

WHAT'S WORKING NOW



ENGAGING AUDIENCES IN 2021

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WHAT'S WORKING?

- Step 1: Know your organization.
- Step 2: Know your audiences – current and prospective.
- Step 3: Find the places where your interests and values connect.



CHALLENGES

I EXPECTED TIMES LIKE THIS- BUT NEVER
THOUGHT THEY'D BE SO BAD, SO LONG, AND SO FREQUENT.



“CH...CH...CHANGES

TURN AND FACE THE STRANGE”

(WITH APOLOGIES TO DAVID BOWIE)

**DATA
IS THE
NEW
BACON**



**WHERE WE'VE
BEEN**



NEEDS, **DESIRES, AND** **EXPECTATIONS**

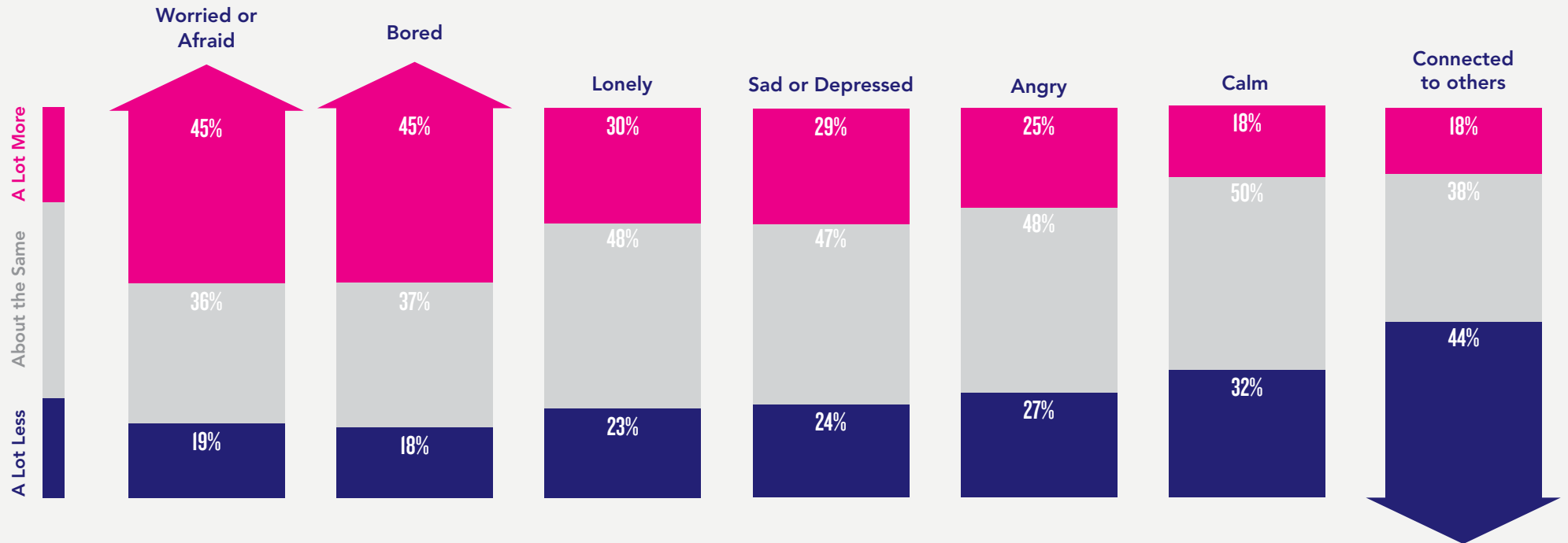
DATA FROM CULTURE TRACK VIA
LAPLACA COHEN AND
SLOVER LINETT AUDIENCE RESEARCH

The Emotional Toll

Respondents report rising feelings of worry, boredom, and disconnection.

Q

People are having different reactions to the current situation. Compared to before the pandemic began, how are you feeling these days? Please select one answer for each feeling.



Five point scale: top two responses and bottom two responses are combined.

