

**FINAL EVALUATION REPORT
ARIZONA STATE MUSEUM
Culture Craft Saturdays—Serving At-Risk Populations
INSTITUTE OF MUSEUMS AND LIBRARY SERVICES GRANT
MUSEUMS FOR AMERICA PROGRAM
2007 – 2008 SCHOOL YEAR**

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August 1, 2007 – July 31, 2008

Abstract

Background. The Arizona State Museum, Tucson, received a grant for the school year 2007 – 08 from the Institute of Museums and Library Services, Museum for America Programs. The goals of this grant were 1) to continue a vibrant, monthly offering of family programs at the Arizona State Museum (ASM) around the topic of museum exhibitions, 2) to integrate literacy activities into the family program offerings by partnering with the public library, and 3) to attract at-risk populations to visit museums and libraries. The family programs series is called Culture Craft Saturday with a larger culminating program called the Summer Solstice Celebration. In addition, audience research was to be undertaken in relation to this project. The research objectives were 1) to conduct research to see if these types of family programs coupled with library visits changed attitudes and assumptions about museums and libraries of at-risk populations, 2) to examine if participants (minorities and all attendees) are more likely to continue to use museums and libraries as a result of these programs, and 3) to examine if participants (minorities and all attendees) gain a better understanding of Southwest cultures as a result of their visit to the museum during a family program. The museum partnered with the Pima County Public Library and with two at-risk population centers, a charter middle school and a group home, to implement the grant. Originally two other social service organizations were going to participate, but had to withdraw before the start of the project. The museum hired Creative Research Associates, Inc, to undertake the project evaluation. This report focuses only on the evaluation of the impact of programs on the public audiences. We summarize findings related to the at-risk youth, but do not share that data in this report. For more information, contact Lisa Falk.

Data Collection. Data collection consisted of surveys and focus groups. Attendees at all the Culture Craft Saturday programs and at the Summer Solstice Celebration were surveyed to determine the effects of attendance and participation in the events. In addition, at-risk partnership participants (youth) participated in focus groups and surveys before, during and after attendance at museum and library programs. Library surveys were only administered to the at-risk partnership groups and not to a general public. This report focuses only on data collected from the general public at the museum programs.

Research Design. The design was a mixed-methods approach using qualitative and quantitative approaches to research. Data analysis used cross-validation of the findings and interviews and focus groups to evaluate the goals of the project.

Survey Results. Survey results for all program attendees, minority program attendees, and first-time museum attendees are reported more fully in Sections 4 and 5. Surveys reveal that “family” programs are not just for kids; visitors aged 1-87 attended the programs. The majority of minorities, first-time attendees and all attendees combined reported that they visited the museum because of the program and the educational activities and not for some other reason such as to view the exhibits. The attendees (100%) of the Culture Craft Saturday family programs indicated they were more likely to visit the museum again as a result of attending the program. Those attending the Summer Solstice Celebration (98%) also indicated they were “more likely” to visit the museum again.

Recommendations. Museum programs are often an entry to the museum for those who have not visited before and non-traditional visitors. They also serve as a way to draw back people who have visited before. Programs designed for multigenerational audiences should be offered in conjunction with exhibitions as most visitor groups span many ages. Special effort should be made to invite schools to weekend programs and to reach out to at-risk populations. Note, though, that if teachers are asked to do additional work, they need to be compensated for their time. In order to get at-risk organizations to bring their clientele to the museum, on-going communication and frequent visits to announce programs need to take place. Many at-risk population centers have frequent staff and clientele changes so frequent personal contact is important. Flyers should be sent to such organizations on a regular basis, but this needs to be augmented with offers to present about museum and library programs at staff meetings. Literacy programming can and should be integrated into arts and cultural programs at museums. Libraries are good partners for doing this and should be invited to serve as program partners with museums. Their contribution can span from creating bibliography take-aways, book displays at libraries, distribution of program announcement flyers and website listings to actively creating and presenting hands-on literacy activities at museum programs.

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1. GOALS AND OBJECTIVES

Project Goals

- 1) To continue a vibrant, monthly offering of family programs at the Arizona State Museum (ASM) around the topic of museum exhibitions.
- 2) To integrate literacy activities into the family program offerings by partnering with the public library.
- 3) To attract at-risk populations to visit museums and libraries.

Research Objectives

- 1) To conduct research to see if these types of family programs change attitudes and assumptions about museums and libraries of at-risk populations.
- 2) To examine if participants (minorities and all attendees) are more likely to continue to use the museum and libraries.
- 3) To examine if participants (minorities and all attendees) gain a better understanding of Southwest cultures.

