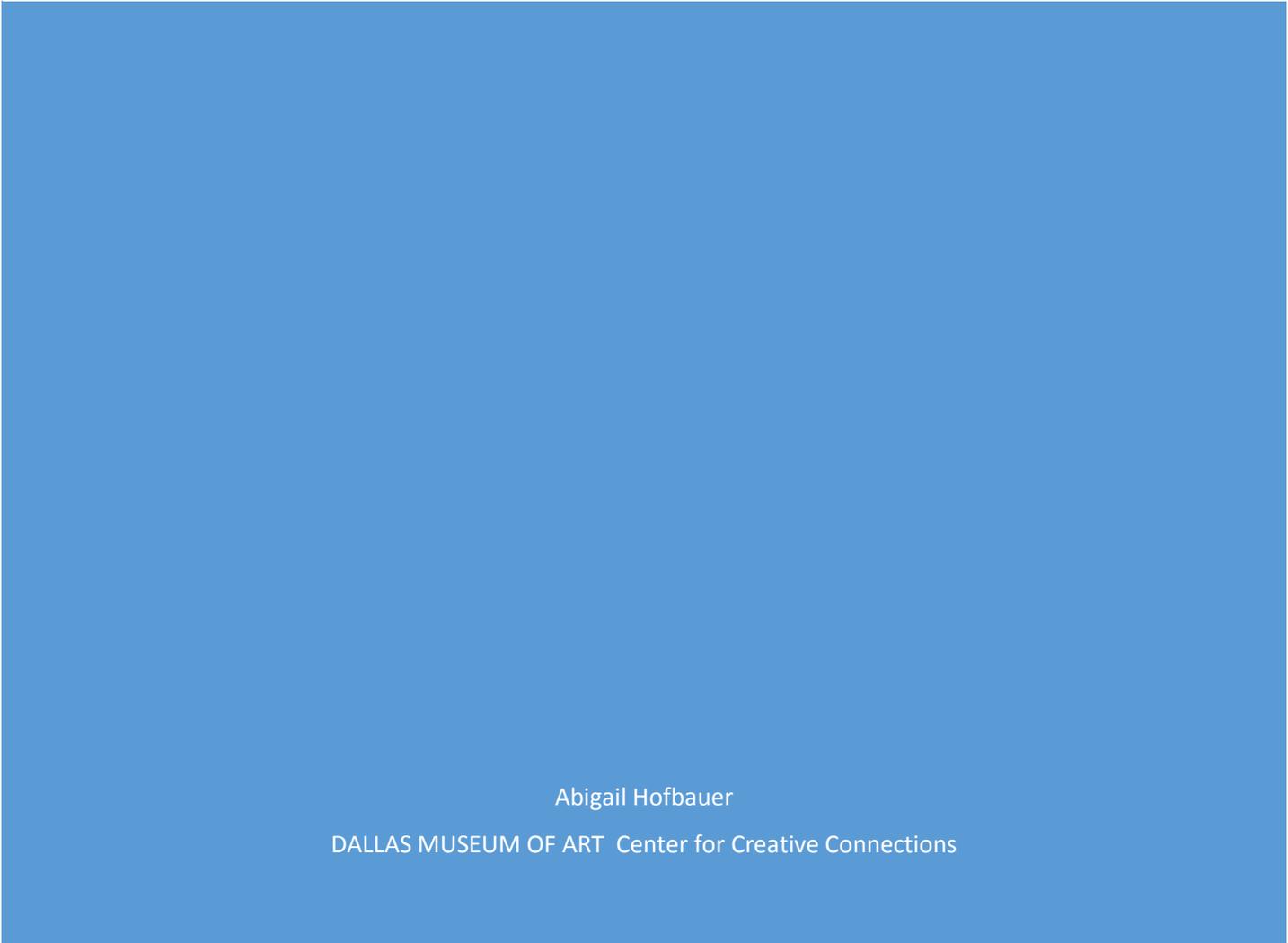




Pop-up Art Spot at the Keir Collection

An Evaluation of Visitor & Volunteer Participation



Abigail Hofbauer

DALLAS MUSEUM OF ART Center for Creative Connections

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Overview

When deciding on a specific project for the summer internship, there were quite a few choices. However, evaluation of the Keir Collection Pop-up Art Spot was most interesting and would provide a great experience for surveying visitors, observing volunteers, and gathering data. We determined that before evaluation could begin, we needed to clarify the goals, objectives, and indicators of this project.

