

FY 10 Building Arts Participation Projects

Appel Farm Arts and Music Center

Appel Farm Arts and Music Center has embarked on its 3-year *HeART and Health* program. Targeting the elderly, disabled adults and at-risk youth and their families, the goal of the program is to improve and enhance the health and well-being of the target audiences through beneficial arts programs and activities. Appel Farm has developed relationships with four partner organizations that provide basic social service and health care to the target audiences. In Year I, Appel Farm is formalizing partnerships and facilitating training programs for teaching artists to better prepare them to address various participant needs. A series of multi-week programs have been created with the partners and are tailored to the needs and interests of the target audiences and organizations. The evaluation results of Year I, conducted through surveys, interviews and observations, will be used to guide future programming for the remainder of the initiative.

Bergen Performing Arts Center (bergenPAC)

Building a sense of “home” and engaging the Korean community is the goal of bergenPAC’s initiative. In 2006 a study conducted by the organization revealed that 6% of its audience represented the Korean population while census statistics demonstrated that Bergen County is home to over half of the state’s entire Korean population. Now in its second year of BAP support, bergenPAC has worked to implement a successful research plan to provide a better understanding of how the population is connected to the theater, and what motivates and/or discourages their participation. Surveys were created and translated into Korean by bilingual staff based on information gathered from meetings with Korean community representatives and through informal conversations. The surveys are distributed at various community venues (e.g., churches and church groups, schools, the theater, etc.) to gauge current participation. The survey also includes questions regarding the type of programming that would most appeal to the community. bergenPAC is creating valuable links to the community with its advisory board which includes Korean representatives, and by developing Korean-friendly programming as well as a curatorial vision reflective of the community. It is also creating a presence among volunteers, staff, and leadership (trustees) and engaging the Korean press on programming and events.

Montclair Art Museum (MAM)

The Montclair Art Museum’s (MAM) multi-phase Diversity Initiative aims to serve more multicultural audiences that more accurately reflect the socioeconomic, cultural, and ethnic demographics of its region. Focusing on the African American, African and Caribbean regional community, MAM seeks to extend its reach into the communities through continued efforts to diversify its audience and welcome new visitors. MAM will sustain ongoing community partnerships through continued cultivation, stewardship, and outreach as well as continued research of potential future partners. At the same time, the Museum will continue to address practical barriers by informing the target about events and programs through its presence in the communities’ media. In its fourth phase, MAM is strategically planning to absorb the Diversity Initiative into its long-term daily culture by evaluating its media plan and new advertising placements; tracking discount offers and/or free admission coupons and new memberships;

analyzing program surveys; sharing anecdotal feedback; and, conducting visitor surveys. These evaluative methods will enable MAM to stay connected to the communities by determining its successes achieved and challenges experienced over the multiple phases of the Initiative.

Symphony in C

Maintaining current relationships and attracting new audiences is the goal of Symphony in C's multi-year initiative. Over the course of its initiative the Symphony launched: a transportation initiative to provide greater accessibility to Camden performances; a targeted marketing campaign to increase participation from residents in southern New Jersey and Philadelphia; and, a Camden families initiative to encourage greater participation from families whose students are currently enrolled in Symphony programs. In their efforts to engage students and families the Symphony works to remove perceptual barriers by offering pre-concert visits to the Urban Promise Academy where the Assistant Conductor presents the music's history and culture. Additional engagement opportunities for Camden families include performances by the string students from LEAP Academy Charter School during the pre-concert portion of the Symphony's regular concert series, which in turn, attracts some of the Camden families to Symphony performances. The Symphony enjoys a relationship with Campbell Soup Company and works with their consumer studies department to administer and analyze audience surveys that accurately gauge demographics, satisfaction and marketing effectiveness.