2. DESCRIPTIONS OF THE RESULTS: EVALUATION OF GENERAL PUBLIC EXPERIENCE

CULTURE CRAFT SATURDAYS

The Museum offered a monthly series of free family (intergenerational) programs, each around themes related to the museum exhibitions. These programs also functioned as free teacher workshops. Each program drew from 75 to 500 attendees.

1. El Camino Real de Tierra Adentro: (The Royal Road of the Land Within)

October 6, 2007

Twenty-six (26) visitors filled out surveys for the El Camino Real de Tierra Adentro Culture Craft Saturday. Ages ranged from three to 81. When asked why they came, 65% indicated coming for the program on Hispanic culture, 42% came to look at the exhibits, 38.5% came for the fun and educational activity with the family, 11.5% indicated “other” on the survey and 7.7% reported that they were passing by. When asked what they enjoyed the most about El Camino Real de Tierra Adentro, the majority of answers included the masks, the music, the exhibits, the photography, the food and six respondents had written down “everything.” When asked how they found out about the event, the answer with the largest percentage was “other” with 42.3%. Other sources included email at 19.2% and hearing it from a friend at 15.4%. The smallest percentage was finding out about the event from a “postcard picked up” at 3.8%. The ethnicities they identified with the most was Caucasian (33.3%) and Hispanic (29.2%). When the visitors were asked if they were more likely or less likely to visit a museum again, 88.5% indicated that they were more likely to. Visitors were asked how the museum visit influenced their thoughts about Hispanic or Native American culture in the Southwest. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- Improved my knowledge.
- Felt appreciated as a Hispanic.
- Increased my knowledge of History.
- Provided a deeper understanding.
- I've always known it is a beautiful culture - this reinforces it.
- Reinforced my love of it.
- They enlightened me in a positive way.

2. Stories Masks Tell

November 17, 2007

Thirty-one (31) visitors filled out surveys for the Stories Masks Tell Culture Craft Saturday. Ages ranged from one to 73. Reasons given for why they came showed the following: 45.2% indicated coming for the program on Mexican culture, 6.5% came to look at the exhibits, 25.8% came for the fun and educational activity with the family, 38.7% indicated “other” on the survey and 6.5% reported that they were passing by. When asked what they enjoyed the most about Stories Masks Tell, the majority of answers included dancing, the masks, the music, the exhibits and “everything.” When asked how they found out about the event, the answer with the largest percentage was “other” with 54.8%. Other sources included email at 16.1% and hearing it from a friend at 9.7%. The smallest percentage was finding out about the event from a “postcard in the mail” at 3.2%. The ethnicities they identified with the most was Caucasian (45.8%) and Hispanic (41.2%). When the visitors were asked if they were more likely or less likely to visit a museum again, 96.8% indicated that they were more likely to. Visitors were asked how the museum visit influenced their thoughts about Mexican or Hispanic culture in the Southwest. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- It helped expand my knowledge.
- Reminded me how deep/complex and spiritual the culture is.
- I am very proud of the Hispanic Culture.
- It expanded my knowledge of their culture and traditions.
- Broadened my knowledge and appreciation of the culture.
- Better understanding.
- It made me learn more about our past.
- Very positive.
- There's always much more to learn.
- Expanded our knowledge and we enjoyed the experience.
- Expanded the knowledge of Mexican tribes.
- Positively.
- Makes you want to learn more about my culture.
- My students are mostly of Mexican descent and I was able to take them to an event in which they could educate me.

3. Tohono O’Odham Traditions of Fun and Games!

December 8, 2007

Twelve (12) visitors filled out surveys for the Tohono O’Odham Traditions of Fun and Games! Culture Craft Saturday. Ages ranged from four to 70. Reasons given for why they came showed the following: 58.3% indicated coming for the program on Native American culture, 33.3% came to look at the exhibits, 33.3% came for the fun and educational activity with the family, 16.7% indicated “other” on the survey and 8.3% reported that they were passing by. When asked what they enjoyed the most about the Tohono O’Odham Traditions of Fun and Games! Culture Craft Saturday, the answers included “all the activities,” the exhibits and doll making. When asked how they found out about the event, the answer with the largest percentage was “friend” with 50.0%. Other sources included “other” at 33.3% and flyers/websites both at 16.7%, which was the smallest percentage. The ethnicities they identified with the most was White (40.0%)

and Asian (20.0%). When the visitors were asked if they were more likely or less likely to visit a museum again, 100% indicated that they were more likely to. Visitors were asked how the museum visit influenced their thoughts about Native American culture in the Southwest. The answers were very positive and indicated a clear appreciation and reinforcement of the culture. A sample of the responses included the following:

- They are great and amazing people.
- I'm glad to see it in the spotlight, as I teach on the T.O reservation.
- Better appreciation.
- Positively.
- Activities reflect the commonalities we share across cultures.
- Definitely positive.
- It has added to my existing knowledge.

