

RESEARCH & EVALUATION REPORT:

AWESOME ARTS IMPACT SURVEY

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July, 27 2011**

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TABLE OF CONTENTS

| | |
|---|----------|
| OBSERVATION OVERVIEW | 3 |
| AGES OF CHILDREN..... | 3 |
| SURVEY QUESTIONS | 4 |
| Does your child do any art activities at home? | 4 |
| What are some of the art activities your child does at home? | 4 |
| Do you help them with the activity? | 4 |
| What are the ways you help your child with art activities? | 4 |
| Is this art activity similar to something your child already does at home? | 4 |
| Are there challenges you experience that make it hard to do art activities at home? | 4 |
| What are some of the challenges? | 5 |
| Do you feel this program was beneficial for your child? | 5 |
| From this activity, do you think your child can now recognize shape/color as an element of art? | 5 |
| Do you see yourself helping your child with a similar activity at home? | 5 |
| After this program, do you feel more comfortable talking with your child about elements of art? | 5 |
| What changes could we make to the program to help your child better understand elements of art? | 5 |
| Any suggestions or comments for future programs? | 6 |
| PARENT QUOTES | 6 |

OBSERVATION OVERVIEW

Observation Awesome Arts Impact Survey was developed to assess the effectiveness of the Children's Museum's Awesome Arts! programming. It was also developed to assess the use and effectiveness of Arts and Cultural Heritage grants NOV10, JAN11, and MAR11, which were received from the Traverse des Sioux Library System and used to fund the majority of this programming. The purpose of this observation was to evaluate how this grant money was spent, who was affected by the programming, and whether or not they felt the programming was beneficial.

168 surveys were completed by parents and caregivers between August of 2010 and June of 2011. Surveys were completed at 37 of the 47 tour stops. Of these stops, 15 were not funded with grant money.

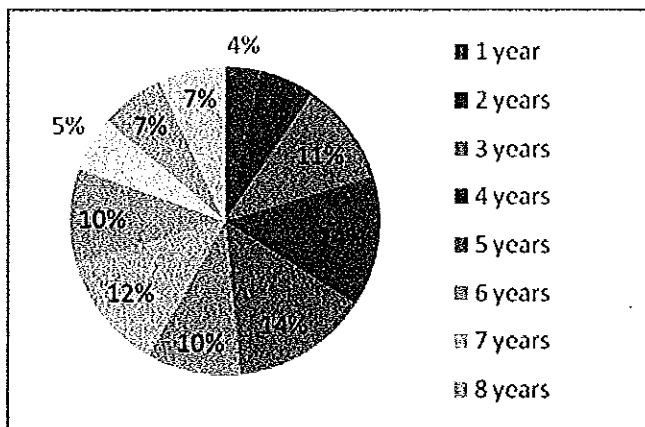
NOTE

Percentages = the percent of total respondents who checked a certain response.

Values = the total number of respondents who checked a certain response, used when more than one response could be checked.