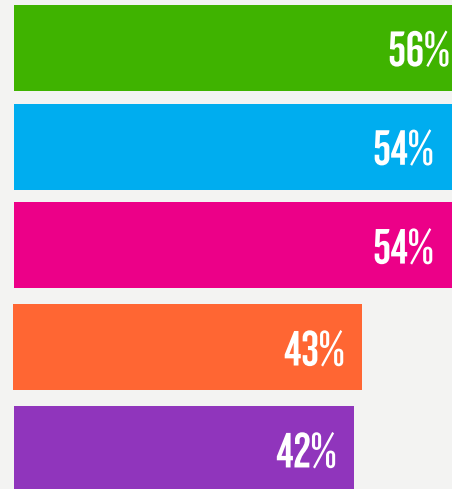
Arrows indicate where the percentage of respondents selecting "A Lot More" or "A Lot Less" exceeds "About the Same."

Missing Connections

After getting outside, respondents want more connection and fun in their lives—needs that align with what they miss most from cultural experiences.

Q

What do you want more of in your life right now? Please check up to five.

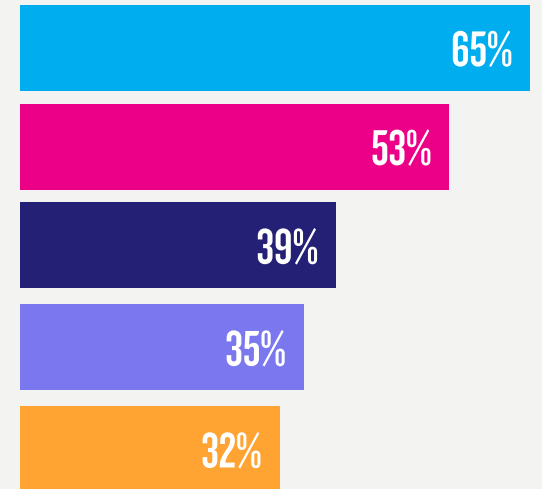


- Getting outdoors
- Connection with other people
- Fun
- Staying informed, with trusted
- Humor

3% selected none of these.

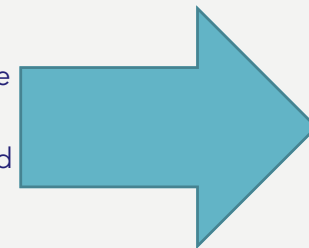
Q

Now that many of those cultural activities are shut down during the pandemic, what (if anything) do you miss most? Please check up to five.



- Spending quality time with family or friends
- Having fun
- Relaxing or feeling less stressed
- Learning or experiencing something new
- Escaping the stress of the real world

5% selected none of these.





NEEDS, **DESIRES,** AND EXPECTATIONS

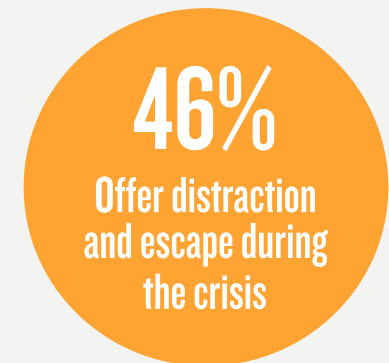
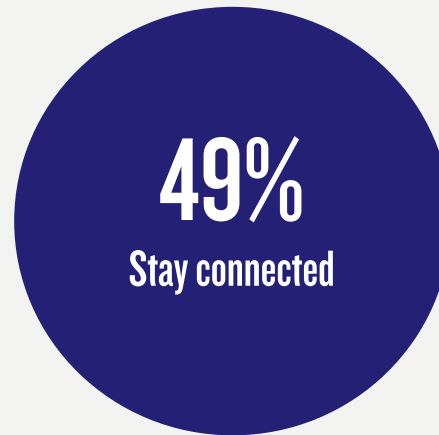
DATA FROM CULTURE TRACK VIA
LAPLACA COHEN AND
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A Meaningful Role to Play



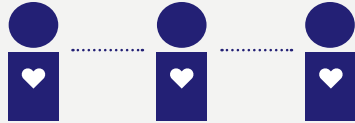
How would you ideally want arts & culture organizations to help your community during this crisis? Please check any that apply.