4. Desert Gems

February 9, 2008

Twenty-one (21) visitors filled out surveys for the Desert Gems Culture Craft Saturday. Ages ranged from one to 87. Reasons given for why they came showed the following: 33.3% indicated coming for the program on Native American art and culture, 19.0% came to look at the exhibits, 42.9% came for the fun and educational activity with the family, 9.5% indicated "other" on the survey and 9.5% reported that they were passing by. When asked what they enjoyed the most about Desert Gems, answers included professional development, jewelry making, wildcat activities and school outing. When asked how they found out about the event, the answer with the largest percentage was "friend" with 23.8%. Other sources included email at 9.5%, "other" at 19.0%, newspaper at 14.3%, and the flyer at 19.0%. The smallest percentage was finding out about the event from a "postcard picked up" and the website both at 4.8%. The ethnicities they identified with the most was White (66.7%) and Hispanic (14.3%). When the visitors were asked if they were more likely or less likely to visit a museum again, 100% indicated that they were more likely to. Visitors were asked how the museum visit influenced their thoughts about Native American culture, history and art in the Southwest. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- I think it's amazing.
- I'm seriously considering teaching in Sells, to focus on heritage in my place of birth - Yuma.
- That 2000 years ago - jewelry making was so similar.
- Positively.
- That there is much to learn from Native American culture and art.
- Cool.
- Reverence and respect.
- Expanded on it. Did not have a negative impact!
- I'm very enthused about it.

5. 2008 Arizona Archeology Expo

March 1, 2008

Twenty-five (25) visitors filled out surveys for the 2008 Arizona Archeology Expo Culture Craft Saturday. Ages ranged from three to 76. Reasons given for why they came showed the following: 56.0% indicated coming for the program on Arizona archeology, 16.0% came to look at the exhibits, 36.0% came for the fun and educational activity with the family, 20.0% indicated “other” on the survey and 16.0% for professional development. The smallest percentage was “to hear a lecture on archeology” and “passing by” both with 4.0%. When asked what they enjoyed the most about the 2008 Arizona Archeology Expo, answers were varied, diverse and wide-ranging, which reflected the many activities offered by the program. A sample of the answers included the Virtual Tour, the Lion Dance, aboriginal pottery, hands-on activities, the musical instruments, the information tables, the performers and much more. When asked how they found out about the event, the answer with the largest percentage was “other” with 44.0%. Other sources included email at 24.0%, “friend” at 12.0%, newspaper at 4.0%, the flyer at 16.0% and the website at 12.0%. The ethnicities they identified with the most were White (44.0%) and Hispanic (16.0%). When the visitors were asked if they were more likely or less likely to visit a museum again, 100% indicated that they were more likely to. Visitors were asked how the museum visit influenced their thoughts about archeology, Arizona history or Native American culture in the Southwest. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- I still love it.
- We'll find out more about them.
- Even though we may be from different times, people enjoy similar things.
- Impressed by quality of Indian pottery.
- Didn't read about it before.
- Added information.
- Wonderful experience.
- Thinking about our past.
- Made me proud of my N.A heritage.
- Clarified differences between tribes.
- Just starting - but we lived here years ago and are familiar with Arizona.
- Fun connection to history.
- Interesting crafts.
- Made me visit National parks and monuments.
- It taught my children about other ways of life.
- We are very interested in it.
- Appreciation.
- Learned more - always a good thing.

6. Southwest Sound Off

April 12, 2008

Ten (10) visitors filled out surveys for the Southwest Sound Off Culture Craft Saturday. Ages ranged from three to 63. Reasons given for why they came to the activities showed the following: 30.0% indicated coming for the program on Southwest culture, 30.0%

came to look at the exhibits, 10.0% came for the fun and educational activity with the family, 30.0% indicated “other” on the survey and 20.0% for professional development. When asked what they enjoyed the most about the Southwest Sound Off, answers were varied, diverse and wide-ranging, which reflected the many activities offered by the program. A sample of the answers included the whistle session, arts, the museum, crafts, the stories, the exhibits and the kid’s games. When asked how they found out about the event, the answer with the largest percentage was the website with 30.0%. Other sources included “friend” at 20.0%, the flyer at 20.0%, “other” at 20.0%, and “postcard picked up” at 10.0%. The ethnicities they identified with the most were White (40.0%) and Hispanic (30.0%). When the visitors were asked if they were more likely or less likely to visit a museum again, 100% indicated that they were more likely to. Visitors were asked how the museum visit influenced their thoughts about Southwest culture, Arizona history or Native American traditions in the Southwest. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- I learned quite a bit.
- To learn more about Arizona Culture.
- Very positive.
- Learned about Southwest culture.

