

Northwest Minnesota  
Arts Council  
Needs Assessment

On-going Survey from  
July 1, 2021 – 2023

For those that currently receive  
our grants and services

**RESULTS**

## Q2 To which of the following NWMAC grant categories did you and/or your organization apply since July 2021? (check all that apply)

Answered: 83 Skipped: 2

ANSWER CHOICES	RESPONSES	
Arts Legacy Grant: regular, school residency, general operating	55%	46
Arts Project Grant: regular, arts equipment for schools	29%	24
Individual adult artist \$5,000; \$1,500 or a quick turnaround \$500 grant	24%	20
Individual student (under age 18) artist grant/scholarship	0%	0
We/I did apply but I don't know which category	0%	0
We/I did NOT apply for any grants and I am not interested in grants	0%	0
I/We did not apply for grants but we did look over what is available.	0%	0
Total Respondents: 83		

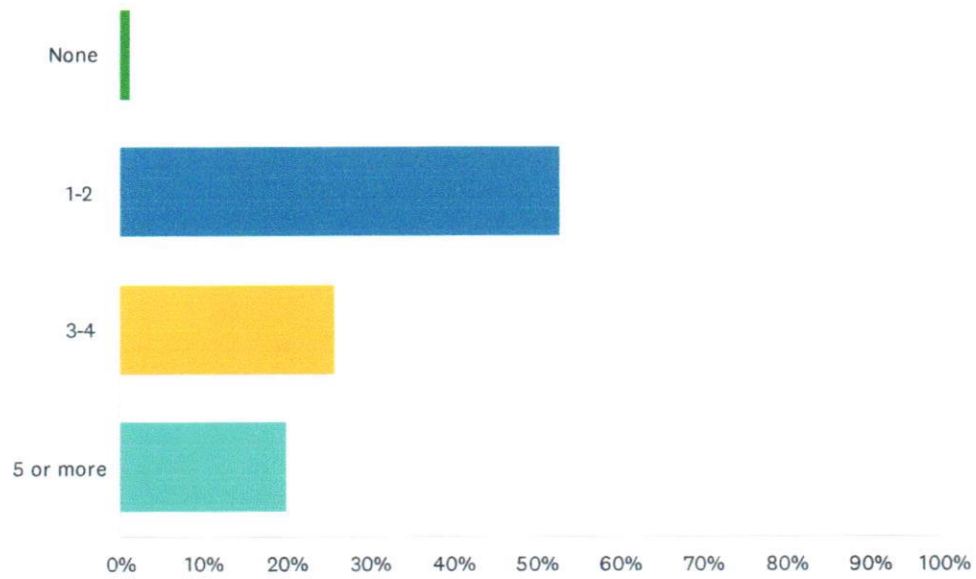
**Q4 Rate the importance of our office providing this grant program or award to our region. Only rate the programs that you have first hand knowledge or have applied to.**

Answered: 85 Skipped: 0

	<b>NOT AS IMPORTANT</b>	<b>IMPORTANT</b>	<b>VERY IMPORTANT</b>	<b>TOTAL</b>	<b>WEIGHTED AVERAGE</b>
Arts Legacy Grant: regular up to \$10,000 grant	5% 3	8% 5	87% 52	60	2.82
Arts Legacy Grant: school residency first come, first served \$3,000 grant	13% 5	20% 8	68% 27	40	2.55
Arts Legacy Grant: general operating for non-profit arts organizations	12% 5	15% 6	73% 30	41	2.61
Arts Project Grant: regular up to \$3,000 grant	2% 1	17% 9	81% 44	54	2.80
Arts Project Grant: arts equipment for schools up to \$3,000 grant	12% 5	17% 7	71% 30	42	2.60
Artist \$5,000 Fellowship Grant	15% 6	23% 9	62% 24	39	2.46
Artist \$1,500 Project Grant	7% 3	12% 5	81% 34	42	2.74
Artist \$500 Quick Turn Around Grant	9% 4	23% 10	67% 29	43	2.58
Student Artist Training Grant \$500	22% 8	25% 9	53% 19	36	2.31
NW MN Art Exhibit Cash Awards	22% 8	24% 9	54% 20	37	2.32