Our goals were:

- To learn what activities are most engaging, most interesting to visitors, and had the highest participation
- To learn about visitors who access and interact with the Pop-up Art Spot
- To see if visitors are learning anything new from the activities
- To learn what volunteer skills work best, and get volunteer feedback

In order to achieve these goals, research needed to be done to find indicators. These indicators would serve as a benchmark to measure the level of goal-achievement. We decided to make them broader indicators, as the Pop-up Art Spot was not a structured, lengthy activity. Pop-up Art Spot activities were also not confined to one area, so these indicators needed to be generally applicable.

Our indicators were:

- Visitors spend focused time looking at works of art
- Visitors return for activities
- Visitors are engaged with activities and volunteer(s)
- Visitors leave good feedback on survey or through comments
- Volunteers engage with not just children & families
- Volunteers initiate interactions with visitors

Methodology

After clearly stating our goals, the next step was to create methods of observation and evaluation that would work for the visitors and for the volunteers of the Pop-up Art Spot.

For visitors, we used two different methods of evaluation. The first, general observation, would tell us activity usage, basic visual demographics, visitor engagement levels, and activity duration. The second, a physical or digital survey, would have the visitor personally answer ten questions about their experience. Our hope was that the child-and-adult-friendly survey would give us more detail information from visitors about demographics, activity engagement, and the social impacts of the activities.

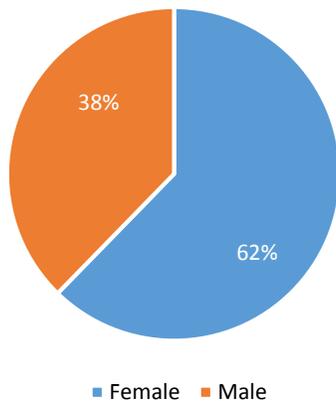
We observed the volunteers as well, but instead of looking for detailed information, we took note of general volunteer interactions, personality traits, and skills that would serve as good or bad examples of facilitation in future volunteer training. These were written down in a general observation category during every scheduled observation time period. We also created a volunteer survey, a thirteen question Google Form that asked about what the volunteers liked or disliked about their recent shift, any suggestions they had for the Pop-up Art Spot, and how they felt about volunteering at the DMA as a whole.

To make sure we were able to get data from a wide range of visitors and volunteers, we came up with a schedule of observation for the month of July. On Thursdays, Saturdays, and the Late Night Friday, visitor observations and surveys would be taken. The visitor observation time changed to Thursdays after some time conflicts. We also began this schedule only observing visitors during the week, but changed the schedule to include volunteer observations on Thursdays, Late Night, and Saturdays as well.

Visitor Visual Data

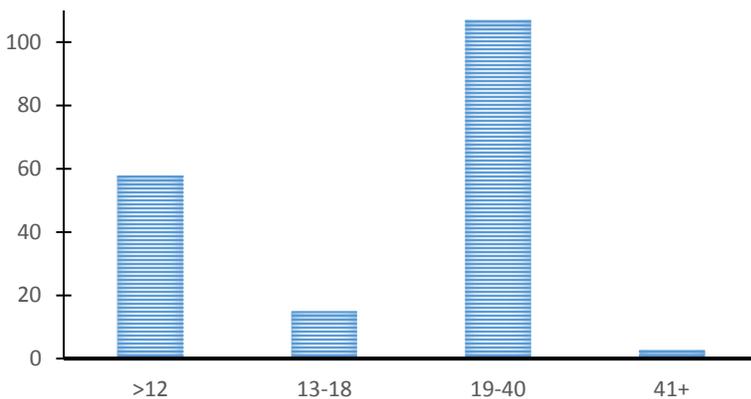
This data represents the visitor observations made during the specific schedule of observation time periods. This data is strictly based on what we saw, rather than details directly from the visitor. The average time spent at the Pop-up Art Spot activities was 28 minutes.

