

**Today's seminar will begin shortly.**

National Assembly of  
State Arts Agencies

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## **Please complete your phone connection now:**

- 1. Dial the toll free number:** 1-866-275-3495.
- 2. Enter the meeting number** \*4671867\* **on your phone keypad.** Enter the star (\*) key before and after the meeting number.
- 3. Identify yourself.** Please complete your connection following the system prompts to synchronize your phone line and web identity.



**Kelly J. Barsdate**

**Interim Chief Executive Officer**

**NASAA**

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Strategic Planning Surveys

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Your Hosts

National Assembly of  
State Arts Agencies

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**Eric Giles**

**Learning Services Manager**



**Ryan Stubbs**

**Research Director**



**Paul Pietsch**

**Research Manager**

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Tech Tips

- **View all participants** in the roster to the right.
- **Use the Chat box at any time** to submit a question or get technical help.
- **During the Q&A break**, presenters will answer chat questions.

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Agenda

**I. Contextual Framing**

**II. SAA Presentations**

**III. Group Discussion**

**IV. Audience Q&A**

**V. Wrap Up**

If you have just arrived, please complete your connection following the system prompts to synchronize your phone line and web identity.

# Strategic Planning Surveys

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**Paul Pietsch**  
**Research Manager**

[paul.pietsch@nasaa-arts.org](mailto:paul.pietsch@nasaa-arts.org)

direct: 202-552-0844

# Strategic Planning & Beyond

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- Understand constituent needs and perceptions
- Renewable resource
- Inform planning *AND* plan implementation

**building an artistic  
future for arizona**

arizona commission on the arts  
strategic plan FY2011-FY2016



# Perennial Value



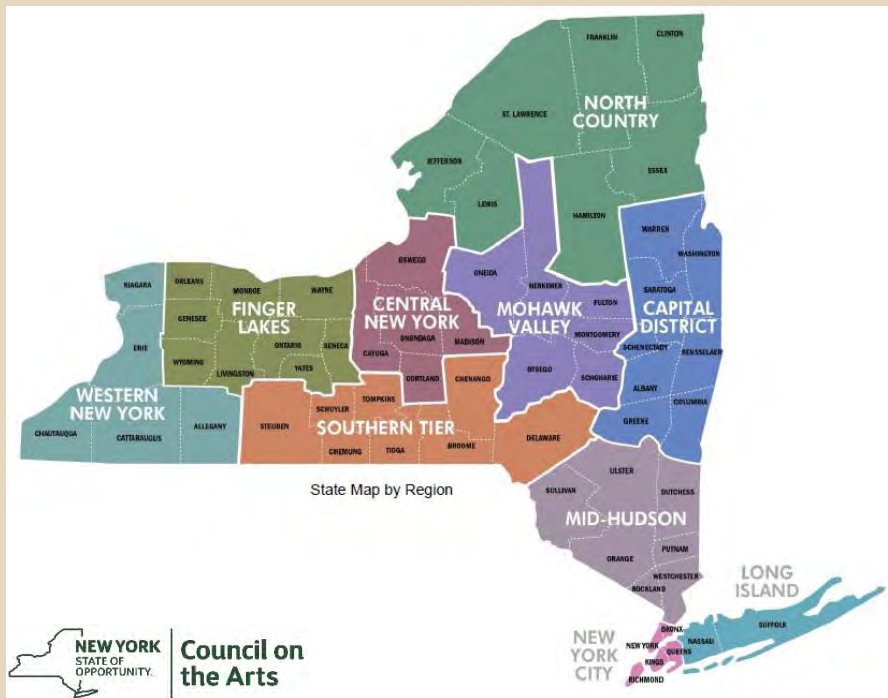
- Leverage results beyond planning
- Results applicable over life of strategic plan
- How to best harness results?

# Strategic Plans

- All SAAs have a plan and planning process:
  - Compliance with NEA Partnership funding
  - Sound policy
  - Good leadership



# A Popular Planning Tool



- Anonymous
- Candid feedback
- Versatile
  - Customer satisfaction
  - Program evaluation
  - Funding priorities
  - Opinion poll

# Planning the Planning Survey

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- Scope?
- When to deploy?
- Respondents?
- On-line tools?
- Consultants?
- Survey goals?

# Our Presenters

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**Ben Watters**

**Grants and Operations Coordinator  
Arizona Commission on the Arts**



**Marty Skomal**

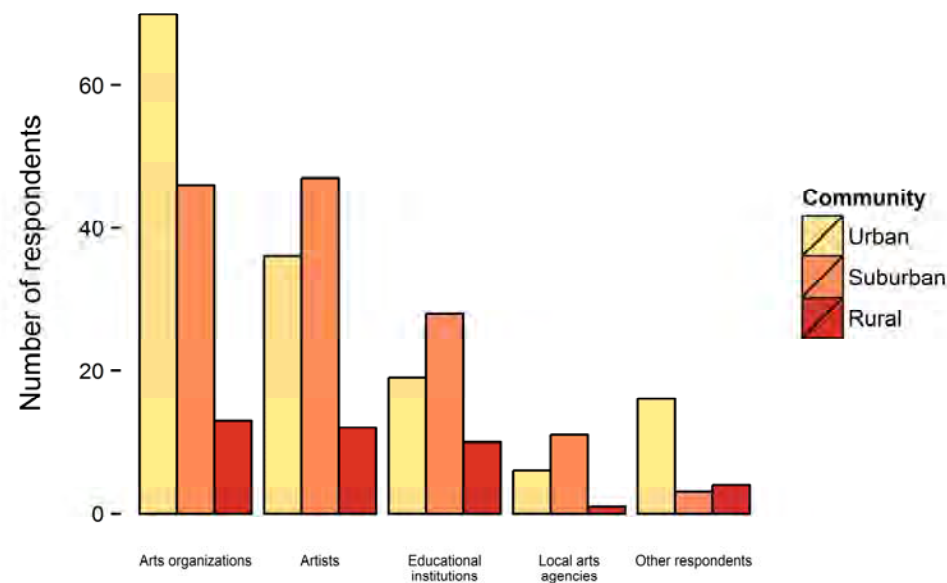
**Director of Programs  
Nebraska Arts Council**



**Liz McAleer**

**Assistant to the Executive Director  
New York State Council on the Arts**

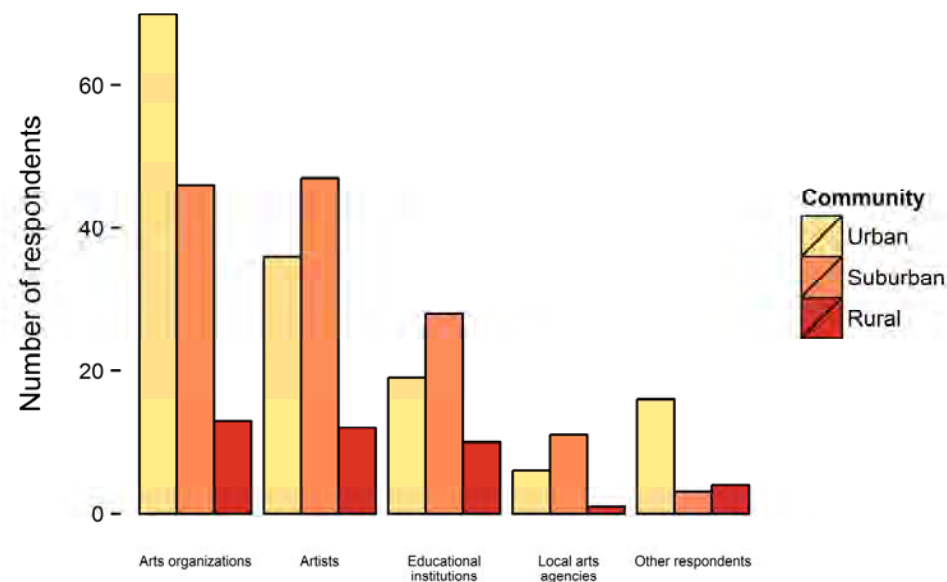
## SATISFACTION SURVEY OVERVIEW



- Administered every year to fulfill state reporting requirements on constituent satisfaction ratings
- Entire process done in-house using online platform (similar to SurveyMonkey)



