



Oklahoma Arts Council **2020 Strategic Planning Survey Report**

Prepared by
National Assembly of State Arts Agencies

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Oklahoma Arts Council

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Introduction

From February 18 to March 11, 2020, the Oklahoma Arts Council (OAC) administered an online survey as part of the agency's comprehensive strategic planning process. Constituent surveys are a common and effective way public agencies collect input from citizens and stakeholders to evaluate programs and priorities and to inform strategic planning. This survey provided candid feedback for OAC on specific questions related to programs, services, and satisfaction, as well as arts participation across the state. OAC consulted with the National Assembly of State Arts Agencies (NASAA) to design and administer the survey as well as to analyze and report on results.

OAC reached out to a list of 4,334 individuals from the full breadth of OAC's constituent lists. To receive feedback from individuals and organizations not directly in contact with the agency, OAC asked for individuals and organizations to circulate the survey among their contacts. This provided an opportunity to hear from Oklahomans who would not necessarily participate in other listening events designed for the strategic planning effort. Out of this larger pool of possible respondents, 595 individuals or organization representatives responded to the survey. When examining a known universe of OAC grantees, 131 grantees responded from approximately 400 who received the survey. This is an excellent response rate of 33% from this important segment of respondents.

In addition to questions asked of all respondents, the survey asked targeted questions to four distinct groups of Oklahomans:

- Those affiliated with arts organizations
- Individual artists
- Arts educators
- Those affiliated with non-arts organizations

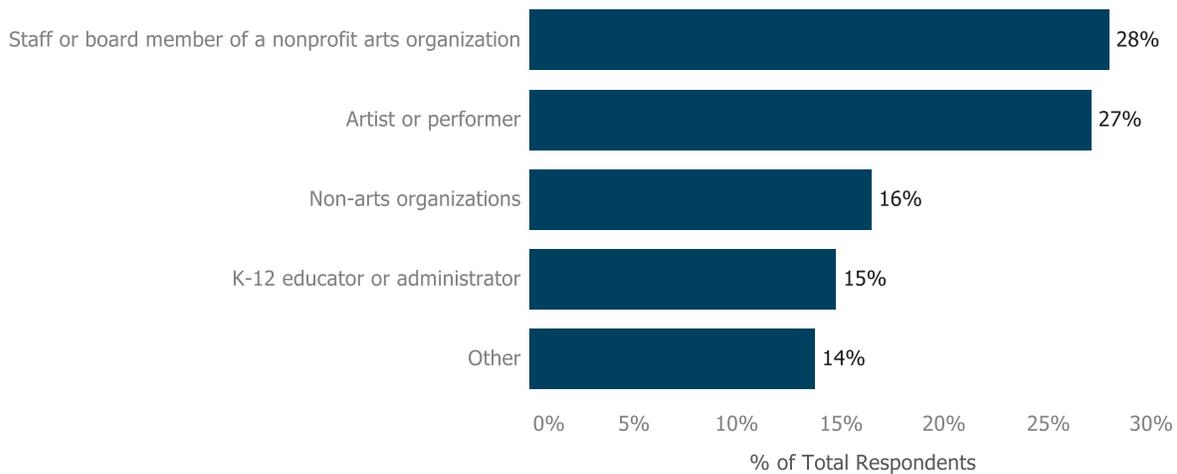
OAC serves a variety of constituents, and this segmentation allowed for specific input tailored to the needs of each group. All respondents were asked questions about their level of arts participation and how they engage in the arts in their community. This analysis reveals findings relevant to OAC's strategic plan, as well as challenges and opportunities moving forward.

This condensed report provides data and charts on the key findings found within the survey analysis as determined by NASAA and OAC staff. A longer version that includes the analysis of all 58 survey questions is available upon request.

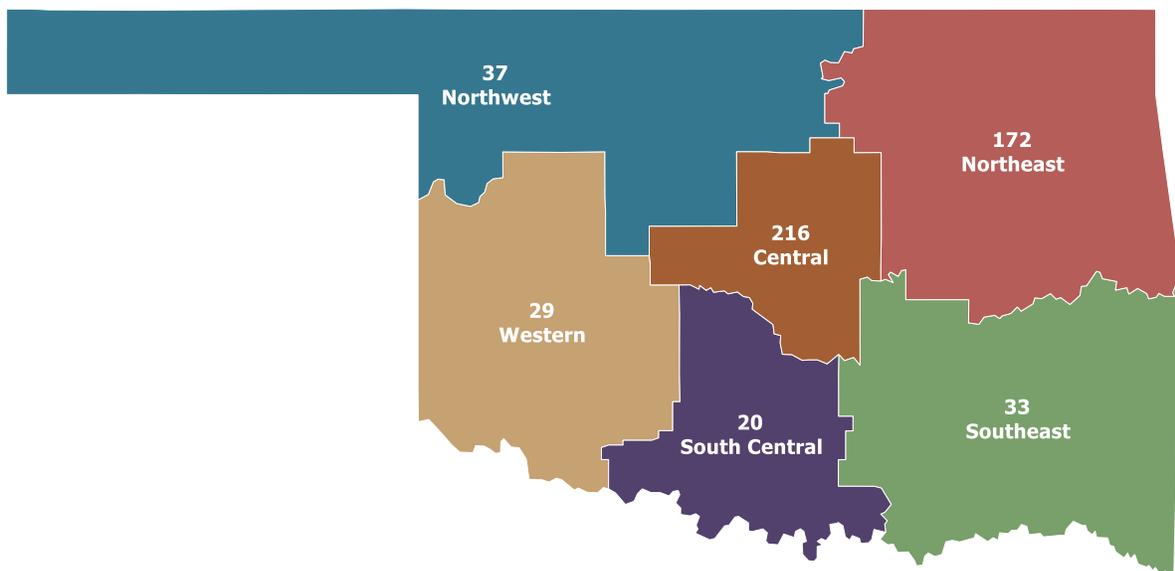
About the Respondents

Just over one-quarter of respondents (28%) were from nonprofit arts organizations; about another quarter of respondents (27%) were individual artists. Educators and all other non-arts organizations made up 15% and 16% of total respondents, respectively. Arts patrons, volunteers, and other individuals comprised 14% of the other respondents. OAC received responses from every region in the state, in similar proportions to state populations. The majority of respondents came from the central and northeast areas of the state, where more of the population is contained within Tulsa and Oklahoma City. Individuals affiliated with Native American nations, tribes and/or communities represented 16% of respondents.

