



Transforming Arts Organizations Worldwide

Community Engagement Survey Results

January 2023

About ABA Community Engagement Survey

- The Advisory Board for the Arts Community Engagement and Organizational Survey was deployed between **November 15 and December 7, 2022**.
- The survey was deployed to ABA member organizations through its *Ensemble* newsletter, and the survey was asked to be completed by (1) staff member(s) in charge of managing and overseeing all community engagement initiatives, and (2) a member of the development team.
- At the conclusion of the survey there were **N=15 responses**, a mix of ballet, theatre, opera, symphony, and festival & school organizations.
- **To deepen our analysis, we segmented respondents into two brackets Community Core and Community Complement organizations.** We used the responses from two questions to make this distinction (see next slide for details).

Sections of the Survey

1. Current Status of Community Engagement Efforts

Survey takers were asked questions to understand core partnerships, collaboration with other departments, and future aspirations for engagement.

2. Staffing and Structures of Community Engagement Activities

This section housed questions about participating organizations' overall staff as well as about the teams and roles dedicated to community activities.

3. Board Support of Community Engagement

Survey takers were asked questions around specific board policies that can support community engagement and diversity, and the degree of board commitment towards community activities.

4. Community Engagement Budgets and Funding

This section was created to ask questions about participating organizations' dedicated budget and funding for community engagement activities.

5. Overall Organizational Budgets and Funding

Standard questions about participating organizations' overall budgets and funding to compare with community engagement budgets and funding data points.

Segmenting Our Respondents

To better understand the differences between organizations who have reached a more robust level of commitment to community engagement and their peers, we selected several questions as filtering mechanisms for our respondents. We then used these filters to create two segments of organizations.

CRITERIA

Which of the following statements best characterizes the role of community engagement relative to other activities (e.g., performance, exhibition) in carrying out your organizational mission?

- Our CE efforts are opportunistic and ad-hoc, not a core part of carrying out our mission
- CE is an important secondary activity, but not the primary means of carrying out our organization's mission
- CE is a robust part of delivering our mission, on par with the artistic part of the organization
- CE is the primary means of delivering our mission, with our artistic efforts serving as a means to deliver community ends



Please characterize the degree of collaboration between your community engagement teams and other departments at your organization.

- No collaboration
- Very limited collaboration
- Occasional collaboration
- Regular collaboration
- Continuous collaboration

All departments (Marketing, Development, Artistic, Production) were marked either of these answers

SEGMENTS

“Community Core” Organizations (N=5)

When defining organizations for whom community engagement is a “core” part of their work, we first looked at how respondents characterized the role of CE relative to their mission (Question 6). Those who indicated it as a robust part or the primary goal of their mission were considered potential “Core” organizations.

To further narrow down, we added a second filter: the degree of collaboration present with other departments (Question 13). We considered that an organization who regularly or continuously collaborates on CE with all teams has made it a priority for all work happening across the institution.

“Community Complement” Organizations (N=9)

All other organizations we consider to have a commitment to community engagement that is “complementary” to their mission.

They are still engaging in meaningful work but have either not named it as a top priority or are still working towards community engagement being present in all departments' work across the institution.

Executive Summary

Having segmented our 15 responses by the established criteria, several key differences emerged between how Community Core and Community Complement organizations operate:

- Community Core organizations are more likely to co-create initiatives or offer their own capabilities and resources to community partners than Community Complement organizations
- Fostering an appreciation for the arts is a shared goal across organizations for their community efforts, however Community Core organizational also focus more on strengthening the community in important ways
- In Community Core organizations community engagement is more likely to live under the administrative side while for community complement organizations community engagement resides more often under the artistic department. This difference is also reflected in the degree of continuous collaboration between artistic vs. administrative departments.
- Community Core organizations are more likely to have dedicated individuals managing Access and Public Programs.
- Overall organizations have increased their staffing for community engagement.
- Organizations have implemented standing committees to prioritize community engagement.
- All Community Core organizations indicated that their boards are actively engaged in prioritizing community engagement.
- All organizations have good representation of women on their boards, however BIPOC and younger board members remain a minority.
- Community Core organizations actively seek grant funding for community engagement initiatives in addition to committing a portion of their overall organizational fundraising.
- Community Core organizations indicate increasing their investment by 50% or more towards community engagement.
- Generally, Community Core Organizations commit between 4-6% of their overall operating budget towards community engagement.

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Current Status of Community Engagement Efforts

Currently Existing Community Engagement Activities

Kinds of Community Engagement Activities Currently Undertaken

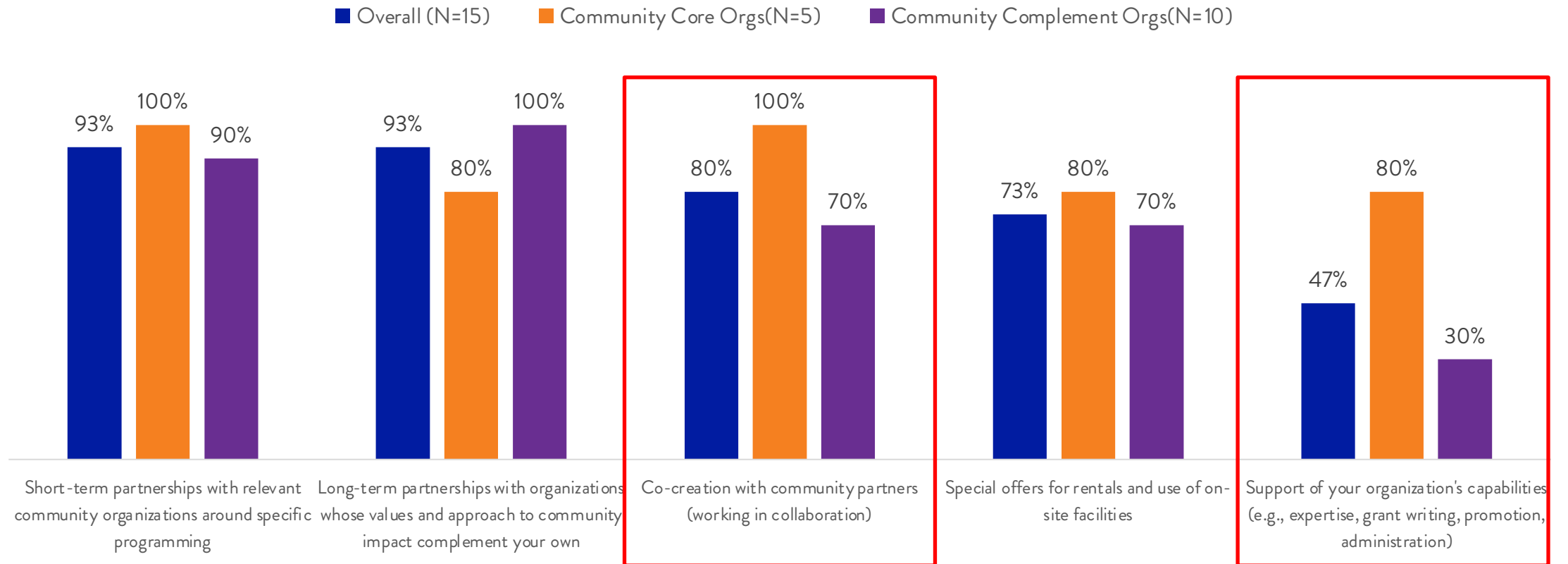
■ Overall (N=15) ■ Community Core Orgs (N=5) ■ Community Complement Orgs (N=10)



