

## Data Collection Plan

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In this Data Collection Plan, we provide ideas for how to assess each indicator. We include who to collect information from (information source column) and how (method/tool column).

### Evaluation Question 1: How does the Anderson Center support a range of participants in relevant and approachable arts experiences?

| Indicators   | Information source   | Method/tool  |
|--|--|--|
| <ul style="list-style-type: none"> <li>Participants are reflective of the demographics of Red Wing and surrounding communities (by socioeconomic status, race, ethnicity, and age)</li> <li>Programs engage new participants (Red Wing residents and people who live outside of Red Wing)</li> <li>Participants return to the Anderson Center to participate in more arts experiences</li> </ul> | <ul style="list-style-type: none"> <li>Program/event participants</li> </ul>                 | <ul style="list-style-type: none"> <li>Event survey</li> </ul>   |
| <ul style="list-style-type: none"> <li>Participants learn something new or engage in meaningful conversations</li> </ul>   | <ul style="list-style-type: none"> <li>Program/event participants</li> </ul>                 | <ul style="list-style-type: none"> <li>Event survey</li> <li>Creative tools</li> <li>Q&amp;A documentation form</li> </ul> |
| <ul style="list-style-type: none"> <li>Participants feel welcome at the Anderson Center events</li> </ul>  | <ul style="list-style-type: none"> <li>Program/event participants</li> </ul>                 | <ul style="list-style-type: none"> <li>Gallery/exhibit survey</li> <li>Creative tools</li> </ul>                           |
| <ul style="list-style-type: none"> <li>Participants get involved with the Anderson Center by volunteering or becoming members</li> </ul>   | <ul style="list-style-type: none"> <li>Volunteers</li> <li>Members</li> </ul>                | <ul style="list-style-type: none"> <li>Volunteer log</li> <li>Member log</li> </ul>  |
| <ul style="list-style-type: none"> <li>On-site partners play an integral role in engaging participants</li> </ul>  | <ul style="list-style-type: none"> <li>Anderson Center staff and on-site partners</li> </ul> | <ul style="list-style-type: none"> <li>On-site partners log</li> </ul>   |
| <ul style="list-style-type: none"> <li>The Anderson Center collaborates with other organizations in the region</li> </ul>  | <ul style="list-style-type: none"> <li>Anderson Center Staff</li> </ul>                      | <ul style="list-style-type: none"> <li>Collaborators log</li> </ul>  |

## Description of tools used to answer Evaluation Question 1:

*Event survey:* The Anderson Center already uses an event survey and should aim to collect data through the survey at all outreach programs/events. To assess the indicator “Participants learn something new or engage in meaningful conversations,” the Anderson Center may consider adding a question after “What three words would you use to describe your experience tonight” that reads, “Did you learn something new tonight or have a meaningful conversation with a friend or stranger? If so, tell us about it!” Unless strongly suggested by the Minnesota State Arts Board, consider removing the second question (total arts events attended) as it doesn’t help assess an indicator in this evaluation framework.

*Creative tools:* The possibilities are endless! The Anderson Center can leverage the experiences of Stephanie to identify and test creative tools. As an example, if an event occurs within the Anderson Center, staff could cover a portion of the lobby wall with paper and write a prompt that aligns with one of the above indicators; participants could write responses on large post-it notes and place them on the paper. Prompts could include, “What did you learn tonight?,” “Tell us about a conversation you had tonight,” and “What role do you think art plays in society?” Staff would then document answers through photos and/or inputting them into a spreadsheet to analyze.

*Q&A documentation form:* Data collected through this tool could help assess the indicator: “Participants learn something new or engage in meaningful conversations.” Staff or volunteers would use a hard copy of the form to collect both narrative data and track the number of people who engage by asking questions.

*Gallery/exhibit survey:* To understand if participants feel welcome at the Anderson Center, staff could ask people who attend events in the gallery to complete a short survey. The survey could ask about participants’ feelings of comfort or belonging. The Anderson Center could also decide to ask demographic questions in this survey if staff would like to know if different types of people answer the survey differently.