Primary Role of Respondents



Respondents by Region



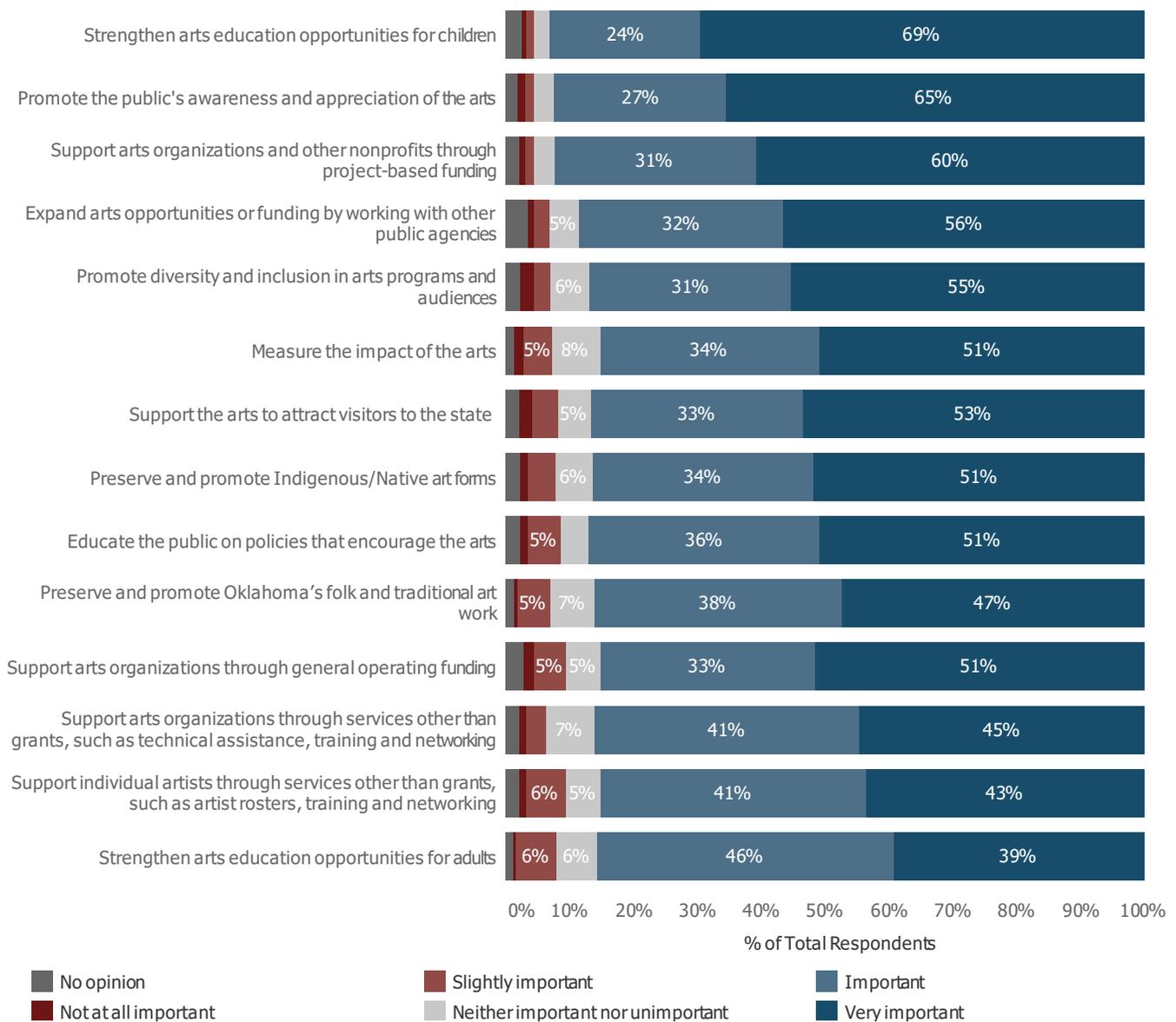
Key Findings

Important Roles for the Oklahoma Arts Council

Out of 593 respondents, 93% said that strengthening arts education opportunities for children was important or very important. Promoting the public’s awareness and appreciation of the arts, and supporting nonprofits also were considered very important (92% and 91%, respectively). Most respondents said that all roles listed on the survey are important for OAC.

When looking across regions at the question of OAC’s important roles, **supporting the arts to attract visitors was more important to respondents in the northwest and western regions.**

What do you believe are important roles for the Oklahoma Arts Council?



Arts Organizations

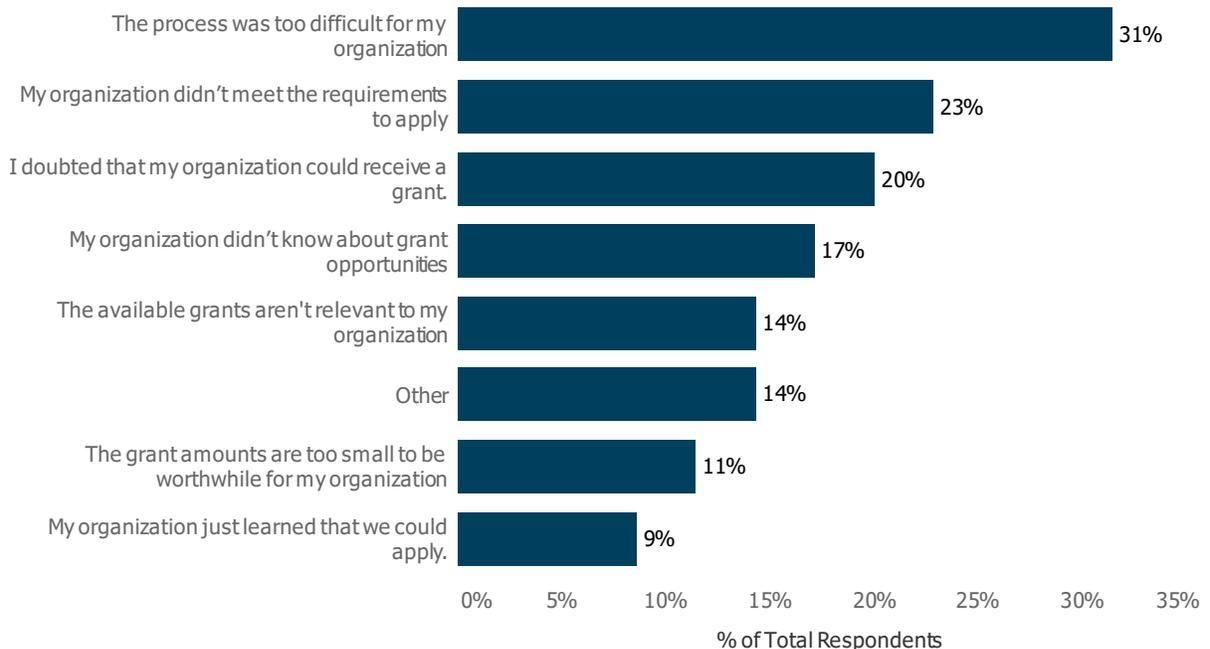
Of 138 respondents in this category, 56% came from organizations that have been in operation for more than 25 years. These organizations had a wide range of budget sizes. However, **almost 40% of rural organizations estimated that their operating budgets are lower than \$25,000**, compared to 12% of urban organizations. (MSA = metropolitan statistical area, per U.S. Census Bureau)

Of the arts organizations that responded, 63% had applied for a grant from OAC. Of the respondents who did not apply for a grant, 31% said the process was too difficult for the organization, and 23% said they didn't meet the application requirements.