Many respondents want cultural organizations to help their communities decompress and stay connected during the COVID-19 crisis.



A Meaningful Role to Play (continued)

Response patterns revealed four core community needs.



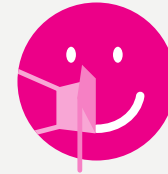
Connection & Processing

- 49% Stay connected
- 47% Educate children while schools are closed
- 34% Bring people of different backgrounds together
- 29% Know what's going on, with trusted information
- 28% Express ourselves creatively
- 27% Heal, grieve, and process our emotions



Practical Support

- 41% Look ahead and plan for recovery
- 21% Deal with financial and economic problems
- 18% Meet our practical, everyday challenges



Emotional Support

- 53% Laugh and relax
- 41% Have hope



Escape

- 46% Offer distraction and escape during the crisis
- 36% Think or talk about important things other than COVID-19

Response patterns were grouped into themes using factor analysis. Total exceeds 100% as respondents could check any that apply.



NEEDS, DESIRES, AND EXPECTATIONS

**DATA FROM CULTURE TRACK VIA
LAPLACA COHEN AND
SLOVER LINETT AUDIENCE RESEARCH**

The Change Respondents Want to See

Respondents indicate a variety of ways cultural organizations could change to be better in the future. **72% selected one or more of these changes.**

28% selected "Nothing—I wouldn't change them at all."

Q

In general, what kinds of changes would make arts and culture organizations better for you in the future? Please check all that apply.



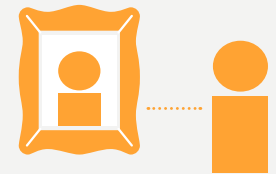
Inclusivity and Community

- 24% Supporting local artists, organizers, etc.
- 24% Friendlier to all kinds of people
- 20% Treat their employees fairly and equitably
- 19% Engage more young people
- 18% More focus on our local community
- 18% More diverse voices and faces
- 15% Working with other nonprofits in our community



Enjoyment

- 28% More fun
- 17% Less formal
- 14% More child-friendly



Reflection and Innovation

- 18% Stories or content that connect to my life
- 16% More frequent new works or exhibits

Response patterns were grouped into themes using factor analysis. Total exceeds 100% as respondents could check any that apply.



WHERE WE ARE

WILL MY AUDIENCE EVER COME BACK?

