



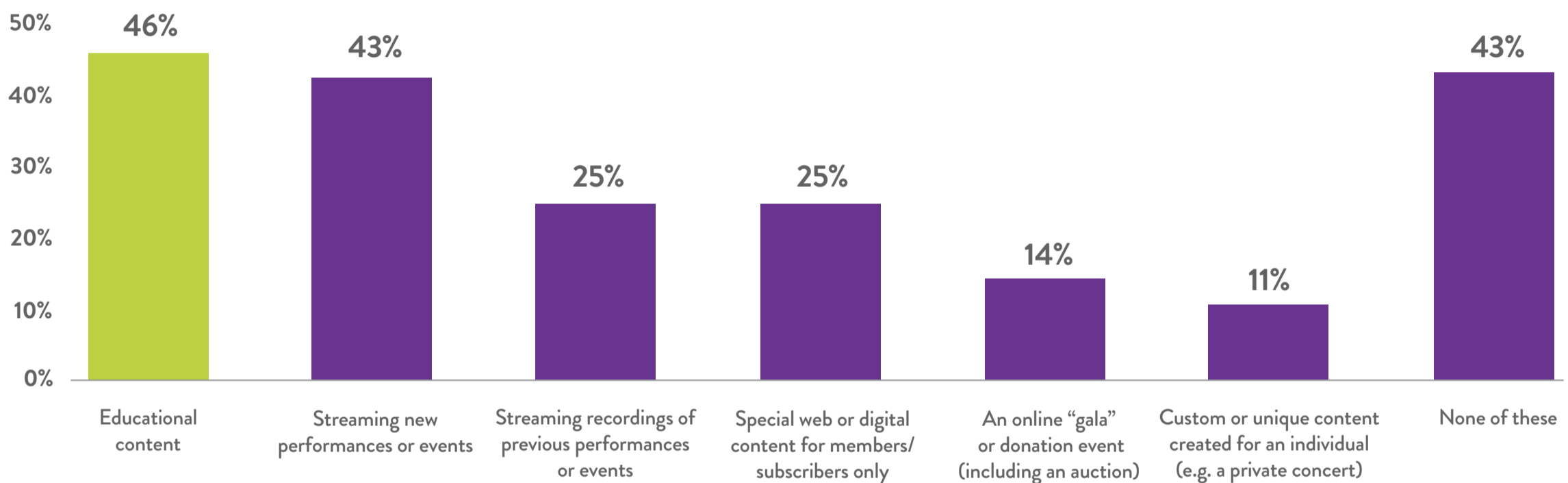
AUGUST 17, 2020

Since March 31, 2020 the Advisory Board for the Arts (ABA) has regularly surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about the impacts of coronavirus on their institutions. ABA also collaborated with LaPlaca Cohen and Slover Linett in the development and launch of a nationwide study of Americans about their relationship with arts and culture during the coronavirus pandemic. The study, *Culture & Community in a Time of Crisis*, was fielded April 29-May 2020. The following results about engagement with education are culled from both ABA’s coronavirus benchmarks and *Culture Track*.

EDUCATION EFFORTS IN THE ARTS

New Revenue Opportunity in Virtual Educational Materials

Arts Organizations Who Are Using Digital Content to Generate Revenue Via Fee or Requested Donation



N=28
ABA Arts Executive Survey | May 20, 2020

Effective Education Initiatives by Arts Organizations

Examples of Education Initiatives Offered During the Coronavirus Closure

Initiating a virtual masterclass series.

Working in collaboration with public schools to assist online teaching and offer new methods of curricular exploration — yielded over \$20,000.

Maintaining engagement with children through online music lessons.

Developing online education programming that will be offered even after social distancing restrictions lift.

Helping all of our conservatory students financially and non-materially to cope with corona-related issues.

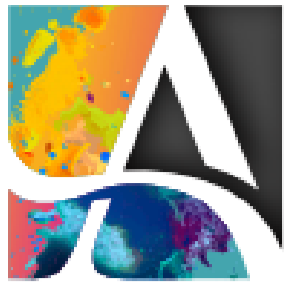
Creating activities for parents homeschooling: crossword puzzles, quizzes, and coloring sheets.

Partnering with the local school district to distribute devices for accessing the Internet, meals, and engaging students.

Continuing to be of service to our community by distributing laptops throughout schools.

Collaborating with public media stations (and via social media) to produce free education content for students stuck at home.

Producing online classes, led by teaching artists and staff, for every age group (from story time to examining 3 plays in 6 weeks).