### Q7 How many grant awards have you or your organization received from your Arts Council since 2019?

Answered: 85 Skipped: 0



**Q8 Please indicate how well our Northwest Minnesota Arts Council has administered your grant. Please answer only if applicable. Otherwise leave blank.**

Answered: 85 Skipped: 0

	EXCELLENT	GOOD	FAIR	POOR	DON'T KNOW OR N/A	TOTAL	WEIGHTED AVERAGE
Timeliness of payments	79% 67	18% 15	0% 0	0% 0	4% 3	85	3.79
Helpfulness of grant oversight	69% 57	22% 18	4% 3	0% 0	6% 5	83	3.65
Ease of reporting, both during and at the end	58% 49	31% 26	9% 8	1% 1	1% 1	85	3.46
Availability of staff when problems arise	69% 57	24% 20	4% 3	1% 1	2% 2	83	3.63
Flexibility in addressing unforeseen situations	70% 58	22% 18	0% 0	0% 0	8% 7	83	3.70

**Q10 If you have participated in the following services specific to the NWMAC, please rate your overall satisfaction from rarely to excellent.**

Answered: 83 Skipped: 2

	RARELY SATISFIED	25%	50%	75%	100% EXCELLENT	NO RATING HAVEN'T USED LATELY	TOTAL	WEIGHTED AVERAGE
Northwest Minnesota Art Exhibit Overall	0% 0	0% 0	1% 1	5% 4	41% 33	53% 42	80	4.84
Annual Artist Reception with recognition of our "Of the Year" Award Winners and Exhibit Award Winners	0% 0	0% 0	1% 1	3% 2	31% 24	65% 51	78	4.85
Exhibits at our Thief River Falls Gallery	0% 0	0% 0	0% 0	3% 2	22% 17	76% 59	78	4.89
Art and Wine Walk Events at our East Grand Forks Gallery	0% 0	0% 0	0% 0	3% 2	16% 12	82% 63	77	4.86
Artists of Northwest Minnesota booklets	3% 2	0% 0	3% 2	8% 6	31% 24	56% 43	77	4.47
Facebook for NWArtsCouncil	3% 2	0% 0	5% 4	15% 12	40% 32	38% 30	80	4.44
Other social media like Twitter, YouTube, Instagram, Pinterest	0% 0	0% 0	4% 3	3% 2	16% 12	78% 60	77	4.53
Radio spots on Pioneer 90.1	3% 2	0% 0	1% 1	8% 6	38% 30	51% 40	79	4.59
Shared arts equipment check-out like display racks, easels, etc.	0% 0	0% 0	3% 2	3% 2	4% 3	91% 68	75	4.14
Grant information workshops and training for board development	0% 0	0% 0	1% 1	4% 3	22% 17	73% 57	78	4.76
Work of Art workshops and networking sessions	0% 0	0% 0	1% 1	3% 2	13% 10	83% 63	76	4.69

**Q13 In order to realize our legacy vision, the Minnesota State Arts Board and the Minnesota's regional arts councils must work together to accomplish the following goals. Please assess how we are progressing toward achieving these overarching goals through different strategies and local efforts. Rate a 1 for minimal progress up to a 5 for strong progress.**

