

ECRAC Needs Assessment Survey

December 2016

-
- 1 Are you completing this survey as an individual artist or as the representative of an organization?

| Answer | Response Ratio |
|-----------------------------------|----------------|
| I am an individual artist | 62.5% |
| I am representing an organization | 31.2% |
| Other | 6.2% |
| No Responses | 0.0% |

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- 2 This survey is for people living in one of the five ECRAC region 7E counties. Which county do you reside in?

| Answer | Response Ratio |
|--------------|----------------|
| Chisago | 15.0% |
| Isanti | 18.7% |
| Kanabec | 8.7% |
| Mille Lacs | 8.7% |
| Pine | 11.2% |
| No Responses | 0.0% |

3 Which category best describes your age?

| Answer | Response Ratio |
|----------------------|-----------------------|
| Younger than 18. | 0.0% |
| 18 - 24 | 0.0% |
| 25 - 34 | 3.7% |
| 35 - 44 | 15.0% |
| 45 - 54 | 23.7% |
| 55 - 64 | 27.5% |
| 65 or older | 27.5% |
| Prefer not to answer | 2.5% |
| No Responses | 0.0% |

4 What do you as an artist or an organization providing arts programming need to carry on and grow in the region?

| | |
|---|-------|
| Grants and funding | 49.2% |
| Advocating for the importance of the arts | 16.4% |
| Technical assistance for individual artists | 11.5% |
| More exhibits or space | 9.8% |
| Technical assistance for organizations | 8.2% |
| Other resources | 4.9% |

5 What art trends are you observing in your community?

| | |
|-------------------------------------|-------|
| More art and more art accessibility | 70.2% |
| Art organization issues | 6.9% |
| Less art | 5.7% |
| Other..... | 5.7% |
| More art appreciation | 4.6% |
| Less art appreciation | 4.6% |
| Less art education | 2.3% |

6 How do you usually interact with ECRAC?

| Answer | Response Ratio |
|---------------|----------------|
| Email | 41.2% |
| In person | 17.5% |
| Facebook | 16.2% |
| ECRAC Website | 13.7% |
| Phone | 5.0% |
| Other | 5.0% |
| No Responses | 1.2% |
| Regular mail | 0.0% |

7 Please rate the following ECRAC grants. Based on feedback, we will evaluate where we are putting funding, energy, and resources. The grant can be important to you personally or important to others. Rate a grant important even if you wouldn't apply, but feel that it would be important to others in our region.

| | Average Rating out of 4 possible |
|--|----------------------------------|
| Arts & Cultural Heritage Fund Grants for Organizations | 3.2 |
| Arts in Our Schools Grants | 3.5 |
| Arts & Cultural Heritage Fund Grants for Individuals | 3.2 |
| ECRAC Fellowship for Artists | 3.1 |
| ECRAC Individual Artist Grant | 3.3 |
| K-12 Student Scholarship Grant | 3.2 |
| Operating Support Grant for Organizations | 3.1 |
| Small/Art Project Grant for Organizations | 3.3 |

- 8 Please rate the following ECRAC services. Based on feedback, we will evaluate where we are putting our funding, energy, and resources. The service can be important to you personally or important to others. Rate a service important even if you wouldn't use it, but feel that it would be important to others in our region.

| | Average Rating out of 4 possible |
|---------------------------|---|
| ECRAC Website | 3.3 |
| IMAGE Art Show | 3.3 |
| Workshops | 3.2 |
| ECRAC Art Events Calendar | 3.2 |
| ECRAC Art Gallery | 3.1 |
| ECRAC Newsletter | 2.9 |
| ECRAC Facebook Page | 2.8 |
| Networking Meetings | 2.7 |

- 9 Do you feel the ECRAC online calendar is of value?

| | Response Ratio |
|--------------|---------------------------|
| Yes | 85.0% |
| No | 10.0% |
| No Responses | 5.0% |

- 10 The ECRAC Arts Newsletter is used to provide information about upcoming grants, features on local artists, grant workshops, and regional items of interest. Currently, the newsletter is emailed once a month to over 2,300 people, and 30% open the emails. We are rethinking how to provide this information to you. Please indicate which of the options below would be most useful to you.

| | Response Ratio |
|---|----------------|
| Use email, but send smaller amounts of info in more frequent emails during the month. | 27.5% |
| Keep the newsletter the same. | 26.2% |
| Post the information on Facebook instead. | 18.7% |
| Keep the newsletter the same, but change the content. | 12.5% |
| Send the newsletter by regular mail. | 10.0% |
| Other (please list below) | 2.5% |
| No Responses | 1.2% |

- 11 ECRAC wants to be sure that access to our grants and services is available to everyone, regardless of national origin, race, color, creed, religion, disability, gender/gender identity, economic status, or political affiliation. In the next two years, we will begin work on building relationships with and reaching out to previously underrepresented groups in our region. Please select responses below so that we can evaluate how to best use our resources.