7. Lots of Pots

May 10, 2008

Twenty-one (21) visitors filled out surveys for the Lots of Pots! Culture Craft Saturday. Ages ranged from five to 70. Reasons given for why they came to the activities showed the following: 76.2% indicated coming for the program on Native American pottery, 33.3% came to look at the exhibits, 47.6% came for the fun and educational activity with the family, 9.5% indicated “other” on the survey and 19.0% for professional development. The smallest percentage was “passing by” with 4.8%. When asked what they enjoyed the most about Lots of Pots! Culture Craft Saturday, the answers represented all things pottery and the activities provided. Answers were also varied, diverse and wide-ranging, which reflected the many activities offered by the program. When asked how they found out about the event, the answer with the largest percentage was “friend” with 42.9%. Other sources included the newspaper at 19.0%, the flyer at 14.3%, “other” at 9.5%, email at 14.3% and the website at 9.5%. The ethnicities they identified with the most were White (61.9%) and Hispanic (9.5%). When the visitors were asked if they were more likely or less likely to visit a museum again, 100% indicated that they were more likely to. Visitors were asked how the museum visit influenced their thoughts about Southwest culture, Arizona history or Native American traditions in the Southwest. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- More appreciation for diversity of SW Native Americans.
- Increased my interest.
- Such antiquity and love of making pottery.
- Something new every time.

- Learned about Native artistic traditions.
- It gave me appreciation for the beauty of the pottery.
- Opened my mind to visit cultural heritage of our area.
- Increased understanding of how time periods and cultures interacted.
- It made me more aware of the native peoples of this area.
- It enriched my own knowledge; gave thought to arranging class visit (field trip).
- Enriched. Thank you for opening the pottery collection up for viewing.

MARKING THE SOLSTICE: A MULTICULTURAL CELEBRATION

June 21, 2008

As a culminating program for the family Culture Craft Saturday program series, each year the museum offers a much larger multicultural program on the Summer Solstice. Many cultural, arts, environmental and scientific non-profits participate. The museum receives good publicity for the program and this year 4,000 people attended.

One hundred ninety-six visitors filled out surveys for the Summer Solstice Celebration. Ages ranged from one to 84. Reasons given for why they came to the activities showed the following: 79.1% indicated coming for the Summer Solstice program, 26.5% came to look at the exhibits, 32.1% came for the fun and educational activity with the family, and 8.7% indicated “other” on the survey. The smallest percentage was “passing by” with 3.6%. When asked what they enjoyed the most about the Summer Solstice Celebration, answers were varied, diverse and wide-ranging, which reflected the many activities offered by the program. Music and dancing were mentioned on the surveys most often. Both activities (music and dancing) were mentioned in many different contexts as well – from Flamenco to hip hop to Gypsy music. Other activities mentioned numerous by respondents include the exhibits, the museum, the pottery and the performances. Food was also mentioned, 43.0% of whom reported purchasing food at the event. “Activities enjoyed the most” fall into the following categories:

- Performances (129),
- Hands-on activities (47),
- Museum Exhibits (42),
- Bringing Community Together/Social (28),
- Food (21),
- All or Everything (14).

When asked how they found out about the event, the answer with the largest percentage was “newspaper” with 36.7%. Other sources included “friend” at 24.0%, the flyer at 14.3%, “other” at 11.7%, email at 12.2% and the website at 15.8%. The ethnicities they identified with the most were White (55.1%) and Hispanic (16.3%). When the visitors

were asked if they were more likely or less likely to visit a museum again, 98.4% indicated that they were more likely to. When asked what would be most likely to bring them back to the museum again, the answers with the largest percentages were “performances” (69.2%) and “to see a new exhibit” (60.5%). Visitors were asked how the museum visit influenced their thoughts about Southwest culture, history and our local environment. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- Just makes you more aware. Already knew a bit but the museum helps to amplify and clarify it.
- Favorably.
- Confirmation of the richness.
- Proud.
- Proud.
- Reminder to come visit more to explore the different exhibits.
- Fun and tasty.
- The culture is very active and lively.
- Educational.
- Have always enjoyed learning about the culture and history.
- Very informative all around.
- Interesting to learn the existence.
- So much diversity.
- Got me interested in learning more.
- I enjoy it more than before. I am interested in Tucson history and culture.
- Very interesting.
- Proud.
- Glad that so many organizations are interested in preserving culture and environment.
- I loved it.
- Many different cultures.
- I learned something about the Southwest that I didn't know.