Answered: 83 Skipped: 2

	<b>1 MINIMAL</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5 STRONG</b>	<b>TOTAL</b>	<b>WEIGHTED AVERAGE</b>
NWMAC is working to build relationships with cities, counties, historical societies, schools, tourism, economic development, aging, etc. Arts are a topic within meetings and show up in surveys. (Arts are interwoven)	0% 0	2% 2	11% 9	41% 34	46% 38	83	4.30
NWMAC has strong promotional efforts on social media, podcasts, speaking engagements, and other activities that show arts are vital in our area. (Arts are vital)	0% 0	0% 0	23% 19	31% 26	46% 38	83	4.23
NWMAC encourages a wide range of applicants and proposals. Direct programs are accessible to everyone. (Arts are diverse and accessible)	0% 0	0% 0	10% 8	37% 31	53% 44	83	4.43
NWMAC asks for feedback, has open meetings, and shares info publicly. (Arts system is trusted)	0% 0	0% 0	10% 8	34% 28	56% 46	82	4.46
NWMAC fosters visionary, skilled arts leaders and organizations. NWMAC leadership ensures sufficient resources to sustain the arts and artists. (Arts thrive)	0% 0	0% 0	7% 6	36% 30	57% 47	83	4.49
I feel like arts are essential for a vibrant society and many other people around me agree.	0% 0	0% 0	6% 5	18% 15	76% 63	83	4.70

## Q14 Next please share your opinion of the over-all performance of your Regional Arts Council.

Answered: 84 Skipped: 1

	<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL/NO OPINION</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>	<b>DON'T KNOW</b>	<b>TOTAL</b>	<b>WEIGHTED AVERAGE</b>
The staff is professional and efficient	68% 57	30% 25	1% 1	0% 0	0% 0	1% 1	84	4.65
The board fairly represents all areas of my region	44% 37	37% 31	2% 2	0% 0	0% 0	17% 14	84	4.25
The location and hours of Arts Council offices are convenient	36% 30	33% 28	15% 13	4% 3	0% 0	12% 10	84	4.01
My Arts Council seems to use the public money efficiently and fairly	60% 50	38% 32	1% 1	0% 0	0% 0	1% 1	84	4.57
The staff and board are effective advocates of the arts	64% 54	36% 30	0% 0	0% 0	0% 0	0% 0	84	4.64
Regional Arts Council programs effectively serve all segments of the population, including groups often underrepresented.	52% 44	33% 28	6% 5	0% 0	0% 0	8% 7	84	4.38