AGES OF CHILDREN

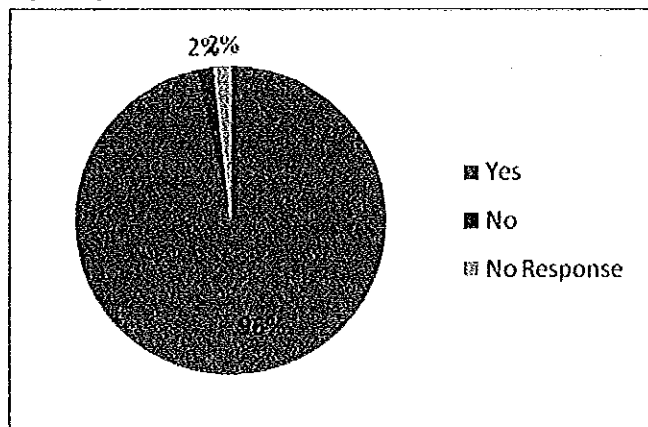
Top Age: 4 and 5 year olds – each 14%



SURVEY QUESTIONS

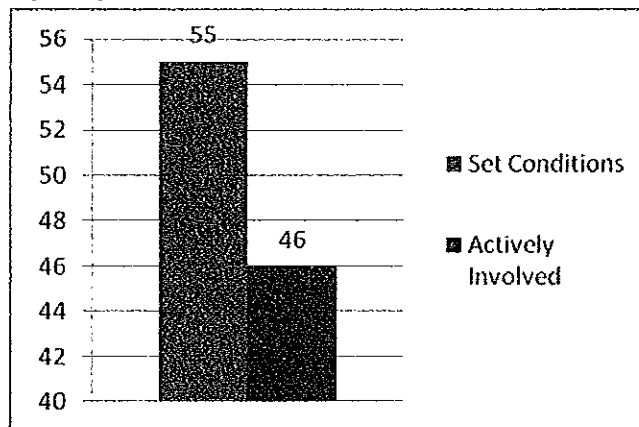
DOES YOUR CHILD DO ANY ART ACTIVITIES AT HOME?

Top Response: Yes – 98%



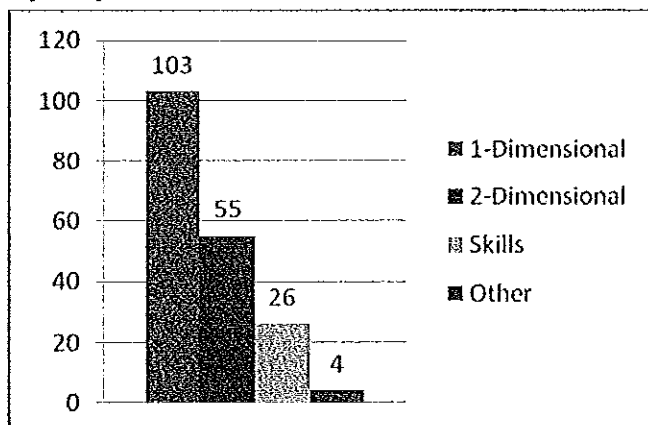
WHAT ARE THE WAYS YOU HELP YOUR CHILD WITH ART ACTIVITIES?

Top Response: Set Conditions - 55



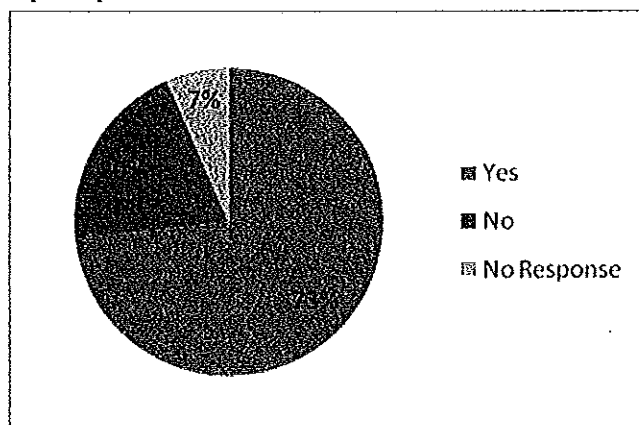
WHAT ARE SOME OF THE ART ACTIVITIES YOUR CHILD DOES AT HOME?

Top Response: 1-Dimensional - 103



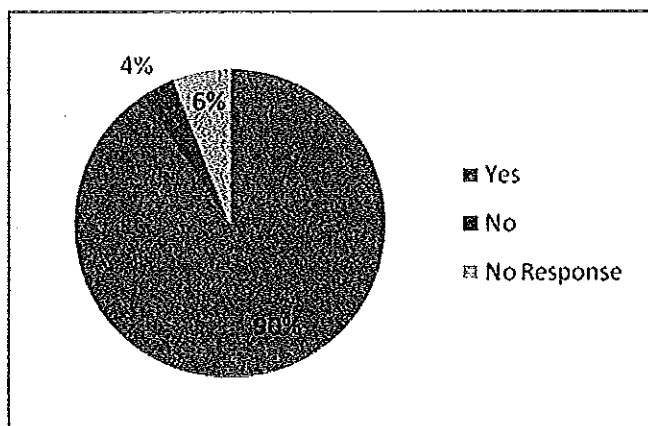
IS THIS ART ACTIVITY SIMILAR TO SOMETHING YOUR CHILD ALREADY DOES AT HOME?