3. RESEARCH QUESTIONS

To examine the three evaluation questions the seven Culture Craft Saturday surveys were combined for analysis and the Summer Solstice Survey was also analyzed separately from the Culture Craft Saturday surveys. In addition to these surveys, focus groups were conducted and surveys were administered to youth who participated in the museum and library projects. Included in this report are statistical analyses of quantitative surveys administered to the general public. The Culture Craft Surveys and the Summer Solstice survey contain both quantitative data and verbal open-ended questions. The full reports of the seven Culture Craft Saturday surveys and the Summer Solstice survey are presented in detail in the appendices to this report (not included with this version of the report). The following summaries are derived from the following data collected during the course of this project.

- Culture Craft Saturdays survey reports
- Summer Solstice survey report

1. To conduct research to see if these types of family programs change attitudes and assumptions about museums and libraries of at-risk populations.

Most of the attendees at the Culture Craft Saturdays (CCS) events attended because of the CCS program (53.4%) rather than to look at exhibits, passing by or other reason. The second most important reason for attending was “a fun activity with the family” (34.9%). Minorities and first time attendees also selected the program as the reason for attending the event. A similar pattern occurred with those attending the Summer Solstice with a total of 79.1% selecting the Solstice program as the main reason for attending. Similarly minorities and first time attendees also selected the program as their reason for attending the Summer Solstice.

The positive impact of attending the Culture Craft Saturday and Summer Solstice programs was contained in the question, “As a result of your visit to the museum today are you more likely or less likely to visit a museum again? One hundred percent (100%) of those attending the Culture Craft Saturdays indicated they were “more likely” to visit the museum again. A total of 98% of the Summer Solstice attendees indicated they were more likely to visit the museum again. This pattern of indicating “more likely to visit the museum again as a result of attending the event” was mirrored in the minority and first time attendees, although the percentages differed slightly and in a non-significant way.

2. To examine if participants (minorities and all attendees) are more likely to continue to use the museum and libraries.

Museums: When participants were asked if they were more likely or less likely to visit a museum again, high percentages among all the surveys administered indicated that they were more likely to. When the participants were asked why they went to the museum, responses ranged from wanting to learn to thinking museums were “cool.” Very positive responses were given throughout the focus groups and surveys by participants when asked how they felt at the museum. One participant responded that she “learned new things and explored and found out things I never knew before.” When asked why young people should visit museums, participants gave two main answers – to have fun and to learn. All indications appeared to show that participants were more likely to continue visiting museums. A small part of the various comments include the following:

- The Stiltman.
- The jewelry.
- The performances and the museum.
- Arts, dancing.
- Music, dancing.
- The activity and the museum being free and also the music.
- Molehill Orchestra and the outdoor setting.
- Music, museum.
- Kids activities.
- Music, Regina's singing!
- Music, dancing, Indian program.
- Gypsy Music.

3. To examine if participants (minorities and all attendees) gain a better understanding of Southwest cultures.

Participants were asked how the visits influenced their thoughts about Southwest culture, history and our local environment. The answers were very positive and indicated a clear appreciation and reinforcement of the cultures. A sample of the responses included the following:

- Just makes you more aware. Already knew a bit but the museum helps to amplify and clarify it.
- Favorably.
- Confirmation of the richness.
- Proud.
- Proud.
- Reminder to come visit more to explore the different exhibits.
- Fun and tasty.
- The culture is very active and lively.
- Educational.
- Have always enjoyed learning about the culture and history.
- Very informative all around.
- Interesting to learn the existence.
- So much diversity.
- Got me interested in learning more.
- I enjoy it more than before. I am interested in Tucson history and culture.
- Very interesting.
- Proud.
- Glad that so many organizations are interested in preserving culture and environment.
- I loved it.
- Many different cultures.
- I learned something about the Southwest that I didn't know.