Gender



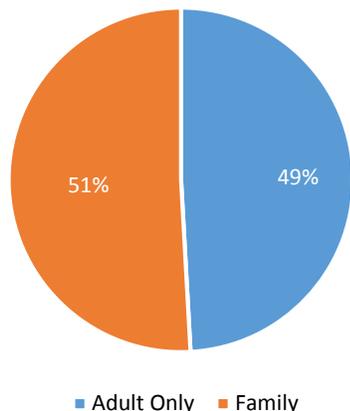
This pie chart shows the gender breakdown for the visitors who participated in Pop-up Art Spot activities. Out of a total 183 participants, 114 were female and 69 were male.

Ages



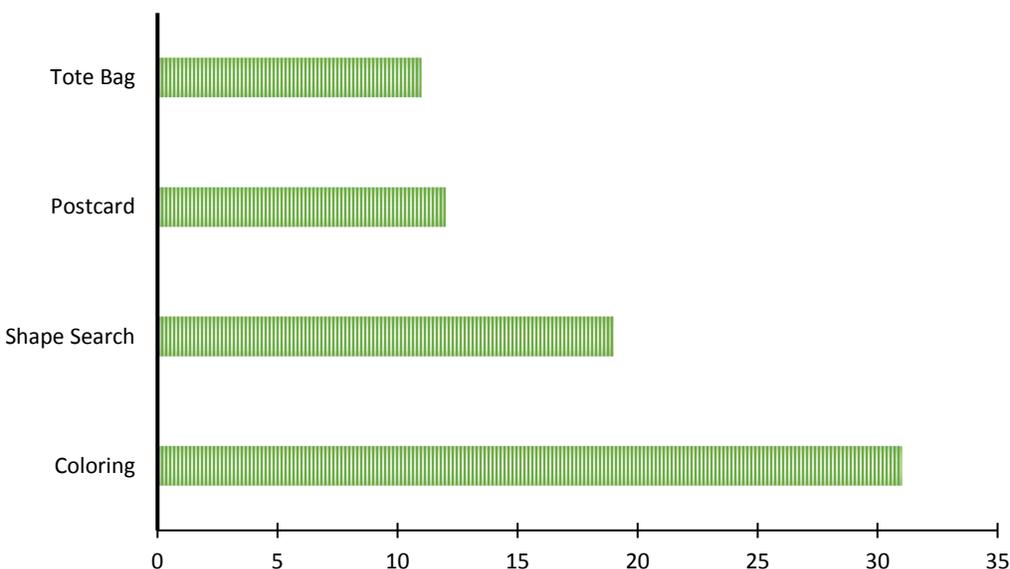
This column graph shows the range of age groups that participated in the Pop-up Art Spot. The adult group was largest, especially during Late Night. Even within families, adults were the largest age range.

Groups



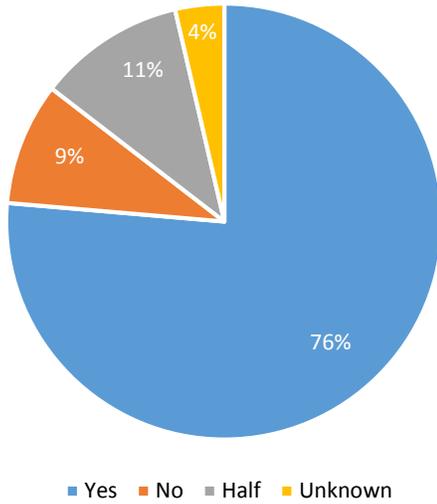
This pie chart indicates the number of families with children versus the number of adults that participated in activities. It was almost exactly even between the two groups. Out of the 57 groups that participated, 29 were families with children and 28 were adults without children. The average group size was 3.2 people.