Q: What kind of community engagement activities do you currently undertake? (please select all that apply)

Working with Community Partners

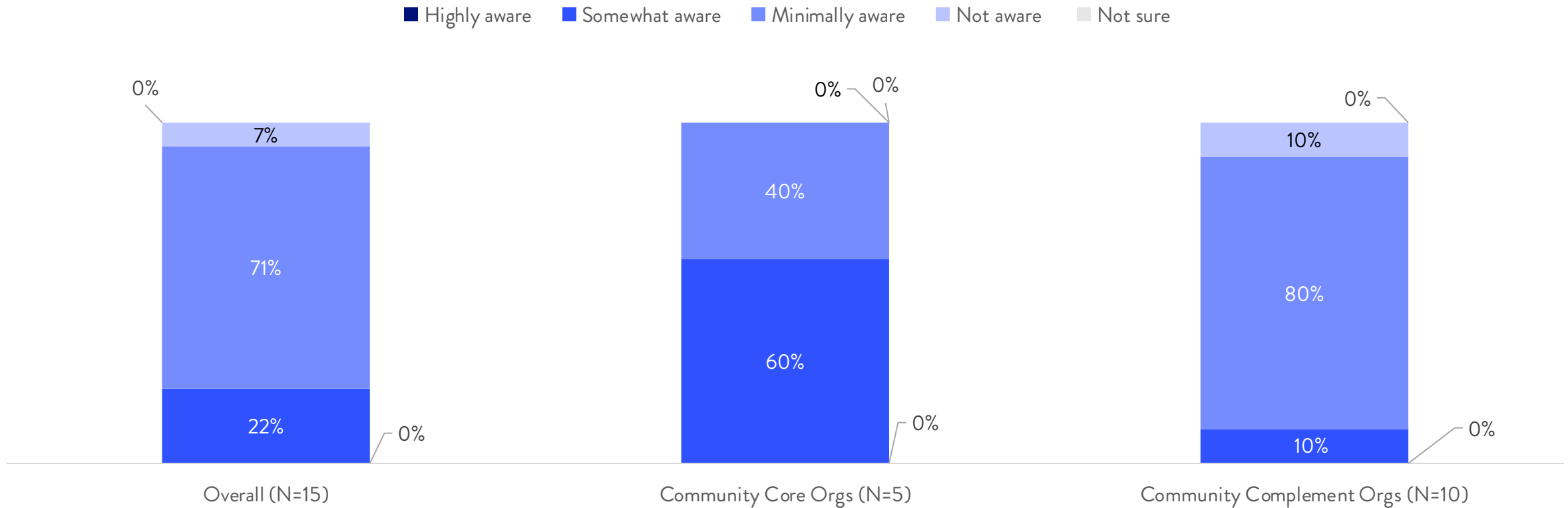
Ways in Working with Community Partners



Q: How do you work with community partners? (please select all that apply)

Working with Community Partners

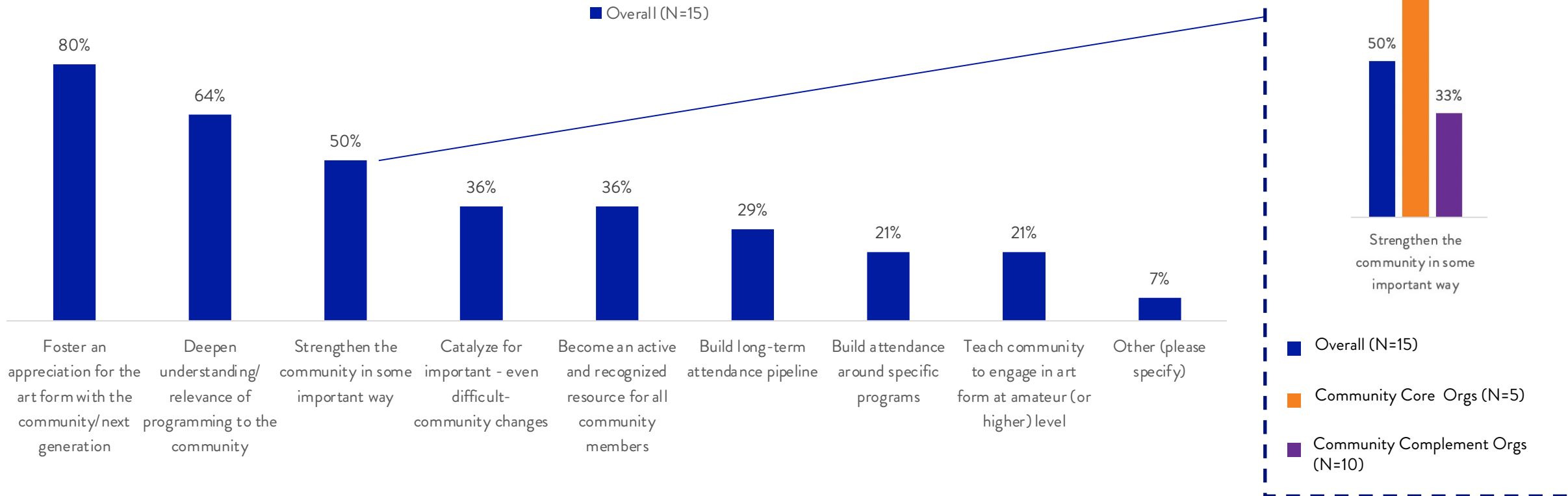
General Public Awareness Level of Org's Community Initiatives



Q: In your opinion, is the general public aware of your different community initiatives?

