

Project Introduction

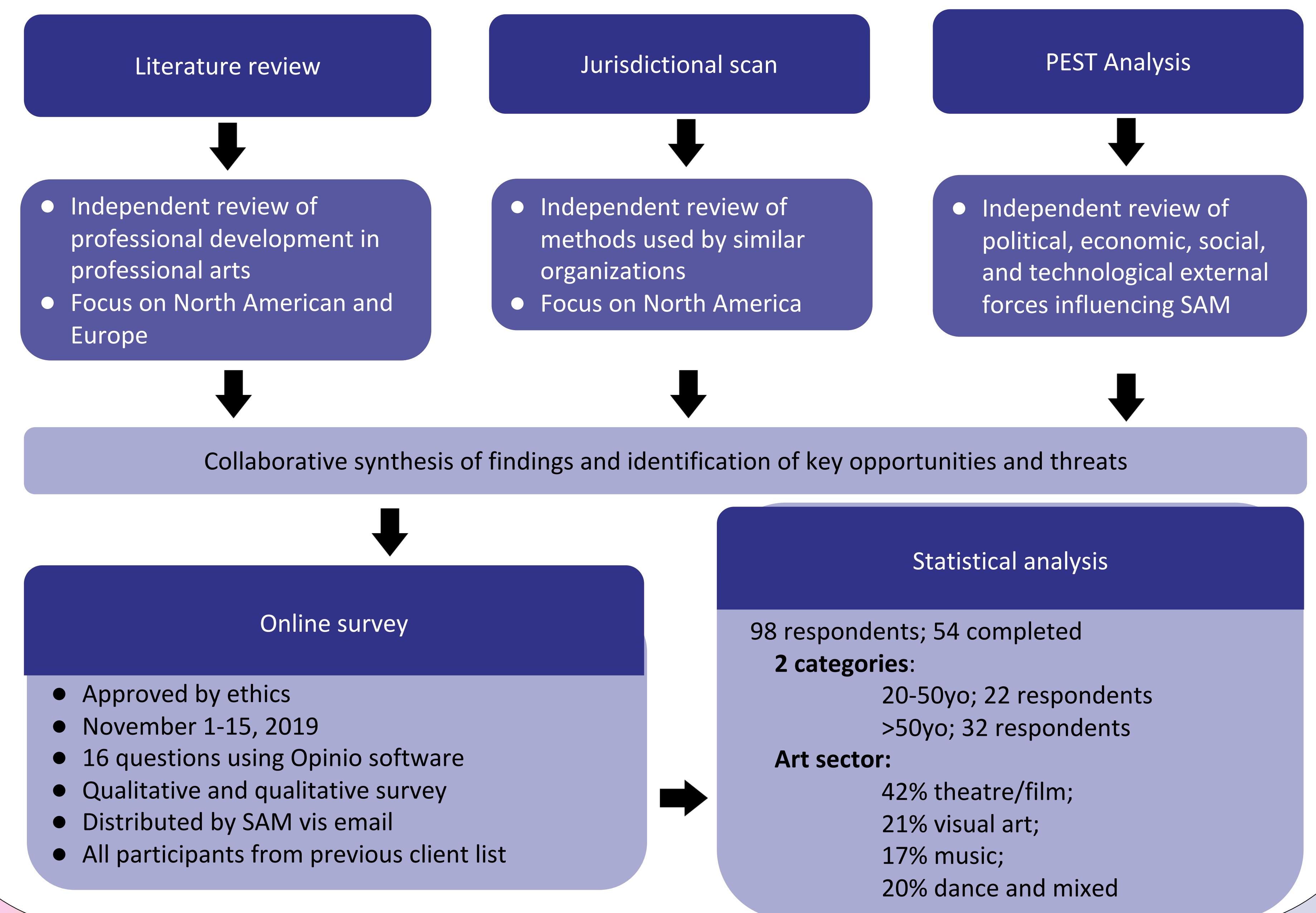
Founded in 2007, Strategic Arts Management (SAM) is not-for-profit government subsidized organization based in Halifax, Nova Scotia. The organization helps build the capacity in the arts sector of Nova Scotia by providing affordable mentoring, financial management services, crisis management, career planning, and resources to artists and arts organizations.

