



2013 Strategic Plan Survey Highlights/Observations

1. There were 285 respondents.
2. Most respondents considered themselves “arts consumers” and more than half donate financially to arts and culture organizations. Twice the number of those who identified as artists also engaged in other activities to earn their living. Many volunteered for arts organizations or were board members. (Observation: most respondents seemed to engage in the arts on many fronts.)
3. Approximately 75% of respondents were 50 or older.
4. Half of the respondents had not received funding from NM Arts.
5. Occupations included artist, gallery owner, IT director, development strategist, director of education, adjunct professor, museum director, communications director, librarian, retired nurse, art center director, social worker, poet, photographer, non-profit consultant, executive director, arts administrator, university professor, MainStreet director, fundraiser and outreach programs manager.
6. Counties in which people responded live: Bernalillo (72), Santa Fe (79), Taos (17), Grant (16), Dona Ana (9), Sandoval (8), Luna, Chaves, Eddy, Torrance, Sierra, Lincoln, Quay, Los Alamos, Lea, Rio Arriba, Catron, San Miguel, Cibola, Valencia, San Juan, Colfax, Curry, Socorro.
7. Almost two-thirds participated in arts and cultural activities once or more per month.
8. Almost two-thirds also participated in the arts through social media or online sites.
9. The arts were very important to almost all (93%).
10. Cultural diversity was evident in most activities in their communities. Arts programs accessible to those with disabilities in their community was seen by 57% of respondents.
11. 97% thought the arts were important to tourism.
12. Three-quarters thought their technology was sufficient to access resources.
13. The largest barrier to attend arts events was time, followed by cost.
14. Word of mouth was the way many people learned about arts activities. Followed by local media coverage and emails. Only half went to social media sites.

15. 95% thought that the arts provided them with a better quality of life and 96% thought arts education was essential for their community's schools.
16. Support for the arts seemed about the same as three years ago.
17. Challenges facing arts organizations were ranked from most critical to least critical as:
 - Funding
 - Board Leadership and recruitment
 - Publicity/PR
 - Audience Development
 - Staffing
 - Succession planning/Leadership development
 - Volunteer recruitment
 - Keeping pace with technology
 - Educational outreach
18. Challenges facing educators were ranked from most critical to least critical as:
 - Salary
 - Administrative/district support
 - Community support
 - Guidance and support from the NM Public Education Department
 - Space/facilities
 - Class scheduling or instructional time
19. Challenges facing individual artists were ranked from most critical to least critical as:
 - Financial resources
 - Exhibition/performance opportunities
 - Marketing/PR
 - Professional development opportunities
 - Space/facilities
 - Networking with other artists
20. Most individual artists received formal training though it appeared that many learned from a variety of methods and also trained or taught others in a variety of settings.
21. New Mexico Arts priorities were ranked in the following order (by percentage of those who thought the priority "very important,")
 - Advocating for public (and private) support of the arts
 - Promoting arts education
 - Providing grants/services to arts organizations
 - Linking the arts to economic development
 - Linking the arts to cultural tourism
 - Providing services to artists
 - Investing in public art works
 - Facilitating collaborations between arts and community organizations
 - Facilitating professional development for arts organization board and staff

Observations regarding answers sorted by age:

1. Across all ages over two-thirds considered themselves and arts consumer. More respondents in the 20 to 39 age group identified as working for an arts organization (between 63 and 78%). 58% of the 60 to 69 group donated financially to arts organizations while only approximately 30-33% of those 20 to 39 did.
2. Those 39 and under are attending events once or more per month more than those older (which is the opposite of the usual assumption.) However, those older attend more events 6 to 10 times per year than those younger.
3. Those 49 and under are participating in arts activities outside of live events at a higher rate than those 50 and over. However it appears that all age groups are participating in these kinds of activities multiple times per year (through social media, downloading music, etc.).
4. By age people learned about arts opportunities primarily through:
 - 60 to 69 – emails
 - 50 to 59 – local media coverage
 - 40 to 49 – word of mouth and emails
 - 30 to 39 – word of mouth
 - 20 to 29 – word of mouth

Survey Questions

For the purpose of this survey, the terms “art” and “artist” are intended to apply to all arts disciplines, i.e. visual art, music, theatre, dance, film, architecture, literature, folk art, etc.

1. Please tell us about yourself. Select all that apply.
 - I consider myself an arts consumer.
 - I do not consider myself an arts consumer.
 - I am an artist and my art is my sole source of income.
 - I am an artist, but also engage in other work activities as a source of income.
 - I am a student currently studying the arts in New Mexico.
 - I work full or part-time at an arts or cultural organization in New Mexico.
 - I serve as a volunteer or board member for an arts or cultural organization in New Mexico.
 - I have a membership or season ticket to one or more arts or cultural organizations in New Mexico.
 - I donate financially to one or more arts or cultural organizations in New Mexico.