Top Response: Yes – 73%



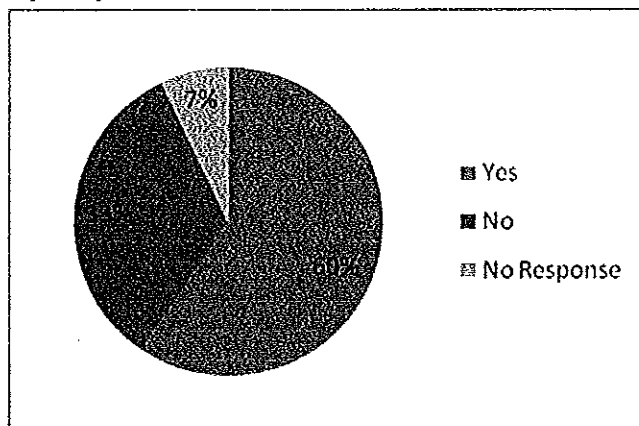
DO YOU HELP THEM WITH THE ACTIVITY?

Top Response: Yes – 90%



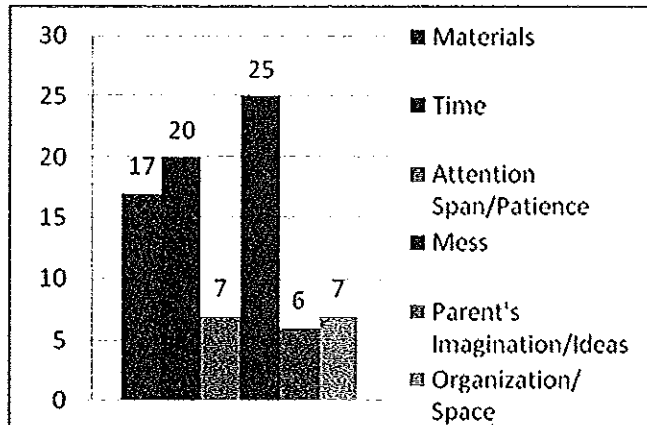
ARE THERE CHALLENGES YOU EXPERIENCE THAT MAKE IT HARD TO DO ART ACTIVITIES AT HOME?

Top Response: Yes – 60%



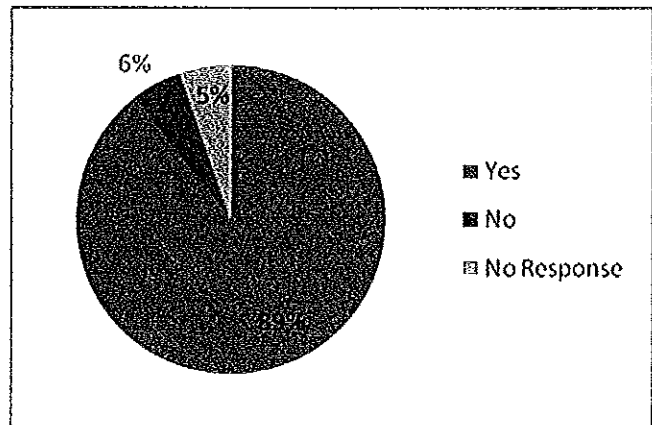
WHAT ARE SOME OF THE CHALLENGES?

Top Response: Mess - 25



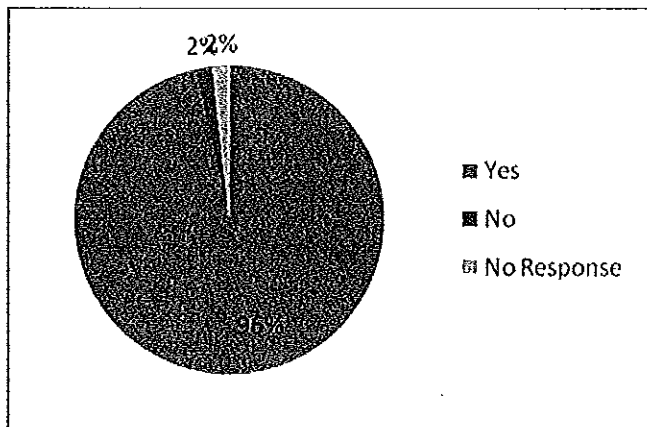
DO YOU SEE YOURSELF HELPING YOUR CHILD WITH A SIMILAR ACTIVITY AT HOME?