## SATISFACTION SURVEY OVERVIEW



- Biased sample collected through agency communication channels
- Respondents primarily already engaged with Commission programs and services

## SURVEY QUESTIONS

- Engaged staff in process of identifying programs and services to include in the survey
- Resulted in 27 items across four categories: Resources, Services, Grants, and Communications
- Three standard questions were asked for each program/service
  - Is this service valuable to you?
  - Does this service meet your needs?
  - Is this service readily accessible and/or easy to use?



## BRANCH LOGIC

- Previous survey results skewed by respondents with no experience with programs they are rating
- Start by asking respondents which services they actually use, then only ask rating questions about those services
- Reduce number of questions asked, increase completion rate
- Increase quality of respondent data

## BRANCH LOGIC

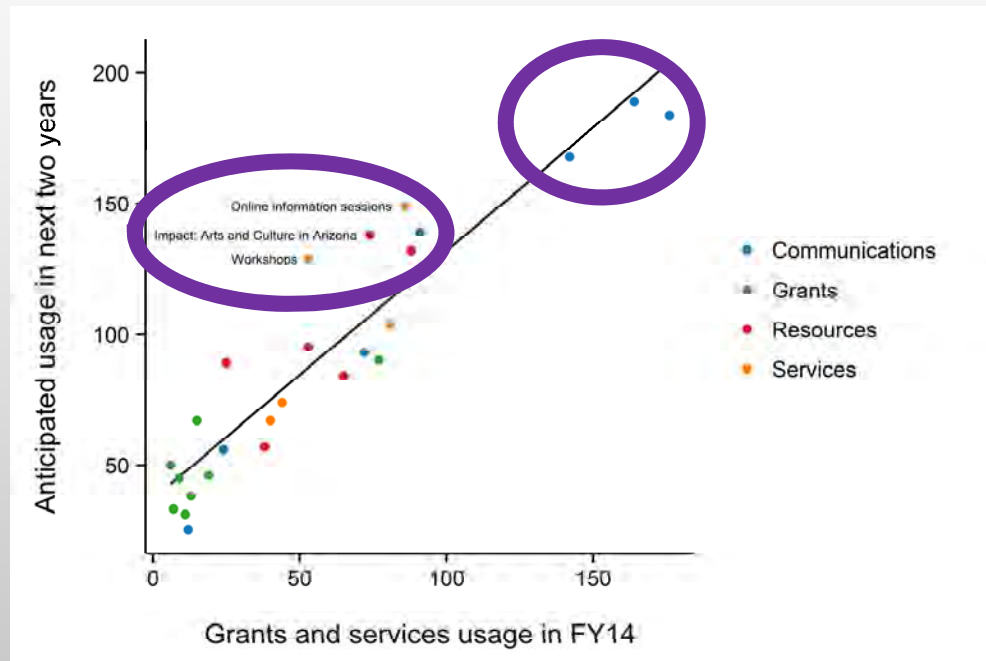
**Which of the following services  
have you used in the past 12  
months?**

- ✓ Agency website
- ☐ Agency Facebook page
- ✓ Arts Opportunities Newsletter



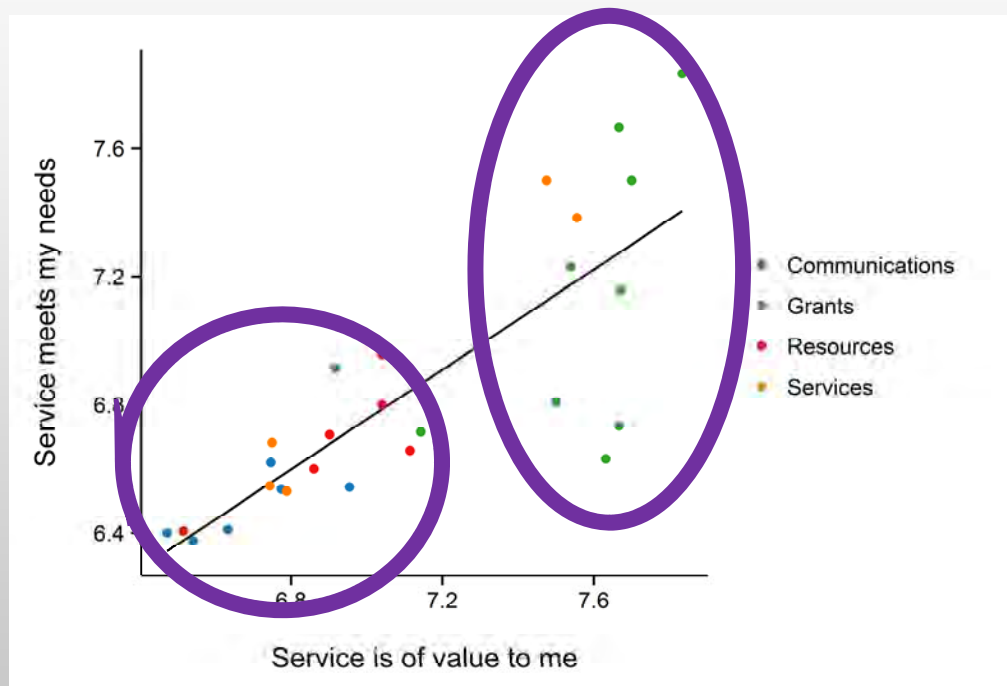
- Please answer the following questions about the Arts Commission's website
- Please answer the following questions about the Arts Commission's Facebook page
- Please answer the following questions about the Arts Opportunities Newsletter

## ANALYSIS



- Survey design, sampling bias, and sample size all limit use of data
- We cannot compare results between programs and services
- Instead, we look at patterns and outliers

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- Survey design, sampling bias, and sample size all limit use of data
- We cannot compare results between programs and services
- Instead, we look at patterns and outliers

## LEARNING

- Annual satisfaction survey is one tool in strategic planning, not a comprehensive solution
- We use the knowledge gained as a baseline for more comprehensive grant and program evaluations, strategic planning process
- Opportunity to engage staff and board in survey process
- Better aligns our data collection instruments with the needs of our agency and the field at large

