

arts learning Xchange July 16th excerpted follow-up survey results

Comments shared in response to Question #2: What 3 things did you take away from this forum? (Responses have been sorted by category. Those categories with greater than 10 comments each have been grouped at the top of the list in descending order of frequency. Remaining categories and responses with less than 10 comments each follow in alphabetical order.)

Technology:	Social networking media is being explored as a way to reach new audiences.
	The connection between social media and the arts community.
	The shift away from "marketing" to social networking
	Use of social media
	Further push our social marketing efforts.
	Finding ways for audiences to be an active participant - Social Media
	The difference between digital natives as oppose to digital immigrants.
	The economic crisis is a time for reflection and action from the arts community. The impact of technology on how people engage is at the heart of many investigations. What are the opportunities of this time for changing the way arts organizations engage?
	Interested in poptech - want to learn more.
	Using Technology more extensively
	Traditional marketing efforts are no longer going to cut it; we need to do a better job of utilizing all technologies in our marketing efforts.
	Innovation in building audiences will involve internet and social media
	PDA's are the way to reach future audiences.
	We need to ramp up our use of video on the web.
	Need to embrace technology as an opportunity
	How to move away from mailings and better use video.
	Technology technology technology
	Use of new technology to support our classes and events
	Online communication strategy should be an integral part of the overall communication plan
	Utilizing different media for marketing
	Mobile messaging
	The increasing importance of electronic communication
	Hand held technology will replace the laptop as the key form of marketing
	We are swimming in technology and information and we don't know what will come if it.
	The speaker's discussion about technology, finding new audience engagements and the exercise about change.
	That it's becoming a Mobile world.

	Invest our limited marketing resources in video equip vs. paid advertising (my translation)
	The need to dive in to technology more than I and my organization are doing right now
	Names of a few dance companies that are doing interesting media work to help support advertising
	Research shows arts organizations are challenged to use new technology to recruit new audiences.
	Media is a way younger people get their exposure to the arts and we need to look at how we as arts non-profits capitalize on technology to reach this audience
	Use of technology breaks down traditional audience silos for the arts
	Organizations that are using technology to bring in audiences, actively engaging them in the creative process.
	We need to make our website user friendly for people on their pdas.
	The democratization of the arts by the internet
	How to rebrand your organization to keep up with new technologies
	Provide interactive opportunities for arts participation
	Encourage Staff to participate in online communities.
	We have started looking into social networkings, video, and other grassroots-type marketing techniques. Our next concert is going to incorporate more audience involvement, and kid's activities!
	How an increase in internet usage in younger generations has helped create an audience eager for participation, collaboration, and customization. How the internet has democratized the intake and evaluation of art.
	The importance of communicating through the internet. The effectiveness of video clips to educate, inform, and promote your organization's mission and work. The necessity of being internet-active to expand, entice, and communicate with audiences.
	Big picture view on changing methods of communication in the arts and arts marketing.
Change:	The arts audience is changing.
	The changing environment for how people interact with art.
	The changing expectations for the role technology plays in our lives.
	We need to make some changes to insure our organization will survive long into the future.
	Change or die.
	Change of perspective,
	Power of change
	There is a catastrophic shift happening in creation, distribution and consumption.
	Change (mentioned 4 times)
	Importance of arts organizations making transformational changes for the future while scrambling to survive the next few years.
	Urgent necessity to change
	Don't fear change