Participants were asked what they had learned about Southwest culture, history and our local environment. Again, the answers were very positive and indicated an increase in understanding, knowledge and appreciation for the cultures. A sample of the responses included the following:

- Amount of artifacts preserved.
- Sheer open-hearted welcoming souls with lots of smiles and happiness without any inhibitions.
- How many different cultures lived in the region.
- Natural history.
- Lots of folks from all over.
- The O'odham have a coop farm.
- The organic flowers in which eaten before they become flowers.
- Bola tie - from Wickenburg, foods in season here in Tucson, how to make composite.
- That all people like to dance.
- The Tohono O'odham calendar.
- The 500 year old pot.
- That the Natives can live off the land.
- Appreciate all the museum does to advance awareness.
- Specific locations were of the Southwest culture and also found out about learning programs for my children and my students.
- That solar power is good.
- How they made alcohol from corn.
- How the Hopi and Mexican cultures are similar.
- Rich heritage.
- Preserve the earth.

4. CULTURE CRAFT SATURDAYS DATA ANALYSIS

Table 1.
Comparison of Minority Respondents with All on the Culture Craft Saturday Surveys

Question	<u>Minority</u>		<u>All</u>	
	N	%	N	%
1. Age Category				
0 – 3	--	--	1	.7
4 – 5	4	8.5	7	4.8
6 – 8	6	12.8	18	12.3
9 – 12	9	19.1	22	15.1
13 – 17	6	12.8	9	6.2
18 – 24	--	--	1	.7
25 – 34	2	4.3	11	7.5
35 - 49	8	17.0	35	24.0
50 – 60	6	12.8	18	12.3
60+	3	6.4	16	11.0
2. Did you look at the exhibitions in the museum? Yes				
	44	93.6	121	84.0
3. Why did you come today?				
For the program	25	53.2	78	53.4
To look at the exhibits	14	29.8	35	24.0
Passing by	1	2.1	9	6.2
A fun and educational activity to do with family	19	40.4	51	34.9
Other	10	21.3	29	19.9
To hear a lecture on archaeology	--	--	1	4.0
K-12 teacher professional development	3	21.4	11	19.6
5. How did you find out about this event?				
Postcard in the mail	1	2.1	3	2.1
Postcard picked up	1	2.1	3	2.1
Flyer	8	17.0	20	13.7
Friend	9	19.1	32	21.9
Newspaper	2	4.3	14	9.6
Website	5	10.6	15	10.3
Email	4	8.5	21	14.4
Other	24	51.1	51	34.9
6. In the past 12 months how many times have you visited the museum (counting today)?				
1 visit	23	50.0	83	58.0
2 – 3 visits	18	39.1	44	30.8
4+ visits	5	10.9	16	11.2
7. Have you attended a program aimed at families and children at the Arizona State Museum before? Yes				
	19	40.4	52	35.9

Table 1. (cont'd)

Question	<u>Minority</u>	<u>All</u>
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8. Have you attended a program for adults at this museum before?				
Yes	7	50.0	16	28.6
9. What ethnicity do you identify with?				
African American	3	6.4	3	2.1
Asian	2	4.3	2	1.4
Hispanic	35	74.5	35	24.0
Native American	5	10.6	5	3.4
Other	2	4.3	2	1.4
White	--	--	76	52.1
10. As a result of your visit to the museum today are you more likely or less likely to visit a museum again?				
More likely	44	100.0	130	100.0
Less likely	--	--	--	--
13. What would be most likely to bring you back to the museum again?				
A program with activities for kids	9	75.0	29	61.7
A hands-on workshop for adults	2	16.7	15	31.9
To attend a lecture	3	25.0	13	27.7
Performances	3	25.0	11	23.4
Tours by a museum expert	1	8.3	10	21.3
To use the library	1	8.3	2	4.3
To see a new exhibit	6	50.0	23	48.9
To see an existing exhibit again	1	8.3	5	10.6
To see an existing exhibit if new materials are added to it	--	--	5	10.6
Teacher professional development workshop	--	--	7	14.9
Other	--	--	1	2.1
14. How likely would you be to recommend ASM to others?				
Very likely	12	100.0	45	100.0
Maybe	--	--	--	--
Would not	--	--	--	--

Note. Not all respondents answered each item. Seven Culture Craft Saturdays were administered, but some survey items only appeared on one or two surveys.