Top Response: Yes - 89%



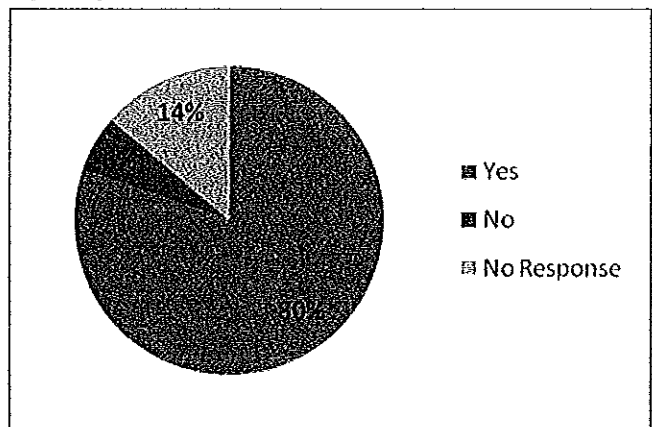
DO YOU FEEL THIS PROGRAM WAS BENEFICIAL FOR YOUR CHILD?

Top Response: Yes - 96%



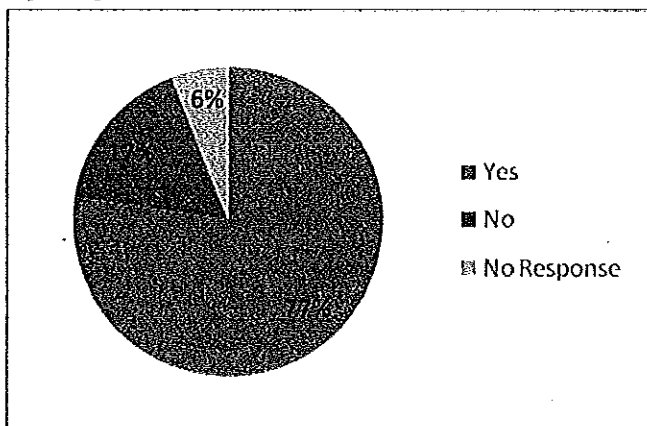
AFTER THIS PROGRAM, DO YOU FEEL MORE COMFORTABLE TALKING WITH YOUR CHILD ABOUT ELEMENTS OF ART?

Top Response: Yes - 80%



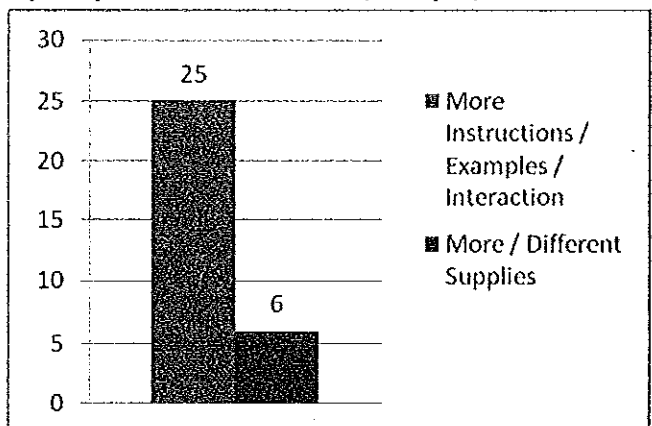
FROM THIS ACTIVITY, DO YOU THINK YOUR CHILD CAN NOW RECOGNIZE SHAPE/COLOR AS AN ELEMENT OF ART?

Top Response: Yes - 77%



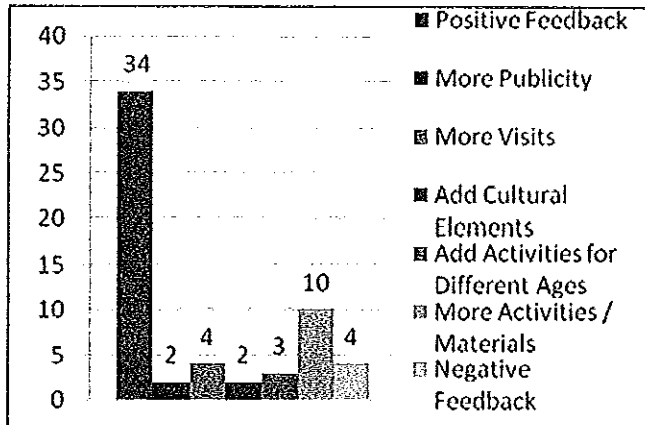
WHAT CHANGES COULD WE MAKE TO THE PROGRAM TO HELP YOUR CHILD BETTER UNDERSTAND ELEMENTS OF ART?

