

Building Arts Participation FY09 Projects

Bergen Performing Arts Center (*bergenPAC*)

bergenPAC is embarking on its first phase to diversify participation among Korean audiences and artists. In response to the large Korean community residing in Bergen County *bergenPAC* aims to establish a relationship with the community and diversify its participation. The project approach will build on existing relationships with key members of the Korean community to form an advisory committee and expand current outreach activities. Working with the community, the advisory committee and a bilingual staff representative, *bergenPAC* will integrate a pilot Korean-based education program into its educational offerings. The success of the first phase will be determined by the organization's ability to gain a better understanding of the community's cultural needs as well as what motivates its participation. The goal is not only to increase participation, but to positively affect the community's perception of *bergenPAC* which will lead to the development of future, long-term programming.

George Street Playhouse

George Street Playhouse will establish and deepen its relationship with the Asian-American and Filipino communities through an engagement plan and with its world premiere production of *Long Season*. Working with Donna Walker-Khune, a leading expert in audience development, the Playhouse will establish goals, assessment practices and design a community engagement plan to achieve its first phase goals: raise awareness among the community of the Playhouse; develop relationships with the community; open the doors of the Playhouse to a more diverse audience; and, collaborate with the community on *Long Season* outreach activities. The play provides an excellent pathway to extend the reach of the Playhouse into the state's large Filipino community as it tells the unique story of the first-generation immigration experience to the United States through the salmon canneries in Alaska. The Playhouse will also work with the Middlesex County Cultural and Heritage Commission to identify key members among the Filipino community who will contribute to expanding the population's engagement.

McCarter Theatre Company

Building on the success of phase one, the Theatre will enhance *McCarter Online* to both deepen its relationship with existing patrons, and expand and diversify its patron base. By continuing to feature and enhance *McCarter Online* through video and audio streaming, the McCarter Blog, and the Audience Resource Guides, McCarter's second phase aims to build an engaged, diverse and active online community. Responding to audience feedback, phase two will also feature a *select-your-own-seat* function that will improve the patron online ticket-buying experience while increasing internal operational efficiency. Project outcomes will be evaluated through the successful development and launching of software; analyses of web site traffic; survey and blog responses; and, the number of online, single ticket buyers. Emphasis will be based on the integration of the project into McCarter's overall patron service strategies by advancing and sustaining two-way communications with its patrons, improving user experience and providing new opportunities for meaningful engagement.

Montclair Art Museum

The Montclair Art Museum's (MAM) multi-phase Diversity Initiative outlines a campaign to increase attendance among the African American, African and Caribbean regional communities. MAM seeks to extend its reach to serve more multicultural audiences that more accurately reflect the socioeconomic, cultural, and ethnic demographics of its diverse region. Currently in its third phase, MAM will focus on maintaining the momentum of diversifying audiences and welcoming new visitors. The Museum will continue its relationship with professional consultant, Tanya Poteat, whose expertise serves as a bridge in connecting the Museum to communities while opening many doors to explore in the future. Emphasis will be placed on advancing MAM's partnership building with regional community groups, additional research of potential partners, additional cultivation events, expanded stewardship and continued evaluation. The Museum will focus on maintaining personal and grassroots relationships to develop trust and raise awareness among the community while simultaneously continuing its presence in ethnic specific media. Progress will continue to be assessed through new advertising placements, tracking discount and incentive admission offers, new memberships, program surveys and collecting anecdotal feedback. MAM's long-term approach is reflected in its plans to expand its staff, board and volunteer base to more accurately reflect community demographics and to increase the community's participation in its membership program.

New Jersey Performing Arts Center (NJ PAC)

NJ PAC's Loyalty-Building Initiative is helping the Arts Center to deepen the participation of its most valuable patrons, while providing all customers with the very best arts experience in addition to the performance itself. In the first phase of the Initiative, NJ PAC upgraded its ticketing software, identified its highest-value customers, introduced a dedicated phone service line, and trained and assigned its telemarketers as new Priority Customer Relationship Representatives. Currently in phase two, the Loyalty-Building Initiative seeks to extend training and ticketing system upgrades, upgrade its telephony system to allow for more personalized service and introduce a new automated customer survey system. NJ PAC is currently tracking progress with four quantitative metrics and its new survey system will enable the implementation of two new measures this year. The new components will enable further qualitative measurement that document the customers' experience.

Symphony in C

(Formerly The Haddonfield Symphony)

In its third full season of performing at the Rutgers Camden Gordon Theater, Symphony in C will continue its commitment to contribute to the cultural and economic revitalization of Camden. The Symphony seeks to deepen its relationship with local residents by engaging Camden City families through previously developed partnerships and education programs. In its second phase, the organization's approach will target families of children already participating in its educational programming which will both deepen student participation while working toward the goal to diversify concert audiences. The Symphony will also continue to provide current audiences with various transportation options in order to provide patrons with eco-friendly, safe

and easy means of participating. Building on research conducted in its first phase, the Symphony will continue to measure audience participation and demographics. Symphony staff, musicians and board will also continue to engage in meaningful dialogue with partner organizations and individuals in order to assess project outcomes and to inform future growth.

Visual Arts Center of New Jersey

Building on phase one audience research and the development of a marketing plan, the Arts Center's second phase focuses on a year-long banner ad campaign designed to increase visibility in a targeted 21-zip code area. Additional key elements of phase two include: the development and implementation of a new membership program designed to deepen and broaden participation that appeals to both "creator" (artist) and "appreciator" (patron) audience segments; and, the development and implementation of a volunteer and ambassador program that will deepen participation among current audiences and broaden participation overall through speaking engagements at community organizations as well as an expanded presence at community events. The success of the banner ad campaign and the ambassador program will be measured at the close of the year through a redistribution of surveys used as part of the initial quantitative research. The Arts Center will also be tracking changes in the number of first time users in the Studio School and Exhibitions programs over the course of the year. New membership will be assessed based on the numbers of new and non-student enrollment.