	Prepare for organizational change and flexibility; clarify mission and goals;
	Change is necessary to grow and be vital
	Preparing for value changes.
	Change is good!
	When change is inevitable, look to community and shared resources
	I found Cameron's info on change management very useful.
	Change causes people to compete, which limit options for solutions
	Important to help people see that change is also an opportunity and to find concrete ways to manifest that
	Changing relationship with audiences
	Change is happening all the time
	Being open to change and thinking outside of the box when it comes to change.
	Re-examining assumptions is imperative (especially around technology/engagement issues), but finding the courage to change will be even more important (this applies to funders as well as arts orgs).
	When confronted with change, people feel anxious, focus on the resources they already have, first understand change in terms of loss, start with competition and later move to cooperation, and tend to go back to their old ways when the crisis passes.
Thinking Differently:	I was inspired by Ben Cameron to think differently
	We need to rethink audience engagement.
	Need to look at ways to engage our constituents in the process.
	New ideas for reaching a broader audience
	Changing priorities of audience need to be engaged as co-creators
	Different ideas
	The need to think outside-the-box.
	Arts organizations need to find new non-traditional ways to generate new audiences.
	New perspectives on what I see and feel happening everyday
	Creative non-traditional thinking is a key to future success
	In order to stay viable, we cannot rely on past models - change is happening exponentially
	Exploring new ways of reaching audiences.
	Importance of rethinking current and tired models
	That same-old, same-old isn't going to cut it for very much longer.
	A new angle on Marketing
	New Marketing ideas
	Transform audience participation to reflect trends in "reality entertainment"
Comments on Ben:	I was truly inspired by Ben Cameron's passion
	I am a big fan of Ben Cameron.
	Fantastic speaker

	Ben Cameron proves you can be fast, funny and very smart at the same time.
	I thought Ben was terrific, and he made me think! I thought he really focused on some key issues, and I was very grateful.
	Too much to list! Great speech!
	I'd love to get a hard copy of all the figures Mr. Cameron used.
	Inspiration: it was more inspiring than informational
	Ben Cameron - wow! I took a lot of notes and visited many web sites.
	Ben Cameron is a genius.
	I thought Ben's comments were in conflict with the length and style of his presentation,
	Ben seemed to know who "us" is and feel that is a group that needs protecting,
	That I wish I had a tenth of Ben's intelligence & drive!
	Ben's view of the field as a whole resonated with our experience here in the Cities.
	I'd love to have dinner with Ben Cameron and hear him talk for several more hours.
	It's very refreshing to have an event that features someone so dynamic, articulate and savvy who offers real food for thought rather than the same rehashing of local perspective that can sometimes occur in these sessions.
Adaptability	The need for artists and arts organizations to be extremely facile and fluid.
	Greater understanding of what we need to do to stay viable and relevant
	We need to be adaptable
	Organizational evolution.
	The need for flexibility and individualization for younger generations to lead pre-extant organizations to fit new visions for the future.
	The importance of flexibility
	How our world will obviously not be the same in ten years, and we need to be able to cater to it.
All in this together	That many other organizations are struggling with the same issues of audience engagement and retention
	We're all part of the same ecosystem.
	We're all in this together
	To not let the definition of "the arts" or "artist" become a source of division - the "we" against "they" experience - rather to consider the concept of "creative expression" as an experience that one can have with all types of people, while at the same time maintaining value in craftsmanship, discipline, devotion to a particular art form.
	Artists and Arts groups need me as much as I need them.
	That I'm not the only one who would welcome a good night's sleep.
Collaborate	Need for nonprofit arts organizations to collaborate,
	Work together to secure the piece of the pie that will be competed over among your peers.
	Sharing resources
	Connecting across organizations can lead to great things
	Cooperation between Arts groups

	We have to cooperate as arts organizations to get through these tough times.
	We have more to gain from cooperating than competing
	Community collaboration is a powerful enhancement to my organization
	Compromise and work together,
	Cross disciplinary programming is necessary
	The concept of cooperatively created art
	Large groups contain a wide range of committed and interesting potential partners
Co-opetition	Co-opetition, what do we do better than anyone else, value proposition, value to community.
	Co-opetition - great word, really important idea
	The need for co-opetition in the arts
	The concept of Coopetition.
	Coopetition and focusing on engagement!
	Coopetition, defining an organization's value, with social media and other technologies everyone is a potential author
	Connection, cooperation and sharing of resources. What is very common in many other cultures is still suspect here. We have tried to work with other agencies and many are not skilled at this type of relationship but we had our beliefs validated today!
	We need to be cooperative, not competitive.
	We need to focus on cooperation rather than competition if We are going to forge ahead in our efforts in the Twin Cities.
	Think about what our org needs to discard to put more resources into what we do best; idea of "co-opetition";
	Looking at a coopetition model during this economic recession that encourages arts organizations to work together and partner in new ways.
	At my table I saw a graphic illustration of the difference between "competition" and "coopetition" during the change exercise and it was the artists at the table that led the way!
Cross industry:	Importance of innovative connections between the arts and other disciplines
	Possible ways to rethink the business model of arts organizations
Education:	Need to identify "WHY" arts education is relevant to our community so we are prepared to clearly articulate the relevance in promoting and fundraising.
	Arts education vs. arts engagement
Future:	A great macro view of the future of the arts and what change is necessary to survive it.
	I'm on the right track if I can survive until the future becomes now.
	Further plan to server our future and current audiences.
	Ways to think about our planning for the future.
	What changes are necessary to ensure your long-term success? New approaches to programming and marketing, breaking from the past practices of 501(c)(3)s.