# Nebraska Arts Council

## 2012 Brand Perception Study



THE **MSR** GROUP  
A MARKET RESEARCH COMPANY

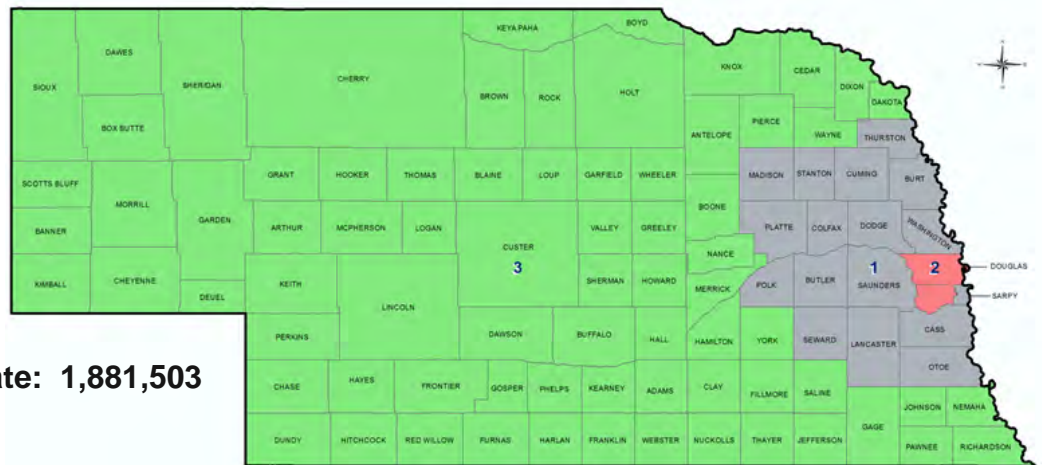
# Goal & Methodology

## Goal

- To gain a broader perspective on Nebraskans' opinions about the arts.
- To inform the strategic planning process through an understanding of the general public's attitudes toward the arts.

## Methodology

- 14 minute telephone survey
- 300 completed surveys with equal representation from Nebraska's 3 CGR districts
- +/- 5.6% margin of error
- Fielded October 9 and 10, 2012



2014 Nebraska population estimate: 1,881,503

# Questions & Findings

- *29 Questions arranged by topic:*

*Awareness & Perception*

*Arts Impact*

*Arts Education*

*Communications*

*Donor Intent*

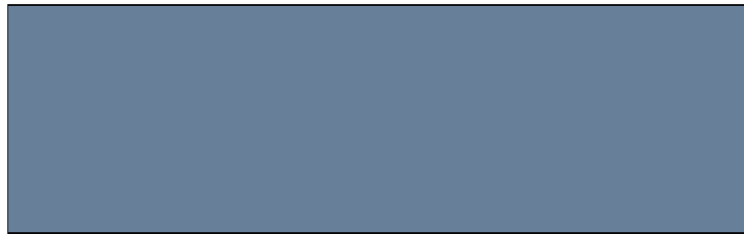
*Demographic Information*



# Detailed Findings – Participation

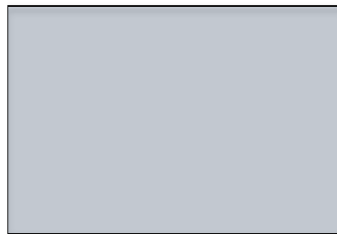
**Q3. In the last 12 months, have you participated in the visual or performing arts or in a cultural event in your community either as a participant, spectator, volunteer or donor?**

YES



**53%**

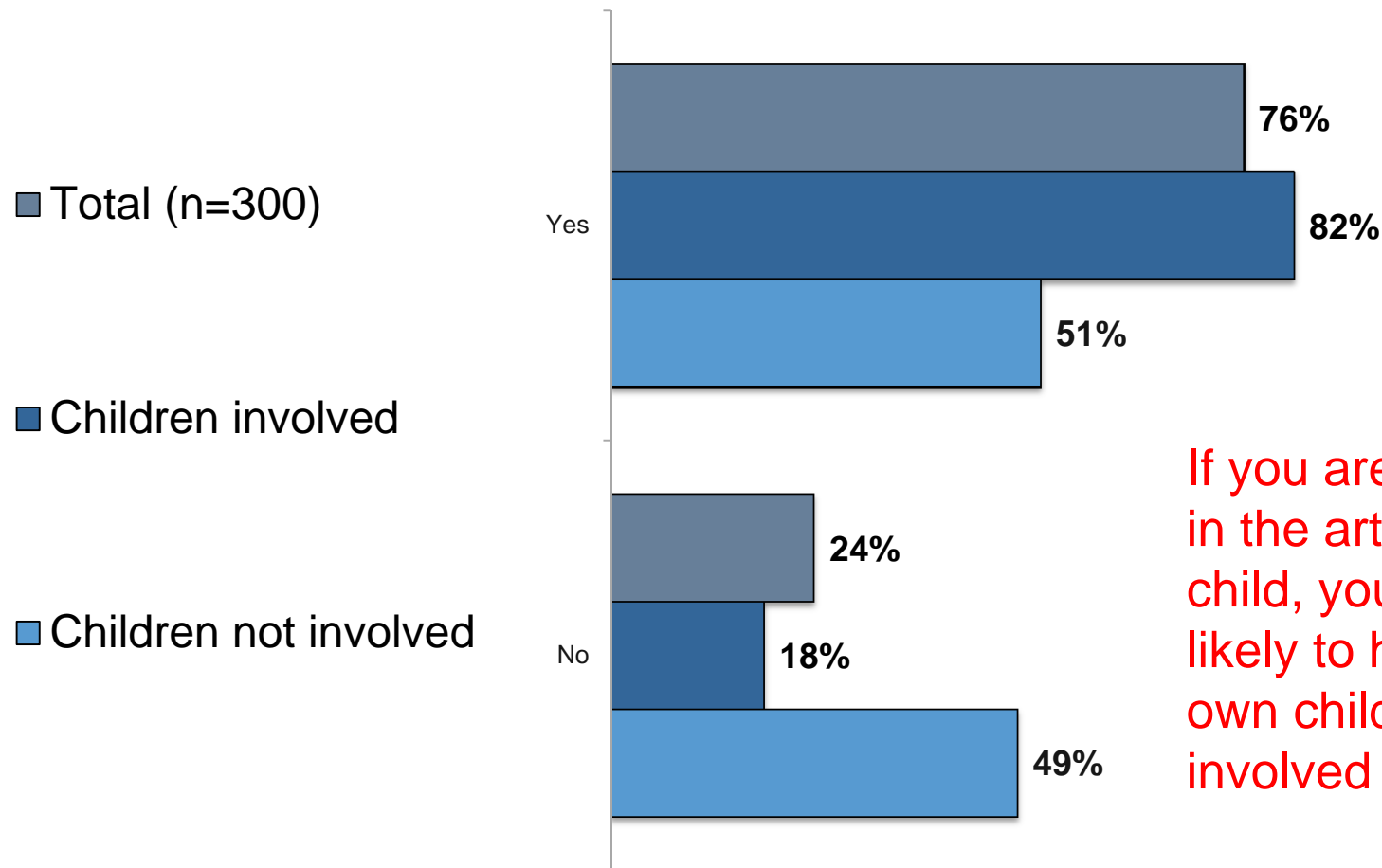
NO



**46%**

# Detailed Findings – Arts Education

Q14. As a child, were you involved in arts education at school?

