

Black Creativity Juried Art Family Day Evaluation 2019

Research and Evaluation Executive Summary

Goal

The Research and Evaluation team collected survey feedback from visitors to the Juried Art Exhibition on Black Creativity Family Day.

Why

The purpose of the survey was to provide feedback about guests' experience in the Juried Art Exhibition, explore how race and/or ethnicity may or may not impact a guests' exhibit experience, and, finally, explore how attending the exhibit impacted guests' sense of overall belonging at the Museum.

Who

Visitors to Juried Art, ages 13 and older.

How

Guests were recruited immediately upon leaving the exhibit in the West Pavilion. The surveys took approximately five minutes, and for their time respondents were offered a small MSI souvenir or science toy.

Some of these guests were those who opted into visiting the exhibit without any prompting from

or interaction with MSI Research and Evaluation staff. However, some guests approached the table where surveys were being administered and asked Research and Evaluation if an activity was being offered. The Research and Evaluation staff explained that this was a survey asking for feedback about the Juried Art exhibit, which they could only complete if they had visited the exhibit. A portion of these guests then visited the Juried Art exhibit and filled out the survey, perhaps motivated by the MSI souvenirs that were being offered as compensation.

When

Data was collected on Black Creativity Family Day, January 21, 2019.

What

Surveys were collected from 78 guests.

Demographics of Respondents:

- Respondent ages ranged from 13-99 years, with an average age of 32.
- 67% of respondents reported their gender as female, 27% as male and 1% as non-binary.
- The five most frequent racial/ethnic categories are included below, alongside the preliminary results of a year-long demographic study of overall Museum guests [re: Floor Survey], for comparison.

- White (37%)
[Floor survey: ~64%]
- Hispanic, Latino, or Spanish origin (32%)
[Floor survey: ~12%]
- Asian and Asian ethnicities (19%)
[Floor survey: ~12%]
- Black or African American (17%)
[Floor survey: ~8%]
- American Indian or Alaska Native (4%)
[Floor survey: ~1%]

Juried Art Experiences:

- For 90% of respondents, this was their first time attending Black Creativity programming.
- Respondents were asked to rate their visit to Black Creativity Family Day on a scale from 1 to 7, with 1 being “Poor” and 7 being “Excellent.” The majority of respondents (80%) rated their visit to the Black Creativity Family Day a 6 or higher. No respondents rated it lower than a 4.
- Respondents were also asked what they connected with most in the exhibition. The majority of respondents responded with a specific piece of art of type of art medium. For example:

“Jazz piece. It captured the music as well as the colors.”

“I connected with the charcoal, red clay, etc. drawings. They displayed each individual in such a fantastic way.”
- Finally, respondents were asked what changes, if any, they would like to see made to Black Creativity Programs at the Museum. 30% of respondents did not answer this question and 37% reported they had no changes to suggest. Of those who did answer, top responses include adding more explanations/information to the exhibit and expanding the exhibit.

Impact of Race and/or Ethnicity:

- In a 2018 survey of Juried Art attendees, over a third of guests reported that their race/ethnicity mattered to some extent in their exhibit experience, but it was unclear if this facet of their identity mattered in a positive or negative capacity. Following up on this idea, this survey asked guests to rate the extent to which they thought about their race/ethnicity in the exhibit and the extent to which race/ethnicity impacted their experience while in the exhibit. Over half of respondents agreed or strongly agreed with both of these statements.
- The survey then asked a follow-up question in which respondents were asked to describe both positive and negative impacts that race and/or ethnicity had on their experience, if any.
 - Slightly half (more than 55%) of respondents described a positive impact, with the top responses falling under the themes of exposure to other people’s experiences and appreciating the representation.

“I can only know what I know through the lens of my own life experiences. This helps me see others experiences through [a] canvas of emotions.”

“It’s nice to see Black artists get the platform to express the culture in a prolific way.”
 - 85% of respondents did not report any negative impacts, but for those that did, most responses described a connection specific negative experiences/events. For example:

“I had a brief moment of sadness thinking of some of the issues like the Laquan McDonald matter.”

Belonging:

- The survey asked respondents to rate their overall feelings of belonging and/or social attachment to the Museum. Respondents were more likely to agree with statements

related to the enjoyment of their visit (i.e. “I feel relaxed”, “I feel happiest”), and less likely to agree with statements relating to their connections with other guests (i.e. “I have a lot in common with other guests.”)

- This same scale was also administered to 364 adult guests on the Museum’s year-long demographic study, which is given to guests when they first enter the Museum. On a whole, Juried Art respondents rated their feelings of belonging higher than respondents from the demographic survey, indicating that attending Juried Art (and particularly on Black Creativity Family Day) may increase guests’ sense of belonging while at the Museum.

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