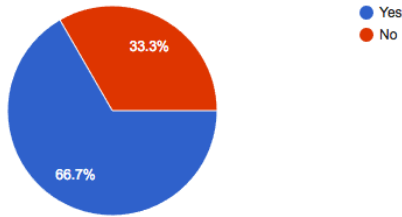


El Morro Area Arts Council (EMAAC) Membership Survey Results (Selected)- June 2017- **Complete results are available upon request****

Are you currently a member of EMAAC?

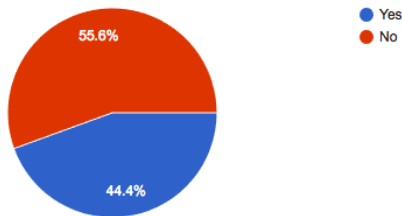
114 responses



- There were 118 survey respondents. 97% of respondents had attended an event at EMAAC.
- 2/3rds of respondents were members of EMAAC. Nearly half of those who were not currently members had previously been members.
- *Please tell us reasons why you aren't a member:* Main reasons reported were cost, unclear value proposition, distance from EMAAC and not having renewed for the year.
- 89% of respondents always or often felt welcome at the gallery.
- 75% of respondents felt that the number of events was just right. 22% of respondents expressed interest in more events.

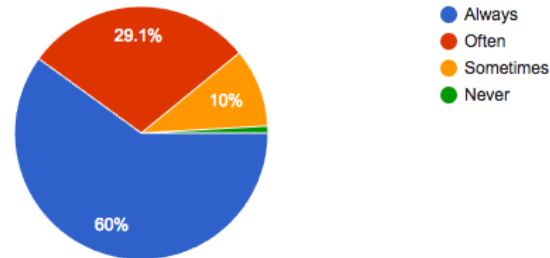
If you are not currently a member, have you ever been a member?

45 responses



When you are at the gallery, do you feel welcome and part of the organization?

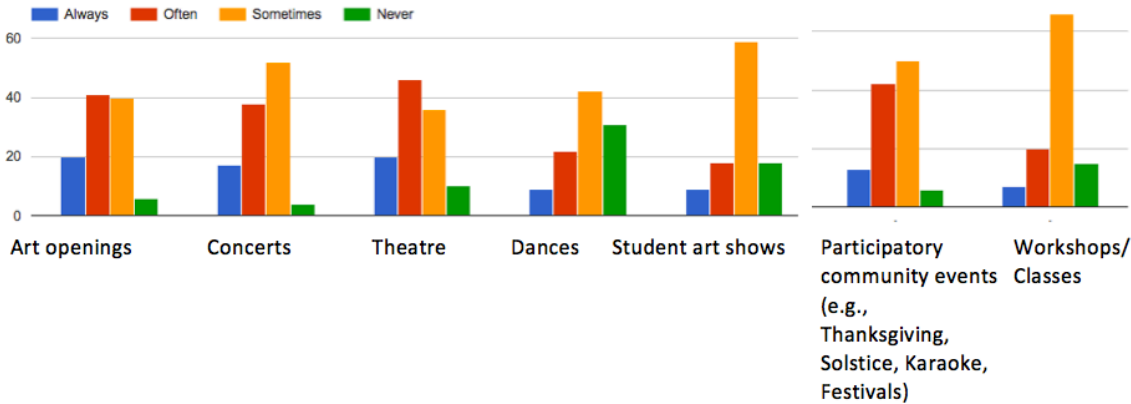
110 responses



Select quotes from non-members:

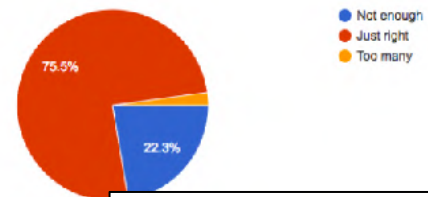
- I will. Just haven't gotten around to it.
- No finances at the moment- no barter offered
- Live in Gallup-rarely make it here.
- Membership has no value to the member. EMAAC is the only one who benefits from members fees as a donation so they are the only ones who benefit. Members gain nothing more than a warm feeling.

Which types of EMAAC programming are you the most apt to attend?



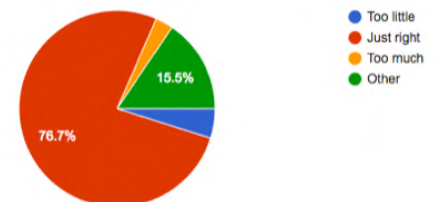
Is the number of events/classes offered:

94 responses



What do you think about the price of event admissions?

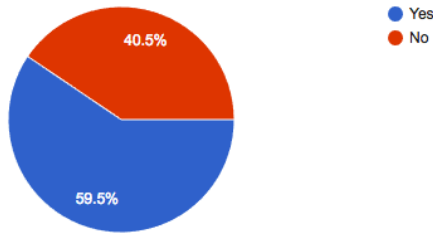
103 responses



- 76% of respondents felt the price of event admissions was just right, though some noted admission fees vary.
- 82.5% of 80 respondents said that they would be open to requesting a scholarship or offering to volunteer in exchange for a free ticket to an EMAAC event.