Top Goals of Community Engagement Efforts

Top 2 Goals of Community Engagement Efforts



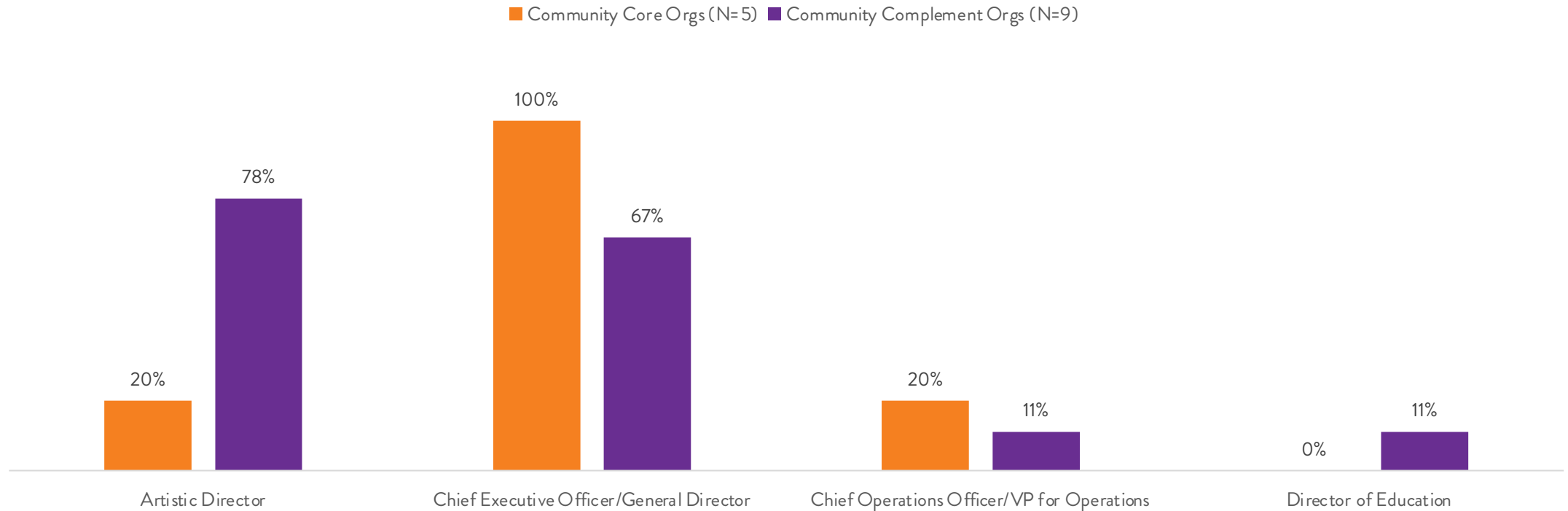
Q: Which of the following statements most accurately describes the goals of your community engagement efforts? (select TOP 2 choices)

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Staffing and Structures of Community Engagement Activities

Direct Supervisors of Community Engagement Leads

Roles that Lead of Community Engagement Reports To

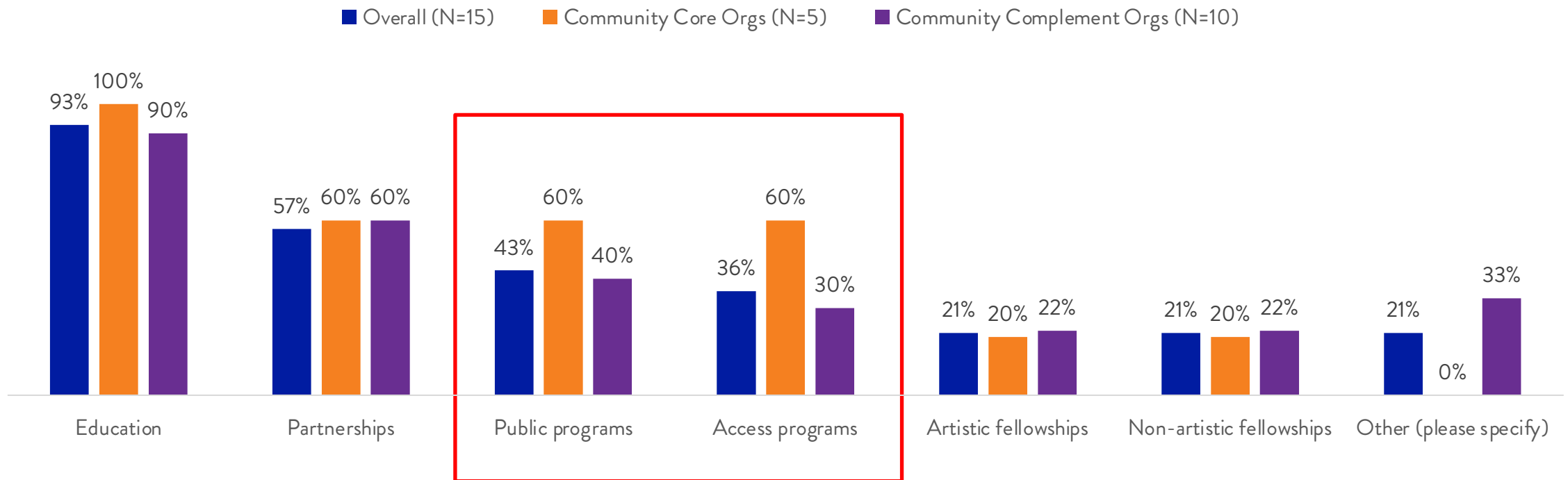


**100% of Community Core organizations indicated a dual-reporting structure where the CEO/General Director was one of the supervisors*

Q: To whom does the lead of community engagement report?

Community Engagement Areas Managed by Staff

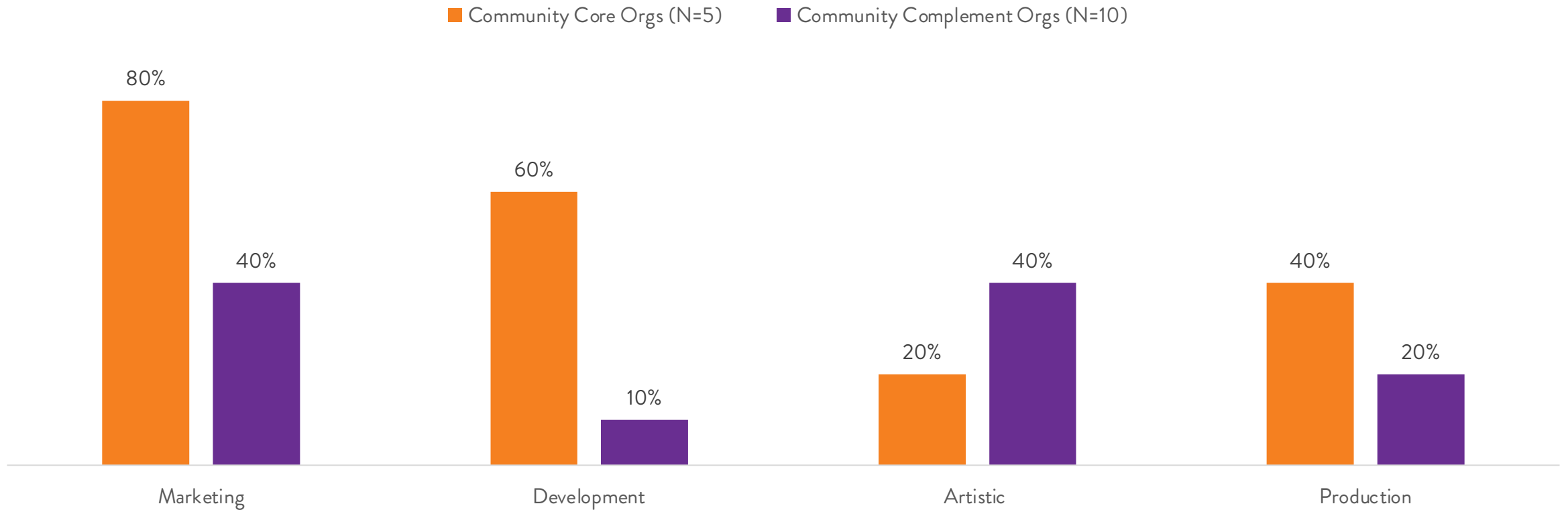
Areas Within Community Engagement Department Managed by Dedicated Team/Individual



