

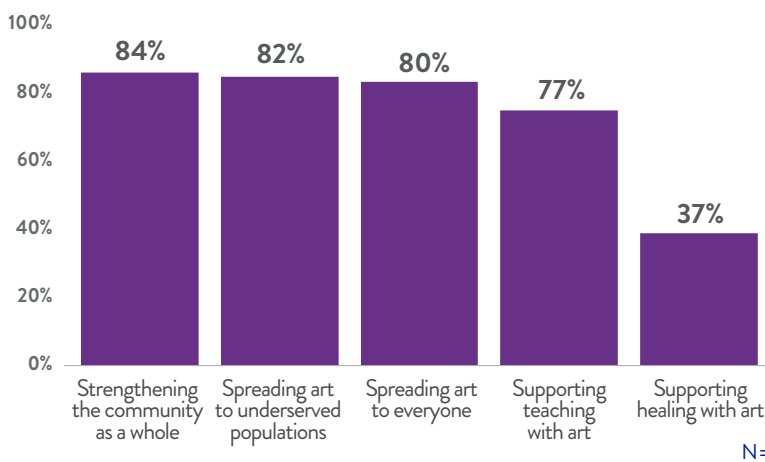
JULY 13, 2021

The Advisory Board for the Arts regularly surveys leaders at arts organizations - including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums - about issues relevant to the arts world. This online survey was fielded **June 30–July 9, 2021**. This is the thirty-first survey of the series.

COMMUNITY ENGAGEMENT FOCUS AND OPERATIONS

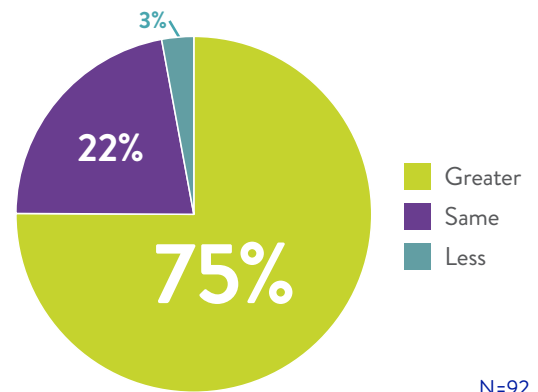
Multiple Objectives for Community Engagement