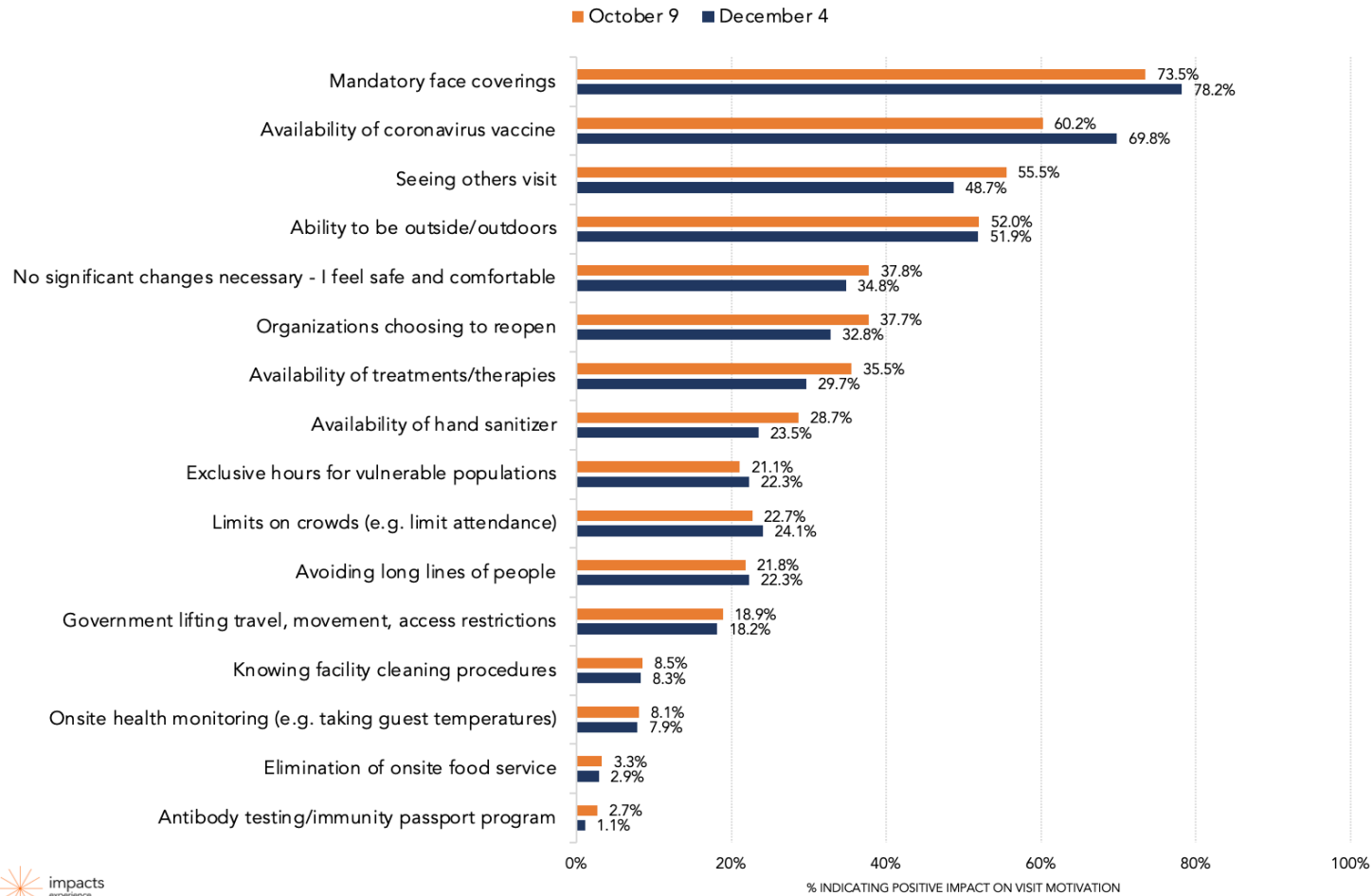


ALAS...

INTENT \neq BEHAVIOR

“What would make you feel safe and comfortable going to a museum, aquarium, theater, zoo, or concert again?”

Multiple choice, select all that apply, choices populated by lexical analysis, 2020



WHAT WILL MAKE PEOPLE FEEL SAFE?

Vaccines.

Masks.

Other people surviving.

Outdoors.

COVID HAS NOT HAPPENED IN A VACUUM



A FEW HIGHLIGHTS...

- **“Desire for change in arts and culture organizations is ubiquitous among Americans but even stronger among BIPOC audiences (72% overall wanted at least one of the changes we defined vs 76-89% of BIPOC respondents).**
 - Using the patterns of people’s selections, the report identifies three chief areas of desired change that would make these organizations better in the future: (#1) **more inclusive and community-centered**, (#2) **more casual and enjoyable**, and (#3) **providing relevant and innovative content** reflective of their communities.”

SOURCE: A BIPOC ANALYSIS OF CULTURE AND COMMUNITY IN A TIME OF CRISIS, LAPLACA COHEN AND SLOVER LINETT

A FEW HIGHLIGHTS...