Top Response: More Instructions/Examples/Interaction - 25



ANY SUGGESTIONS OR COMMENTS FOR FUTURE PROGRAMS?

Top Response: Positive Feedback - 34



PARENT QUOTES

- "It never occurred to me to discuss any elements and basics at a young age! Good idea."
- "Would pay for this! Totally worth it."
- "This was so wonderful – thanks so much for everything. We loved it!"
- "It's a great opportunity for children to work together and be creative."
- "Just keep offering it!"
- "Great program for kids to explore and make art."

[illegible]

| | | | | | | | | | | | | | | | | |
|--------|---------------------------|------|-----|----|----|----|----|----|-----|-----|----|----|----|----|----|----|
| 7-Jun | Winthrop Public Lib. | 58 | 4 | 1 | 1 | 1 | 1 | 4 | 3 | 7 | 8 | 5 | 5 | 2 | 4 | 7 |
| 8-Jun | Gaylord Public Library | 20 | 3 | 2 | 1 | 1 | 1 | 2 | | 4 | | 4 | 4 | 1 | 2 | 2 |
| 10-Jun | Parent-Child Play Day | 60 | 2 | | | | | | | | | | | | | |
| 11-Jun | Arts By the River | 105 | 11 | 5 | 6 | 5 | 6 | 9 | 6 | 8 | 6 | 6 | 5 | 2 | 5 | 2 |
| 13-Jun | Butterfield Public Lib. | 32 | | | | | | | | 1 | | 5 | 4 | 5 | 3 | 5 |
| 14-Jun | St. James Public Lib. | 19 | | | | | | | | | | 2 | 4 | 3 | 8 | 1 |
| 15-Jun | Mapleton Public Library | 14 | | | | | 1 | 2 | 3 | 2 | 1 | 1 | 2 | | 2 | 1 |
| 22-Jun | Gaylord Public Library | 19 | 3 | 2 | | 1 | 3 | 3 | 1 | 3 | 1 | 3 | 3 | 1 | 2 | 1 |
| 23-Jun | One Bright Star Golf Tour | 48 | 1 | 1 | 1 | 1 | | | 27 | 20 | | | | | | |
| 26-Jun | St. John the Baptist | 25 | 1 | | | 1 | 1 | 7 | 5 | 2 | 2 | 4 | 3 | 2 | | |
| 28-Jun | Hanska Public Library | 15 | | | | | | | | 2 | 3 | 6 | 2 | 2 | | |
| 29-Jun | Gaylord Public Library | 11 | 2 | 1 | | | | | | | | 4 | 2 | 2 | 2 | 1 |
| 20-Jul | Waldorf Public Library | 15 | 2 | | | 1 | 1 | 2 | 1 | 3 | 3 | | 1 | 2 | | |
| Totals | | 1472 | 168 | 26 | 16 | 29 | 45 | 83 | 107 | 111 | 76 | 95 | 78 | 44 | 53 | 54 |

