

Evanston Art Center Proposal



March 2, 2017

Team 2

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The Big Idea

Expand the focus beyond just getting people to enroll in classes. Inspire people to appreciate, support, and continue the arts.

Opportunities for Improvement

Reaching New Markets

- Untapped potential with NU students & organizations
- 20-30 year olds
- Future supporters

Improving the Experience

- Foster a welcoming environment
- Converting visitors to customers or donors
- Getting people to come back

Online Communication

- Get people talking on social media
- Shape EAC's image through its website

Reaching New Markets

70.2%

of Northwestern students surveyed have not heard of the Evanston Art
Center

How do Northwestern Students discover the EAC?

- **34%** said they heard about the EAC through a **family or friend**.
 - **21%** found out about the EAC through a **poster**
 - **Only 7%** discovered the EAC via **Social Media**
-

Evanston Demographics

- **30.7%** of Evanston's population are in their **20s or 30s**
 - This averages out to roughly **23,210** people in this demographic
 - **14.5%** of males and **13%** of females fall into the **25-34** demographic
-

Why

get Northwestern students to
come to the EAC?

- Big part of Evanston community
- Wealthy alumni
- Potential future donors
- Build a love and appreciation of art in young people

EXPOSURE > RETENTION

1. Group One-Time Classes

73.8%

of Northwestern students would take a one-time class at the EAC.

Group One-Time Classes

- Targeted at student groups, Greek organizations

Strategies to make that happen:

- Establish relationship with event chairs
- Schedule in advance and for a minimum number of people



67.9%

of Northwestern Students would pay up to \$20 for a single class

This decreases to

20.2%

when the price increases to \$30

Classes that Northwestern students would like to take the most

- **56%** said they would be interested in taking a **Ceramics** class
 - **45.2%** were interested in **Painting**
 - **42.9%** of those surveyed are interested in **Digital Art & Photography**
-

2. Art Theory and Practice Exhibitions

Art Theory and Practice Exhibitions

- Partner with the department of Art Theory and Practice at Northwestern University
- End of quarter displays for Intro-level and Advanced classes for Painting, Drawing, Sculpture and Photography

Outcomes:

- Increase student awareness and presence



3. BYOB Art Parties

BYOB Art Parties

- 21-30 demographic - grad students and young professionals
- Bring your own wine and snacks
- Private events: birthdays, work gatherings, bachelorette parties
- Special occasion events: Valentine's Day celebration (couples), long weekend, happy hour



Improving the Gallery Experience

Why

improve the experience of visiting
the Evanston Art Center?

- Make sure every person who walks through the door feels welcome
 - People will feel more comfortable interacting with the art
 - Get one-time visitors to come back
 - Establish relationships with potential future donors
-

1. The Front Desk





The Front Desk

- Verbal communication is better than having visitors read a sign
- Signs as a supplement/more info
- “Welcome! Have you been here before?”
- “The gallery is free, but if you have the means to donate we’d love your support on your way out”
- Move the computer off to the side; no obstruction to communication
- Make clear what the sign-in/email sheet is
- “My name is ____, let me know if you have any questions!”

2. The Exhibitions





The Exhibitions

- More information about the artwork
 - Artists' bios
 - Artwork explanation/intro
 - The process (photos if possible)
- Student artwork
 - The class, the instructor
 - Opportunities to get involved
- Providing that first step
 - Allow viewers to fill in the blanks, build a story
- A projector/screen can display this

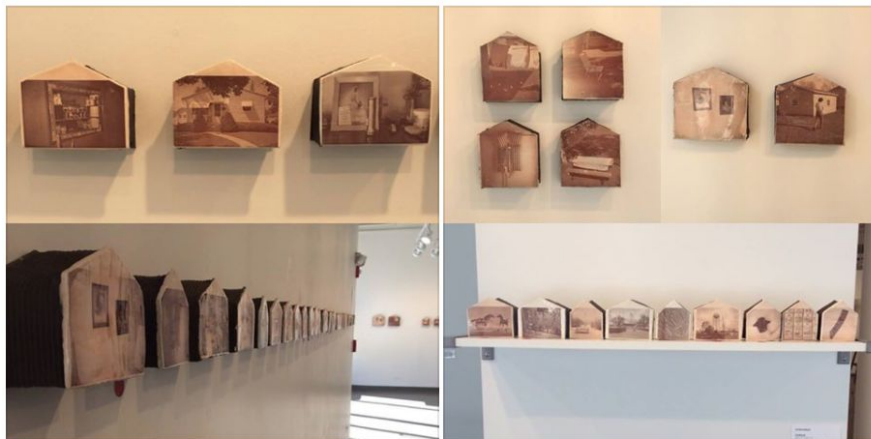


Evanston Art Center added 2 new photos.

Yesterday at 1:23pm · 🌐

Make sure to come and check out two current exhibitions displayed in our first floor galleries, on view through March 4!

