

*Deepening the Dialogue: Art and Audience*  
**THE WALLACE FOUNDATION INITIATIVE 2000-2004**

**SEATTLE ART MUSEUM**  
**PARTICIPATION AND SUSTAINABILITY STRATEGIES**

Since implementing The Wallace Foundation’s grant in 2001, SAM executed 12 participation and sustainability strategies and over 50 associated activities to increase audience participation and diversify the museum. A team of sixteen SAM employees who represent various departments at SAM held an end-of-grant retreat in fall 2004 to evaluate the initiative and prioritize the effectiveness of each activity. The following are the strategies and associated activities ranked in order of effectiveness.

Asterisks indicate: \*activity discontinued due to end of contract or activity; \*\*discontinue during the transformation of SAM and resume in two years; \*\*\*lack of funding to support;\*\*\*\*Evaluated as not effective.

PRIORITY 1: Participation Strategies	Activities
<b>Meetings</b> Advisory Committees (External) (Committees of members of the public created to give feedback about programs, build alliances with the community or to help reach a specific target audience.)	Community Advisory Committee meetings
	Focus Groups- Exhibition Related
	Education Advisory Committee
	Community Partner Meetings
Committees and Task Teams (Internal) (Cross-departmental teams to address external committee feedback)	DTD Committee
	Campaign Advisory Committee
<b>Audience Research</b> (Participation patterns, opinion surveys, customer satisfaction, etc.)	Lord Cultural Resources Intensive Research*
	In-gallery Research
	Focus Group Research
	Visitor Surveys
	Membership Surveys
	Online Surveys (General)
	Online Surveys (Wallace related/targeted)
<b>Community Outreach Activities</b> (On or off site activities engaging the broader community.)	Audience Response- In-gallery
	Campaign Research
	Seattle Center Festal Program (11 per year)
	Other Community Festivals
<b>Partnerships and Collaborations</b> (Developing relationships with other organizations to promote the goal of building participation in the arts.)	TRC Suitcases/Teacher outreach (not grant initiated)
	SAM Dialogues (Not grant initiated)
	Special Exhibition Community Partner Programs
	Urban Enterprise- Forum on Race***
	Community Social Partner Programs (includes attending community paid events)

PRIORITY 2: Participation Strategies	Activities
<b>Marketing and Advertising “Targeted”</b> (Promoting participating in the arts to targeted audiences, participants)	Mailing Marketing Collateral to non members (targeted and consistent) Posters to targeted areas Special Invites (targeted) Media Buy (targeted for diversity: age, ethnic, interest) Adv Space Special Programs** Raffle/Giveaways (passes & membership) E-News Testimonial PSA’s* Community Connections Web Site
<b>Reduced Pricing/Complimentary Tickets</b> (Includes special efforts to distribute tickets to target groups.)	Social Services- Free Admission Education (Colleges)- Discounted University Art Students/Access Boys & Girls Club My PASS- Free Access Arts Corps – Free membership Admissions- Auction Free passes and Membership Cultural organizations, Business-Discounted Community Events/Festivals- Discounted Incentive Coupons Bus Program and Parking Passes****
<b>Training in Participation Skills</b> (Staff, artist, teacher, and/or youth apprentice training)	Wallace/Adult: Paid Internships** Youth: Career Ladders ** Youth: YWCA**
<b>Diversity and Customer Service</b>	Staff and Volunteers-Customer Service Workshop Staff- Diversity Workshops Staff- Diversity Tracking
<b>Audience Responsive Programming</b> (Programs developed or tailored to meet the needs or interest of targeted audience.)	Permanent Collection: Africa in America Free First Saturday Special Ex: Maki T and Do Ho Suh In gallery: Self guided tour handouts Collection Highlights Interactive Engaging Games related to Collection

PRIORITY 3: Participation Strategies	Activities
<b>Facility Use</b> (Professional, social, cultural community groups use of facilities, not program related. Encourage groups to visit SAM, group tours, hold meeting, etc.)	Prof, Social Organizational Outreach (Group visits) Special Invites to use facilities** Organization Membership Program
<b>Program Expansion and/or Enhancement</b> (Changes to existing programs, i.e.: increased # of presentations or educational offerings, format, venue, timing, length, etc.)	Number of SAM Comm Partner Programs Extended hours of Operations** After hour programs
<b>Artist Residencies</b> (Use of artist residencies to build arts participation)	Day of the Dead installation (not grant initiated) Tibetan Buddhist Monks**