Operating Budget by MSA Type

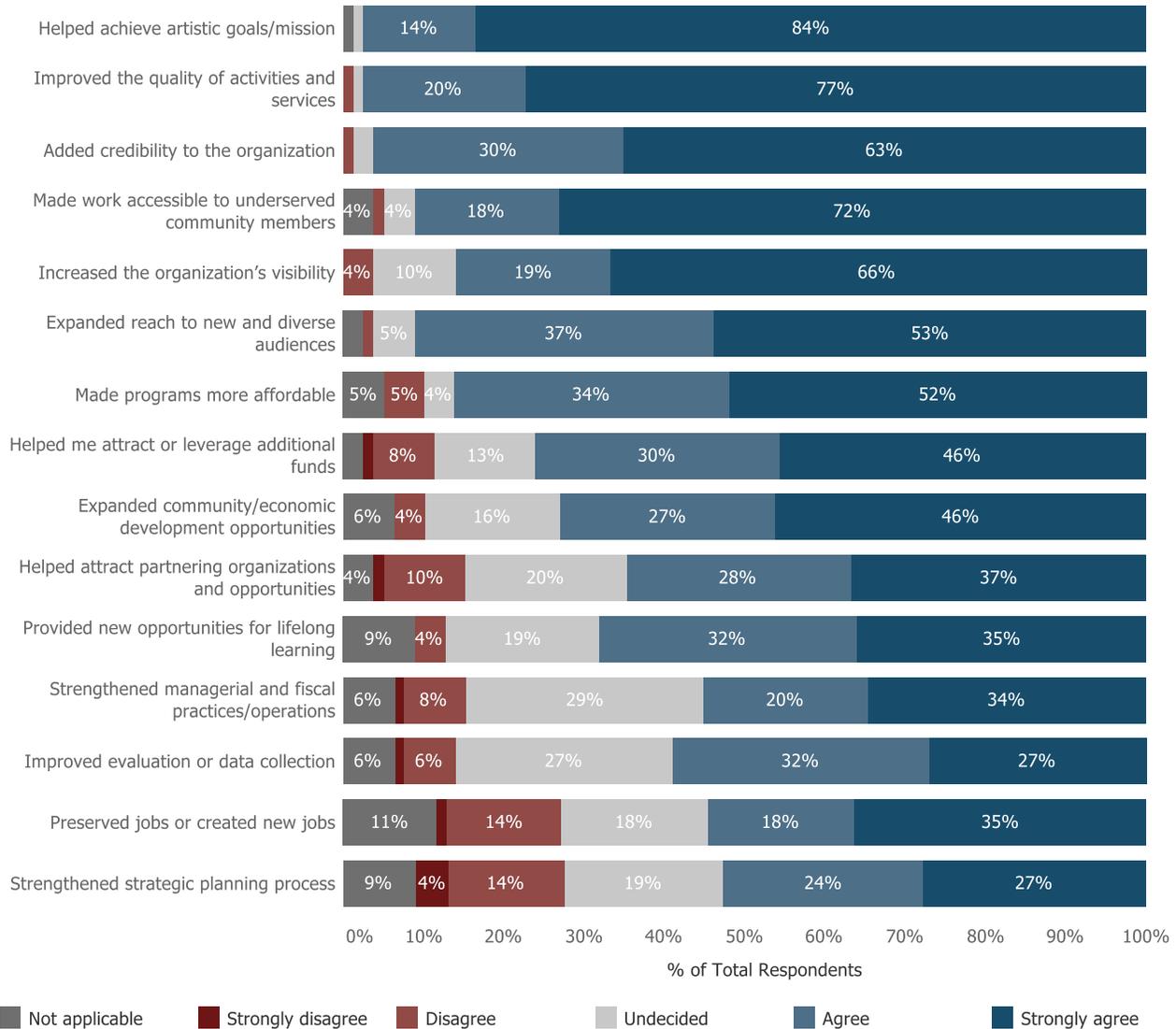
	Rural	Urban
Less than \$25,000	39%	12%
\$25,001-\$50,000	27%	9%
\$50,001-\$100,000	10%	2%
\$100,001-\$250,000	10%	19%
\$250,001-\$500,000	7%	20%
\$500,001-\$1,000,000	2%	14%
Over \$1,000,000	5%	22%

Why did your arts organization not apply for a grant?



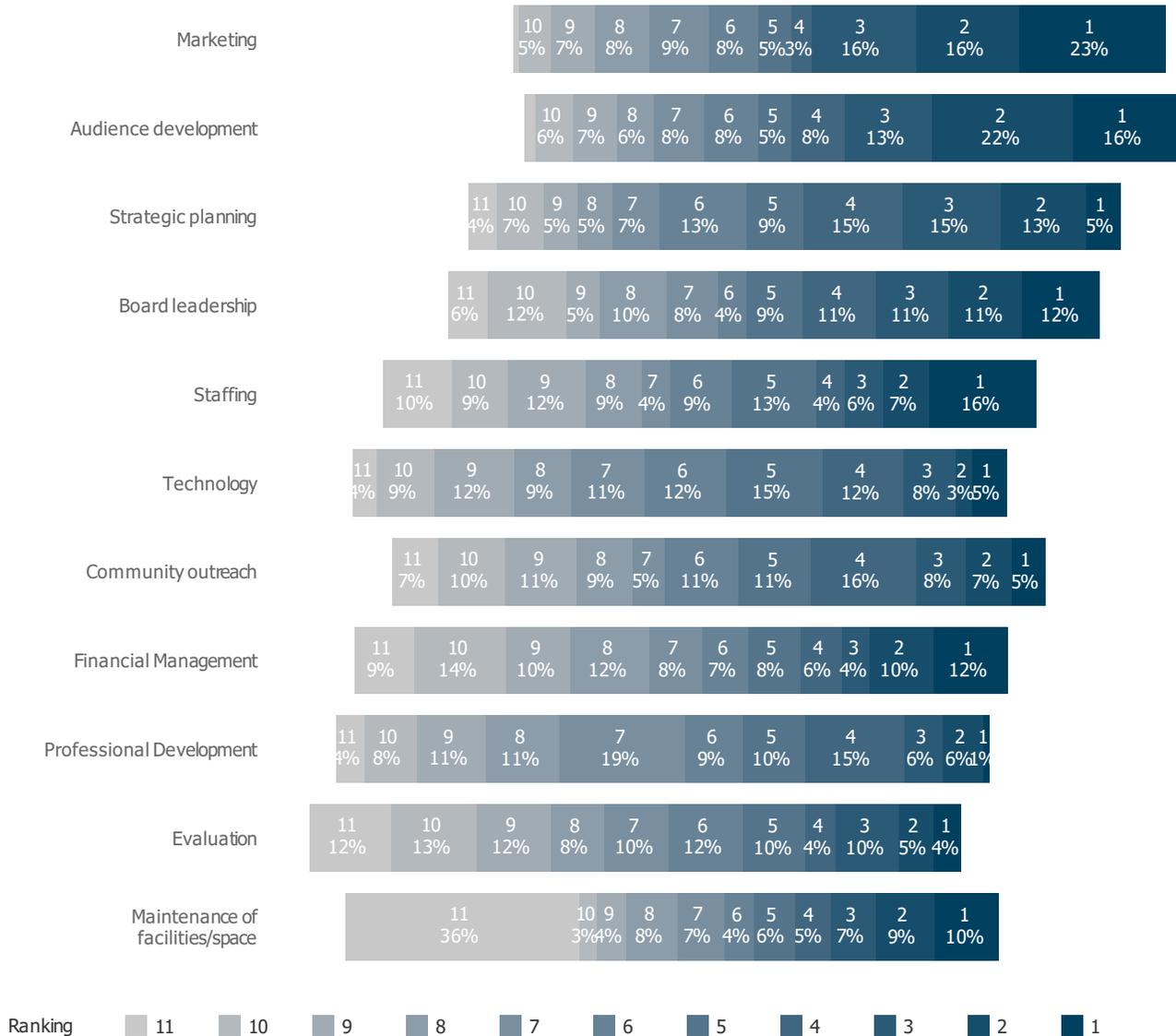
Of respondents that applied for a grant, 77% received one. Of responding grantees, **84% strongly agreed that the grant helped the organization achieve artistic goals or mission**, 77% strongly agreed that the grant improved the quality of activities and services, and 72% said it made work accessible to underserved community members.

Did receiving grant funds from the Oklahoma Arts Council benefit you in any of the following ways?



