  - Indicate groups with greater need: rural, & newer grantees

- **i. Improving pre-K-12 education**
  - Mean Rating: 6.3
  - Indicate groups with greater need: operating support, Knxvl, & rural

*The higher the mean, the more the benefit is occurring in communities. The arrows indicate groups with greater need.*

Mean Ratings* weighted 2013 CNM - OpinionPoint
Different groups see different benefits

Mean Ratings*

I. Promoting community cohesion
   ↓ rural, & newer grantees
   6.2

d. Celebrating diversity and promoting tolerance
   ↓ education, non-major metro, & rural
   6.0

a. Attracting businesses
   ↓ education, non-major metro, rural, & newer grantees
   5.8

g. Engaging at-risk youth in positive activities
   ↓ non-major metro & rural
   5.6

e. Contributing to healing in healthcare institutions
   ↓ non-major metro & rural
   5.1

n. Providing employment/jobs
   ↓ education, non-major metro, rural, & newer grantees
   5.1

f. Delivering a better prepared workforce
   ↓ education, non-major metro, rural, & newer grantees
   5.0

*The higher the mean, the more the benefit is occurring in communities.
↓ indicate groups with greater need
Biggest Challenge, by far, is Financial Issues

Mean Ratings*

- f. Financial issues: 7.9
- a. Advocacy: 6.5
- d. Audience Development: 6.5
- h. Human resources, Leadership & Succession Planning: 6.3
- g. Governance issues/Board Development: 6.3
- c. Arts Education – lifelong learning: 6.3
- b. Arts Education – pre-K-12: 6.2
- j. Marketing/Public Relations: 6.1
- m. Outreach to the underserved: 6.1

*The higher the mean, the greater the challenge.

↑ indicate groups with greater challenge
Mean Ratings*

- b. Courtesy
  - ET, MT, & non-major metro: 8.8

- d. Knowledge/expertise of staff
  - ET, MT, & non-major metro: 8.7

- c. Helpfulness of staff
  - ET, MT, Nshvl, & non-major metro: 8.7

- f. Timeliness of communication
  - ET, MT, & non-major metro: 8.5

- e. Leadership in the field
  - education, non-major metro, & newer grantees: 8.3

- a. Overall experience
  - ET, MT, Nshvl, non-major metro, & newer grantees: 8.3

*The higher the mean, the more satisfied.

↑ indicate groups with higher satisfaction
From TAC, Grantees value $, advocacy help, tech assistance

Mean Ratings*

f. Grants

a. Arts advocacy support

l. Technical assistance

n. Website

e. Consultations with TAC staff

b. Arts education artist roster

o. Workshops

c. Brochures/postcards from TAC

↑ ET, MT, Nshvl, & grantees >5 yrs
↑ ET
↑ non-major metro & urban
↑ education, ET, & non-major metro
↑ OS & urban
↑ education!!, non-major metro, & newer grantees
↑ non-major metro

*The higher the mean, the more valuable.

↑ indicate groups with higher value
Different groups value some TAC services more

Mean Ratings*

- **d. Conferences**
  - non-major metro
  - 5.9

- **g. Help in engaging persons with disabilities**
  - education & non-major metro
  - 5.8

- **i. Online weekly newsletters**
  - 5.3

- **j. Referral to a consultant or peer advisor**
  - newer grantees
  - 5.3

- **h. Online quarterly magazine**
  - 5.2

- **k. TAC Gallery**
  - education & newer grantees
  - 5.1

- **m. Webinars**
  - 4.8

*The higher the mean, the more valuable.

↑ indicate groups with higher value
We need a deeper dive on the grants process.

There were no statistical difference across groups.
Grantees identify three top priorities for TAC

% Choosing (3)

- b. Providing funding/grants: 62.4%
- c. Fostering the arts in schools: 41.4%
- a. Advocating for the arts: 27.9%
- j. Fostering participation in the arts for all TN citizens, particularly the underserved: 16.5%
- d. Creating, maintaining awareness of cultural and arts programs: 13.7%
- i. Providing leadership in understanding the impact of the arts in all realms of life and work: 12.7%
- f. Preserving Tennessee’s artistic heritage: 12.2%
- h. Building artist and arts organization’s capacity for success: 10.8%
- e. Encouraging individual artistic development: 7.9%
- g. Fostering collaboration among art groups: 5.5%

Note: this is based on the total number of respondents even though some did not get this far into the questionnaire; hence this list is relative and actual levels of interest are understated.

Note: A difference between attributes of at least 6% is likely to be statistically significant.