Q: Within your community engagement department, which of the following is managed by a dedicated team or individual? (please select all that apply)

Collaboration Between CE Teams and Other Departments

Degree of *Continuous Collaboration* Between Community Engagement Teams and Other Org Departments



Q: Please characterize the degree of collaboration between your community engagement teams and other departments at your organization.

New Roles to Staff Community Engagement Activities

YES- Organizations Have Created New Roles to Support/Manage Community Engagement Activities, in Past 3 Years

Community Core Orgs (N=5) Community Complement Orgs (N=10)



Yes

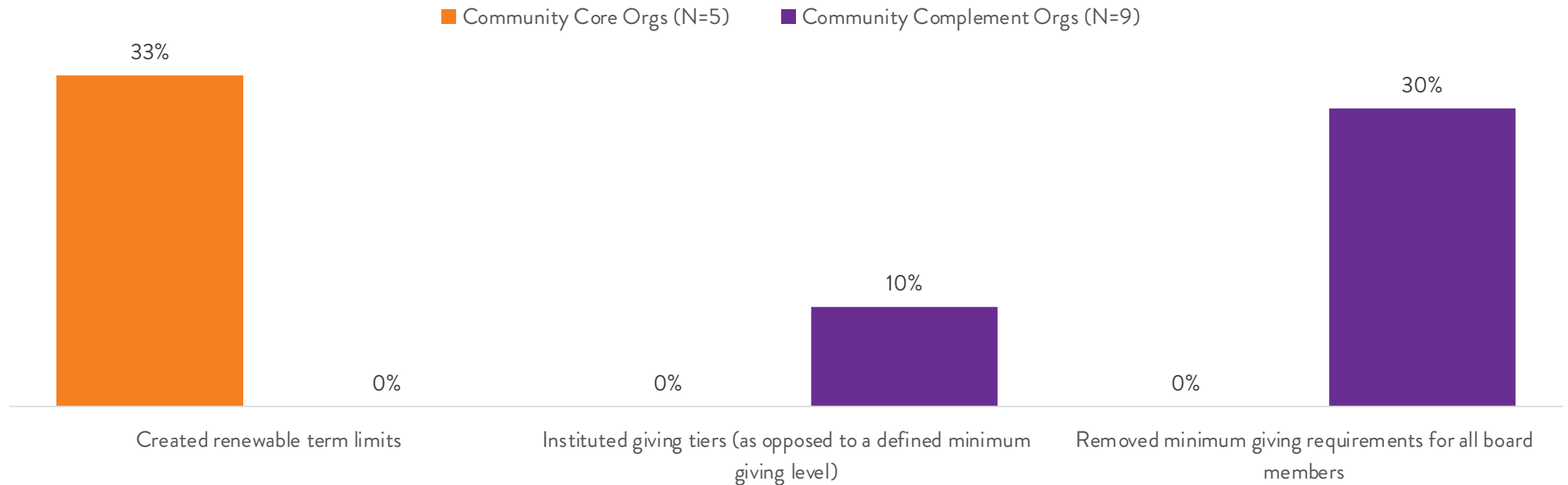
Q: Has your organization created new roles to support or manage your community engagement activities in the past 3 years?

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Board Support of Community Engagement

Changes to Board Policies and Structures

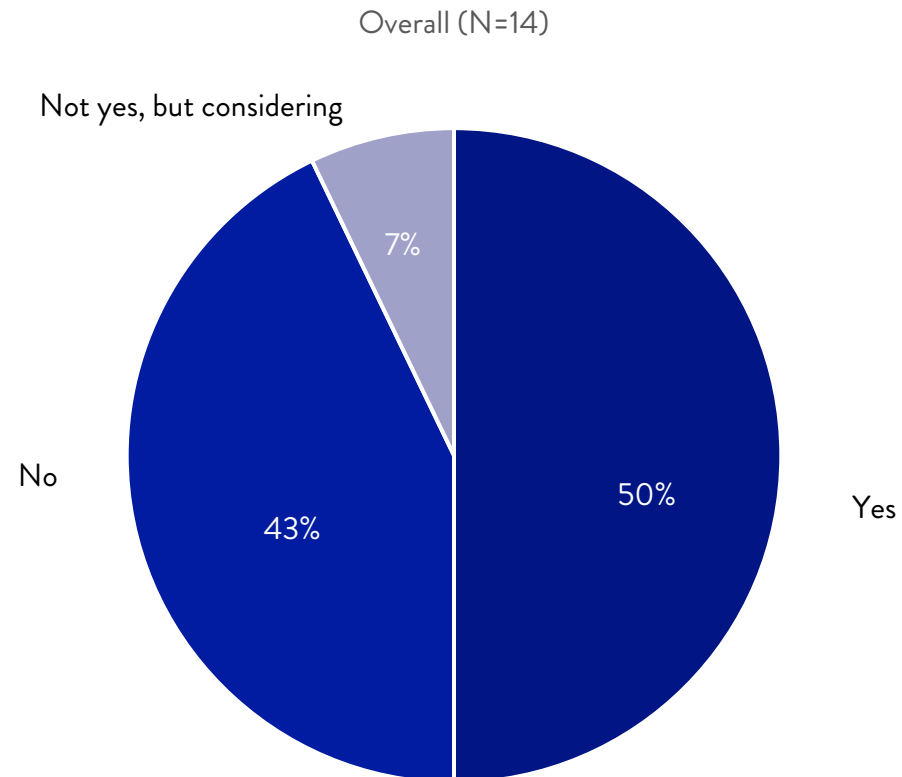
Changes to Board Governance Policies and Structures, in past 5 Years



Q: Over the past five years, have you changed your board governance policies and structures in any of the following ways? (select all that apply)

Standing Board Committee for Community Engagement

Board Have Standing Committee Dedicated to Community Engagement?