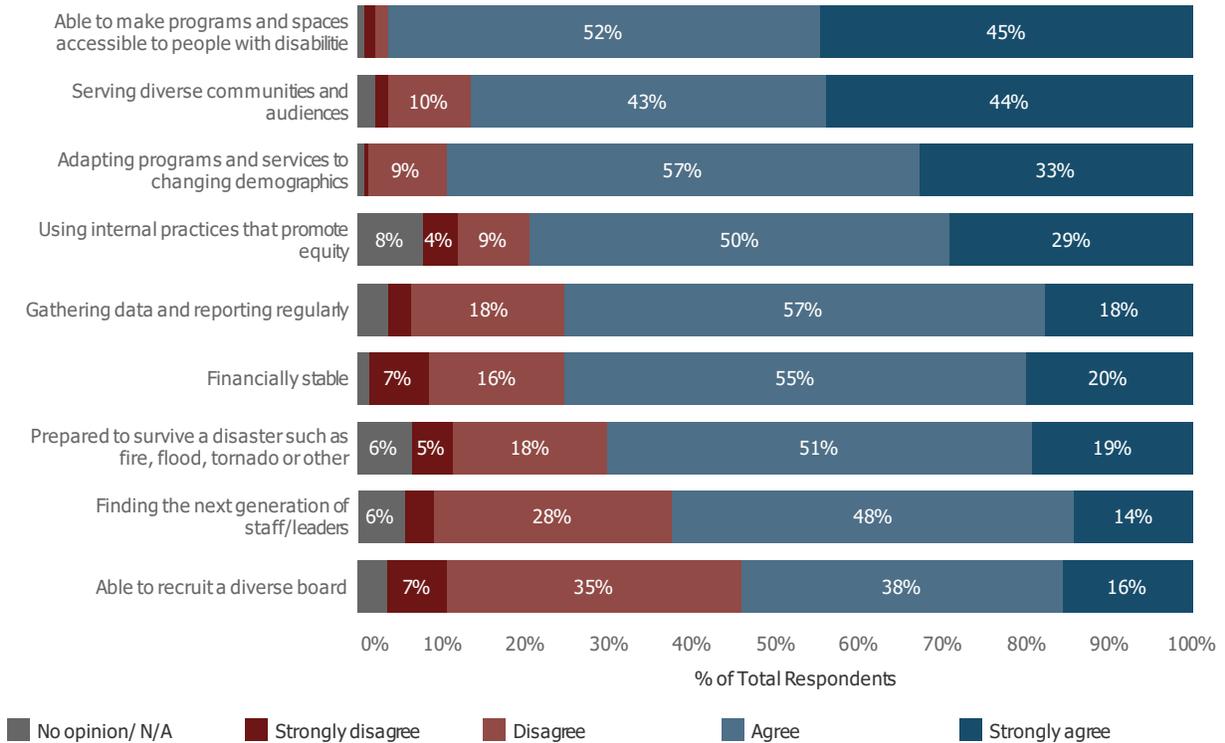
Responding organizations **ranked marketing, audience development, and strategic planning as the top three challenges facing their organizations**, aside from funding.

Please rank the operational challenges that your organization faces, aside from funding. Please rank each item, with the most challenging at the top.



Responses to questions about diversity revealed that 42% of respondents disagreed or strongly disagreed that their organization was able to recruit a diverse board. Responses indicated that 87% agreed they were able to serve diverse communities and audiences, and 97% agreed that they were able to make programs and spaces accessible to people with disabilities.

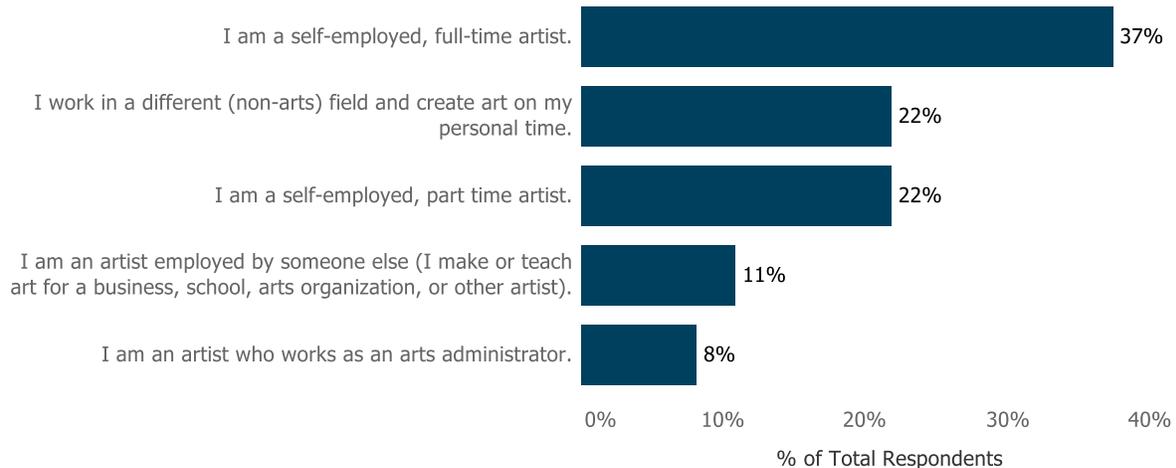
Do you agree or disagree with the following statements? My organization is:



Individual Artists

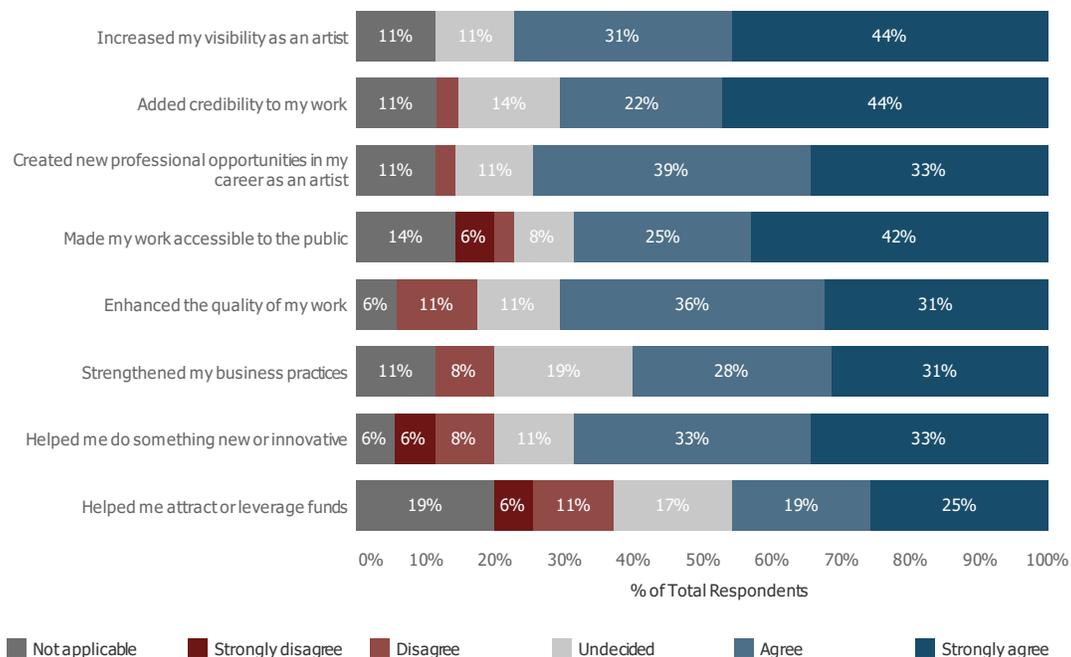
Of the 147 respondents, 55% of responding artists were visual artists, and **37% of artist respondents were self-employed, full-time artists.**

What is your current working status?



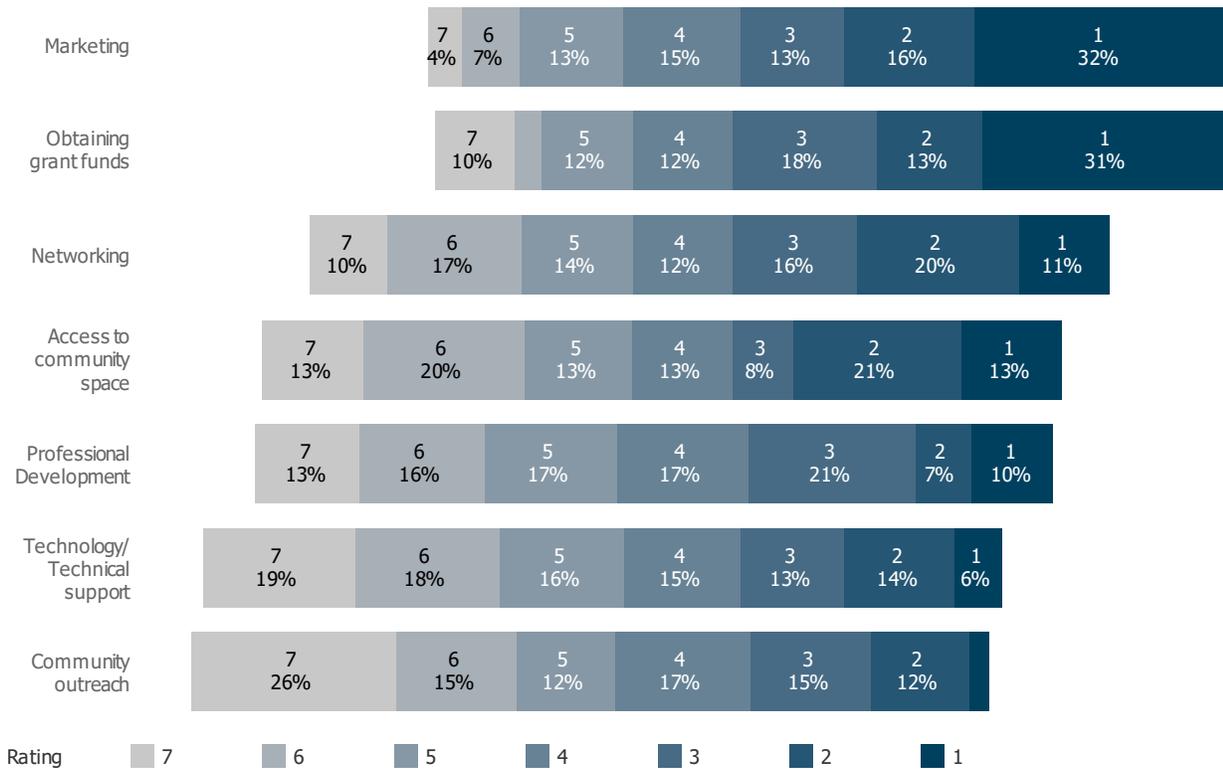
Of visual artists who responded, 64% reported that they received OAC services or participated in OAC programs. Of those, 75% agreed or strongly agreed that receiving OAC services or participating in OAC programs increased their visibility as artists. Responses also showed that 72% of artists found that new professional opportunities were created, and another 66% said it added credibility to their work.