| <u>Art at Home</u> | | <u>Adult Help</u> | | <u>Done Already</u> | | <u>Challenges</u> | | <u>Beneficial</u> | | <u>Recognize Art Element</u> | | <u>Repeat at Home</u> | | <u>More Comfortable</u> | |
|--------------------|----|-------------------|----|---------------------|----|-------------------|----|-------------------|----|------------------------------|----|-----------------------|----|-------------------------|----|
| Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No | Yes | No |
| 3 | | | 3 | 1 | 2 | | 3 | 3 | | 3 | 1 | | 3 | 3 | |
| 4 | | | 4 | 3 | 1 | | 3 | 4 | | 4 | | | 4 | 4 | |
| 3 | | | 3 | 3 | | | 3 | 3 | | 3 | | | 3 | 3 | |
| 1 | | | 1 | | | | 1 | 1 | | 1 | | | 1 | 1 | |
| 11 | | | 10 | 7 | 3 | | 8 | 11 | | 9 | 2 | | 9 | 6 | |
| 7 | | | 7 | 6 | 1 | | 5 | 7 | | 2 | 5 | | 7 | 7 | |
| 5 | | | 6 | 5 | 1 | | 4 | 6 | | 3 | 2 | | 5 | 5 | |
| 4 | | | 3 | 3 | 1 | | 3 | 4 | | 2 | 2 | | 4 | 4 | |
| 4 | | | 2 | 3 | 1 | | 1 | 3 | | 3 | 1 | | 2 | 2 | |
| 10 | | | 8 | 6 | 4 | | 8 | 10 | | 5 | 4 | | 8 | 6 | |
| 2 | | | 2 | 2 | | | 1 | 2 | | 2 | | | 2 | 1 | |
| 1 | | | 1 | 1 | | | 1 | 1 | | 1 | | | 1 | 1 | |
| 2 | | | 1 | 2 | | | 2 | 2 | | 2 | | | 2 | 2 | |
| 9 | | | 8 | 8 | 1 | | 5 | 9 | | 8 | 1 | | 9 | 8 | |
| 13 | | | 12 | 8 | 4 | | 10 | 9 | | 9 | 2 | | 10 | 7 | |
| 1 | | | 1 | 6 | 1 | | 1 | 1 | | 1 | | | 1 | 1 | |
| 8 | | | 5 | 5 | 2 | | 6 | 8 | | 6 | | | 7 | 4 | |
| 5 | | | 5 | 5 | | | 2 | 4 | | 3 | 1 | | 5 | 5 | |
| 6 | | | 6 | 4 | 2 | | 4 | 7 | | 5 | 2 | | 7 | 7 | |
| 5 | | | 5 | 2 | 1 | | 3 | 6 | | 6 | | | 6 | 5 | |
| 3 | | | 3 | 2 | 1 | | 1 | 3 | | 3 | | | 3 | 3 | |
| 6 | | | 6 | 5 | 1 | | 4 | 6 | | 4 | 2 | | 6 | 4 | |
| | | | | 4 | | | | 4 | | 4 | | | 3 | 3 | |
| 8 | | | 8 | 5 | 2 | | 4 | 8 | | 7 | 1 | | 8 | 8 | |
| 1 | | | 1 | 1 | | | | 1 | | 1 | | | 1 | | |
| 5 | | | 5 | 2 | 2 | | 4 | 5 | | 5 | | | 5 | 5 | |
| 3 | | | 3 | 3 | | | 2 | 3 | | 3 | | | 3 | 3 | |
| 2 | | | 2 | 2 | 2 | | 2 | 2 | | 2 | | | 2 | 2 | |

| | | | | | | | | | | | | | | | | | |
|-----|----|-----|----|-----|----|-----|----|-----|----|-----|----|-----|----|-----|----|----|----|
| 4 | 4 | 3 | 1 | 2 | 2 | 4 | 2 | 2 | 2 | 3 | 1 | 3 | 2 | 1 | 3 | 3 | 10 |
| 2 | 3 | 3 | 1 | 1 | 1 | 3 | 1 | 1 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 10 |
| 11 | 11 | 11 | 11 | 6 | 5 | 11 | 5 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 11 | 10 |
| 3 | 3 | 3 | 3 | 1 | 2 | 3 | 2 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 10 |
| 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 |
| 2 | 2 | 2 | 2 | 1 | 1 | 2 | 1 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 10 |
| 2 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 1 | 10 |
| 162 | 3 | 152 | 6 | 123 | 34 | 100 | 56 | 162 | 3 | 130 | 28 | 150 | 9 | 135 | 2 | 2 | 10 |