Activity



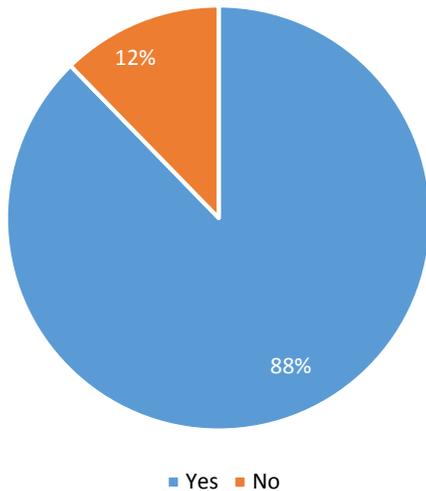
This bar graph indicates the overall visitor participation in each specific activity. Out of the total 73 activities done, 31 were Coloring, 19 were Shape searches, 12 were Cross-cultural Exchange Postcards, and 11 were Tote bags.

On Task



This pie chart shows the percent of visitors that were on task while participating in a Pop-up Art Spot activity. The half percentage indicates visitors who were on task part of the time, but alternated.

Keir Exhibit



This pie chart depicts the amount of visitors who actually went into the Keir Exhibit, either before, during, or after their activity participation. 50 groups entered the Keir Exhibit, while 7 groups did not.

Visitor Observations & Findings

During observations, much of the information was recorded through individual statistics. However, there were a few general notes made during each scheduled observation, as well as information from the visitor responses to the survey.

It was hard to gain detailed information about the duration of the shape search activity from visitors. Volunteers usually “sold” it as a take away activity, instead of encouraging visitors to come back and talk about the shapes they identified. In addition, adult participants were very receptive to the postcard activity. The postcards were also multi-generational friendly. The majority of participants went into the Keir Exhibit, which was great to see. During the Late Night observations, the majority of participants were adults, either with friends or families. There was also only one recorded instance of a repeat visitor participant. Lastly, younger children were much more open to expressing a desire to do the activities. Many older children either came back for their own or partook in their younger sibling’s activity.

Survey Questions & Responses

Twenty five different visitors were asked to do surveys for this project - only eleven agreed to complete a survey. Out of these eleven responses, the common answers from visitors were summarized. There were only two problematic things about the surveys: visitors did not want to give their zip code information without background knowledge of what it would be used for, and the iPads were sometimes slow or not able to connect to the internet.

1. What zip code do you live in?
 - a. 45% answered – mainly Dallas area
2. Have you been to the DMA before?

- a. 63.3% - yes
 - b. 36.4% - no
3. Have you participated in the Pop-up Art Spot before?
 - a. 63.3% - no
 - b. 36.4% - yes
4. What reason most influenced you to stop and do an activity at the Pop-up Art Spot? If other, please explain.
 - a. 45.5% - to do something fun
 - b. 36.4% - to be engaged with the art
 - c. 18.2% - to spend time with group
 - d. 9.1% - other (something in line while waiting)
5. Which activity did you participate in?
 - a. 54.5% - coloring
 - b. 45.5% - shape search
 - c. 18.2% - postcard
 - d. 18.2% - tote bag (Constantino)
 - e. 9.1% - tote bag (colors)
6. Did you like the activity you chose to do? Why or why not?
 - a. 45.5% - very much liked it
 - b. 45.5% - liked it
 - c. 9.1% - somewhat liked it
 - d. Easy; fun; love to write; wanted more to it; passed the time; good for family memories; engaging; boring for some
7. To what degree were you engaged with the activity you chose?
 - a. 50% - very engaged
 - b. 40% - engaged
 - c. 10% - somewhat engaged
8. What emotions, if any, did this activity make you feel?
 - a. 36.4% - connected
 - b. 27.3% - inspired
 - c. 27.3% - bored
 - d. 18.2% - excited, proud
 - e. 9.1% - amused, happy, fun, artistic
9. What did you learn through this activity?
 - a. 54.4% - about shapes & patterns
 - b. 45.5% - about colors & art
 - c. 27.3% - about another culture
 - d. 9.1% - about senses & art
 - e. 9.1% - something new about someone
10. Anything to add...?
 - a. Shape search was boring; coloring was fun