Have you volunteered for EMAAC?

111 responses



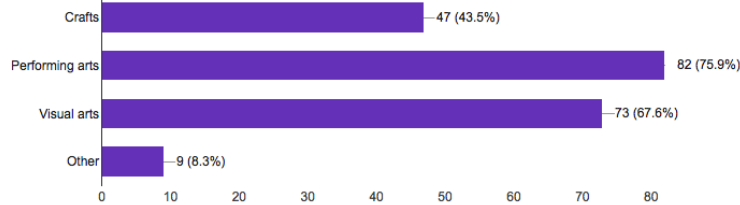
- 60% of respondents had volunteered for EMAAC. Volunteer activities included docents, hosting, board member, preparing food, performing, teaching workshops and hanging art.
- When asked how they felt about the experience, the majority of responses were positive. Some constructive feedback included: more support/training, guidance/cheat sheets or contact information for volunteers in case they have questions about their volunteer duties; greater recognition/appreciation for volunteers (the dinner was given as a nice example) and the sense that a small number of people are doing the majority of the work and risk burning out.

Select quotes about volunteer experience:

- A positive experience; the addition of Volunteer Appreciation Gathering is a positive experience. Possibly spotlight a Volunteer in the newsletter each quarter
- Very positive. Though at times EMAAC suffers from the typical problem of some folks doing way too much, then feeling frustrated and have "What is wrong with others being lazy" I do like the welcoming of the variety of folks!
- My experience left me wanting continuity, communication, follow up, and a clearly defined volunteer coordinator. I felt fine but having a "cheat sheet" or checklist of what to set-up/where/when/how would be helpful for hosting
- Very okay. Many of the board members are stuffy/rude and seem unappreciative/threatened when people (who are not of the 1% or 65+) enter the 'gallery' space. I would have enjoyed 2 complimentary tickets to an event of my choice (not just the event I was helping with).

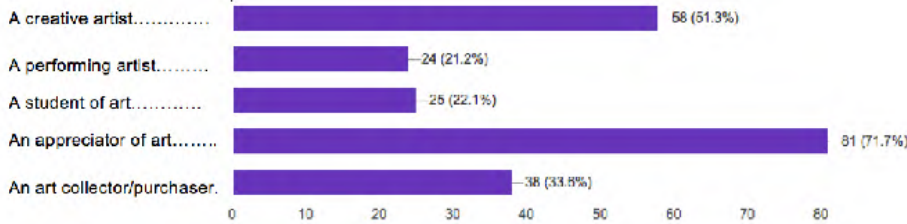
What art forms are you most drawn to? (Please check all that apply.)

108 responses



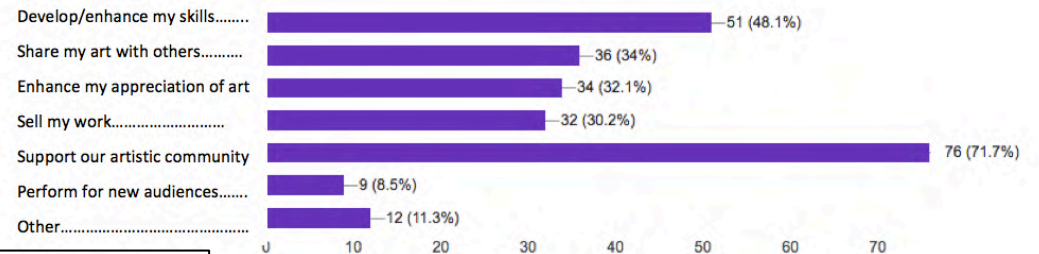
Do you describe yourself as: (Please check all that apply.)

113 responses



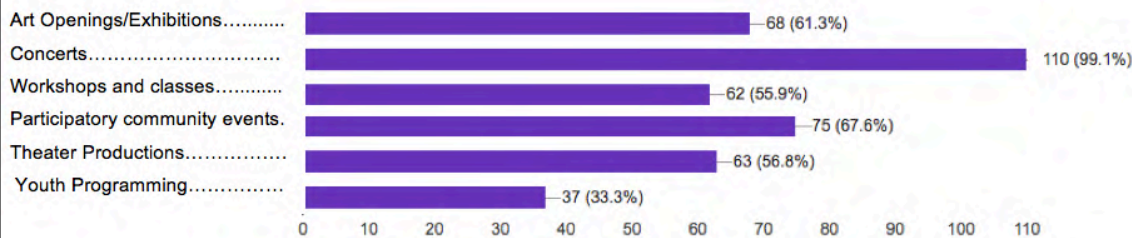
What are your artistic interests? (Please check all that apply.)

106 responses



What three areas of EMAAC programming are the most important to our community?

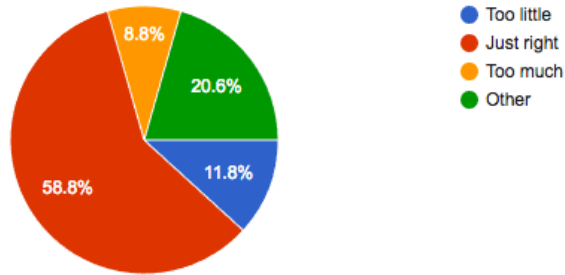
111 responses



- 56% of respondents had shown work at the gallery.
- The three most important EMMAC services that exhibiting artists reported were gallery space (66.2%), Advertising (61.5%), workshops and classes (53.8%) and help with designing a website (41.5%).