In 2017, due to a dwindling number of participants, SAM discontinued a workshop series intended to equip participants with management tools necessary for successful businesses. SAM is now looking to relaunch its workshop program, but needs to explore how the workshops can be redesigned to better fit the needs of the arts community. To do this, our team sought to answer the following questions:

How can Strategic Arts Management deliver a workshop program that is desirable to the professional arts community in Nova Scotia (as evidenced by increased participation)?

1. What topics are perceived by the professional arts community to be the most important/relevant?
2. What is the best way to deliver information and skills related to such topics?

Methods



Research Results

Opportunities:

There is a continued demand for professional development in the arts

- Society is moving towards online information-seeking behaviour
- Organizations are differentiating themselves from competitors by implementing unique and tailored approaches

Threats:

- Competing organizations are using technologically-driven methods like Webinars and YouTube tutorials
- Competing organizations research their demographics to create specifically tailored programming
- Technological advances have created international competition for SAM

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Survey Results

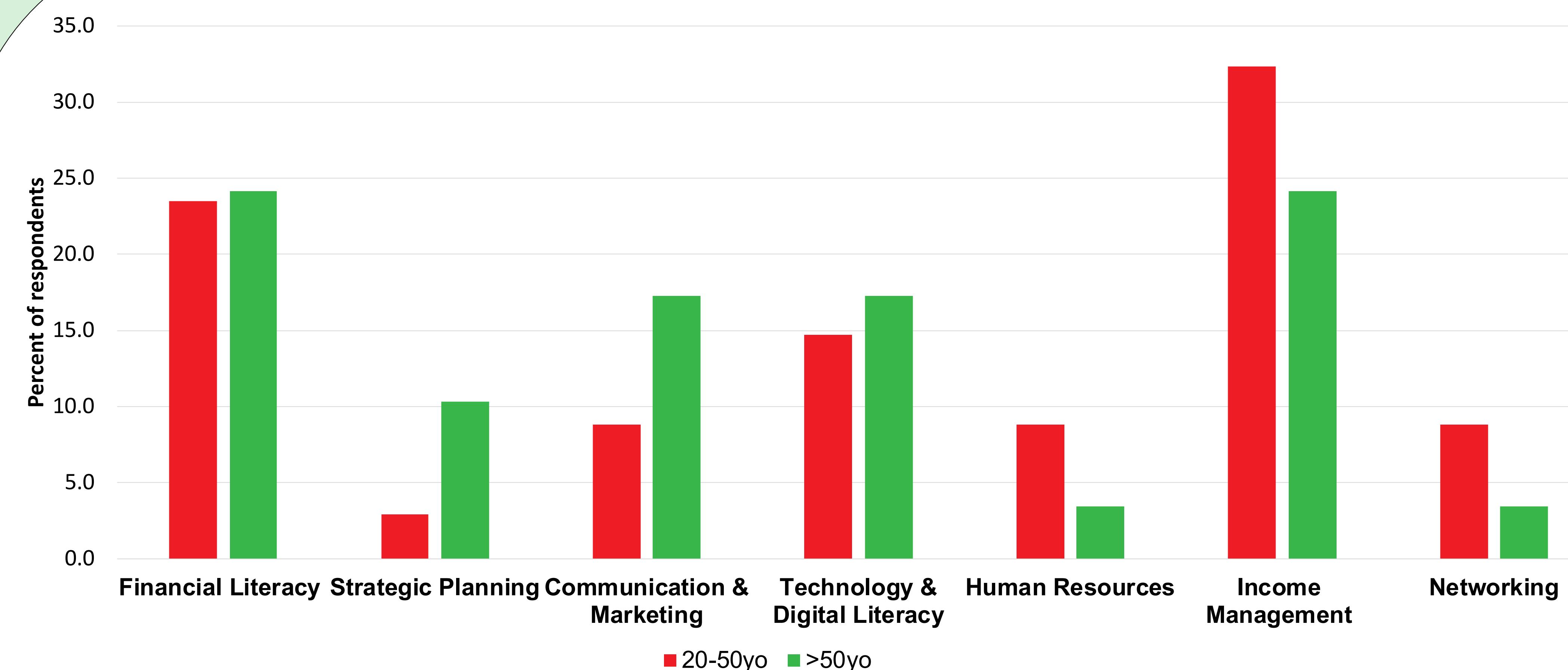


Figure 1: Workshop topic preferences by age category (20-50 years old and >50 years old)