Did receiving services or participating in programs from the Oklahoma Arts Council benefit you in any of the following ways?



Individual artists ranked **marketing, obtaining grant funds, and networking as their top three challenges.**

Please rank the challenges that you face as an artist. Please rank each item, with the most challenging at the top.



Arts Educators and Administrators

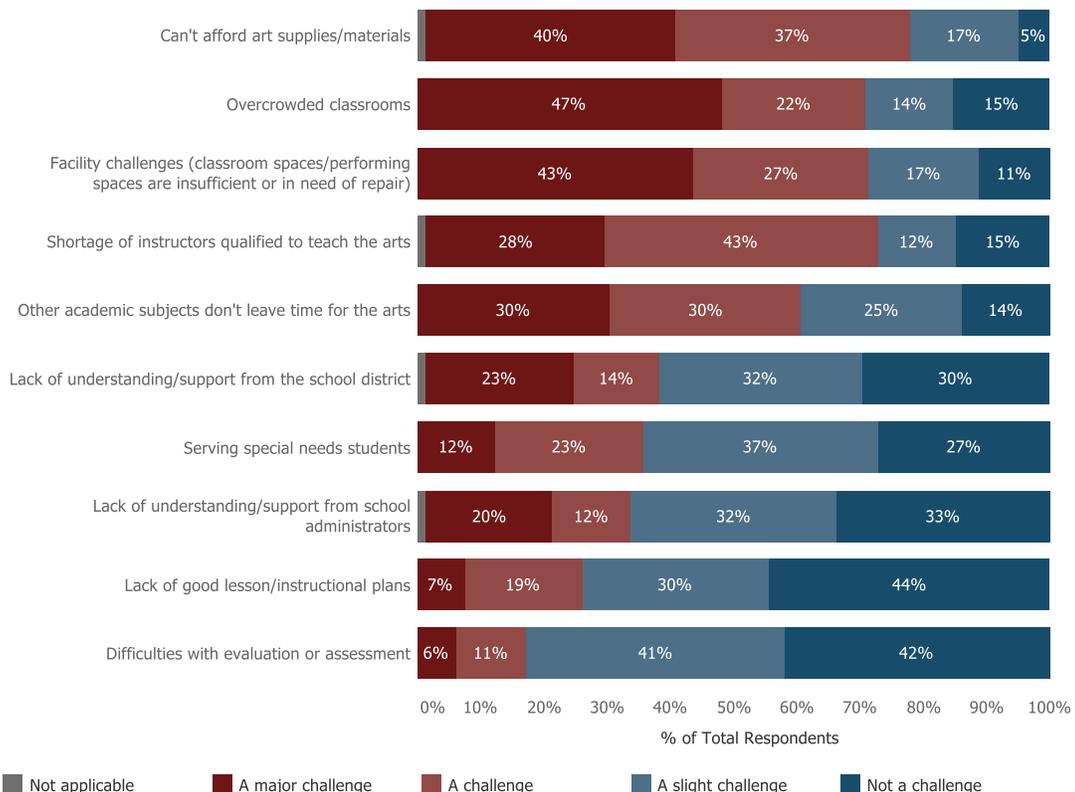
Most of the 81 respondents in this section worked in K-12 settings; 50% were arts specialists and 24% were district or school administrators.

Affording supplies and materials, overcrowded classrooms, and facility challenges were the top challenges facing educators. Lack of lesson plans and difficulties with assessment were not considered much of a challenge by most respondents.

What challenges do you face in the delivery of arts education?

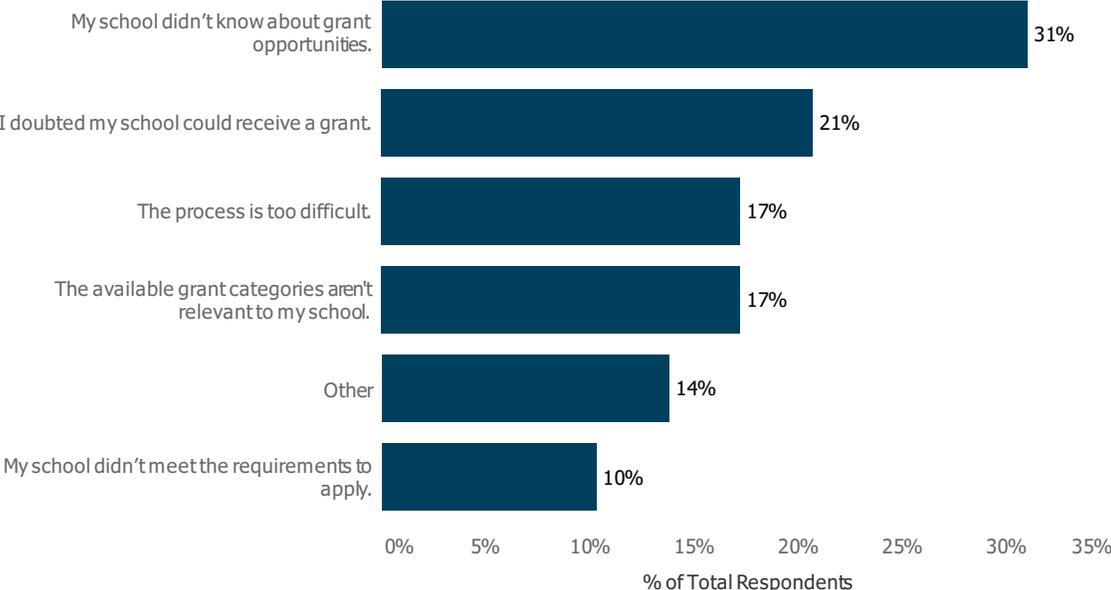
Arts Education Challenges by Rural/Urban

Average Answer Range	Rural	Urban
1.8  3.1		
Can't afford art supplies/materials	3.1	3.1
Facility challenges (classroom spaces/performing spaces are insufficient or in need of repair)	3.1	3.0
Overcrowded classrooms	2.8	3.1
Shortage of instructors qualified to teach the arts	2.8	2.9
Other academic subjects don't leave time for the arts	2.9	2.7
Lack of understanding/support from the school district	2.0	2.6
Lack of understanding/support from school administrators	2.0	2.4
Serving special needs students	2.2	2.2
Lack of good lesson/instructional plans	2.0	1.8
Difficulties with evaluation or assessment	1.8	1.8