Arts Involved Public

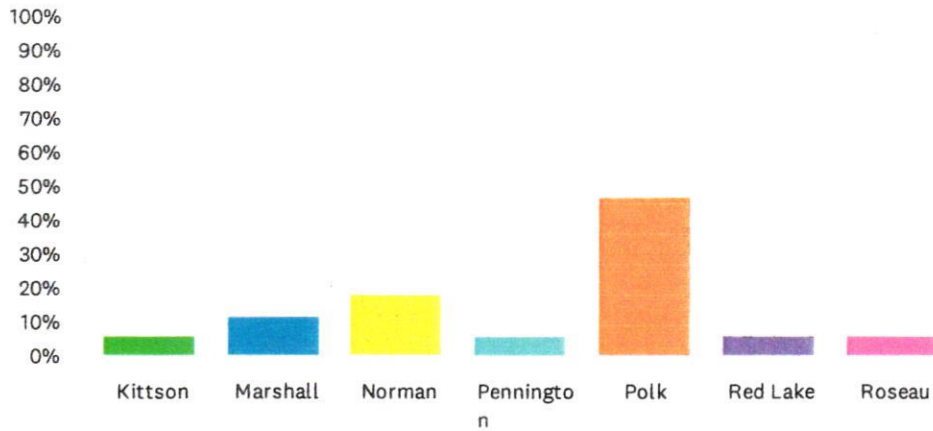
Survey

January 2023

**RESULTS**

### Q1 What is the Minnesota county of your organization? Please only answer with the name of your county.

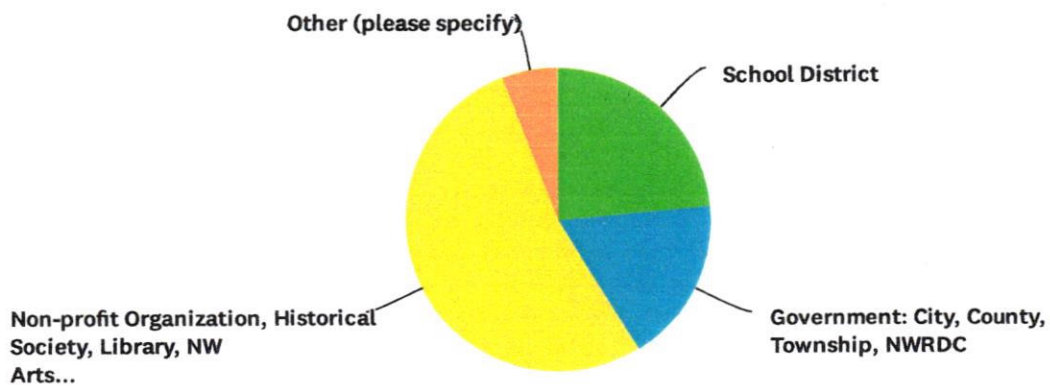
Answered: 17 Skipped: 0



#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q2 Please state what type of institution, you are representing with your answers.

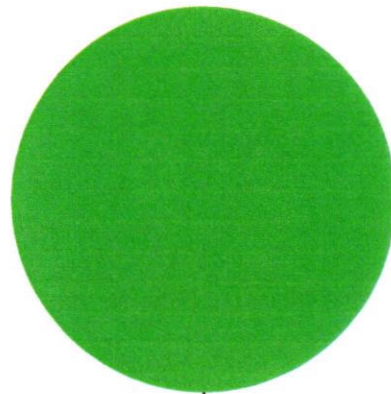
Answered: 17 Skipped: 0



#	OTHER (PLEASE SPECIFY)	DATE
1	Tourism Marketing	1/25/2023 9:37 AM

Q3 Do you consider yourself Arts Involved Public? Ask yourself, do you attend community theater plays, go to galleries, enjoy concerts? Do you or your organization have an interest in arts activities in your region. Arts grants, showcasing artists, promoting the arts or attending training related to topics like marketing arts and artists. If you answer No please stop completing the survey.

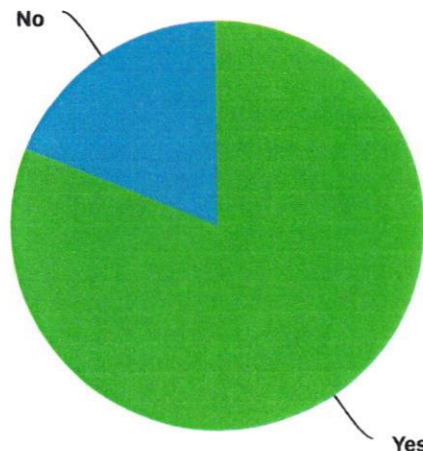
Answered: 17 Skipped: 0



Yes, Arts Involved Public

Q4 Please glance at the list of current services that Northwest Minnesota Art Council offers in the next three questions. Have you or your organization used these services in the last four years?

Answered: 16 Skipped: 1



Yes

No

**Q5 Showcasing arts and artists is an important part of serving our area. Here are some ways that we currently showcase. If you have participated in the following services specific to the NWMAC, please rate your overall satisfaction from rarely to excellent.**

Answered: 16 Skipped: 1

	<b>RARELY SATISFIED</b>	<b>25%</b>	<b>50%</b>	<b>75%</b>	<b>100% EXCELLENT</b>	<b>NO RATING HAVEN'T USED LATELY</b>	<b>TOTAL</b>	<b>WEIGHTED AVERAGE</b>
Our Northwest Minnesota Art Exhibit occurring annually, for the past two decades, in new communities each year	0.00% 0	0.00% 0	0.00% 0	0.00% 0	75.00% 12	25.00% 4	16	5.00
Showcasing of visual, performing, and writing artists at a NWArtsCouncil gallery at Northland CTC in Thief River Falls	0.00% 0	0.00% 0	0.00% 0	0.00% 0	25.00% 4	75.00% 12	16	5.00
Semi permanent gallery at our office in Warren	0.00% 0	0.00% 0	0.00% 0	0.00% 0	18.75% 3	81.25% 13	16	5.00