Volunteer Observations & Findings

Volunteer observations were fairly short. Overall, we found that outgoing, confident personalities worked best – people that weren't afraid to be turned down for an activity or talk to anyone visiting. Volunteers usually feed off each other so having more than one at the Pop-up Art Spot when possible works great. Engaging with every single visitor is important, regardless of age, gender, or group size. Some volunteers handled uncomfortable or awkward situations well, but possibly touching on how to handle that in training would benefit future volunteers. Lastly, some volunteers had problems setting their cell phones down while at the Pop-up Art Spot. This included both adults and teen volunteers. While this did not take away from specific visitor interactions, it limited the amount of visitors that volunteers engaged with and made the Pop-up Art Spot look uninviting.

Survey Questions & Responses

Seven volunteers fully completed a survey. This is a summary of the questions asked and the responses to each question. The majority of the questions were multiple choice, but there are the main comments and notes included in the volunteer responses. Every volunteer filled out a survey at the end of their volunteer shift during an observation period.

1. How much of an impact do you feel your volunteer work had on visitors?
 - a. 42.9% - a great deal of impact
 - b. 42.9% - a good amount of impact
 - c. 14.3% - some impact
2. How easy was it to get along with the other volunteers at the DMA? Please add comments in the space provided below.
 - a. 85.7% - extremely easy
 - b. 14.3% - somewhat easy
 - c. Friendly, engaging, easy to get along with

3. How friendly are the staff at the DMA? Please add comments in the space provided below.
 - a. 71.4% - extremely friendly
 - b. 28.6% - very friendly
 - c. Willing to lend a hand, passersby have smile & hello
4. How satisfied were you with your volunteer work with the DMA? Please add comments in the space provided below.
 - a. 57.1% - very satisfied
 - b. 42.9% - satisfied
 - c. Fun, engaging, enjoyed it
5. How likely are you to continue volunteering at the DMA in the future?
 - a. 71.4% - extremely likely
 - b. 28.6% - very likely
6. In a typical month, about how many hours do you volunteer at the DMA?
 - a. 42.9% - 7 hours
 - b. 28.6% - 8 hours
 - c. 14.3% - 10 hours
 - d. 14.3% - not sure
7. How likely are you to recommend volunteering at the DMA to a friend or colleague?
 - a. 42.9% - extremely likely
 - b. 47.1% - very likely
8. What did you enjoy most about your most recent volunteer shift at the DMA?
 - a. Meeting/interacting with people; providing visitors with help/ways to connect; seeing children enjoy the museum; activities
9. What struggles or challenges did you face during your most recent volunteer shift at the DMA?
 - a. Knowledge of ticketing/current exhibits; getting visitors excited; nerves; confrontation; standing for three hours
10. Do you have any suggestions for the PAS, the C3 staff, or C3 activities?
 - a. Sign; information sheet or knowledge; scavenger hunt activity; C3 needs more things for TA to do; more activities that engage adults; one more teen/adult focused activity

Conclusion

This project gave a lot of insight into the visitor base participating in the Pop-up Art Spot. Because it was outside the Keir Exhibit, on the first floor main hallway, it seemed to attract a lot of attention. Based on the visitor and volunteer responses, there are minimal changes that I suggest moving forward. First would be a Pop-up Art Spot training for volunteers, specifically focusing on engaging with visitors and building confidence in their volunteer skills. Second would be a new postcard question – quite a few visitors mentioned that there were three different postcards, but only two different prompts. The third suggestion specifically deals with teen volunteers. Pairing a teen volunteer with an adult volunteer might result in more engaged volunteers on both sides.

In addition to the evaluation, there were a few minor changes made to the Keir Pop-up Art Spot and the schedule of observation throughout this month-long project. These changes definitely improved the complete experience. The overall visitor reactions were extremely positive and clearly indicated a desire for more and changing Pop-up Art Spot activities.