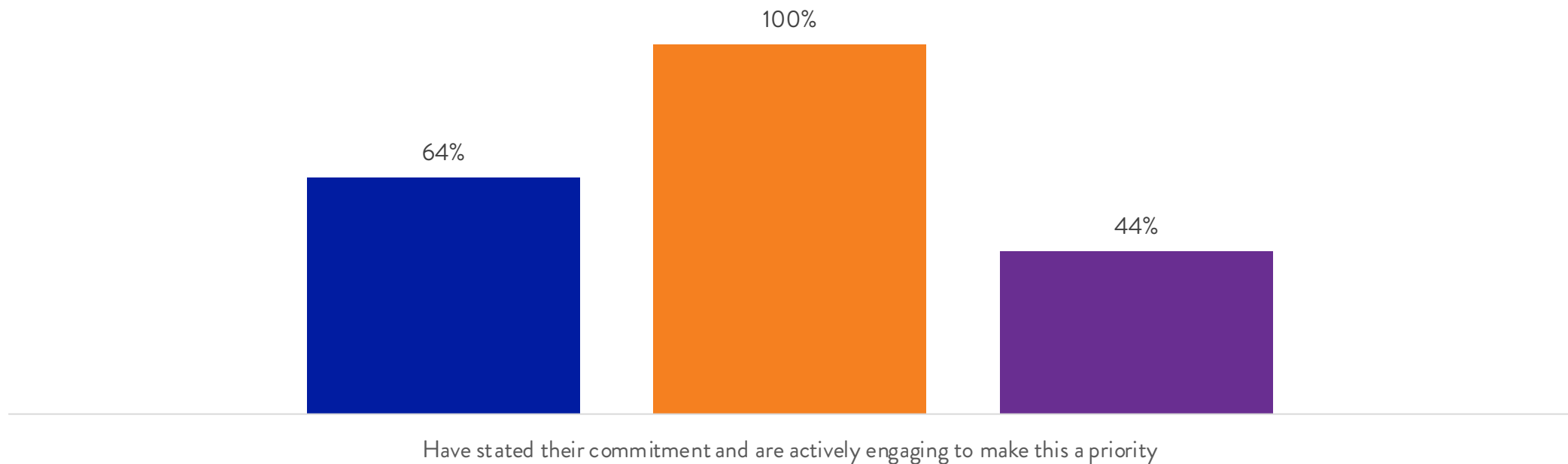


Q: Does your board have a standing committee dedicated to community engagement?

Board's Commitment to Community Engagement

Board Members Have Stated Their Commitment and Are Actively Engaging to Make This a Priority

■ Overall (N=14) ■ Community Core Orgs (N=5) ■ Community Complement Orgs (N=9)



Q: Overall, how would you characterize your board's commitment to your community engagement efforts?

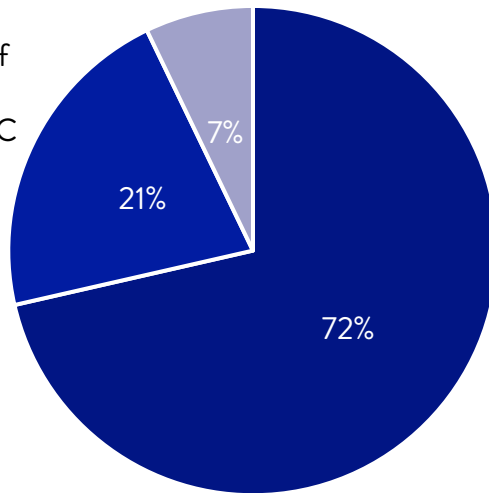
Board Members Demographics

Proportion of Current Board Members Who Are BIPOC

Overall (N=14)

41-60% of Board are BIPOC

21-40% of Board are BIPOC

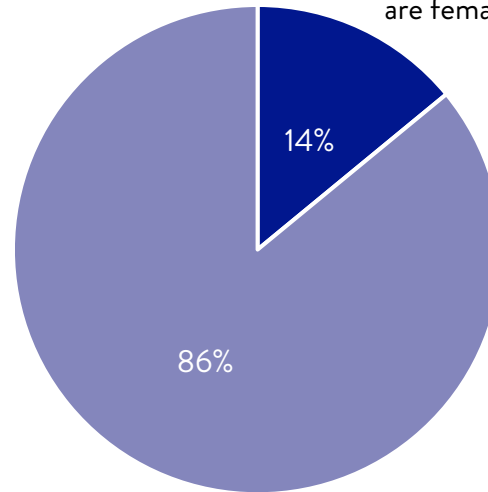


Under 20% of Board are BIPOC

Proportion of Current Board Members Who Are Female

Overall (N=14)

21-40% of Board are female

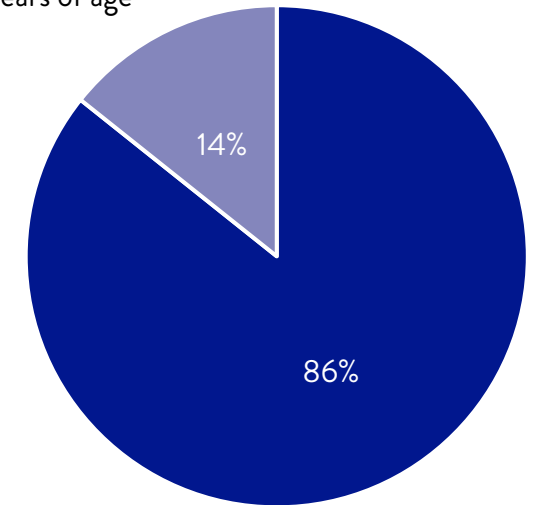


41-60% Board are female

Proportion of Current Board Members are under 46 years of age

Overall (N=14)

21-40% of Board are under 46 years of age

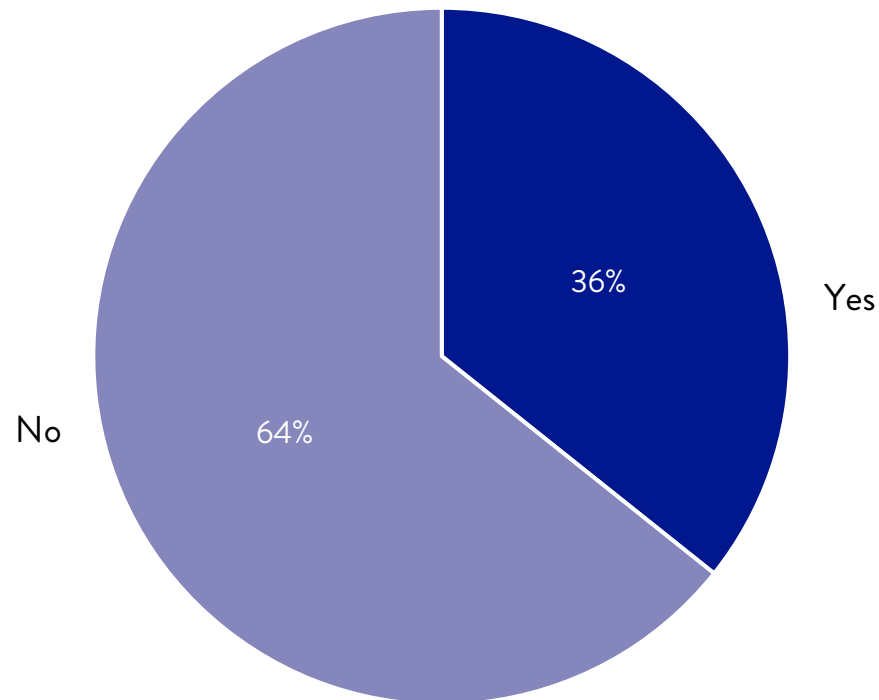


Under 20% of Board are under 46 years of age

Board Seats for Community Partners and Artists

Board Offer/Guarantee Seats for Community Partners?