| | Response Ratio |
|---|----------------|
| ECRAC should partner with existing providers of services to underrepresented groups. | 27.5% |
| ECRAC should have an advisory committee consisting of representatives from underrepresented groups/artists. | 21.2% |
| ECRAC should work on building direct relationships with underrepresented groups. | 16.2% |
| ECRAC should develop a specific grant program for underrepresented groups/artists to do arts activities. | 15.0% |
| ECRAC should develop services specifically for underrepresented groups/artists. | 6.2% |
| Other | 6.2% |
| No Responses | 7.5% |

- 12 The following question is for individual artists only. We want to continue to increase individual artists' access to resources to help them grow and flourish. Please let us know the most effective ways to provide information such as networking with other artists or performing/exhibiting opportunities.

| | Response Ratio |
|--|----------------|
| Online listing of resources. | 28.7% |
| Arts resource fair. | 15.0% |
| Workshops. | 8.7% |
| One on one appointments with a resource specialist who can explain what's available and how to connect with resources. | 8.7% |
| Networking with other artists. | 7.5% |
| Not an individual artist | 31.2% |

- 13 Please rank the following items regarding ECRAC's stewardship of public funds.

| | Average Rating out of 4 possible |
|--|----------------------------------|
| ECRAC awards grants with fairness to all applicants. | 3.4 |
| ECRAC meetings and grant reviews are open and available to the public. | 3.8 |
| ECRAC are good stewards of their public funds. | 3.7 |

- 14 GRANT MANAGEMENT: If you have contacted our office about grants, please indicate your level of agreement to the following:

| | Average Rating out of 4 possible |
|--|----------------------------------|
| I felt respected and well treated. | 3.4 |
| Information provided was helpful. | 3.6 |
| Information provided was accurate. | 3.6 |
| Information provided was easy to understand. | 3.3 |
| Information was provided in a timely manner. | 3.7 |
| I would contact the ECRAC office again. | 3.6 |

- 15 **GENERAL OFFICE SUPPORT:** If you have contacted our office about general, non-grant related information, please indicate your level of agreement about the following:

| | Average Rating out of 4 possible |
|--|---|
| I felt respected and well treated. | 3.7 |
| Information provided was helpful. | 3.8 |
| Information provided was accurate. | 3.7 |
| Information provided was easy to understand. | 3.7 |
| Information was provided in a timely manner. | 3.8 |
| I would contact the ECRAC office again. | 3.7 |

- 16 **Do you have any final suggestions for improving our grants and services?**

| | |
|--|-------|
| Better explain grant guidelines and grant review processes | 35% |
| No change needed | 27.5% |
| Streamline or simplify the grant application process | 17.5% |
| Other | 15% |
| Better explain grant reporting responsibilities | 5% |

ECRAC Focus Groups Summary

Held January to April 2017

From January through April 2017 ECRAC held focus groups around the region. There were 8 art organizations that participated and 60 people provided input.

1. The conversation started with a discussion of what is distinct about the arts organization and what types of projects happen because of the organization. Answers included:

- Concert Series x 6
- Art Classes x 5
- Regular art shows- x 4
- Gallery space x 4
- Summer Arts Programming x 4
- Art Market, Fair, or Fest x 4
- Holiday event x 2
- Partner with the local chamber of commerce x 2

Other distinctions mentioned were:

- Longevity of the organization and its members
- Art on the Road program
- Started many activities that are now being replicated in other areas of the region such as summer concerts in the park
- Grant funded projects
- Songwriters in the Round
- Open Visual Arts Studio
- Open Jam Sessions
- Poets Corner
- Photography Group
- Artist Gathering at a local coffee shop
- Creative Classes
- Super Saturdays
- Film Festival
- Music lessons
- Umbrella for all art projects- open to ideas from the community
- Spring Student Art Show
- Homecoming Big Block Party
- Bluegrass Festival
- Three Poetry Prose a year

Kid's week event
Scholarship to school seniors
President's Day Stew
Two shows a year
Two or more fundraisers a year

2. What are your key challenges? Answers included:

Finding Volunteers
Younger Board and audience members needed x 2
Project planning is a challenge
Funding x 3
Advertising x 2
Building Issues and/or needing a new location x 2
Parking Issues
Rent
Space
Volunteers
Getting people to audition
Staff
Engaging the community
Difficulty with filling adult classes
Audience attendance x 3
Lack of community support
Transportation
Grant Writing

3. What are your exciting opportunities? Answers included:

All of the above x 5
Membership is growing
Offering sponsorships for businesses in the area x 2
Looking for a new space.

4. Did you learn anything new from this presentation on ERAC?

Yes x 8

Including:

The presentation makes an application seem like it is doable.

ECRAC is there to help.

ECRAC staff and grant reviewers have many helpful pointers.

Where ECRAC grant funds are going and the demographics of region

5. How can ECRAC serve your organization and your members more effectively? Answers included:

More grant writing assistance and training x 8

Bringing a grant workshop out to the organizations x 3

Less intimidating grant application process x 2

Glad ECRAC continues to streamline the application process x 4

Having a rain backup location for events is a problem.

Artists could use additional help with creating their artistic resumes.

Would like more networking opportunities for the Art Groups to meet each other.