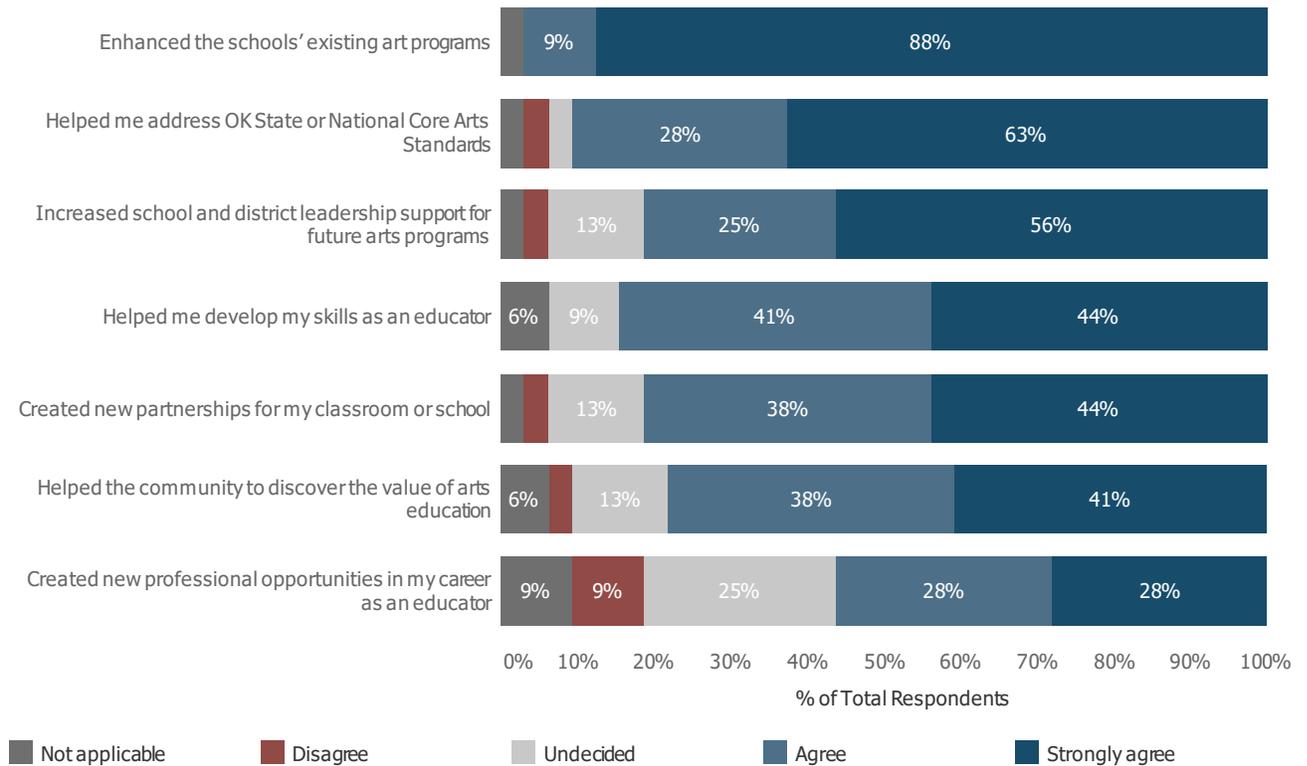
Of the respondents who identified as educators, 38% said their school did not apply for a grant, and another 20% did not know whether it had. Of those whose school did not apply, 31% said their school did not know about the grant opportunities, and another 21% doubted their school could receive a grant.

Why did your school not apply for a grant?



Of those schools that did apply, 64% received a grant, 88% strongly agreed the grant enhanced the schools existing programs, and 63% strongly agreed the grant helped address state or national standards.

Did receiving grant funds from the Oklahoma Arts Council benefit you in any of the following ways?

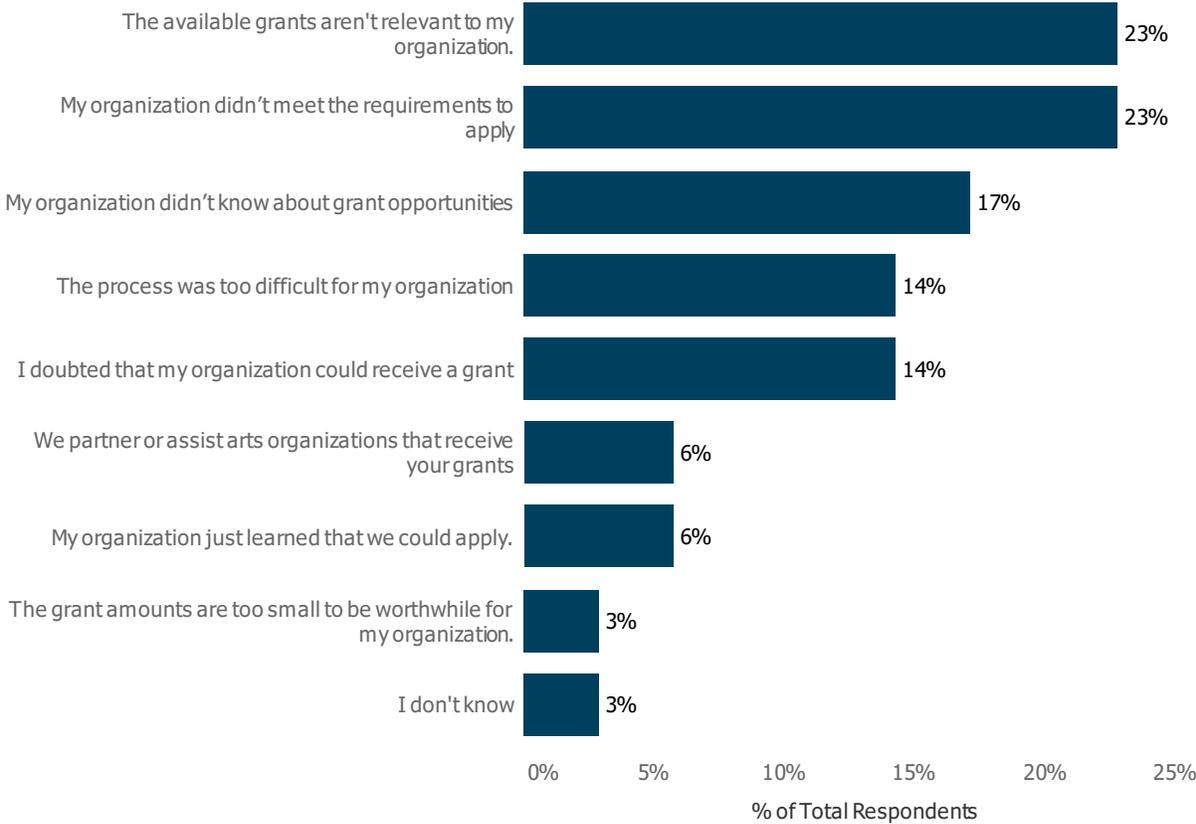


Non-Arts Organizations

Out of the non-arts organization respondents, 35% were from universities or colleges. Nearly half of the non-arts respondents (46%) estimated their total expenditures on arts programming at less than \$25,000. In the past year, **75% of non-arts respondents provided arts programming.** Activities included community arts programming and events, arts education, public awareness, and appreciation of the arts.