2. Please let us know your age.
 - 70 and over
 - 60 to 69
 - 50 to 59
 - 40 to 49
 - 30 to 39
 - 20 to 29
 - 19 and under

3. Have you or the organization you work for received a grant or other funding from New Mexico Arts in the last five years?
 - Yes/No

4. Occupation.

5. In which New Mexico county do you live?

6. I participate in arts or cultural activities in New Mexico. This includes attendance at events (theater, dance, music), workshops, or museum visits.
 - Once or more per month
 - 6 to 10 times per year
 - 1 to 5 times per year
 - I do not participate in arts or cultural activities.

7. I participate in the arts or cultural activities outside of attending live events, such as through social media, downloading music, or uploading photographs or film.

Once or more per month

6 to 10 times per year

1 to 5 times per year

I do not participate in arts or cultural activities of this type.

8. I am a teacher in New Mexico:

K-12 public or private school

Art teacher (all disciplines)

Higher education

Self-employed arts teacher

N/A I am not a teacher

9. How important are the arts in your personal or professional life?

1 Very Important

2

3 Somewhat

4

5 Not at all

6 Don't know

10. Is cultural diversity evident in the arts activities and cultural programs in your community?

1 yes

2

3 Sometimes

4

5 No

6 Don't know

11. Are arts programs in your community accessible to people with disabilities?

1 yes

2

3 Sometimes

4

5 No

6 Don't know

12. Do you feel the arts are important to tourism and economic development in your community?

1 yes

2

3 Sometimes

4

5 No

6 Don't know

13. Do you feel you have adequate access to technology such as high speed internet in order to access resources, use social media, or communicate about the arts in your community?

- 1 yes
- 2
- 3 Somewhat
- 4
- 5 No
- 6 Don't know

14. What barriers limit your attendance at arts events or classes in your community? Select all that apply.

- Location
- Cost
- Timely information
- Language
- Time

15. How do you learn about arts opportunities in your community? Select all that apply.

- Local media coverage
- Local media advertisements
- Word of mouth
- Emails
- Social media sites on the internet
- Community sites on the internet
- Arts organization sites on the internet
- Other sites on the internet (tourism, travel, university, etc.)
- Signage or posters
- Flyers
- Through other organizations (libraries, schools, churches, etc.)

16. Do you feel that having the arts in your community provides you with a better quality of life?

- 1 yes
- 2
- 3 Sometimes
- 4
- 5 No
- 6 Don't know

17. Do you feel that arts education is essential for your community's schools?

- 1 yes
- 2
- 3 Somewhat
- 4
- 5 No
- 6 Don't know

18. How do you gauge the overall status of support for the arts in your community compared to three years ago?

- 1 Better
- 2
- 3 About the same
- 4
- 5 Worse
- 6 Don't know

19. *For arts organizations only.* This would include staff, volunteers, patrons, and board members. If you do not feel you represent an arts or cultural organization, please skip this question.

Please rank the following challenges that your organization faces in delivering arts services and programs with 1 as the most critical and 9 as the least.

- Board leadership and recruitment
- Staffing
- Succession planning/Leadership development
- Volunteer recruitment
- Keeping pace with technology
- Publicity/PR
- Audience development
- Educational outreach
- Funding

20. *For educators only.* If you do not consider yourself an educator (i.e. teacher, teaching artist, college/university faculty, school administrator or board member etc.) please skip this question.

Please rank the following challenges that you face in providing arts education to students in your school and/or community with 1 as the most critical and 6 as the least.

- Guidance and support from the New Mexico Public Education Department
- Space/facilities
- Community support
- Administrative/district support
- Class scheduling or instructional time
- Salary

21. *For individual artists only.* If you do not consider yourself a working artist in New Mexico please skip this question. Please rank the following challenges that you face as an artist living and working in the state of New Mexico with 1 as the most critical and 6 as the least.

Professional development opportunities

Marketing/PR

Networking with other artists

Exhibition/performance opportunities

Space/facilities

Financial resources

22. *For individual artists only (practicing in any capacity).* Please indicate how you received your training and how you participate in the training of others.

I am self-taught

I had a mentor or was an apprentice

I learned from family members

I received formal training (art school, university)

I mentor others or have apprentices

I teach family members

I teach community members (in an arts center or program)

I teach students in an educational setting (school, university)

23. The mission of New Mexico Arts is to support and nurture the arts in the state. In a time of limited resources help us to establish priorities by rating the importance of each of the following as you see them contributing to a strong arts presence in New Mexico

Advocating for public (and private) support of the arts

Promoting arts education

Linking the arts to cultural tourism

Investing in public art works

Providing grants/services to arts organizations

Providing services to artists

Linking the arts to economic development

Facilitating collaborations between arts and community organizations

Facilitating professional development for arts organization boards and staff

Other

24. Please feel free to share any additional thoughts or comments regarding your responses to this survey.