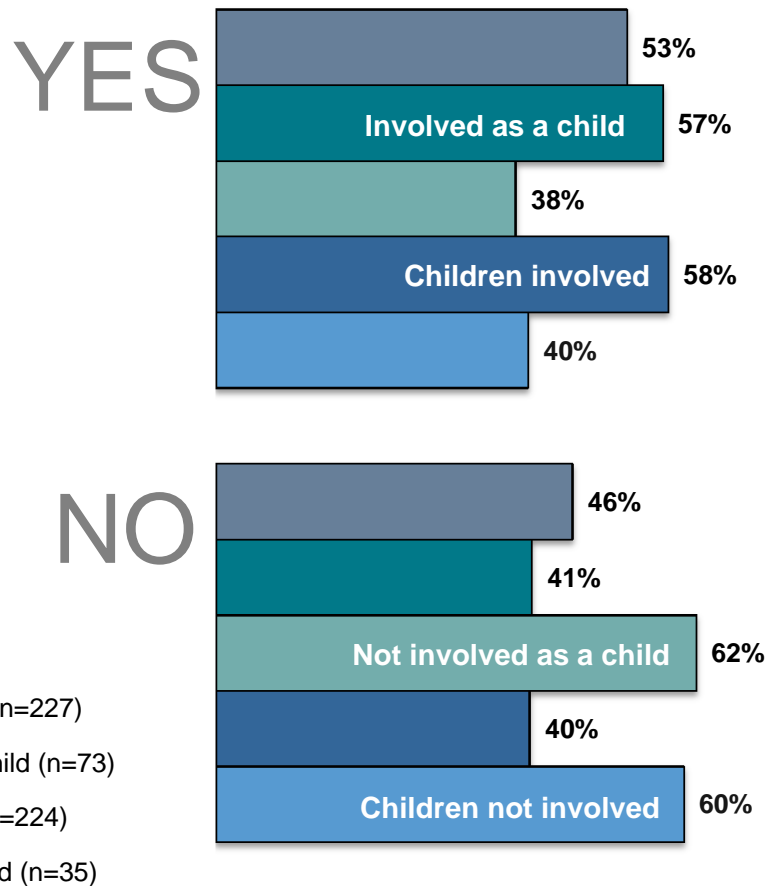


If you are involved in the arts as a child, you are more likely to have your own children involved in the arts.

\* Indicates a significant difference at the 95% confidence level compared to: (C) Children involved and (D) Children not involved.

# Detailed Findings – Participation

**Q3. In the last 12 months, have you participated in the visual or performing arts or in a cultural event in your community either as a participant, spectator, volunteer or donor?**



As assumed, those who were involved with the arts as children are more involved now.

Those whose children are involved in arts education in school are also more arts-involved.

- Total (n=300)
- Involved as a child (n=227)
- Not involved as a child (n=73)
- Children involved (n=224)
- Children not involved (n=35)

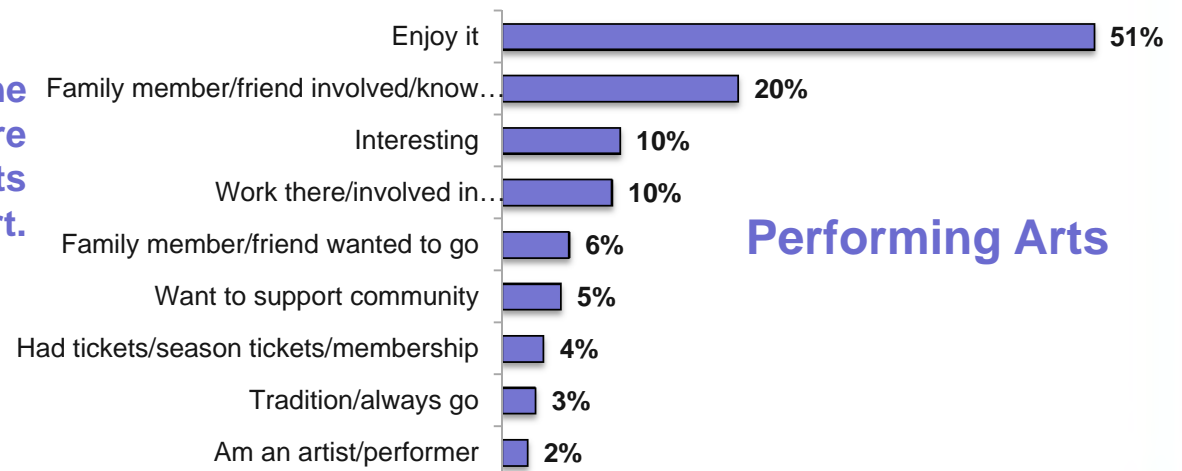
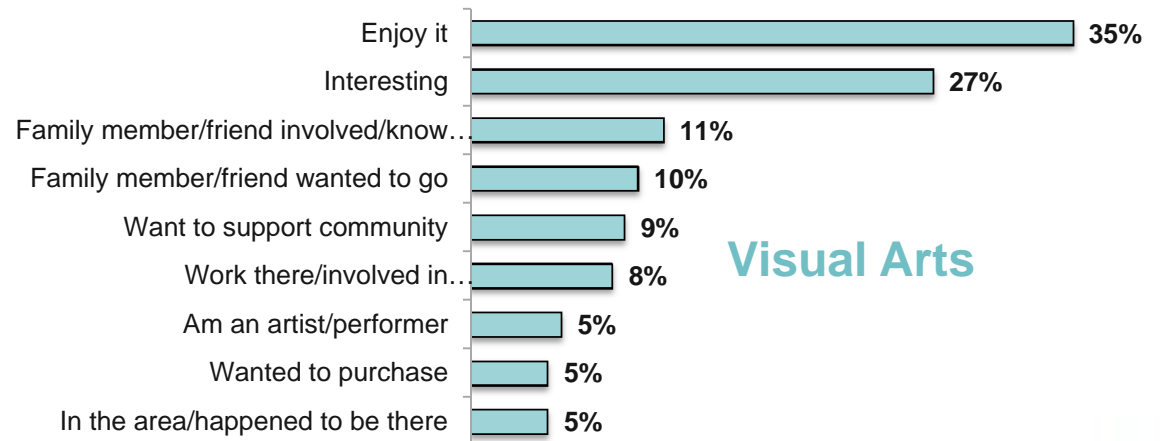
\* Indicates a significant difference at the 95% confidence level compared to: (A) Involved as a child and (B) Not involved as a child, or (C) Children involved and (D) Children not involved.

