

Program Evaluation Worksheet  
AAD 572 Arts Learning Policy and Practice  
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Program Title: Dancin' on the Roof

Purpose of Program: To build social capital through the bridging and bonding opportunities afforded by an art activity within the community of Santa Cruz; to provide an intergenerational art activity (social dance instruction) to participants; to teach basic dance skills in four genres to participants; and to address the lack of adult arts learning in Santa Cruz.

Program Description: Dancin' on the Roof is aimed at teaching adults between the ages of 21 and 81 four different dance genres in rapid succession, and will be hosted on the Santa Cruz Museum of Art and History's (MAH) rooftop sculpture garden in conjunction with the Art that Moves program. Participants will work with instructors from the Palomar Ballroom, a local dance organization, to learn a traditional waltz, swing, Latin ballroom, and hip-hop dance. Event will take place on Friday, July 19<sup>th</sup>.

Program Goals and Objectives: This event has multiple goals: to encourage bonding and bridging between multiple generations; to teach basic dance skills in four genres; to initiate a long-term partnership between Palomar Ballroom and the MAH; and to develop the audiences of both the MAH and the Palomar Ballroom. This event will be considered a success if we reach these objectives: achieve attendance of forty participants; recruit 20% new participants (not current Palomar or MAH customers); and if 25% participants are between the ages of 55-81.

Other criteria for evaluating success: We hope that MAH's interns, who will help facilitate the event, learn something new about arts programming in the process. We also hope that the four Palomar Ballroom instructors will enjoy the experience and plan to be involved in creating future events with MAH.

Who does this program aim to service/benefit:

Artists: the four Palomar Ballroom instructors, who will be compensated for their time and will have the opportunity to introduce new dancers to their genre of expertise.

Administrators: The staff of MAH will benefit from this program by developing MAH's audience and by testing a new program that specifically engages older adults, a demographic currently not explicitly served by MAH's other Community Programs.

Projected attendance for Dancin' on the Roof:

Total attendance: 40 participants. 25% participants between the ages of 55-81; 50% female and 50% male.

Program Evaluation Questions:

1. Does this program help your organization to achieve its mission?  
Yes, by providing an opportunity to build social capital amongst participants; to invite active participation; to connect people to creativity and new art forms; and to meet community needs for fun cultural activities  
(<http://www.santacruzmah.org/whatson/our-event-philosophy/>).
2. To what degree is the program achieving its own program goals and objectives?  
Dancin' on the Roof has allocated the marketing and outreach resources necessary to meet our attendance goals. Further, we chose Palomar Ballroom as the primary partner based on careful consideration of dance genres represented and the level of technical skill of the dance teachers. We believe we have a good recipe for a successful event on all levels.
3. How would you evaluate the artistic quality of the program?  
The artistic quality of the program is based on the quality of the dance instructors. When researching dance studios to partner with for this program, we concluded Palomar Ballroom was the best choice not only because of the instructors' wide range of expertise, but also because of the high quality instruction they provide. This instruction is supported by the instructors' own professional achievements and years of experience both dancing and teaching these techniques. Also, adult participants will be offered the chance to give critical feedback on the effectiveness of the instructors' teaching methods and their understanding, to the extent possible in the limited time frame, of each dance genre.
4. How would you describe the audience's response to the program? Its impact on the audience?  
The audience's response to this program can be described based on the level of participation seen throughout the night and whether or not there is a demand from the audience for a repeat event. The impact will hopefully be that the audience learns a new skill and art form and wish to continue their practice by taking lessons at Palomar. The audience will also hopefully see MAH as not just a museum, but a sort of community center and will return for various exhibits, where they might not have attended before.  
For evaluation purposes, the MAH will encourage Palomar Ballroom to track the number of new clients that were exposed to their instructors during Dancin' on the Roof. Based on this, MAH and Palomar Ballroom can determine the success of the program from continuing support and interest from participants. Also, it would benefit both MAH and the Palomar Ballroom to track Facebook traffic during and after the event for additional feedback.
5. Was the program's design effective in meeting the needs of the artists, participants, and audiences?  
Dancin' on the Roof program design will be evaluated following the event based on the number of new clients at Palomar Ballroom, a higher rate of overall attendance at MAH following the event, and whether or not the community would like to see this even happen again. The program's objective is to maximize exposure for MAH,

Palomar Ballroom, and the community/participants. If that exposure continues after Dancin' on the Roof and is initiated by the community/participants, then the program would prove effective and successful. In addition, MAH will determine if the Palomar Ballroom instructors found this engagement fulfilling and would be interested in continuing their partnership with MAH for other programs.

6. How would you evaluate the site/location in terms of:

- Suitability for program needs
- Size for accommodating audience and program
- Aesthetics
- Accessibility to the differently abled
- Visibility
- Image
- Cost

The rooftop sculpture garden is a perfect location due to its beauty. The size is suitable for forty participants, which at this point is a decent size for this event. However, if we plan to expand the program in the future, this space will be too small. The space is wheelchair accessible due to an elevator that participants can take to the roof; however, general accessibility is limited to those who are able-bodied and is a factor we will need to take into serious consideration when we expand the program. The rooftop sculpture garden might seem like a limiting environment for some—ie., too “fancy”—but we are keeping costs low (\$15 for the event, appetizers included; alcoholic drinks not included) in order to project the image that this is not an exclusive event.

7. How would you evaluate the date in terms of:

- Availability of desired space
- Conflicts with other programs competing for the same audience
- Planning and implementation time
- Weather risks

Since MAH owns the space, it is readily available. Dancin' on the Roof is part of MAH's well-known 3<sup>rd</sup> Fridays programming, and this event keeps with this 3<sup>rd</sup> Friday theme of “Art That Moves.” 3<sup>rd</sup> Friday events are typically very well-attended and have a built-in audience, although we are targeting a slightly different audience for this particular event. Because it is held outdoors, weather could be a detrimental factor if this event was held in the spring, but there is a very small likelihood that it will rain in the middle of July.

8. Comment on the logistical aspects of the program which deserve discussion. Comment on availability, affordability, skills needed, manageability.

- Space design
- Amenities
- Security
- Insurance
- Equipment
- Utilities
- Permits/licenses/regulations

- Information/signage
- Special services required

The space design could present some difficulties, and participants will be sharing the space with several large sculptures. However, there is a central space in the garden that is open enough to accommodate forty individuals dancing. Safety could also be an issue, but there are tall guardrails along the perimeter of the roof which will prevent any potential safety hazards. MAH has liability insurance which covers events being held on the rooftop. Since attendance is restricted to those over the age of 21, alcohol consumption by underage individuals will not be an issue.