Jill Birschbach creates small sculptures that combine photography and ceramic material in order to document the people, spaces and important objects in her life. Combining these two elements by using photographic ceramic decals, Birschbach's images merge with the glaze rendering these moments permanently preserved and frozen in time.



Online Communication

Why

improve the Evanston Art
Center's online presence?

- Ability to touch many people frequently
- Build a following through buzz
- Spread the love of art



1. The Website

CLASSES

EXHIBITIONS

EVENTS

SUPPORT

ABOUT

DONATE

SEARCH FOR CLASSES

Here at the Evanston Art Center we pride ourselves on offering small art classes that are inviting and comfortable. Search our database to find a class that is perfect for you!

SEARCH CLASSES

SEARCH TERMS :

DEPARTMENT :

<Any>



TYPE :

<Any>



INSTRUCTOR :



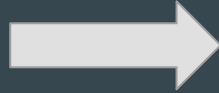
SEARCH FOR CLASSES

Here at the Evanston Art Center we pride ourselves on offering small art classes that are inviting and



- Feels very commercial
- Emphasizes classes and donations
- We'd like to see more art

Emphasize the impact



2. Social Media

Evanston Art Center

Sebastian
Home

Evanston Art Center
@EvanstonArtCenter

Home
About
Posts
Events
Reviews
Photos
Videos
Likes

Create a Page

Like
Follow
Share
...

Write a comment...

Evanston Art Center added 2 new photos.
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Learn More
Message

5.0
★★★★★
Open Now

Invite friends to like this Page

Community Art Center
4,372 Likes
Deniz Sagnaklar likes this
1,801 people have been here

About
See All

1717 Central St
Evanston, IL 60201
(847) 475-5300
Typically replies within a day
Message Now
www.evanstonartcenter.org/
Community Center · Community Organization

Search

Evanston Art Center
Follow

Words to Live By
80 Pins
Follow

Street smART
63 Pins
Follow

Stay Home
90 Pins
Follow

Go Out
56 Pins
Follow

Life in 3D
62 Pins
Follow

Spin the Wheel
47 Pins
Follow

Bejeweled
41 Pins
Follow

Block
36 Pins
Follow


Social Media Engagement

- Facebook - average 3-4 likes per post, 4000 followers
- Twitter - average 0-1 likes per tweet, 2000 followers
- Pinterest - 64 total followers
- Instagram - average 30-40 likes per post, 1000 followers


Concentrating Media Efforts

- Focus on platforms that will have an impact
- Everyone uses facebook
- Facebook events -> notifications


Concentrating Media Efforts


 Search Facebook


Sebastian Home

**Sebastian Dobon**
Edit Profile


MY EVENTS

 Upcoming 4

 Calendar

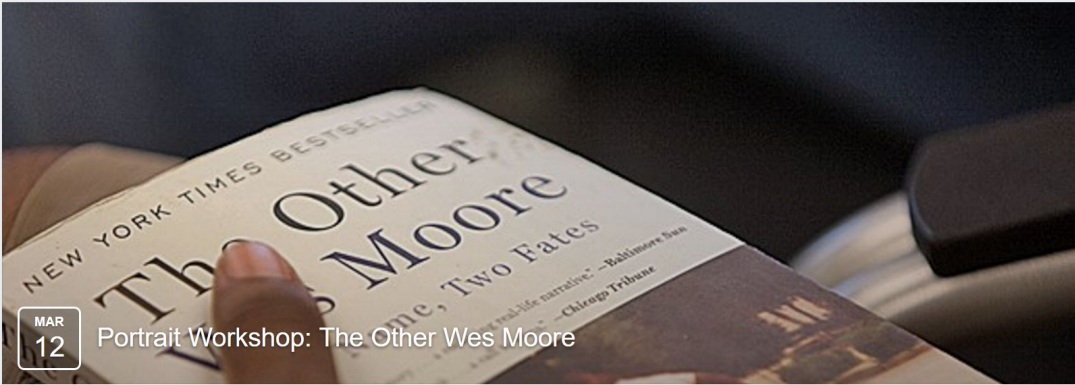
 Discover

 Past

 Create

THIS WEEK

Northwestern Philharmoni...
Sunday at 7:30 PM



Portrait Workshop: The Other Wes Moore

Public · Hosted by Evanston Art Center

★ Interested + Going ➦ Share ⋮

🕒 Sunday, March 12 at 1 PM - 4 PM
Next Week

📍 Evanston Art Center
1717 Central St, Evanston, Illinois 60201 [Show Map](#)

🎫 Tickets Available [Find Tickets](#)
www.evanstonartcenter.org

About Discussion

GUESTS

0	0	0
interested	going	invited

Invite Friends

+ Add friends to this event

 Pumai Subanakyot [Invite](#)

Concentrating Media Efforts

- Focus on platforms that will have an impact
- Everyone uses facebook
- Facebook events -> notifications
- Posting photos from events to generate buzz

To wrap it up...

By focusing on new markets, improving the experience at the gallery and online, the Evanston Art Center can grow while fulfilling its mission of spreading an appreciation for art.