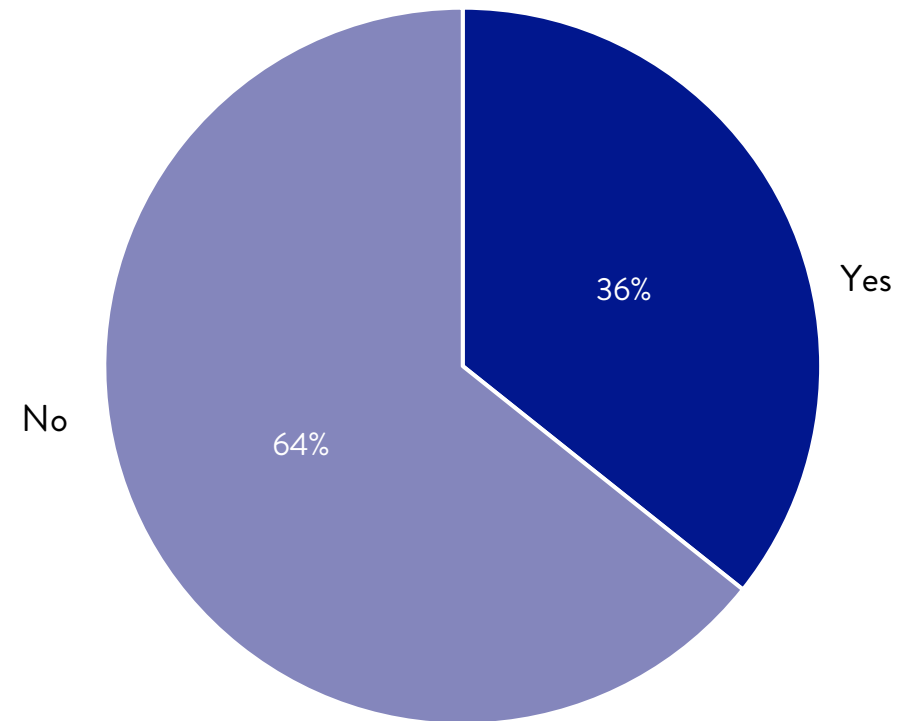
Overall (N=14)



Q: Does your board offer/guarantee seats for community partners?

Board Offer/Guarantee Seats for Artists?

Overall (N=14)



Q: Does your board offer/guarantee seats for artists?

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Community Engagement Budgets and Funding

Ranking of CE Budget Amount to Different Programs

Areas/Activities Allocated the Greatest Portion of Community Budget, Average Rank Order

- 1 K-12 Education Programs
- 2 General Public Programs
- 3 Partnerships
- 4 Access Programs
- 5 Adult Programs

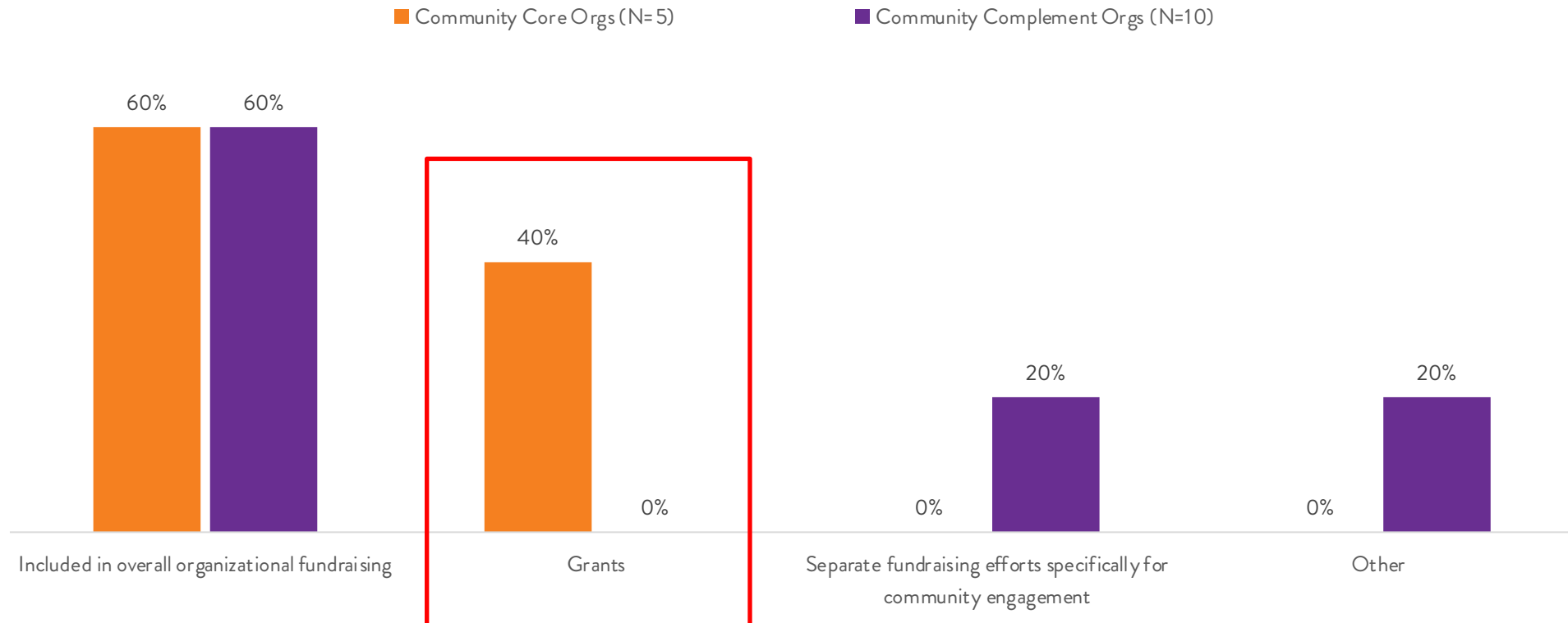
(1=Highest, 6=Lowest)

N=14

Q: Please rank in order from highest to lowest the areas/activities you allocate the greatest portion of your community budget towards.