<b>#</b>	<b>ANOTHER SHOWCASE IDEA...</b>	<b>DATE</b>
1	Have in Polk County/ East Grand Forks	3/15/2023 10:17 AM

**Q6 Promoting arts and artists is an important part of serving our area. Here are ways that we currently promote and market. If you have participated in the following services specific to the NWMAC, please rate your overall satisfaction from rarely to excellent.**

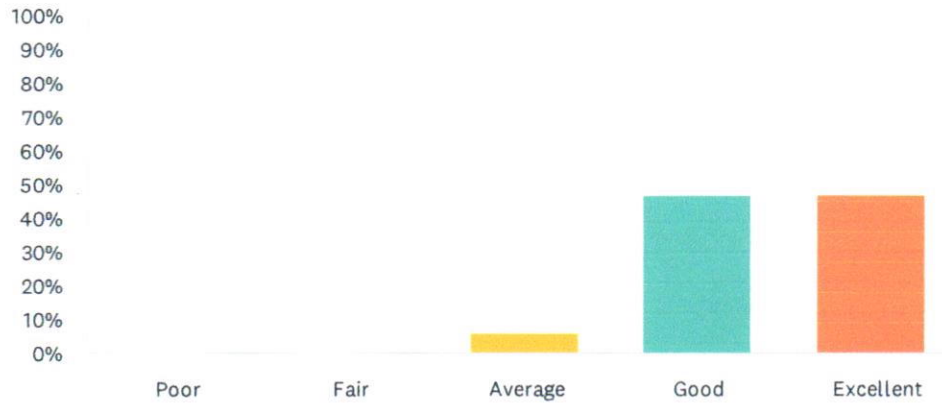
Answered: 16 Skipped: 1

	RARELY SATISFIED	25%	50%	75%	100% EXCELLENT	NO RATING HAVEN'T USED LATELY	TOTAL	WEIGHTED AVERAGE
Annual Artist Reception with recognition of our "Of the Year" Award Winners and Exhibit Award Winners	0.00% 0	0.00% 0	0.00% 0	0.00% 0	31.25% 5	68.75% 11	16	5.00
Website and Enewsletters for NWArtsCouncil	0.00% 0	0.00% 0	6.25% 1	43.75% 7	25.00% 4	25.00% 4	16	4.25
Artists of Northwest Minnesota booklets	0.00% 0	0.00% 0	0.00% 0	25.00% 4	43.75% 7	31.25% 5	16	4.64
Facebook for NWArtsCouncil	0.00% 0	0.00% 0	0.00% 0	12.50% 2	37.50% 6	50.00% 8	16	4.75
Other social media like Twitter, YouTube, Instagram, Pinterest	0.00% 0	0.00% 0	0.00% 0	6.25% 1	18.75% 3	75.00% 12	16	4.75
Radio spots on Pioneer 90.1 that become Podcasts on our website	0.00% 0	0.00% 0	0.00% 0	12.50% 2	37.50% 6	50.00% 8	16	4.75

#	OTHER PROMOTION AND MARKETING IDEAS...	DATE
1	I have started following the facebook page maybe will be more aware of future events.	3/15/2023 10:17 AM
2	The layout is restrictive to my overall intake of the information.	1/24/2023 11:43 AM

## Q9 What is your overall impression of the Northwest Minnesota Arts Council?

Answered: 17 Skipped: 0



### QUIZ STATISTICS

Percent Correct  
47%

Average Score  
8.8/10.0 (88%)