# Detailed Findings – Participation

## Q4B. Why did you participate? [Combined Mentions] (n=133)

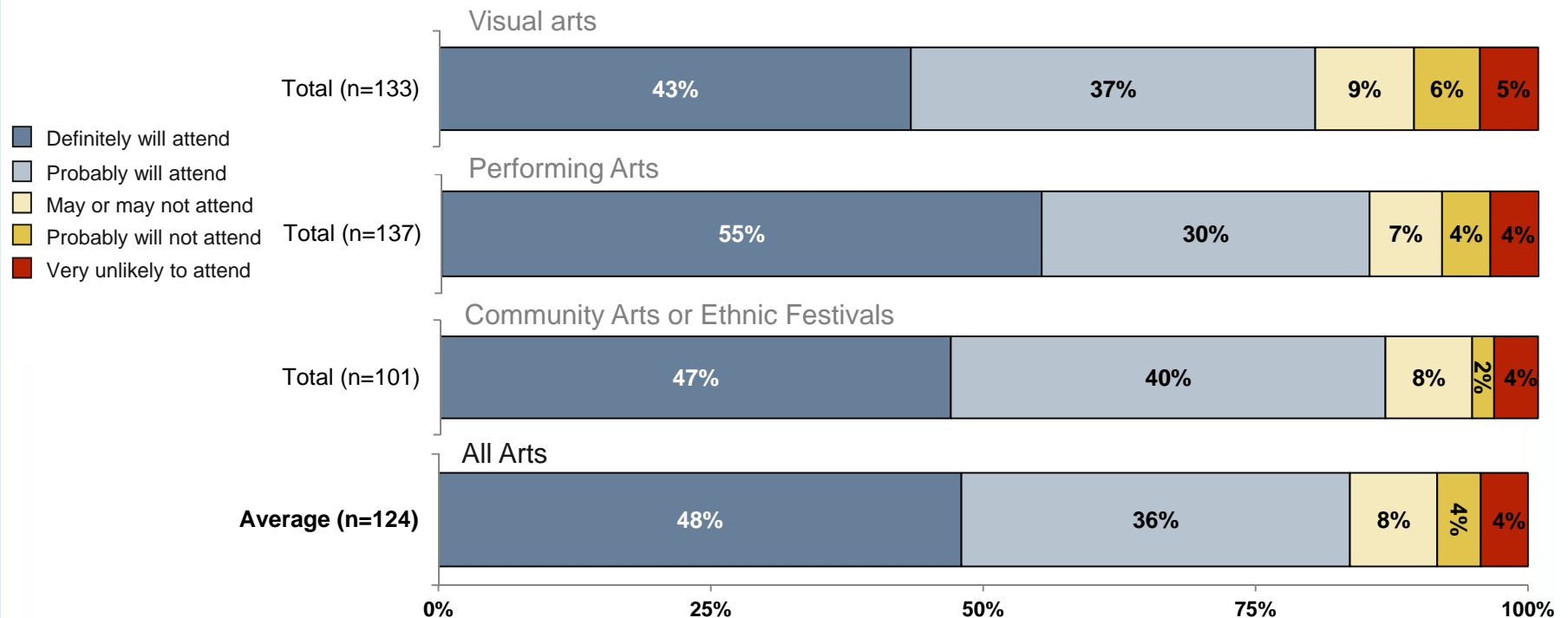
Participation seems to be driven more by an innate affinity to the event or subject matter rather than other external prompts.

Personal relationships with the performers played a more significant role in performing arts than in visual art.



# Detailed Findings

## Q4C. How likely are you to participate in a similar event in the next 12 months?

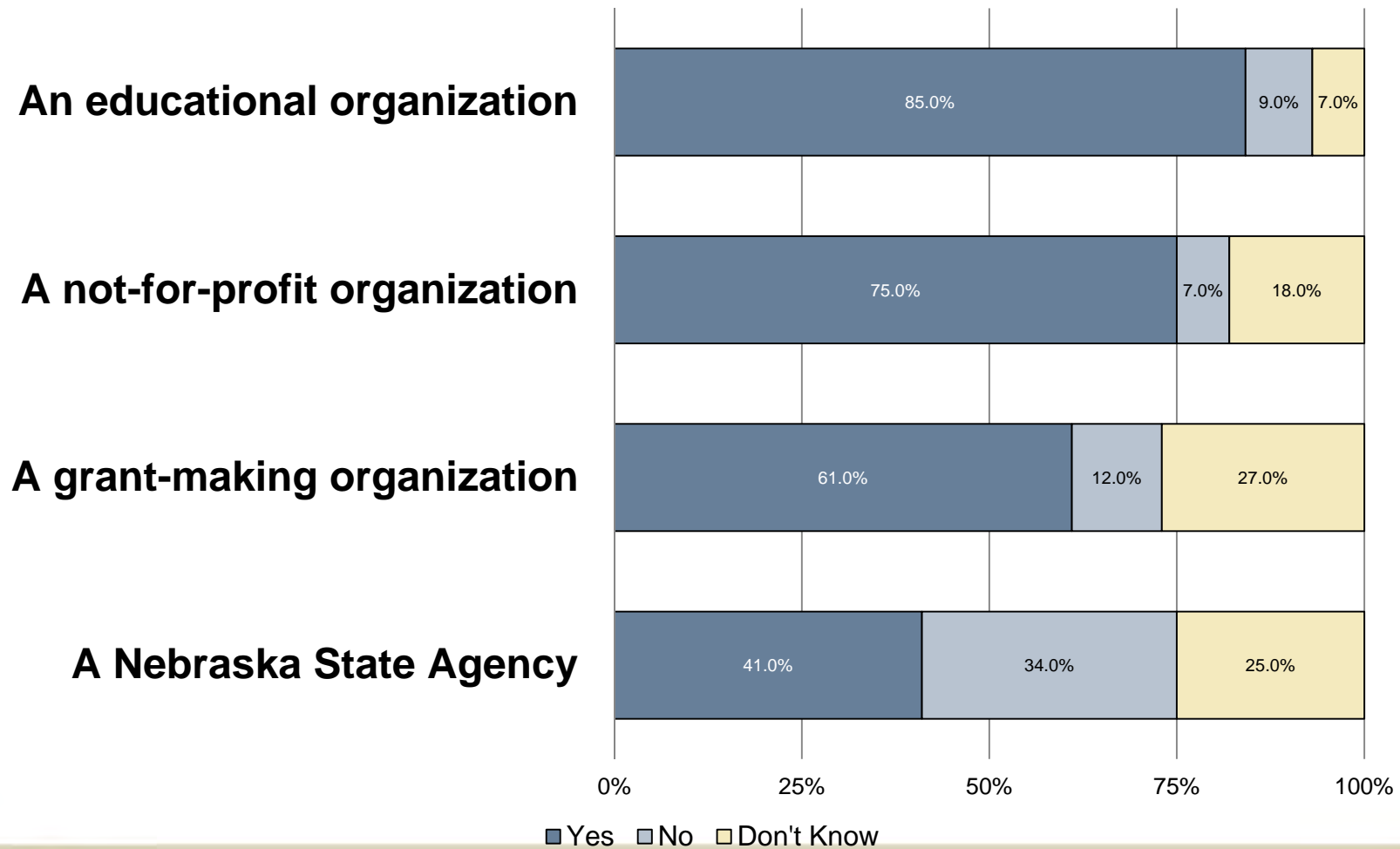


Over 84% likely to repeat attendance indicating that first-time trial is a trigger to repeat arts participation.

\* Indicates a significant difference at the 95% confidence level compared to: (1) District 1, (2) District 2, (3) District 3.