Funding Sources for Community Engagement Efforts

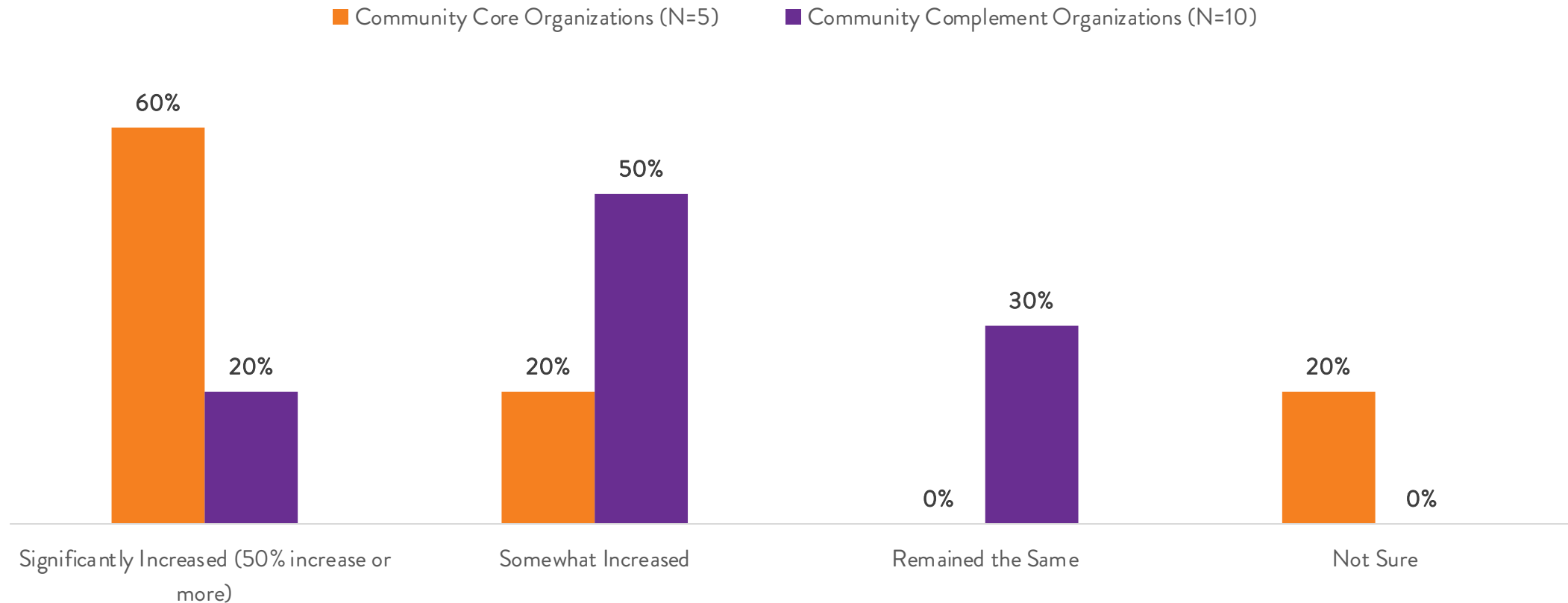
How are Community Engagement Efforts Funded



Q: Overall, how are your community engagement efforts funded?

Change in Community Engagement Budget Over Last 5 Years

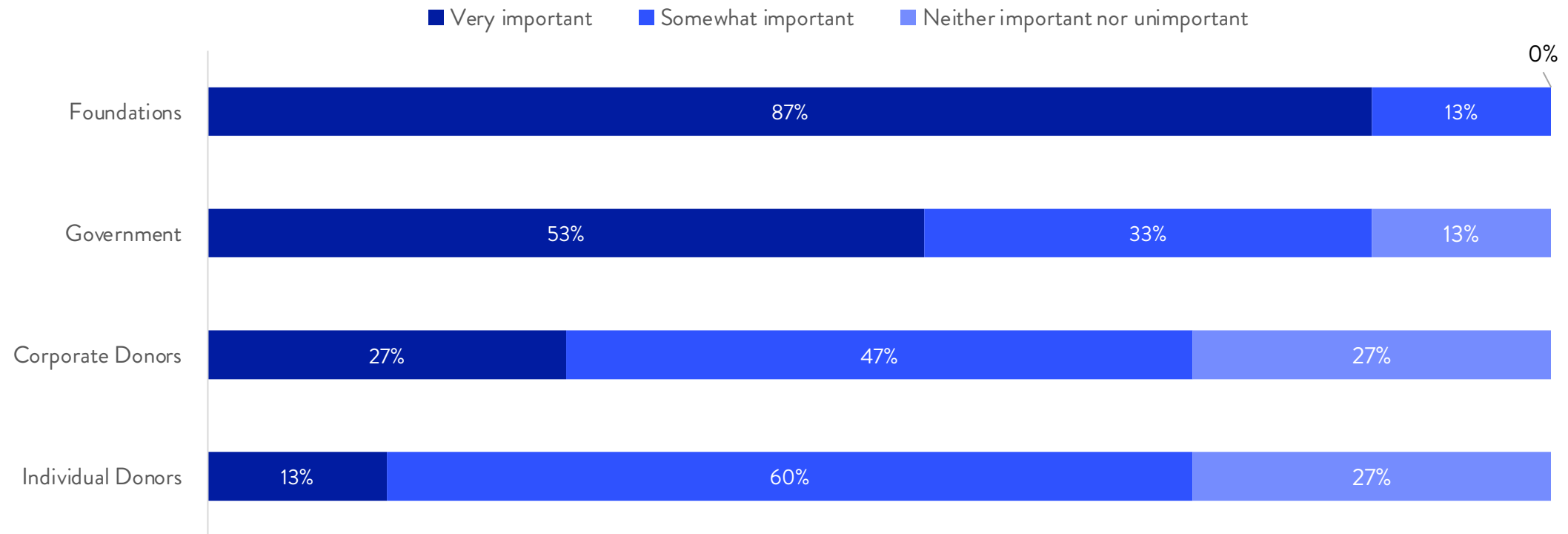
Change in Budget Allocated to Community Engagement Activities Today v. 5 Years Ago



Q: Compared to five years ago, how would you characterize the change in the budget allocated to community engagement activities by your organization?