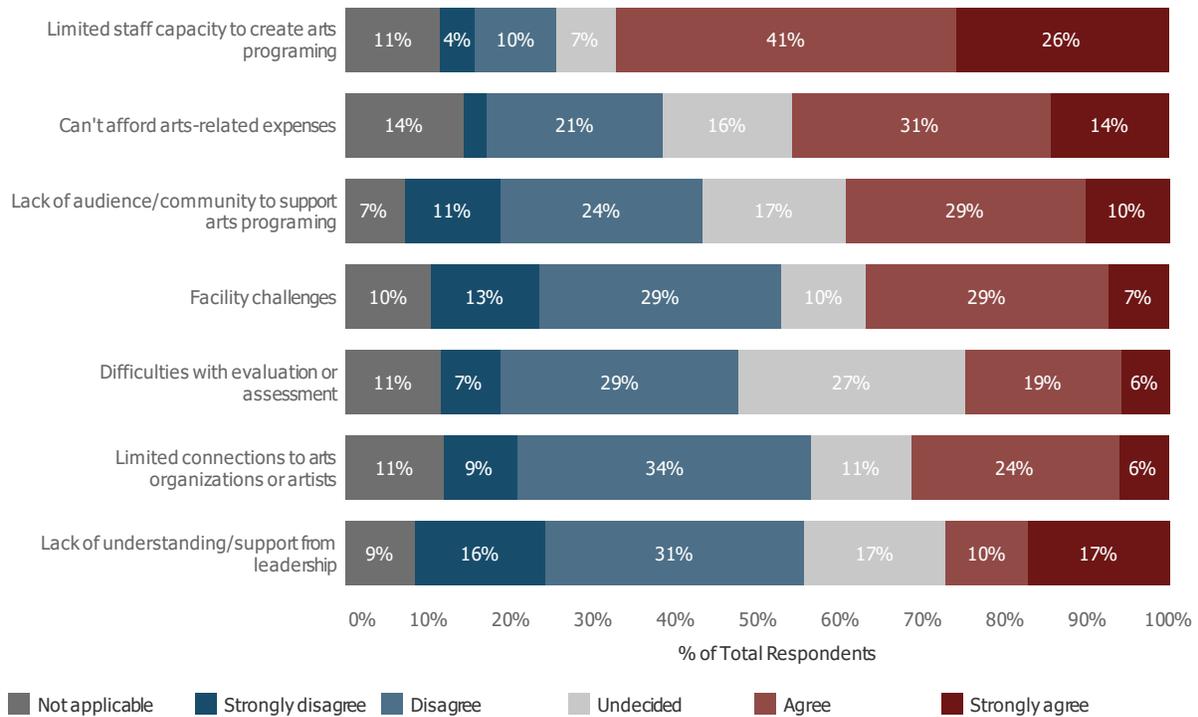
Of responding organizations that received a grant (59% of applicants, 19 respondents in total), **all agreed or strongly agreed the grant help achieve organizational mission or goals.** Responding organizations that did not apply for a grant (**51%**) **said that the available grants were not relevant to their organization** (23%) or that the organization didn't meet the requirements to apply (23%).

Why did your (non-arts) organization not apply for a grant?



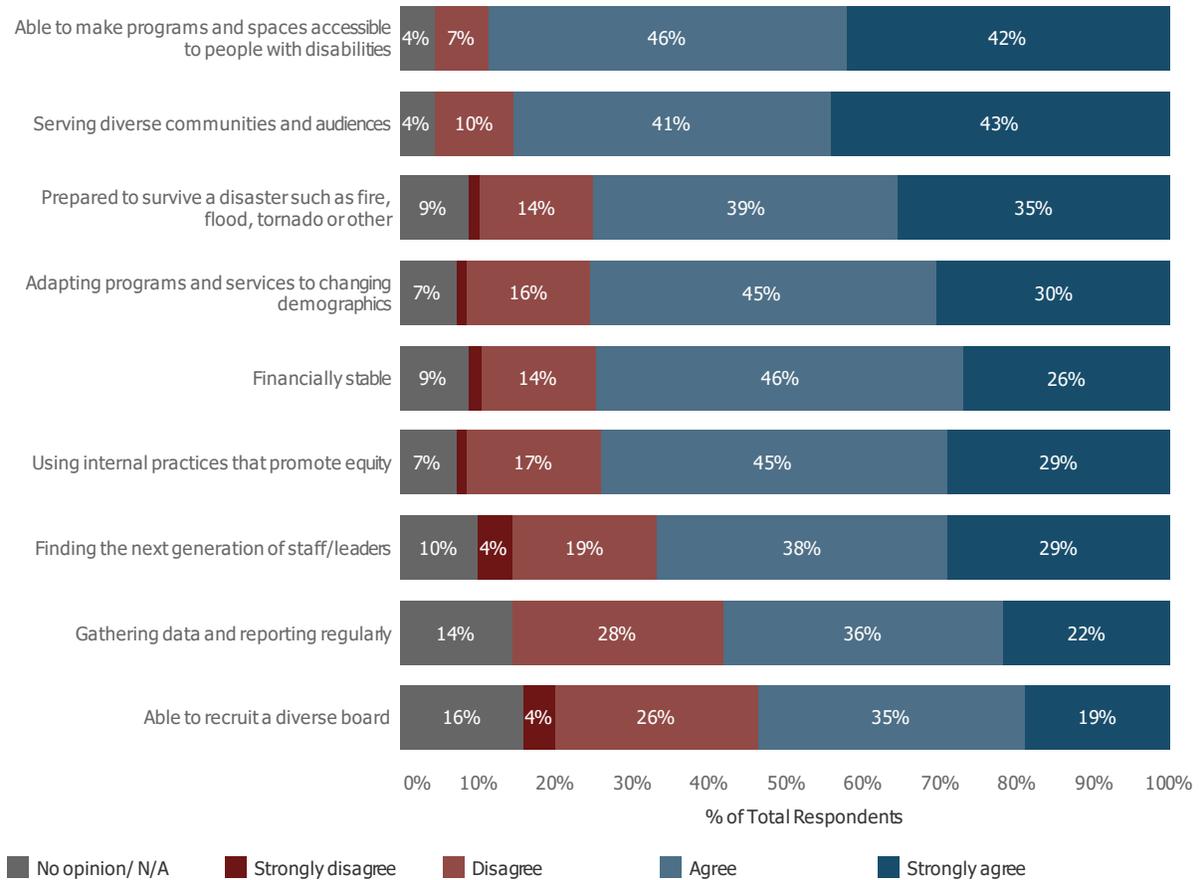
Two out of three respondents (67%) agreed or strongly agreed that they had limited staff capacity to create arts programming, and **45% said that they could not afford arts related expenses.**

What challenges do you face in the delivery of arts programming?



In response to questions about issues of equity and data gathering, **88% of respondents agreed that they were able to make their programming and spaces accessible to people with disabilities**, 30% disagreed or strongly disagreed that they were able to recruit a diverse board, and 28% disagreed they could gather data and reporting regularly.

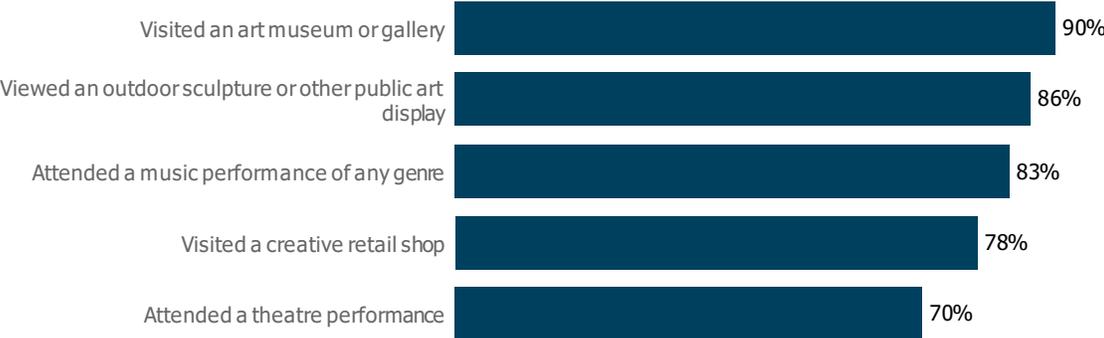
Do you agree or disagree with the following statements? My organization is:



Promoting the Arts in Oklahoma

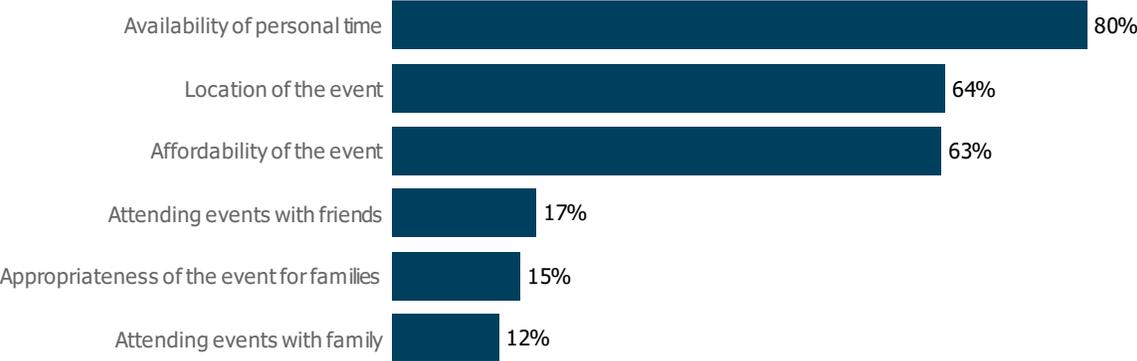
More than 75% of 526 respondents visited a museum or gallery, viewed public art, attended a music performance, and/or visited a creative retail shop within the last year. More respondents from urban areas said they participated in arts programming across the board, except for attending a school artistic performance or exhibition. The southeast region overall was less likely to attend or participate in an arts event.

Have you participated in any of the following arts and cultural activities in your community during the past 12 months? Please check all that apply.



Availability of personal time (80%), location (64%), and affordability (63%) were considered the most important factors to respondents when considering attending arts and cultural activities.

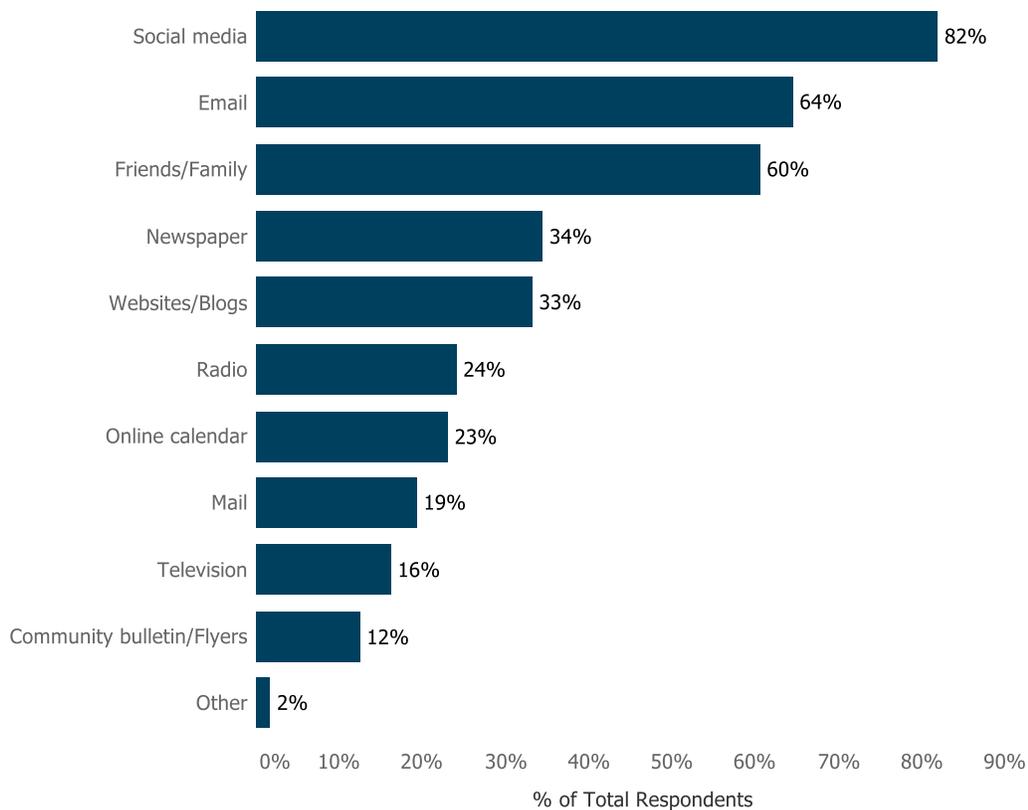
What are the most important factors that contribute to your attendance at arts and cultural activities in your community? Please select up to 3 factors.



Less than one-third (29%) of respondents were unsure whether they had participated in an activity supported by OAC. In terms of learning about arts activities, respondents indicated that **social media is the most popular means (82%)**. They also indicated email (64%) and family/friends (60%) as popular methods for learning about activities. Notable between rural/urban areas, 49% of respondents from rural areas said they find out about events via the newspaper, compared to 28% of urban respondents.

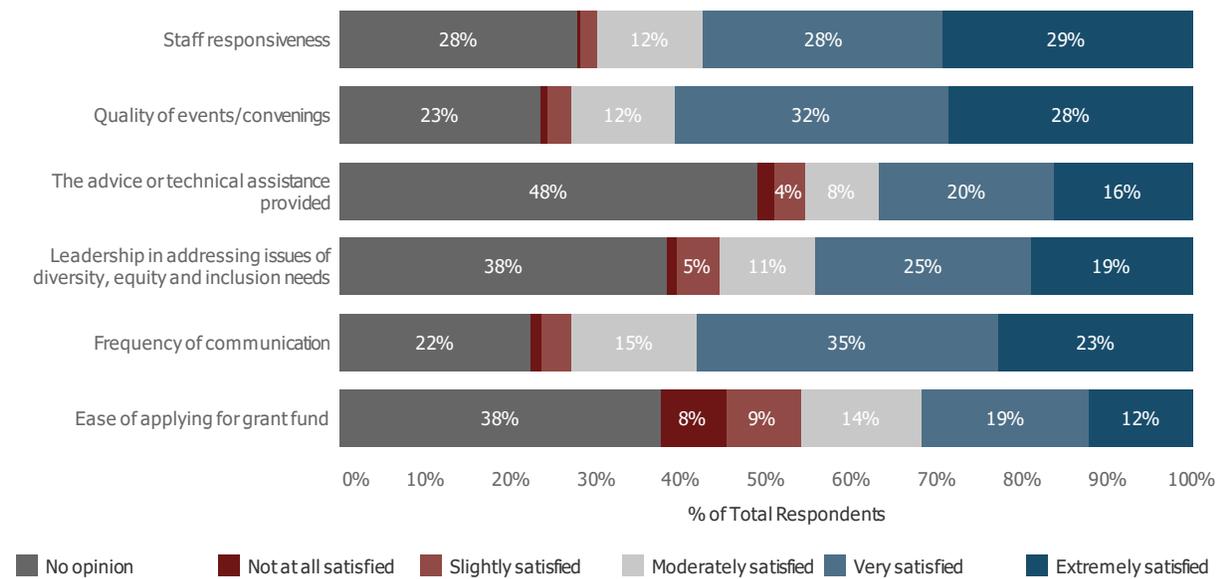
	Rural	Urban
Social media	75%	86%
Email	60%	67%
Friends/Family	55%	63%
Newspaper	49%	28%
Websites/Blogs	21%	39%
Radio	23%	25%
Online calendar	21%	23%
Mail	18%	20%
Television	14%	18%
Community bulletin board	14%	11%

How do you learn about arts and cultural activities in your community?



When omitting “no opinion” responses, **OAC overall received high satisfaction rates for staff responsiveness (65% very or extremely satisfied) and quality of convenings (69%).** Nearly one out of five respondents (19%) were not at all or only slightly satisfied with the ease of applying for grant funds. There were many respondents who held no opinion about OAC services. **Close to 50% of respondents did not have an opinion about the advice or technical assistance provided by OAC,** and another 38% had no opinion about OAC’s leadership in addressing diversity, equity, and inclusion or about the ease of applying for a grant.

How satisfied are you with the services of the Oklahoma Arts Council? Please check all that apply.



Excluding “No Opinion”