# Nebraska Arts Council Perceptions

Q10B. Does the following phrase describe The Nebraska Arts Council: (n=207)



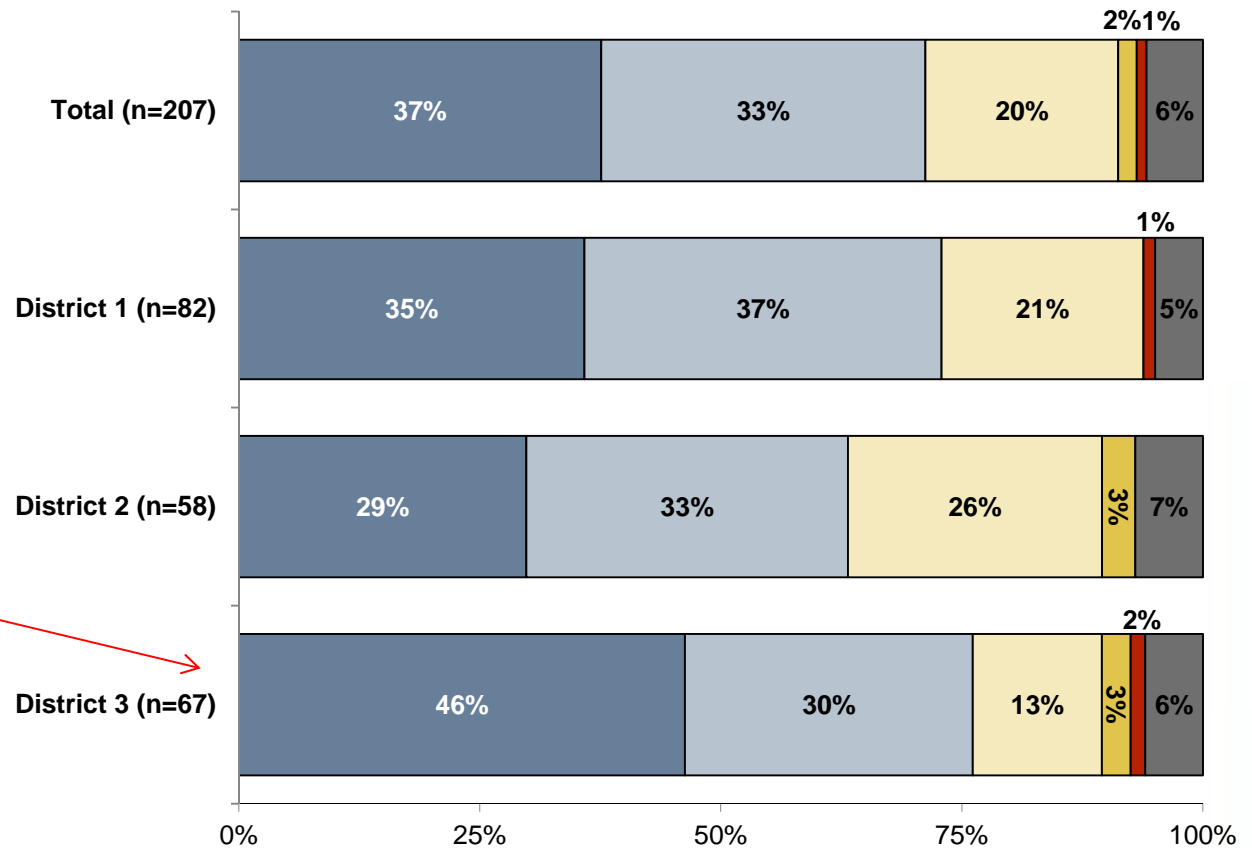
# Detailed Findings – Nebraska Arts Council

## Q9. What is your overall opinion of the Nebraska Arts Council?

70% have a favorable opinion of the organization.

Favorability is strongest\* in the third district.

- Very favorable
- Somewhat favorable
- Neither favorable or unfavorable
- Somewhat unfavorable
- Very unfavorable
- Don't know



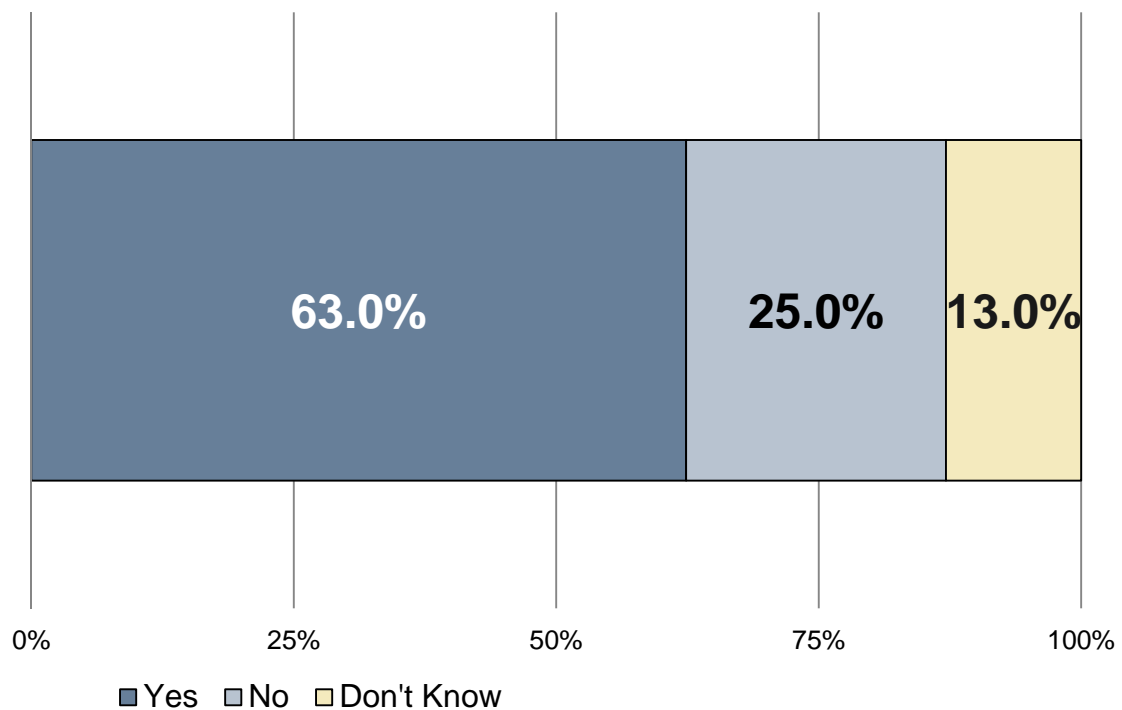
\* Indicates a significant difference at the 95% confidence level compared to: (1) District 1, (2) District 2, (3) District 3.



# Nebraska Arts Council Perceptions

**Q11. Frequently, The Nebraska Arts Council's logo will appear on event signage and in programs and advertising. To you, does the use of the Nebraska Arts Council logo represent an assurance of quality for the event? (n=207)**

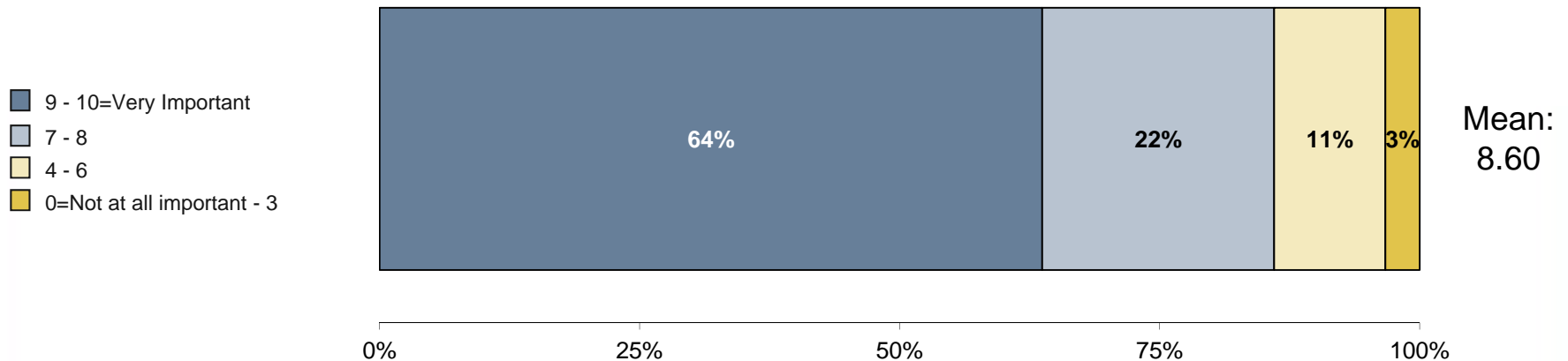
**Does NAC Logo = quality**





# Detailed Findings – Arts Education

## Q13. How important is it that Nebraska schools offer classes in art, music, or theater? (n=300)



Female mean score, 9; male mean score 7.96

Higher mean scores for past participants, arts donors and for those aware of NAC.