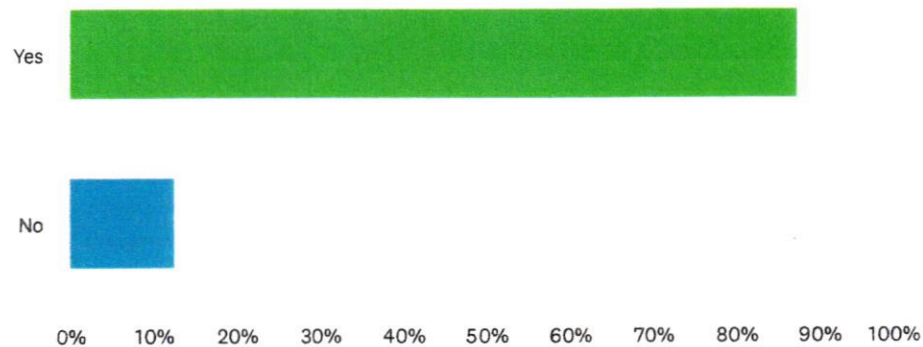
Standard Deviation  
1.39

Difficulty  
1/1

#	PLEASE EXPLAIN WHY? IF YOU SELECTED AVERAGE OR LOWER, WHAT WOULD NWMAC DO TO IMPROVE YOUR RATING? IF YOU SELECTED HIGHER THAN AVERAGE, PLEASE LET US KNOW WHAT NWMAC DID TO LEAVE THAT IMPRESSION.	DATE
1	I have not experienced the NWMAC	1/26/2023 9:02 AM
2	Great support for arts and music in our schools	1/25/2023 12:24 PM
3	Helpful and insightful when you have questions and working with them	1/24/2023 2:16 PM
4	It's not very visible in my smaller community. Depending on the topic and time of day we can get a good crowd for events	1/24/2023 1:23 PM
5	The Council is responsive and open to ideas.	1/24/2023 11:43 AM

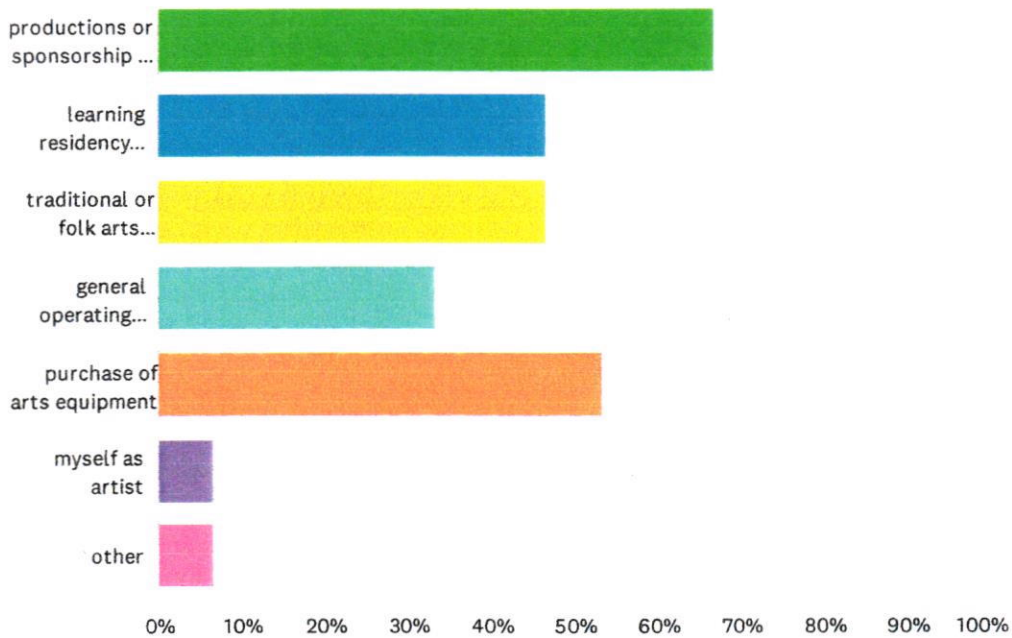
### Q10 Do you or your organization have interest in receiving a grant from the Northwest Minnesota Arts Council?