	Marketing is heading in some new directions that my organization needs to learn more about.
	How on track our programming is for the future
	Anticipate the space we'll occupy in the future
General comment:	Easy to reach location, great to have all the arts group together.
	This forum was fantastic. Great location, great speaker, great setup. Thanks!
	There is a tremendous amount of synergy enveloped when arts organization are brought together.
	The Arts Midwest Learning Xchange will be a great resource for our organization.
	Ben C. needs to come back and talk with the funding community in the Twin Cities.
	Our marketing department needs to attend future sessions
	The chance to hear a dynamic, accomplished speaker, which gave me and co-workers a chance to reflect and discuss various topics.
	Appreciation for the fact that I was there
	Didn't know about the forum until after this last event had begun - it sounded great, so I joined up. I'm looking forward to what's next
	Useful information
	A devout wish that I could somehow get a copy of this speech and somehow get my board to hear/read it and recognize the truth in it, truth they've been ignoring or actively working against.
	Great ideas for further exploration.
Innovate/ innovation:	Innovation (mentioned 4 times)
	My most innovative ideas are right on the money & what's more, the more outside of the box we can go the better.
	There are some organizations out there who are doing some really innovative things
Inspiration:	Inspiration (mentioned 3 times)
	Energy and insight from the speaker
	There is hope.
	Inspiration, pride in community, excitement for the future
	Feel more inspired to keep plunging ahead
Media:	Focusing on paid newspaper ads is largely out of date, unless we are putting out a product that speaks to the 'new' audience we need to cultivate, we not only won't but probably shouldn't survive, and that I need to make this into a mini-presentation to my staff so I need Ben's speech!
	Media Managers
	Traditional marketing is dying (if not dead)
	PR vs. media management
Mission:	Success in this economy will require evaluation of organization's core mission and expressing its relevance
	Need for nonprofit to be true to their mission to survive.

	Need to review out mission
	We went back to the core mission of our organization, and asked ourselves questions about the real value of classical music
Networking:	Connections to two potential partners
	Contact at the Bush foundation
	Rejuvenation - the chance to be with like-minded people doing good work in the arts all in one setting;
	Made media contact
	Met people
	Connect
	Met two women with whom I will keep in touch
	I finally met someone with whom I'd only communicated via email.
	Great opportunity to network - connected with people doing similar work
	I need to keep making It to these network-ready events.
	New contacts
Next generation:	Fantastic, fascinating examples of next-generation marketing.
	Start thinking about marketing strategies that target the next generation
	Excellent, concrete examples of how to effectively approach newer media to put our message out and meet newer generations of potential participants.
	We have spurred a discussion about how we can hire our intern, who is part of the 20-something generation and can offer us lots of help in this area.
	New ways of communicating with young people that you want to attract to your future audiences.
Participation:	
	It's not that people aren't interested in what we are doing/our cause, but that they need to feel engaged in order to want to participate.
	The need to think creatively about arts participation
	Continue to deliver unique arts experiences.
	Joy of participation
	Participation not passive consumers
	Confirmation that arts participation is increasingly more important than arts consumption.
	Engagement vs. presentation; co-creation vs. consumerism, and, and...so much more
	Interactive (mentioned twice), multi-media marketing is one of the most relevant ways to engage audiences 2-there has been a cultural shift--largely related to technology-- in how audiences are engaged, think about the arts and experience the arts 3-Participatory arts experiences that involve audiences rather than treat them as passive recipients of culture, will be successful
	To think more creatively about engaging people in our marketing efforts