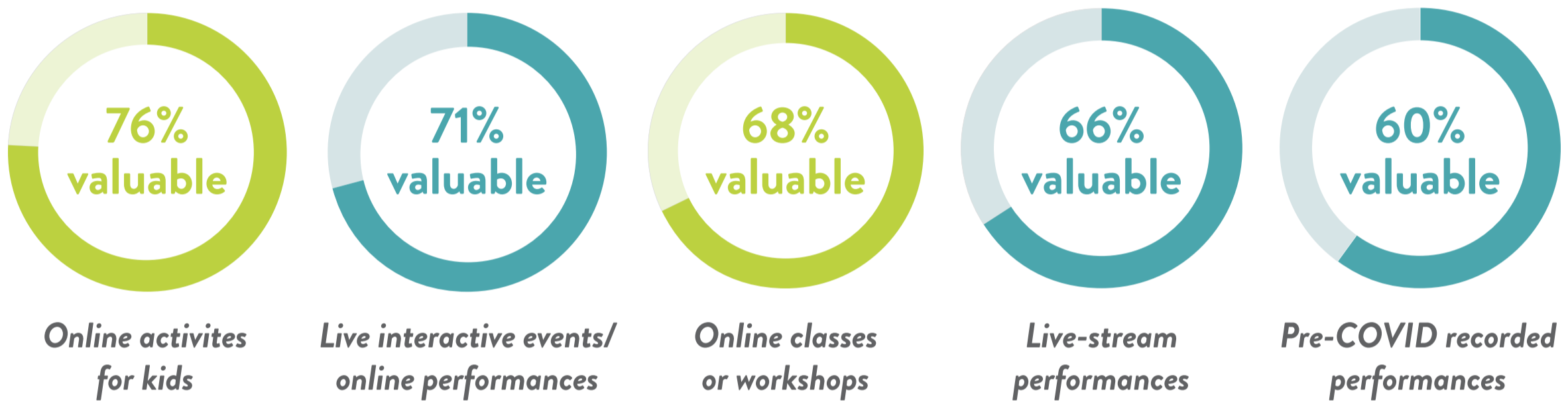
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FINDING VALUE IN ONLINE LEARNING

Online Learning-Based Activities Bring People Highest Value

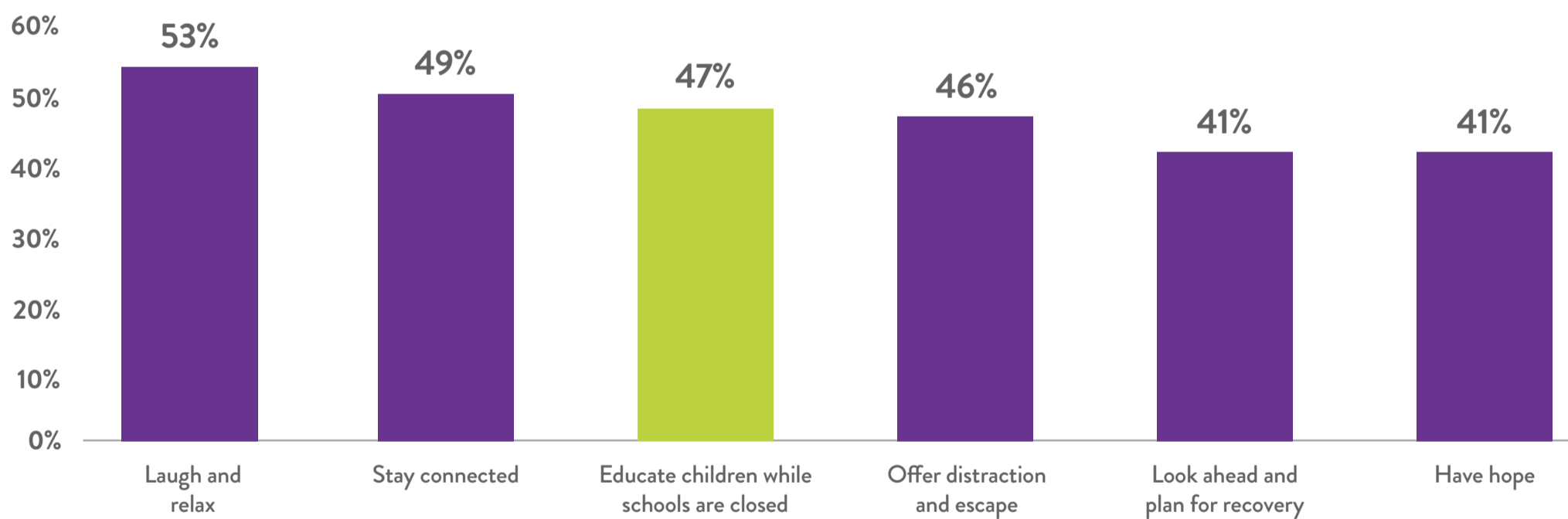
Percent Rating Each Digital Cultural Activity Valuable*



*Only top 5 valued activities trialed in past 30 days are listed. Participation in activities ranged from 17% to 10%

Stable Demand for the Arts to Educate During COVID-19

Ideal Ways for Arts & Culture Organizations to Help the Community



N=124K | data was weighted to reflect actual U.S. demographics
Culture & Community in a Time of Crisis: A Special Edition of Culture Track

FOCUSING ON THE FUTURE

Education Initiatives in DE&I Prioritized Highly

11%

RANKED AS TOP DE&I PRIORITY

50%

RANKED AS ADDITIONAL HIGH DE&I PRIORITY

N=50
ABA Arts Executive Survey | August 7, 2020

Skill Sets Needed to Thrive in Future

55%

BELIEVE IN FUTURE IMPORTANCE OF EDUCATION & COMMUNITY OUTREACH

ranked third behind digital content creation and digital platform innovation

N=41
ABA Arts Executive Survey | June 17, 2020