Answered: 16 Skipped: 1



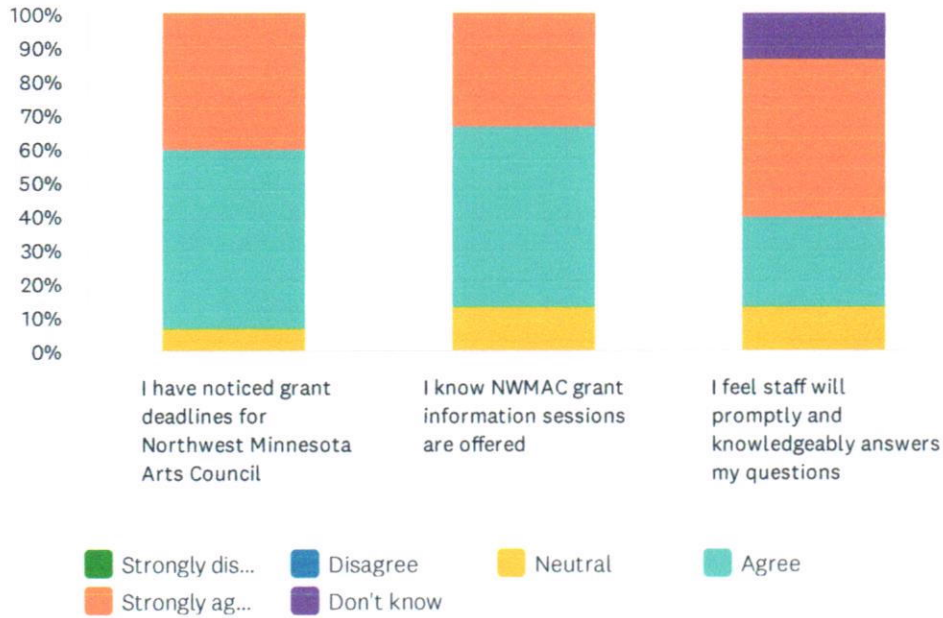
### Q11 If yes, select the type of grant from the list below that either you have received, applied for or have interest in. (check all that apply)

Answered: 15 Skipped: 2



### Q12 The following statements deal with how easy it is for you to get the information you need in order to decide whether to apply for one of the Arts Council grants.

