

Dance USA Survey

1. Introduction



The purpose of this survey is to help Dance/USA build a base of information for the dance field about audience engagement. One of the objectives of the EDA initiative is to develop a better definition of “audience engagement.” Based on an initial round of interviews with a cross section of dance presenters and producers, we define “audience engagement” as an emerging set of practices that interconnect artists, presenters, and audiences, going well beyond accustomed practices of marketing, outreach and audience development. Audience engagement:

- Invites audiences to be participatory rather than passive and values their involvement.
- Deepens relationships with existing audiences and also builds connections among prospective audiences.
- Stems from the premise that a more knowledgeable and involved audience will lead to better sales and donations and will attract new faces. The outcomes of engagement practices, however, are not attendance or ticket sales alone, but other kinds of impacts.
- Appreciates that everyone will react differently to the art, and celebrates the diversity of impact.
- Inevitably involves risk, investment and innovation.

By completing this survey, you will contribute to the knowledge base.

All Dance/USA members are invited to respond to this survey (one submission per organization, please).

If you are submitting a proposal in response to the EDA Call for Project Ideas, please note that the content of your survey responses will in no way influence the review of your submission. It is mandatory, however, that you complete this survey for your submission to be considered for EDA funding. If you are submitting as part of a consortia, then only the lead partner is required to complete this survey.

WolfBrown, a research and consulting firm serving the arts and cultural sector, will produce a public report of the findings from this survey. Results will only be reported in aggregate; no organization or individual will be identified in the report.

We hope that you will answer these questions candidly so the results will reflect an accurate picture of the field's thinking about the concept of audience engagement. We would like to know your issues and challenges along with your successes. Thank you in advance for your thoughtfulness and candor.

If you would like to consider your answers prior to completing the online survey, you may download a copy of the survey document from the EDA web page.

It is not necessary to complete the survey in one session; however, to re-access your survey you must use the same computer. You will be able to re-access your survey until May 4th (the deadline for all submissions to the EDA program).

Let's get started...

2. Opening Information

Dance USA Survey

* 1. This survey is only open to Dance/USA members. Are you, or is your organization, a current member of Dance/USA, or do you plan to be a Dance/USA member by the May 4, 2009 deadline?

No

Yes

3. Identifying Information

1. Is your organization submitting a Call for Project Ideas form to Dance/USA's Engaging Dance Audiences initiative?

No

Yes

* 2. Please enter the name of your organization:

* 3. Please enter your professional title:

4. Activities Leading Up To Performances

1. Indicate which of the following engagement activities your organization currently does, or has done in the last three seasons, leading up to performances. (*select all that apply*)

My organization does not do engagement activities leading up to performances

Lecture/discussion with artist

Lecture/discussion with a dance expert, but not the artist

Artist demonstration

Open rehearsal

Introductory dance classes

Master classes

Mail artist or performance information to ticket-holders and/or potential audiences (beyond promotional language)

Create web/online information resource about artists/performance (beyond promotional language)

Provide links to digital video files of artists' work

Offer a blog created and populated by the artist about the choreography to be presented

Provide other opportunities for online social networking, such as Facebook, Twitter, or photo sharing

Online dialogue to contribute to the creative process, participate in performances or show up for gatherings (such as flash mobs)

Provide other opportunities for live social networking such as pre-show receptions or light meals, discussion groups, or "clubs"

Other (*please describe*)

Dance USA Survey

2. If you checked "Lecture/discussion with a dance expert, but not the artist", please tell us the type(s) of experts you involve: (*select all that apply*)

- Your Executive Director
- Your Outreach or Education staff
- Dance Writer or Critic
- Academics
- Company Dancer/s

Other (*please describe*)

5. Activities During Performances

1. Indicate which of the following engagement activities your organization currently does, or has done in the last three seasons, during performances. (*select all that apply*)

- My organization does not do engagement activities during performances
- Introductions of pieces from the stage by an artist or educator
- Video introductions of pieces shown immediately prior to performances (not live)
- Interpretive text projected onto a screen during performances (like super-titles)
- Extended intermissions to encourage dialogue
- Interactive digital activity during performances (e.g., encouraging audience members to use their cell phones to send text messages or take photos during performances)

Other (*please describe*)

6. Activities After Performances

Dance USA Survey

1. Indicate which of the following engagement activities your organization currently does, or has done in the last three seasons, after performances. (*select all that apply*)

- My organization does not do engagement activities after performances
- Post-performance discussions with artists
- Post-performance discussion with professional facilitators
- Post-performance discussion with professional dance writers or critics
- Provide spaces or facilitators for informal gathering and conversation after performances
- Distribute questions that audience members can ask each other
- Email audience members after performances with information or links to educational resources
- Invite audience members to react to the performance in an online forum or blog
- Provide other opportunities for online social networking, such as a blog, exchange on Facebook, or photo sharing (through sources such as snapfish, iphoto, etc.), or YouTube
- Provide other opportunities for live social networking, such as dinners, discussion groups, or "clubs"

Other (*please describe*)

7. Other Engagement Activities

1. Do you do offer engagement activities that are general rather than directly related to specifically scheduled performances? (*select one*)

No

Yes

If yes, please provide a few examples.