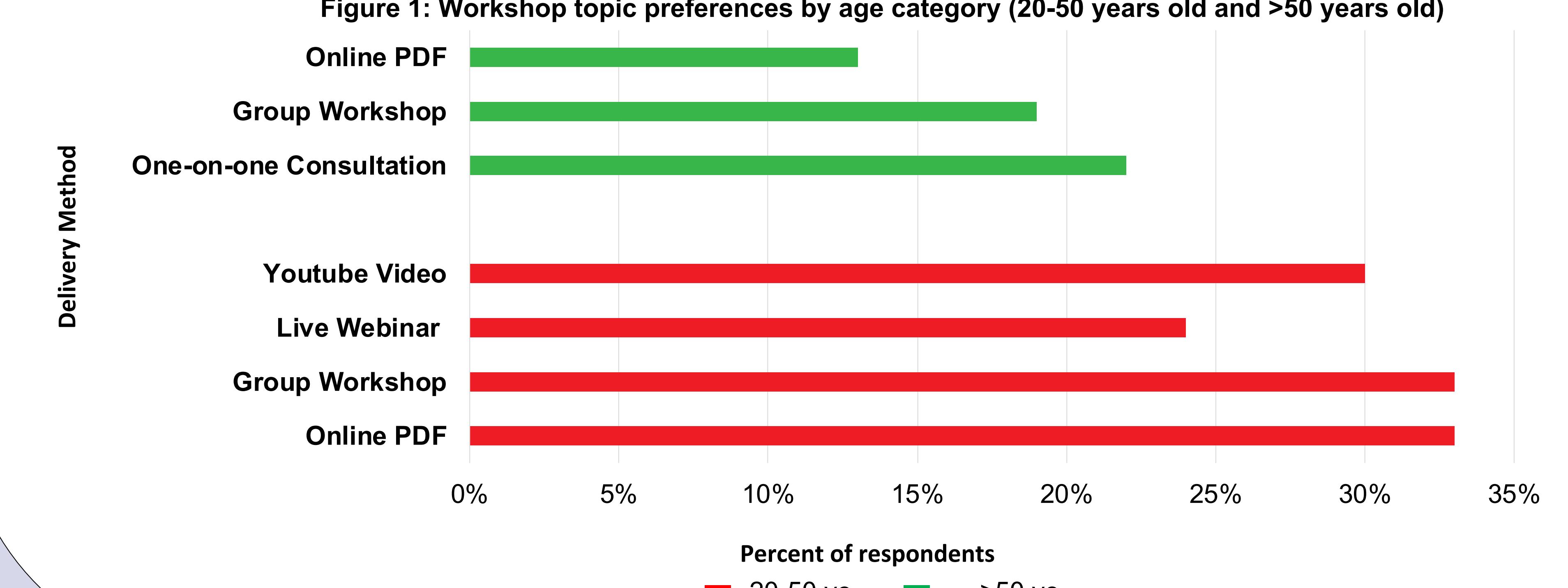


Figure 2: The top 3 preferred workshop delivery methods by age group (20-50 years old and >50 years old)

Recommendations

Content:

Clear topic preferences were indicated by survey respondents (see Fig 1). Future workshop topics should thus focus on:

1. Income Management
eg. Grant application, fundraising, project funding, finding sponsorship, crowdsourcing
2. Financial Literacy
eg. Accounting, budgeting, taxes, project financing, book-keeping
3. Technology and Digital Literacy
eg. Website planning and design, social media, communications plans

Other relevant topics include Strategic Planning, Communication and marketing, Human Resources, Networking

Delivery:

Preference for the delivery method of these workshops appears to depend on age (see Fig 2). Since SAM's target audience ranges from the ages of 20 and 50 years old, priority should be given to the approaches preferred by this group (shown in red). SAM should offer online PDF's, group workshops, and Youtube videos to deliver content. SAM should differentiate itself through unique delivery methods and become specialized through targeted programming. SAM should also collect demographic data on new, existing, and potential clients, in order to further tailor programming to the community. Evaluation of workshops can be estimated according to attendance, which requires that SAM record in-person and online participation. The analytics available on social media sites such as Facebook may be a useful tool for gauging interest.

Acknowledgments

The authors would like to thank Bruce Klinger and Erin Taylor for their contributions to the project on behalf of Strategic Arts Management. Your insight, cooperation, and communication have been invaluable. We also wish to thank Liz Wilson and Sandra Toze for acting as the TA team for our group, and providing continuous feedback.