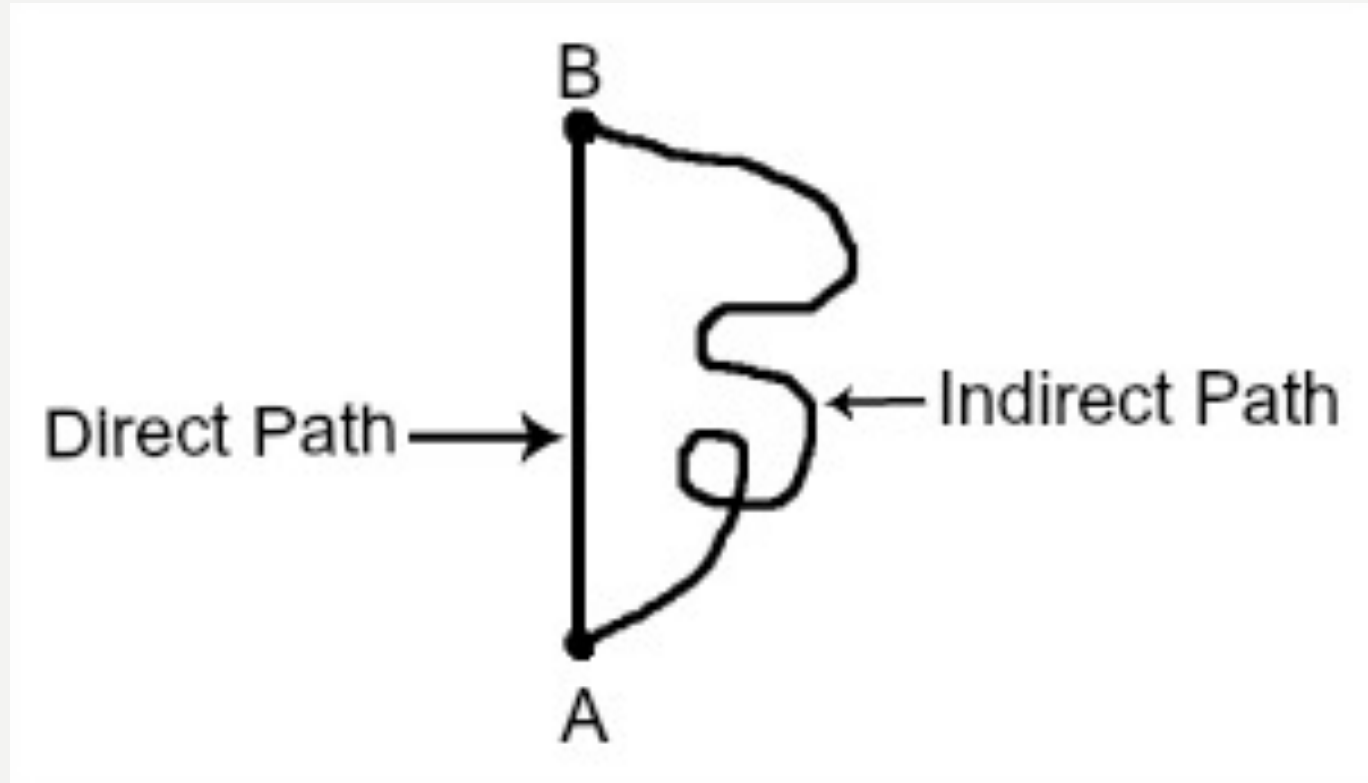
- “Most Americans miss the social element of cultural experiences, but **Black/African Americans are more likely to miss how these activities helped them feel relaxed (48% vs 39% overall) while Native Americans miss celebrating their cultural heritage (37% vs 6% overall).**”
- “A higher proportion of ‘digital only’ users of content offered by arts and culture organizations are **Black/African American and Hispanic/Latinx** than audiences who physically visited these organizations in-person in the past year.
 - Across genres of digital content, these experiences are serving an even **wider, more diverse ‘audience’** than in-person culture may have in the past.”