# Detailed Findings – Arts Impact

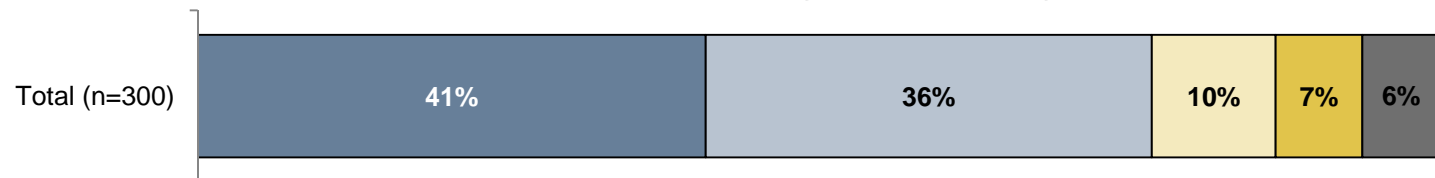
**Q19C. Do you agree or disagree with the following statement:**

**The arts have a positive impact on:**

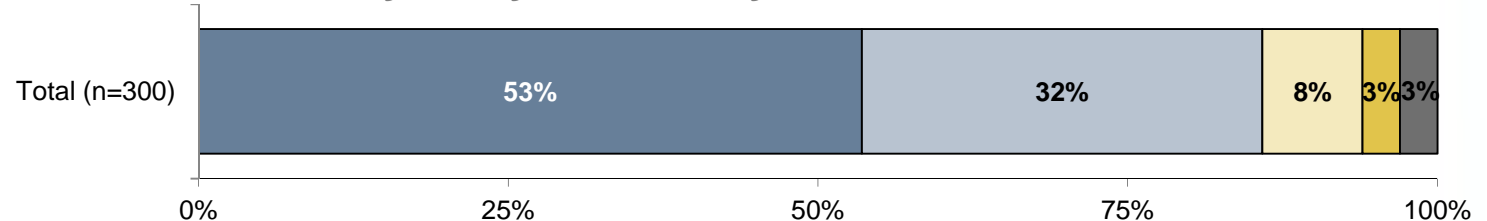
**Diversity within my community.**



**Economic development of my community.**



**Livability of my community.**



- Strongly agree
- Somewhat agree
- Somewhat disagree
- Strongly disagree
- Don't know



## Strategic Plan

2013-15

ENSURE ACCESS  
AND INCLUSION

## WHAT WE FOUND OUT

The arts add to our overall quality of life. The overwhelming majority of our survey respondents felt that the arts contribute positively to their community's livability and **91% of arts groups in rural areas reported that NAC support was very critical.** The NAC recognizes its responsibility to help all Nebraskans regardless of economics or geography, especially those with disabilities. Access to arts facilities and events is vital for all, whether as visitors, patrons, artists, educators, performers, employees or volunteers. Additional advice and assistance is needed in sparsely populated areas and for specific underserved populations.

91%

*of arts groups in rural areas reported NAC support very critical.*

## WHAT WE NEED TO DO

- Fund incentives for utilizing adaptive services for persons with disabilities
- Emphasize the importance of geographic diversity in grant distribution
- Actively seek out communities that have not used NAC programs and services
- Create effective tools and strategies to increase access to the arts
- Promote activities that ensure people with disabilities have greater access to the arts

## THE RESULTS WE WANT

- Barriers to active participation in the arts will be eliminated
- The arts will be celebrated and supported throughout the state
- Connections to new audiences will be developed

PROMOTE DIVERSITY  
AND ENGAGEMENT

## WHAT WE FOUND OUT

The arts are a vehicle to promote tolerance and understanding in communities in transition, as ethnic populations continue to diversify Nebraska. Only 37% of constituents surveyed indicated that multicultural arts programs were highly evident in their community, yet **96% support NAC efforts to increase multicultural arts opportunities.** **Survey results indicate that 84% of Nebraskans believe that the arts contribute in a positive way to diversity and welcome NAC assistance** in bringing communities together through the arts. Artists and organizations with diverse backgrounds consistently approach the NAC to ask for help in supporting their efforts.

96%

*support NAC efforts to increase multicultural arts opportunities.*

## WHAT WE NEED TO DO

- Develop organizational capacity for culturally specific communities and organizations through targeted technical assistance
- Offer grant programs that identify, reach and actively engage underserved audiences
- Provide financial support and assistance to folk and traditional arts
- Cultivate arts leadership in diverse communities
- Advocate for diversity as key to vital and dynamic communities

## THE RESULTS WE WANT

- The arts in Nebraska will reflect the state's diverse communities
- Distinctive cultural traditions will be honored and preserved
- The arts will be a catalyst to engage communities

## HOW WE WILL MONITOR AND

ELEVATE ARTISTRY  
AND CREATIVITY

## WHAT WE FOUND OUT

The Nebraska Arts Council recognizes that individual artists need an infrastructure of support. Artists also desire additional opportunities for training and promotion of their work. **Lack of financial resources and exhibit/performance opportunities are seen as major challenges facing artists living and working in Nebraska.** Of the artists surveyed, **69%** indicated that they engage in other non-arts work as a source of supplemental income. Artists in rural areas also cited isolation and lack of opportunities for networking and marketing as challenges.

69%

*of artists said they engage in other non-arts work as a source of supplemental income.*

## WHAT WE NEED TO DO

- Develop awareness of Nebraska's creativity and creative industries through marketing, awards and public recognition
- Provide support for professional artists through fellowships and professional development opportunities
- Increase visibility for artists and writers through the NAC website, exhibition venues and readings
- Create employment opportunities for artists through the Artists in Schools/Communities and Touring programs
- Promote public art through marketing, assistance and online gallery
- Manage the 1% for Art program via ongoing inventory and assessment

## THE RESULTS WE WANT

- The arts will be a recognized economic force
- Artists will have access to resources that will enhance their creative practice
- Artists and their creative work will be recognized and celebrated
- Communities will benefit from efforts to embrace and