Focus of Community Engagement Efforts



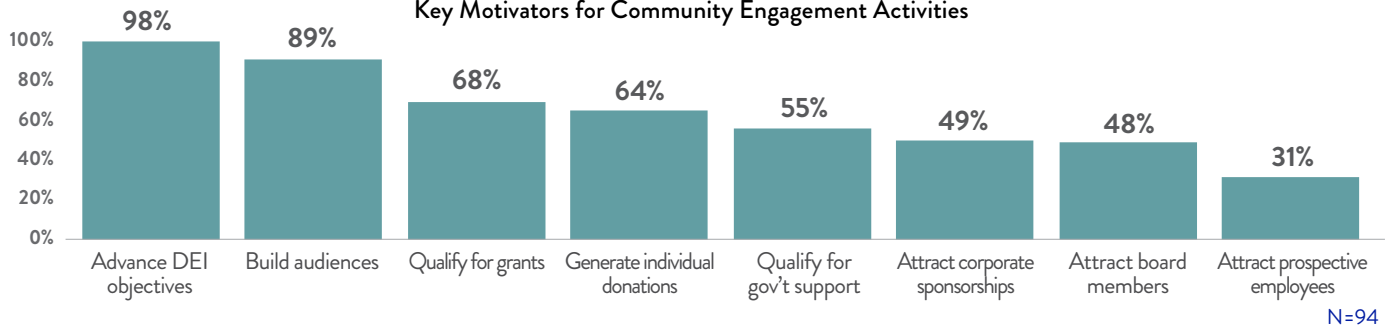
Most Planning More Community Engagement

Focus on Community Engagement in Next Year vs. Pre-Pandemic



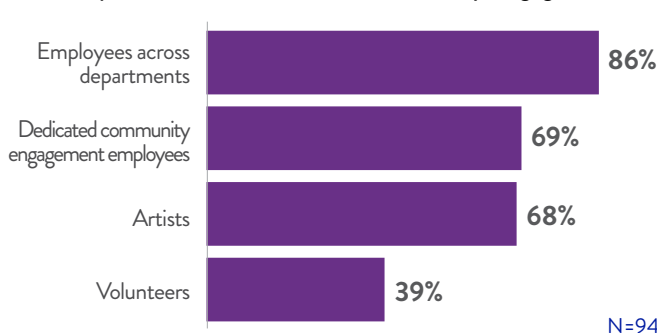
DEI and Audience Growth Top Motives

Key Motivators for Community Engagement Activities



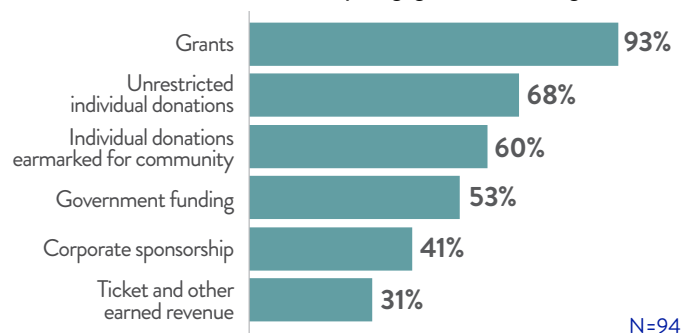
Community Engagement Spans the Org

Groups Who Plan and Execute Community Engagement



Grants Biggest Source of Funding

Sources of Community Engagement Funding

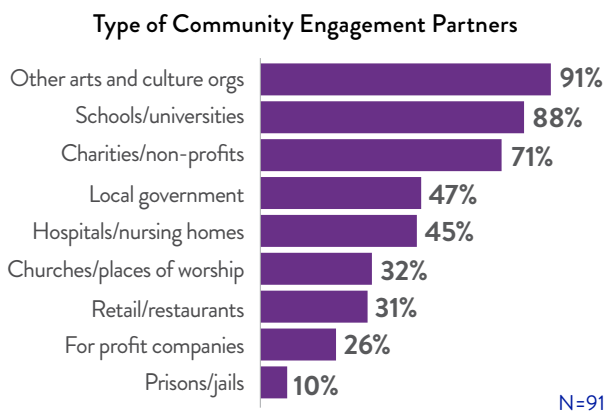


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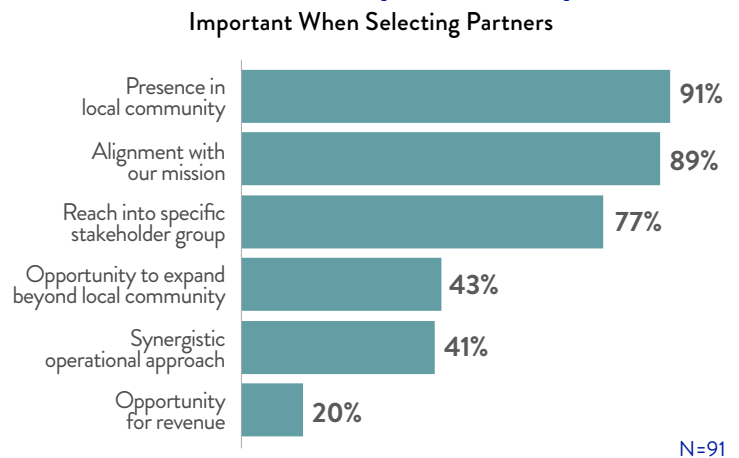
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COMMUNITY ENGAGEMENT PARTNERSHIPS AND METRICS

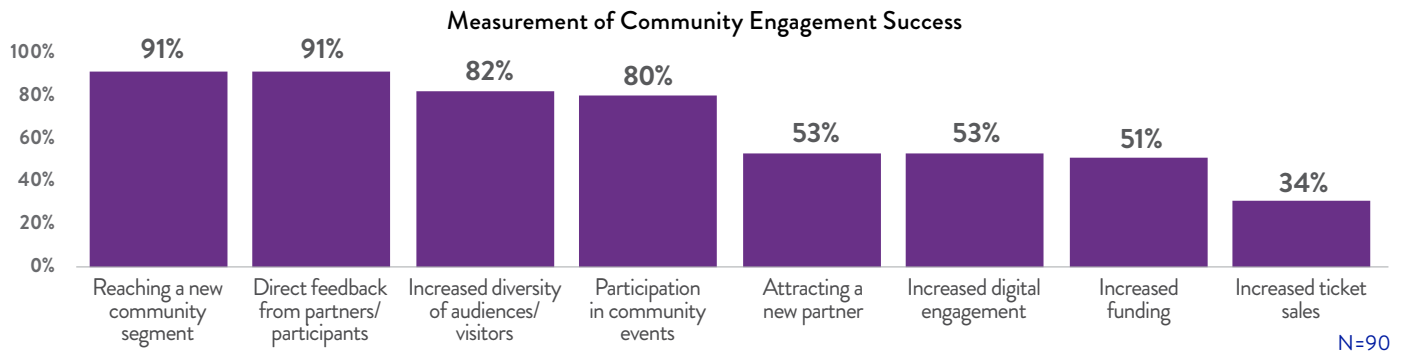
Arts Orgs, Schools, and Non-Profits Most Common Partners