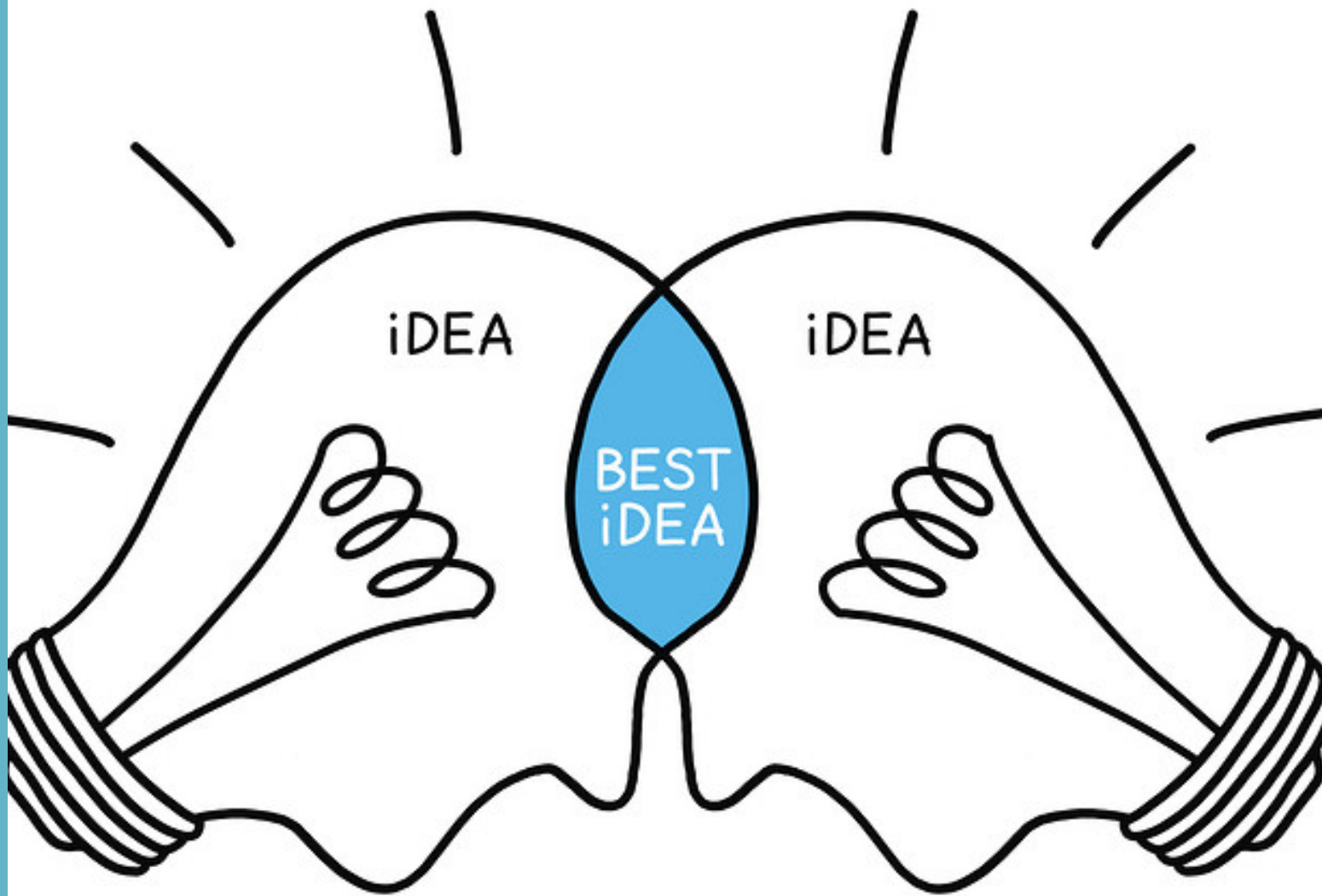
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**WHERE WE'RE
GOING**







COLLABORATION

Internal

External

The
plan
.....
is to have a
plan
before you need a
plan

CAN WE PLAN?

YES! But it needs to be a little different...



**CHANGE IS NOT
A DIRTY WORD**



**SOME THINGS
DON'T CHANGE**

TOP 5 BEST PRACTICES TO RELY ON

- A shift from transactional to relational thinking.
- Audiences are made up of *GASP* people!
- Live your “why”
- Make new friends, but keep the old
- Honor your capacity