If you have previously been a vendor at one of our events, what do you think about the vendor fee?

34 responses

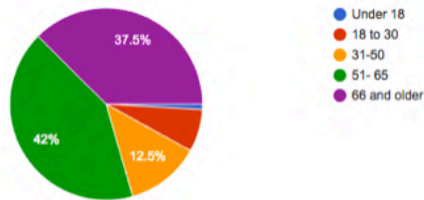


How do you hear about our events?
112 responses



Optional: What is your age?

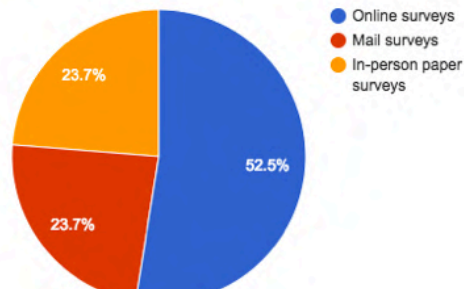
112 responses



Strategic recommendations for new programming, supporting exhibiting artists and PR:

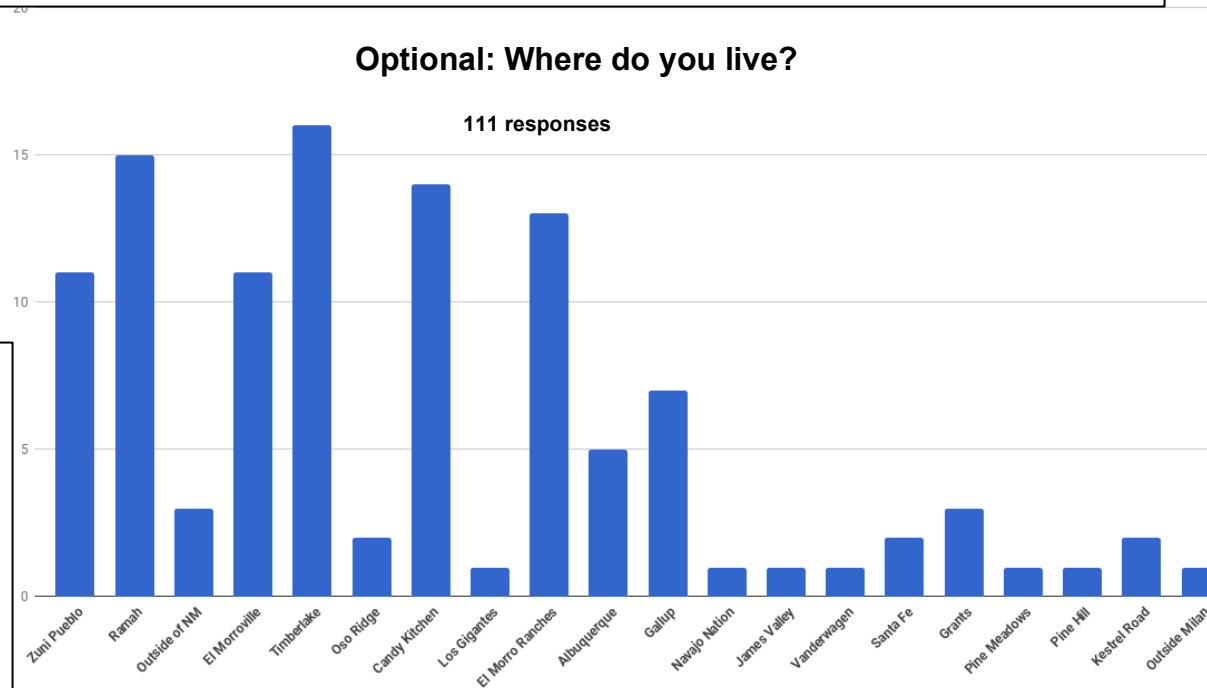
- *What new programs/activities/workshops would you like to see at EMAAC?:* Workshops such as art, music and children’s classes; lectures (i.e., history, geology, birding); New Mexico Arts programming from outside of the local area and non-art related activities.
- *What one thing could we do to improve your experience as an exhibiting artist?:* Longer open hours for the gallery and support with artist promotion and advertising.
- *Suggestions to increase fundraising and improve PR:* local outreach to communities and businesses, additional grant writing, expanded advertising, membership “rewards” or benefits.

Survey response type (Total= 118)



Optional: Where do you live?

111 responses



Additional comments:

- Find ways to entice younger folks to volunteer. What could we do to interest them? What types of events do they want? Or are there any young people around?
- EMAAC provides a fantastic service to the community! Keep it up. Wonder if there are other ways to engage more community groups (Dine, Zuni, Mormons, ranchers, teachers-many of whom don't live in the community, etc.)
- We've come a long way! May we continue to inspire, adapt, and grow a healthy community and a healthy appreciation of healing