*Volunteer log and member log:* To assess the indicator, “Participants get involved with the Anderson Center by volunteering or becoming members,” the Anderson Center could add a column to the existing volunteer spreadsheet to document the first time a new volunteer attended an Anderson Center event. Additionally, as the Anderson Center tracks members, it could also ask the question of a new member’s first experience at the Anderson Center or a most memorable experience. The goal of collecting this information is to understand what portion of participants become members and/or volunteers. On an annual basis, the Anderson Center could approximate what portion of participants become members and/or volunteers.

*On-site partners log:* The Anderson Center plans to define standards for what constitutes an “active” studio artist. Staff can then use these standards to create a log to understand if on-site partners engage in efforts that align with these standards. The Anderson Center can decide

who will complete the log: on-site partners, the Anderson Center staff, or an outside consultant. Regardless of who documents on-site partners' efforts, the Anderson Center should clearly communicate to the on-site partners what information the log collects.

*Collaborators log:* The Anderson Center can track what organizations and people it collaborates with in a Word or Excel document. In this log, the Anderson Center could record when the collaboration occurred and make notes about its success and/or challenges.

**Evaluation Question 2: What are the Anderson Center's contributions to the development of on-site partners<sup>1</sup>?**

| Indicators   | Information source  | Method/tool   |
|--|---|---|
| <ul style="list-style-type: none"> <li>● On-site partners demonstrate artistic growth</li> <li>● On-site partners know more about marketing, grants available to artists, and business planning and practices and use this knowledge to achieve their financial and strategic goals</li> <li>● On-site partners expand their audiences and receive recognition for their artwork</li> <li>● On-site partners develop meaningful relationships and collaborate with one another</li> <li>● On-site partners connect with regional, national, and international artist networks</li> </ul> | <ul style="list-style-type: none"> <li>● On-site partners</li> </ul>      | <ul style="list-style-type: none"> <li>● Studio artist survey</li> <li>● On-site partners program survey</li> <li>● Creative tools</li> </ul> |
|  | <ul style="list-style-type: none"> <li>● Anderson Center staff</li> </ul> | <ul style="list-style-type: none"> <li>● Programming for on-site partners log</li> </ul>  |

Description of tools used to answer Evaluation Question 2

*Studio artist survey:* The Anderson Center recently required studio artists to complete a short survey. In the survey, artists shared how frequently they use their studios and for how long, the benefits of having a studio space at the Anderson Center, and what additional support they'd like from the Anderson Center. If the Anderson Center conducts the survey again, staff could consider aligning the survey questions with the indicators, specifically the answer options to question 3: "Does having a studio at the Anderson Center provide a benefit to your artistic practice?"

*On-site partners program survey:* For more formal programming, such as professional development offerings, the Anderson Center could consider drafting a short pre/post survey to understand if artists gain knowledge related to marketing, grants available to artists, and

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<sup>1</sup> By on-site partners, we specifically mean artists who maintain studio space at the Anderson Center and instructors at the Universal Music Center

business planning and practices. For more informal events, such as happy hours, the Anderson Center could encourage creative ways to provide data.

*Creative tools:* See above.

*Programming for on-site partners log:* Data could include a description of an event (e.g., happy hour, business planning training), the date it happened, and how many people attended. The Anderson Center could track this information in a Word document or spreadsheet. Although this won't answer Evaluation Question 2 fully, it will be a start to document the support Anderson Center provides.

**Evaluation Question 3: How does the Anderson Center help support deeper understanding and integration of the arts in Red Wing and surrounding communities?**

| Indicators   | Information source   | Method/tool  |
|--|--|--|
| <ul style="list-style-type: none"> <li>● Residents of Red Wing and surrounding communities value the role that art plays in society</li> <li>● Residents of Red Wing and surrounding communities see art as vital to their lives</li> <li>● Community leaders integrate artists, art, and creativity into community dialogue and problem solving about community issues and opportunities</li> </ul> | <ul style="list-style-type: none"> <li>● Anderson Center staff</li> <li>● Residents of Red Wing</li> </ul> | <ul style="list-style-type: none"> <li>● Conversation log</li> <li>● Creative tools</li> <li>● Red Wing resident survey</li> </ul> |

Description of tools to answer Evaluation Question 3:

*Conversation log:* Stephanie is currently meeting with Red Wing community leaders (e.g., business owners, executive directors of nonprofit organizations) to share ideas of how to navigate COVID-19 disruptions. These conversations could illuminate how community leaders understand the value of art and culture and how community leaders integrate artists, art, and creativity into community dialogue and problem solving (see Evaluation Question 3 indicators, as well as possibly the indicator “Anderson Center collaborates with other organizations in the region” under Evaluation Question 1). The Anderson Center also might want to regularly meet with city staff who lead the way in implementing the Red Wing 2040 Community Plan. The plan dedicates one chapter to arts and culture; in conversations with city staff, the Anderson Center can explore ways to help achieve goals, strategies, and actions outlined in this chapter. Keeping notes from these meetings could help answer Evaluation Question 3: How does Anderson Center help support deeper understanding and integration of the arts in Red Wing and surrounding communities?

*Creative tools:* See above.

*Red Wing resident survey:* Indicators in Evaluation Question 3 focus on residents of Red Wing, a much larger and broader set of people compared to the focus of Evaluation Question 1 (program/event participants) and Evaluation Question 2 (on-site partners). One way to assess these indicators is through a survey of all Red Wing residents. Before embarking on creating this tool, the Anderson Center could consider the following steps:

- **Understand what related information has already been collected from Red Wing residents and how:** One place to start is with the City of Red Wing. For example, perhaps the City collected information from the public for its city-wide planning process that informed the comprehensive plan. The City may have asked arts-related questions during the planning process that the Anderson Center can use and/or build upon. The Anderson Center can also learn from the City if certain strategies work better than others to collect information from residents across the city. For example, perhaps the City has inserted surveys into utility mailings in the past.
- **Research how other communities have gathered similar data:** Perhaps other places have assessed similar indicators through a resident survey. Consider spending time searching online for tools/strategies the Anderson Center could glean wisdom from. This could be a project for an intern and/or a graduate student.
- **Strategize with arts partners:** The Anderson Center is part of the Artistic Response Team of Red Wing (ART). The Anderson Center could work with its colleagues to understand if other ART members also desire to understand how the public sees their role in supporting deeper understanding and integration of the arts in Red Wing and surrounding communities. If so, the Anderson Center could consider jointly crafting a survey.
- **Make a plan to use existing communication channels to get the word out about the survey:** People who receive the Anderson Center email blasts may be more likely to see and complete the survey. These folks are already familiar with the organization and are used to receiving communication from the Anderson Center. Since the Anderson Center is only interested in gathering information from residents, the Anderson Center would want to clearly communicate that this survey is for Red Wing residents only.
- **Make a plan to intentionally reach certain types of residents who may be harder to reach:** Some people may be more likely to complete a city-wide survey than others. Think through strategies to invite participation, including where the Anderson Center advertises the survey, the mode of delivery (e.g., online and/or paper surveys), and partner organizations that could help reach a diverse group of survey respondents.
- **Center equity as you draft the survey.** Consider asking yourselves the following questions:<sup>2</sup>
  - How can I minimize the burden of data collection?

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<sup>2</sup> Metris Arts Consulting compiled these questions. Find more here: <https://metrisarts.com/equity-reflection-questions/>

- Are the language and response options confusing, off-putting?
- Are the response options and demographic questions most inclusive of, appropriate, and reflective of the study population?
- Does my introductory language make respondents feel comfortable, informed, and respected?
- Will we be able to disaggregate our data by race, if appropriate?
- **Test the survey.** Before finalizing a survey, the Anderson Center could test it with a small group of people. Testers could give feedback on the survey length, clarity of the questions and answer options, and how long it took them to complete. The Anderson Center could use this feedback to finalize the survey.
- **Consider an incentive.** Even the smallest incentive can boost participation rates. Examples include a small gift for everyone who completes a survey (best for in-person) or respondents enter their contact information for a prize drawing at the end of the survey.
- **Make a plan for how to report survey results.** For transparency and to honor respondents' time and insights, decide how the Anderson Center will communicate survey results. Ideally, the Anderson Center would have this in place before launching the survey so respondents clearly know their privacy rights and how information they provide will be used and shared.
- **Consider collaborating with an outside consultant or graduate student.** Conducting surveys is an art and a science. Consider working with an outside consultant or graduate student (depending on the budget). They could help by researching existing tools, writing and testing the survey, and analyzing and reporting the results.