**Council on  
the Arts**

# **New York State Council on the Arts**

Liz McAleer, Assistant to the Executive Director

**April 9, 2015**

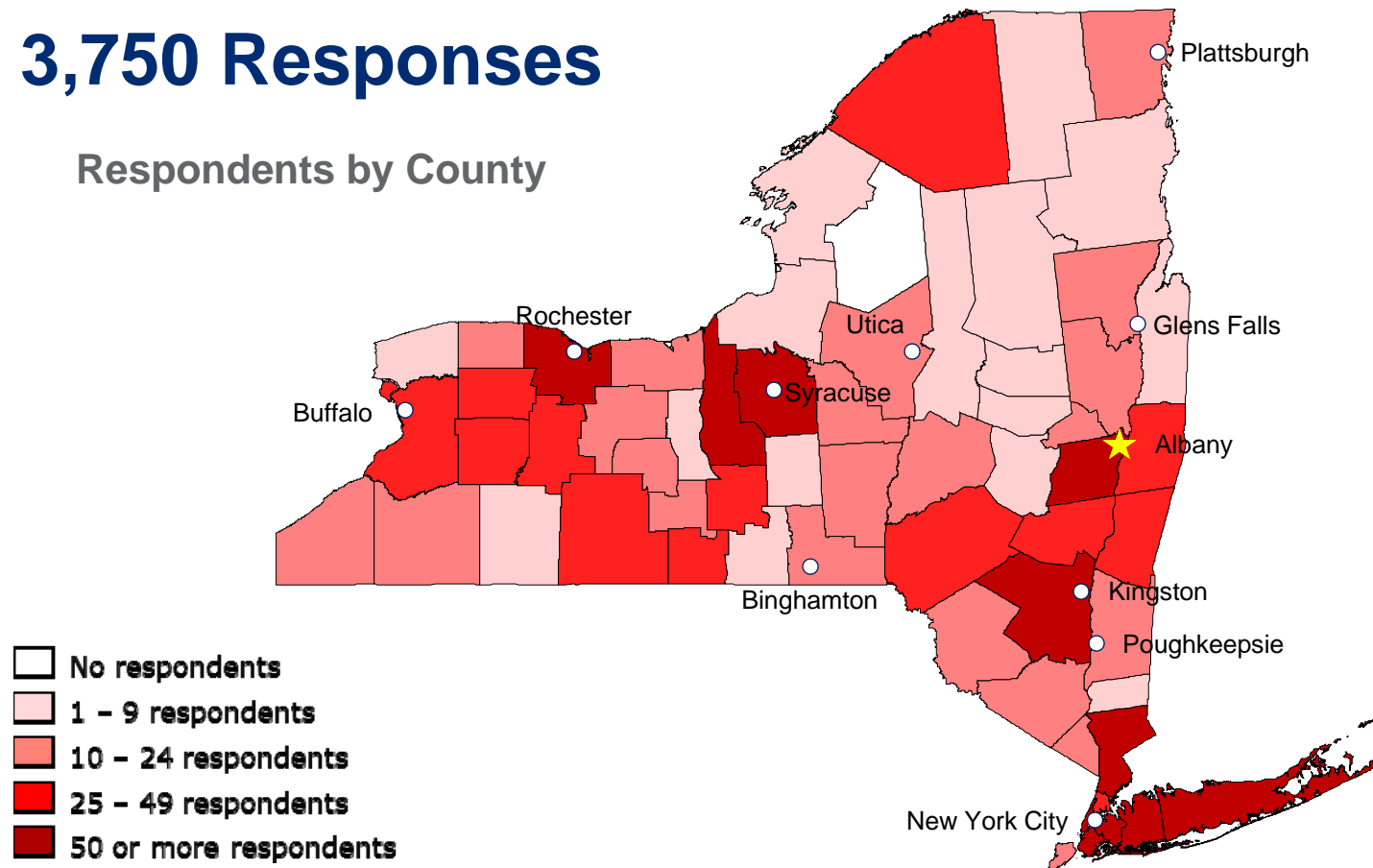
# Introduction & Public Participation

- NYSCA's first public survey
- Goals:
  - Gauge public enthusiasm for and participation in arts, culture and heritage
  - Understand NYSCA's reach & brand recognition statewide
- Important to receive input from both public and organizations
- Called on grantees, press to help spread the word



# 3,750 Responses

## Respondents by County





# Use as a Policy Tool

**Agency Goal:** Integrate the value of arts, culture & heritage into the work of other state agencies

- Launched conversations
- Incorporated questions to support other agencies' goals

**87.2%** traveled outside of their immediate communities to participate in arts, culture or heritage activities or events.

What role should NYSCA have in serving the state's citizens and visitors?

1=Strongly Disagree, 2=Disagree, 3=Neither Agree Nor Disagree, 4=Agree, 5=Strongly Agree



# Results

## Rochester-Monroe Anti-Poverty Initiative

Led by



OFFICE OF ASSEMBLY MAJORITY LEADER  
JOSEPH D. MORELLE



MAYOR  
LOVELY A. WARREN



COUNTY EXECUTIVE  
MAGGIE BROOKS

Convened by





# Use as a Practical Tool

- Method to gather feedback from our applicants & grantees
- Communication!



## FY2016 NYSCA Application Tutorials

by New York State Council on the Arts • 6 videos • 638 views • Last updated on Mar 4, 2015

To guide applicants through NYSCA's FY2016 online application process we have developed a number of short tutorials.

For detailed instructions on how to apply for NYSCA funding in FY2016, please go to:

<http://www.arts.ny.gov/public/grants/ho...> more

▶ Play all

◀ Share

✓ Saved

# Conclusion

# Discussion

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**Ben Watters**

**Grants and Operations Coordinator  
Arizona Commission on the Arts**



**Marty Skomal**

**Director of Programs  
Nebraska Arts Council**



**Liz McAleer**

**Assistant to the Executive Director  
New York State Council on the Arts**

# Audience Questions

Use the Chat box.

# National Assembly of State Arts Agencies

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Are you updating your agency's strategic plan or embarking on a new planning process? If so, be sure to mine these resources for good planning ideas, how-to advice and examples of successful tactics used by other states.

## Showcase of State Arts Agency Strategic Plans

NASAA maintains a listing of all current state arts agency strategic plans. Visit the showcase to see plans from each state and learn more about their particular planning methods.

## NEA Partnership Agreement Panel Observations **M**

Each year, NASAA observes the proceedings of the National Endowment of the Arts (NEA) Partnership Agreement panels, which include a thorough assessment of state arts agencies' planning practices. NASAA observes these proceedings to highlight issues and trends in the field.



A planning event in Rhode Island. Photo courtesy of Randall Rosenbaum, Rhode Island State Council on the Arts

## Strategic Planning Surveys

NASAA collects examples of strategic planning surveys that state arts agencies have used to solicit feedback from constituents. Visit NASAA's Strategic Planning Surveys page to see a variety of examples.

## State Arts Agency Strategic Planning Toolkit

This *Strategic Planning Toolkit* is a hands-on guide that can help state arts agencies and other cultural organizations get the most from the planning process. It outlines some hallmarks of excellence in planning and offers practical advice on how to achieve that excellence. The toolkit also offers a good orientation to the fundamentals of planning for staff, volunteers or appointed leaders who may be new to planning in the state arts agency realm.

## Performance Measurement Models

NASAA collects examples of state arts agency performance measurement tools. Browse the collection for examples of the many approaches to applying and presenting performance metrics, including internal state arts agency documents as well as external evaluations by state budget offices and legislatures.

# Thanks for participating!

Questions or comments about this session?  
Contact NASAA Learning Services Manager Eric Giles:  
[eric.giles@nasaa-arts.org](mailto:eric.giles@nasaa-arts.org)

Many thanks to NASAA's member states for making this session possible.