| Activities Done at Home | | | | Help at Home | | Challenges at Home | | | | | | | |
|-------------------------|---------------------------|---|----|---|---|-----------------------------------|---|--|---|-----------|------|-----------------------------|------|
| Date | Library | 1 Dimensional: Coloring, Drawing, Painting, Stickers, Stamps | | 2 Dimensional: Playdough, Sand art, Crafts, Beads, Yarn, Jewelry, Books, Cards | | Other: Theater, Music, Cooking | Set Conditions: Art Center, Gather Materials, Cover Table, Help Clean, Make Routine | Actively Involved: Supervise, Provide Ideas, Push Limits, Experiment, Explore, Help Cut, Demonstrate, Provide Guidance | Age Appropriateness/ Different Ages | Materials | Time | Attention Span/ Patience | Mess |
| | | | | | | | | | | | | | |
| 11-Aug | SMILES | | | 1 | | | | | | | | | |
| 23-Oct | Mankato Marathon | | | | | | | | | | | | |
| 6-Nov | Blue Earth Co. Library | | | | | | | | | | | | |
| 20-Nov | Play Lab Opening | | | | | | | | | | | | |
| 20-Nov | New Richland Pub. Lib. | | | | | | | | | | | | |
| 4-Dec | Blue Earth Co. Library | | | | | | | | | | | | |
| 8-Dec | Blue Earth Co. Library | | | | | | | | | | | | |
| 22-Jan | N. Mankato Taylor Lib. | | | | | | | | | | | | |
| 24-Jan | Henderson Pub. Lib. | | | | | | | | | | | | |
| 27-Jan | Truman Pub. Lib. | | | | | | | | | | | | |
| 29-Jan | Fairmont Pub. Lib. | | | | | | | | | | | | |
| 3-Feb | Sherburn Pub. Lib. | | | | | | | | | | | | |
| 5-Feb | Trimont Pub. Lib. | | | | | | | | | | | | |
| 12-Feb | N. Mankato Taylor Lib. | | | | | | | | | | | | |
| 14-Feb | Gaylord Public Library | | | | | | | | | | | | |
| 18-Feb | Springfield Pub. Lib. | | | | | | | | | | | | |
| 4-Mar | Henderson Pub. Lib. | | | | | | | | | | | | |
| 5-Mar | N. Mankato Taylor Lib. | | | | | | | | | | | | |
| 16-Mar | Janessville Public Lib. | | | | | | | | | | | | |
| 26-Mar | New Ulm Public Lib. | | | | | | | | | | | | |
| 2-Apr | Winthrop Public Lib. | | | | | | | | | | | | |
| 3-Apr | Wow Zone | | | | | | | | | | | | |
| 9-Apr | N. Mankato Taylor Lib. | | | | | | | | | | | | |
| 22-Apr | Henderson Pub. Lib. | | | | | | | | | | | | |
| 28-Apr | Comfrey Public Lib. | | | | | | | | | | | | |
| 4-May | Truman Pub. Lib. | | | | | | | | | | | | |
| 7-May | Fairmont Pub. Lib. | | | | | | | | | | | | |
| 14-May | N. Mankato Taylor Lib. | | | | | | | | | | | | |
| 1-Jun | Gaylord Public Library | | | | | | | | | | | | |
| 7-Jun | Winthrop Public Lib. | | | | | | | | | | | | |
| 8-Jun | Gaylord Public Library | | | | | | | | | | | | |
| 10-Jun | Parent-Child Play Day | | | | | | | | | | | | |
| 11-Jun | Art By the River | | | | | | | | | | | | |
| 22-Jun | Gaylord Public Library | | | | | | | | | | | | |
| 23-Jun | One Bright Star Golf Tour | | | | | | | | | | | | |
| 26-Jun | St. John the Baptist | | | | | | | | | | | | |
| 29-Jun | Gaylord Public Library | | | | | | | | | | | | |
| 20-Jul | Waldorf Public Library | | | | | | | | | | | | |
| Totals | | 103 | 55 | 26 | 4 | 55 | 46 | 9 | 17 | 20 | 7 | 25 | |

[illegible]

Awesome Arts Program Evaluation Survey

1. How did you find out about this event? (check all that apply)

☐ Newspaper
☐ Radio
☐ Television
☐ Library
☐ Word of mouth/Friend
☐ Other Children's Museum of Southern Minnesota event
☐ Poster/Postcard/Flyer
☐ CMSM Newsletter/E-mail
☐ CMSM Website
☐ Facebook
☐ Other (please specify _____)

2. How old is your child? (List how many adults and how many of each age, 1 – 12)

3. Does your child do any art activities at home? (Yes or No)

What are some of the art activities your child does at home? (List examples)

4. Do help with them with the activity? (Yes or No)

What are there other ways you help your child with art activities? (List examples)

5. Is this art activity similar to something your child already does at home? (Yes or No)

6. Are there challenges you experiences that make it hard to do art activities at home? (Yes or No)

What are some of the challenges? (List examples)

7. Do you feel this program was beneficial for your child? (Yes or No)

(survey continues on back)

8. From this activity, do you think your child can now recognize shape/ color as an element of art? (Yes or No)
9. Do you see yourself helping your child with a similar activity at home? (Yes or No)
10. After this program, do you feel more comfortable talking with your child about elements of art? (Yes or No)
11. What changes could we make to the program to help your child to better understand elements of art? (List examples)
12. Any suggestions or comments for future programs? (List examples)