Question:	Question both the 'how' (logistical) and the 'why' (fundamental) of your organization's work.
	Questions to ask ourselves to find/create our organization's identity
Real world examples:	Great to hear what some of the artists are doing to engage audiences very directly - we need to pay more attention and include them in these audience engagement discussions.
Relevance:	Relevance
	It is time to reinvent ourselves, to find our relevance.
	The arts crisis is not a financial one; it's a quest for urgency and relevance.
	Crisis of urgency and relevance
	Arts organizations in this society at this time are essential to our future and our heart.
Risk:	We can't be afraid to take risks and try new things, knowing that not everyone will be able to accept the change.
	Informed risk taking is good!
Statistics:	Great statistics on the shifts in the way we do things (i.e. 80% of consumers will trust any user review over a critic).
	Statistics
Survival:	It's not about the struggle of economy; it's about finding good ideas to survive.
	There's hope for the arts - not only to survive, but to be more relevant than ever in our new world order.
	It's incumbent on each one of us to make the case, passionately and rationally, why what our organization does is absolutely critical to the survival of the planet. The world isn't just going to come to their senses some day and start funding the arts and buying tickets unless we tell them why that matters.
	Questions to answer for my or to survive
Trends:	Current media trends are "word of mouth on steroids"
	Trends
	Audience trend information
Value:	Need to better define our organization's value
	Knowing your unique value.
	What is the value of (fill in the blank art form)? What is the value of that art form in the community?
	To continue to be successful, we have to be indispensable.
	The value in proactively thinking about ways to creatively engage audiences.
	Asking the question of why our organization must exist and of what value is it in the community.
	The idea that art value in the now and future will be co-created not consumed.
	The value of arts has shifted from consumption to co-creation.
Other:	Information for my colleagues

	Motivation (mentioned twice)
	Hope for the "HIP"
	Knowledge
	Suggested reading list (mentioned twice)
	Listen
	Need to strengthen and involve our board.
	Info about the learning program RFP that will be avail in Oct
	Positivity
	There was no real consideration of the facilities issue -- none of the easy-access, do-it-yourself communications tools lauded by Ben require a physical plant and yet most of the recipients of the Wallace and Duke Foundation grants spend a substantial part of their budgets every year maintaining facilities. How does/should/will the field as a whole address that tension?
	Importance of passion in the work
	Personal
	Some great ideas about keeping abreast of today's cultural movement
	The need to better articulate the human need for the LIVE arts experience.
	Reinforced that my instincts for programming are usually right.
	We can't get lost in the details--we alone create the kind of world we live in
	Be experimental
	We must skate to where the puck will be. (mentioned twice)
	Power of arts
	Twin Cities arts organizations are eager to learn more in order to improve their efforts.
	The reconfirmation that audiences and our world is pounding out a new social rhythm.
	Need to consider marketing, raising visibility and reaching out to new audiences.
	Need to put basic tools in place to be more effective.
	Time to take bolder steps and with confidence. We are new at this, very small. Can see what steps we can take to be viable at this early stage.
	How will the community be damaged if that art form doesn't exist?
	The need to redefine "audience."
	Humor, personality and sincerity need to be at the core
	Hope for the arts
	Terminology that segments audiences in a way that we haven't been thinking about before
	Hope, feeling of community, expansion of mind
	Supporting arts is an investment, not a transaction.
	Assumptions are very limiting
	I was informed of the past, present and future state of art's organizations that is of immense help to our organization.

	An idea of what other arts organization in the Twin Cities are going through, a better idea of how (and what) change is going to be needed, and a sense of hope that things can (and hopefully will) get better.
	A clear sense that one size will definitely not fit all
	New knowledge
	Don't wait for the money...do something now.
	New take on marketing perspectives
	Ingenuity
	Importance of research
	The three things retirees most regret about their lives