Local Ties and Mission Key Partnership Attributes



Reach and Feedback Most Common Success Metrics



Biggest Focus for Community Engagement in Coming Year

Education, particularly in areas of the community where access to music education is extremely limited.

Increase the diversity of organizations we partner with and serve.

Engage the underserved communities in the neighborhoods surrounding our new facility.

Integrating community engagement fully into artistic planning rather than having it be separate.

Identifying ways our theatre can offer our skills and assets to further focus and address common community concerns and issues.

Helping to advocate for the recognition of the arts as a contributor to mental well-being and healthy, inclusive communities.

Elevating historically underrepresented artists to better reflect diverse voices.

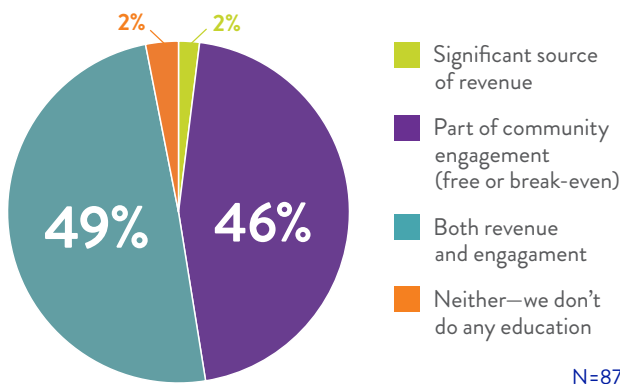
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SPOTLIGHT ON EDUCATION

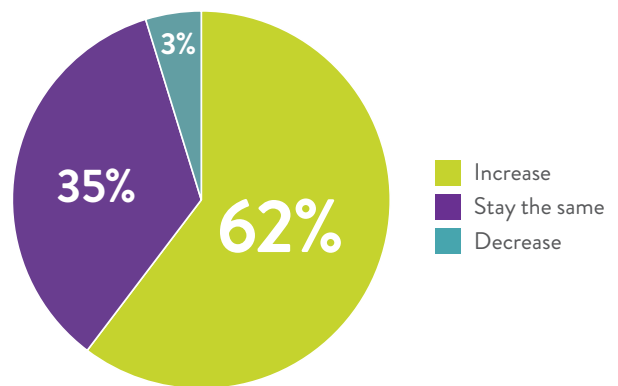
Education Part of Community Engagement for Almost All

Arts Org Approach to Education



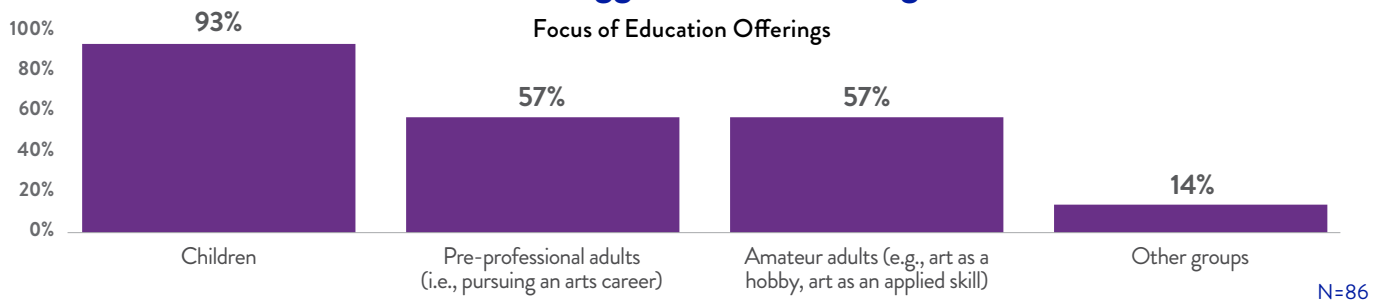
Most Expect To Earn More from Education

Anticipated Change in Education Revenue Next Five Years



Children Biggest Education Target

Focus of Education Offerings



Bigger Focus on Education Post-COVID

Focus on Education in Next Year vs. Pre-Pandemic