8. Engagement Activities Process

Dance USA Survey

1. What barriers have you encountered when trying to do engagement activities? *(select all that apply)*

- Cost
- Artist availability or lack of interest
- Agents or artist management resistance
- Lack of support from institutional leadership
- Low participation by audiences
- Lack of new ideas
- Lack of physical space
- Lack of time to plan or staff to run
- Lack of technology know-how or software
- Question about whether or not they will work
- Lack of support from decision makers, such as board or staff leadership

Other *(please describe)*

2. Who in your organization is primarily responsible for designing your engagement programs? *(select all that apply)*

- My organization does not do engagement activities
- Artistic Director, Programming Director or Other Artistic Leadership
- Executive Director or Managing Director or Administrative Leadership
- Outreach staff
- Education staff
- Marketing staff
- Development/Membership staff
- My organization has a small staff, so there is no delineation between roles
- Volunteers, students, or interns

Other *(please describe)*

3. Generally, are your engagement programs planned concurrently with the selection of artists/programs, or after the season is planned? *(select one)*

- My organization does not do engagement activities
- Concurrently with the selection of artists/programs
- After the season is planned and artists are contracted
- Both
- Not sure

9. Your Thoughts on Audience Engagement

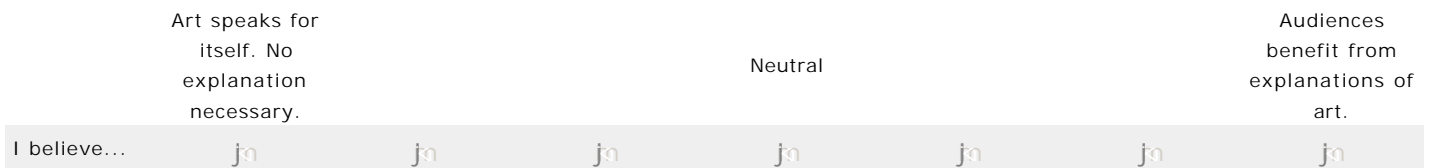
Dance USA Survey

1. From your perspective, what are the most important outcomes of audience engagement efforts? (*select no more than three*)

- To provide disadvantaged constituents with opportunities they would not otherwise have
- To increase the size of the potential base of future ticket buyers
- To heighten the impact of the audience experience
- To help audiences develop capacity for critical response
- To build connections with other community/institutional partners
- To cultivate donors for more/larger gifts
- To build loyalty and strengthen ties with constituents
- Sharing artistic process with audiences

Other (*please describe*)

2. Where are you on this philosophical continuum?



Please share your opinion. (*select one from each pairing*)

3. Do you think the primary responsibility for audience engagement lies with...

- ...the presenter/producer reaching out to audiences
- ...the audience member seeking out a richer experience

4. Do you think 'audience engagement' is...

- ...a specific term referring to how an organization interacts with its audiences
- ...a broad term referring to the numerous ways that organizations reach out to current and potential audiences

5. Do you think audience engagement activities serve mostly to...

- ...'broaden' the audience for dance
- ...'deepen' audiences' experiences with the artform

10. Audience Development and Audience Engagement

Dance USA Survey

1. In your opinion, is there a distinction between 'audience development' and 'audience engagement'?

No

Yes

Not Sure

Please provide a brief explanation for your response.

2. Have you seen any changes over the years in how artists and managers think about audience engagement activities?

No

Yes

If yes, please share your observations.

3. Are you seeing any trends in audience response to your engagement programs, if you offer engagement programs?

My organization does not offer engagement programs.

No

Yes

If yes, please share your observations.

11. Evaluation

1. Have you ever evaluated or assessed the effectiveness of your engagement programs?

No

Yes

Dance USA Survey

2. If yes, then what did you do (*select all that apply*)?

- Participant satisfaction surveys
- Staff debriefings of engagement events/programs
- Collected and/or published anecdotes about participant experiences
- Focus group discussions with participants
- Expert observation or quality assessment
- Online survey, blog, listserv, or exchange

Other (*please describe*)

3. How would you like to see the dance field evolve with respect to audience engagement in the next 5 to 10 years?

12. Thank You

Thank you for your answers and insights.

This survey is only open to Dance/USA members and those planning to become members by May 4, 2009.

