

Culture + Community: A National Research and Strategy Collaboration

Information for cultural organizations interested in participating

What was involved in wave one of this research?

In 2020, Slover Linett and our partners at LaPlaca Cohen created *Culture + Community in a Time of Crisis: A Special Edition of Culture Track*, which aimed to help arts and cultural organizations of all kinds serve and support their communities during Covid-19. The first wave of the survey was fielded in April/May 2020 and involved both a national representative sample of the general public as well as people on the lists of 650+ arts and culture organizations. We received 124,000 responses, making this one of the largest surveys of arts and culture attitudes ever conducted. We released an [overall Key Findings document](#) through Culture Track in July, along with an [interactive data-exploration tool developed](#) in partnership with Microsoft. We also provided each participating organization with access to their own respondents' survey data. Most recently, we released a report focused on race & ethnicity differences in the data titled "[Centering the Picture](#)".

What kinds of organizations are eligible to participate in wave 2?

In our original wave, we included arts & culture organizations across the sector that maintain email lists of their users, visitors, attendees, subscribers, members, etc. — as long as those email addresses are predominantly for people 18 years or older. We are broadening the kinds of organizations included in this research by actively inviting up to 300 new organizations from categories of institutions who weren't included or were underrepresented in our Wave 1 work like BIPOC serving organizations, organizations located in rural parts of the country, festivals (film, food, crafts, music), libraries, for-profit arts, and national and city parks. We're also [re-inviting all 653 organizations from the first wave](#) of the study to participate again in this second wave of research. We aspire to reach a large, diverse cross-section of adult arts-and-culture participants from around the country, from museum visitors to arts attendees to people who participate informally or personally in creativity and culture. As we did in wave one, we will again be surveying a representative sample of the U.S. population through the AmeriSpeak panel, so we can also learn about the broader community.

What is my organization going to get out of this survey?

You're probably interested in this study because you want to understand the needs of your audiences and communities at this crucial time, and because you want to be able to earn their continued engagement and support. As with the previous wave, we will share a link that will allow you to download your audience-

members' survey responses for your own use (with no visibility into the data of other organizations' survey respondents). We'll also create a password-protected interface that will let you compare your data to the U.S. population averages and to the aggregate of other cultural audiences nationally. Of course, we'll also be creating a series of reports and web materials based on our analysis of all the data in aggregate, which will be freely available online.

How will the survey be distributed? Will contact information be collected?

If your organization participates, we will send you a unique survey link (coded to your organization) along with invitation language you can email to your audience list — or, if your list is large, only a random subset of your list (see below). You can tailor the invitation language to be reflective of your organization's voice and community. As an incentive for participation, we will enter all survey respondents into a drawing to win one of 25 Visa gift cards of \$100 each. (In order to provide these incentives, we'll need to ask respondents to submit their name and email address if they would like to be included in the drawing; but the emails won't be associated with their answers to the survey.) This survey design means you won't have to share contact information for your lists with Slover Linett.

Whom should we send the survey to?

We encourage you to send to a *random sample* of your lists of ticket-buyers, visitors, participants, event attendees, etc. We know that many organizations' lists are skewed toward people who are highly affiliated with the organization (members, subscribers, donors), so we encourage you to be sure to include people who may be *less affiliated*, e.g. one-time program participants, single-ticket-buyers, e-news subscribers, even Wi-Fi users if you require a sign-in). If you participated in the first round of research, you should send to a DIFFERENT list of people than you used the first time. We'll be available to coach you through these list-management questions, don't worry!

How many people should we send the survey to?

Please send the invitation to at least 2,500 (if possible) but no more than 5,000 people for this wave of the survey. Again, if you participated in the first wave of research, we recommend that you send to a new set of people and not those you had emailed about the previous survey.

When should I send out the survey-invitation emails?

We are currently aiming to have the survey programmed and tested in March with a launch date in **early April**. We will have a finalized timeline for you at the beginning of March.

Will it there be a cost to my organization?

No. Thanks to generous support from **the Wallace Foundation, the Barr Foundation, the William Penn Foundation, and the Terra Foundation** we are able to continue to offer this study and its subsequent tools and reporting at no cost to participating organizations.

Should I share this information with my colleagues and professional networks?

We are broadening the kinds of organizations included in this research by actively inviting up to 300 new organizations from categories of institutions who weren't included or were underrepresented in our Wave 1 work, so please do share this with your colleagues and networks at BIPOC serving organizations, organizations located in rural parts of the country, festivals (film, food, crafts, music), libraries, for-profit arts, and national and city parks. For any who are interested, have them email Matthew Jenetopulos at matthew@sloverlinett.com.

Who will be my contact for this project?

Your main contact for questions about the survey or the resulting data will be Matthew Jenetopulos, a researcher at Slover Linett. He can be reached at matthew@sloverlinett.com or by phone at **(773) 348-9200 x107**.

What will this contribute to the field?

At its heart, this research is about keeping the cultural sector in dialogue with the experiences and needs of its communities and audiences during the pandemic and beyond. This research will also be designed to support and inform equity across the field.

In wave one, we wanted to support the cultural sector and help strengthen communities around the U.S. during and after this crisis, as well as deepen our understanding of how arts & culture organizations can help their communities during these times...and how communities can support their arts and cultural organizations. We realized, though, that in order for organizations to emerge stronger and more relevant we needed to expand the goals of the project to include informing the sector's racial reckoning and efforts to decolonize and democratize so as to ensure that the reopening is an opportunity not just for reinstating the past but rethinking and creating deeper equity

What are the next steps if we want to participate?

Please [fill out our online form](#) to let us know that you're interested in having your organization participate in wave 2 of this research. Since we want to ensure that cultural organizations of all types, sizes, and regions are participating in this research, **we do ask that you please share the following information about your organization in that form:**

- approximate annual operating budget
- approximate number of employees
- approximate number of attenders/visitors to your organization in a given *normal* year

Ballpark estimates are fine—you don't have to do any digging!

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Thanks for your collaborative spirit, trust, and energy. We hope this audience and community research helps guide a stronger recovery for your organization, your community, and the wider cultural sector.