Community Engagement as Motivation for Donors, Overall

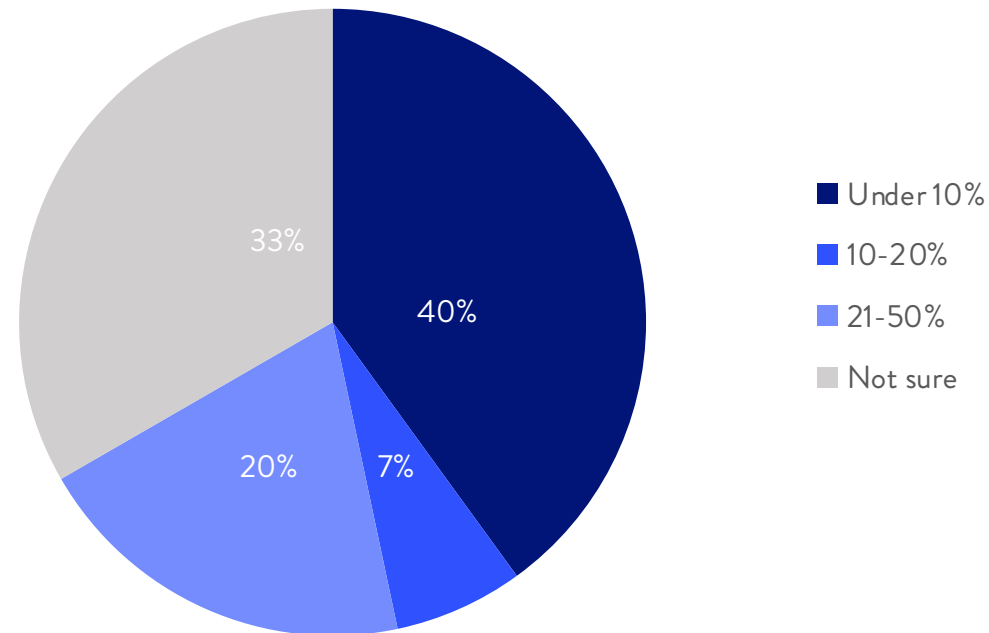
Importance Level of Community Engagement as Motivation for Donors/Funders to Give
Overall (N=15)



Q: How would you characterize the importance of community engagement as a motivation for donors and funders to give?

Donors Who Consider CE as Primary Reason for Giving

Percentage of Donors Who Consider Community Engagement Efforts as Primary Reason for Giving



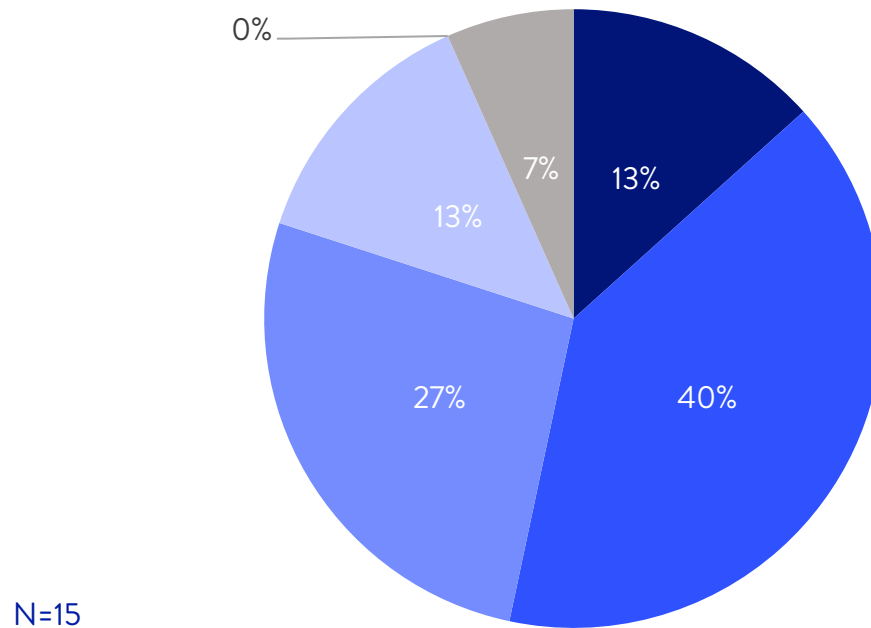
N=15

Q: To the best of your knowledge, what percentage of your donors consider your community engagement efforts as their primary reason for giving?

Crossover of Donors Supporting Artistic Projects to CE

Agreement Level that Org Can Count on Same Donors Who Support Artistic Endeavors to Annually Give to Community Engagement Efforts

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree ■ N/A we don't specifically fundraise for community engagement initiatives



Q: To what extent do you believe you can count on the same donors that support your artistic endeavors to make annual gifts to your community engagement efforts?

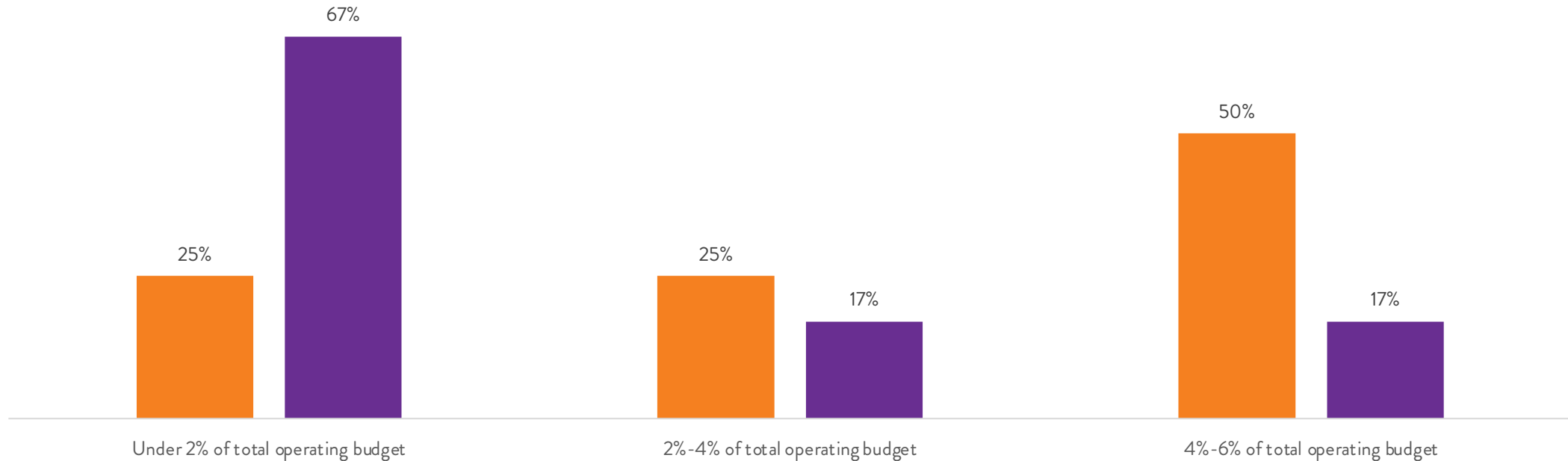
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Overall Organizational Budgets and Funding

CE Budget as Proportion of Total Operating Budget

Percentage of Total Operating Budget that is Community Engagement Budget

Community Core Organizations (N=4) Community Complement Organizations (N=6)





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