Table 2.
Comparison of Respondents Attending Culture Craft Saturday for the First Time and All Respondents

Question	<u>First Time</u>		<u>All</u>	
	N	%	N	%
1. Age Category				
0 – 3	1	1.2	1	.7
4 – 5	7	8.4	7	4.8
6 – 8	10	12.0	18	12.3
9 – 12	13	15.7	22	15.1
13 – 17	6	7.2	9	6.2
18 – 24	--	--	1	.7
25 – 34	5	6.0	11	7.5
35 - 49	20	24.1	35	24.0
50 – 60	7	8.4	18	12.3
60+	11	13.3	16	11.0
2. Did you look at the exhibitions in the museum? Yes				
	67	80.7	121	84.0
3. Why did you come today?				
For the program	38	45.8	78	53.4
To look at the exhibits	19	22.9	35	24.0
Passing by	6	7.2	9	6.2
A fun and educational activity to do with family	29	34.9	51	34.9
Other	18	21.7	29	19.9
To hear a lecture on archaeology	1	5.9	1	4.0
K-12 teacher professional development	6	16.2	11	19.6
5. How did you find out about this event?				
Postcard in the mail	--	--	3	2.1
Postcard picked up	2	2.4	3	2.1
Flyer	10	12.0	20	13.7
Friend	16	19.3	32	21.9
Newspaper	9	10.8	14	9.6
Website	6	7.2	15	10.3
Email	8	9.6	21	14.4
Other	36	43.4	51	34.9
6. In the past 12 months how many times have you visited the museum (counting today)?				
1 visit	83	100.0	83	58.0
2 – 3 visits	--	--	44	30.8
4+ visits	--	--	16	11.2
7. Have you attended a program aimed at families and children at the Arizona State Museum before? Yes				
			52	35.9
8. Have you attended a program for adults at this museum before? Yes				
			16	28.6

Table 2. (cont'd)

Question	<u>First Time</u>		<u>All</u>	
	N	%	N	%

9. What ethnicity do you identify with?				
African American	1	1.2	3	2.1
Asian	--	--	2	1.4
Hispanic	20	24.1	35	24.0
Native American	--	--	5	3.4
Other	2	2.4	2	1.4
White	47	56.6	76	52.1
10. As a result of your visit to the museum today are you more likely or less likely to visit a museum again?				
More likely	72	100.0	130	100.0
Less likely	--	--	--	--
13. What would be most likely to bring you back to the museum again?				
A program with activities for kids	19	63.3	29	61.7
A hands-on workshop for adults	8	26.7	15	31.9
To attend a lecture	8	26.7	13	27.7
Performances	9	30.0	11	23.4
Tours by a museum expert	7	23.3	10	21.3
To use the library	1	3.3	2	4.3
To see a new exhibit	16	53.3	23	48.9
To see an existing exhibit again	2	6.7	5	10.6
To see an existing exhibit if new materials are added to it	2	6.7	5	10.6
Teacher professional development workshop	2	6.7	7	14.9
Other	1	3.3	1	2.1
14. How likely would you be to recommend ASM to others?				
Very likely	28	100.0	45	100.0
Maybe	--	--	--	--
Would not	--	--	--	--

Note. Not all respondents answered each item. Seven Culture Craft Saturdays were administered, but some survey items only appeared on one or two surveys.

5. SUMMER SOLSTICE DATA ANALYSIS

Table 3.

Comparison of Minority Respondents with All on the Summer Solstice Survey

Question	<u>Minority</u>		<u>All</u>	
	N	%	N	%
1. Age Category				
0 – 3	5	8.5	8	4.1
4 – 5	--	--	4	2.0
6 – 8	4	6.8	10	5.1
9 – 12	1	1.7	2	1.0
13 – 17	1	1.7	6	3.1
18 – 24	5	8.5	13	6.6
25 – 34	7	11.9	30	15.3
35 – 49	20	33.9	57	29.1
50 – 60	10	16.9	41	20.9
60+	4	6.8	23	11.9
2. Did you look at the exhibitions in the museum? Yes				
	39	69.6	125	67.2
3. Why did you come today?				
For the Solstice program	41	69.5	155	79.1
To look at the exhibits	19	32.2	52	26.5
A fun and educational activity to do with family	22	37.3	63	32.1
Passing by	3	5.1	7	3.6
Other	8	13.6	17	8.7
5. Did you purchase food at the event today? Yes				
	24	45.3	80	43.0
6. How did you find out about this event?				
Postcard in the mail	5	8.5	13	6.6
Postcard picked up	--	--	1	.5
Flyer	7	11.9	28	14.3
Friend	18	30.5	47	24.0
Newspaper	18	30.5	72	36.7
Website	13	22.0	31	15.8
Email	5	8.5	24	12.2
Radio	1	1.7	7	3.6
Other	10	16.9	23	11.7
7. In the past 12 months how many times have you visited the museum (counting today)?				
1 visit	35	60.3	126	65.3
2 – 3 visits	18	30.5	59	30.6
4+ visits	5	8.6	8	4.1

Table 3. (cont'd)

Question	<u>Minority</u>		<u>All</u>	
	N	%	N	%

8. Have you attended a program aimed at families and children at the Arizona State Museum before?	Yes	23	39.0	79	40.3
9. Have you attended a program for adults at this museum before?	Yes	17	29.3	44	22.6
12. What ethnicity do you identify with?					
African American		7	11.9	7	4.3
Asian		2	3.4	2	1.2
Hispanic		30	50.8	30	18.3
Native American		16	27.1	16	9.8
Other		4	6.8	4	2.4
White		--	--	105	64.0
14. As a result of your visit to the museum today are you more likely or less likely to visit a museum again?					
More likely		58	98.3	187	98.4
Less likely		1	1.7	3	1.6
15. What would be most likely to bring you back to the museum again?					
A program with activities for kids		33	55.9	83	42.6
A hands-on workshop for adults		22	37.3	61	31.3
To attend a lecture		19	32.2	58	29.7
Performances		39	66.1	135	69.2
Tours by a museum expert		20	33.9	46	23.6
To use the library		16	27.1	34	17.4
To see a new exhibit		41	69.5	118	60.5
To see an existing exhibit again		18	30.5	41	21.0
To see an existing exhibit if new materials are added to it		15	25.4	32	16.4
Teacher professional development workshop		5	8.5	17	8.7
Other		1	1.7	8	4.1
16. How likely would you be to recommend ASM to others?					
Very likely		54	91.5	170	89.5
Maybe		5	8.5	20	10.5
Would not		--	--	--	--

Table 4.
 Comparison of Respondents Attending for the First Time and All Respondents on the
 Summer Solstice Survey

Question	<u>First Time</u>		<u>All</u>	
	N	%	N	%
1. Age Category				
0 – 3	6	4.8	8	4.1
4 – 5	4	3.2	4	2.0
6 – 8	4	3.2	10	5.1
9 – 12	1	.8	2	1.0
13 – 17	3	2.4	6	3.1
18 – 24	6	4.8	13	6.6
25 – 34	24	19.0	30	15.3
35 - 49	39	31.0	57	29.1
50 – 60	24	19.0	41	20.9
60+	14	11.1	23	11.9
2. Did you look at the exhibitions in the museum? Yes				
	83	68.0	125	67.2
3. Why did you come today?				
For the Solstice program	100	79.4	155	79.1
To look at the exhibits	34	27.0	52	26.5
A fun and educational activity to do with family	41	32.5	63	32.1
Passing by	4	3.2	7	3.6
Other	9	7.1	17	8.7
5. Did you purchase food at the event today? Yes				
	50	41.7	80	43.0
6. How did you find out about this event?				
Postcard in the mail	4	3.2	13	6.6
Postcard picked up	1	.8	1	.5
Flyer	18	14.3	28	14.3
Friend	35	27.8	47	24.0
Newspaper	51	40.5	72	36.7
Website	18	14.3	31	15.8
Email	13	10.3	24	12.2
Radio	5	4.0	7	3.6
Other	17	13.5	23	11.7

Table 4. (cont'd)

Question	<u>First Time</u>		<u>All</u>	
	N	%	N	%
7. In the past 12 months how many times have you visited the museum (counting today)?				
1 visit			126	65.3
2 – 3 visits			59	30.6
4+ visits			8	4.1
8. Have you attended a program aimed at families and children at the Arizona State Museum before? Yes			79	40.3
9. Have you attended a program for adults at this museum before? Yes			44	22.6
12. What ethnicity do you identify with?				
African American	6	5.7	7	4.3
Asian	2	1.9	2	1.2
Hispanic	18	17.0	30	18.3
Native American	8	7.5	16	9.8
Other	1	.9	4	2.4
White	71	67.0	105	64.0
14. As a result of your visit to the museum today are you more likely or less likely to visit a museum again?				
More likely	119	98.3	187	98.4
Less likely	2	1.7	3	1.6
15. What would be most likely to bring you back to the museum again?				
A program with activities for kids	53	42.4	83	42.6
A hands-on workshop for adults	39	31.2	61	31.3
To attend a lecture	35	28.0	58	29.7
Performances	89	71.2	135	69.2
Tours by a museum expert	28	22.4	46	23.6
To use the library	19	15.2	34	17.4
To see a new exhibit	72	57.6	118	60.5
To see an existing exhibit again	24	19.2	41	21.0
To see an existing exhibit if new materials are added to it	17	13.6	32	16.4
Teacher professional development workshop	9	7.2	17	8.7
Other	6	4.8	8	4.1
16. How likely would you be to recommend ASM to others?				
Very likely	108	87.8	170	89.5
Maybe	15	12.2	20	10.5
Would not	--	--	--	--