Answered: 15 Skipped: 2

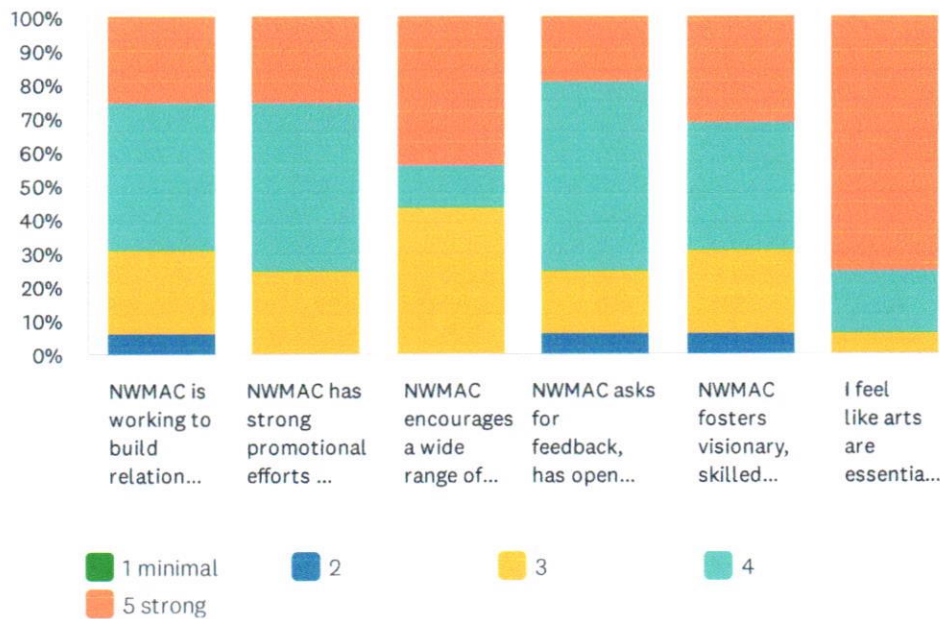


	STRONGLY DISAGREE	DISAGREE	NEUTRAL	AGREE	STRONGLY AGREE	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
I have noticed grant deadlines for Northwest Minnesota Arts Council	0.00% 0	0.00% 0	6.67% 1	53.33% 8	40.00% 6	0.00% 0	15	4.33
I know NWMAC grant information sessions are offered	0.00% 0	0.00% 0	13.33% 2	53.33% 8	33.33% 5	0.00% 0	15	4.20
I feel staff will promptly and knowledgeably answers my questions	0.00% 0	0.00% 0	13.33% 2	26.67% 4	46.67% 7	13.33% 2	15	4.20



**Q13** In order to realize our legacy vision, the Minnesota State Arts Board and the Minnesota's regional arts councils must work together to accomplish the following goals. Please assess how we are progressing toward achieving these overarching goals through different strategies and local efforts. Rate a 1 for minimal progress up to a 5 for strong progress.

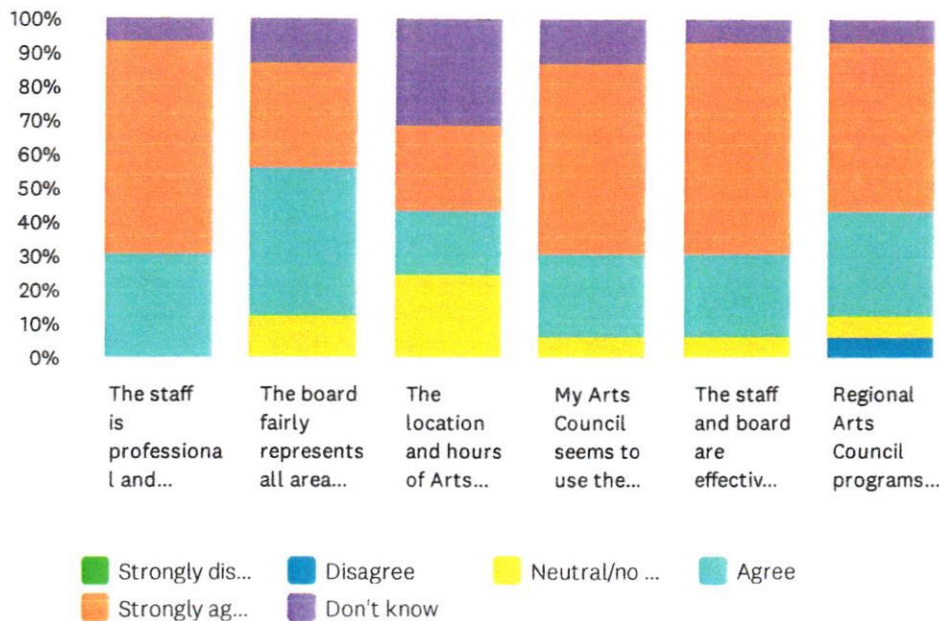
Answered: 16 Skipped: 1



	1 MINIMAL	2	3	4	5 STRONG	TOTAL	WEIGHTED AVERAGE
NWMAC is working to build relationships. Arts are a topic within meetings and show up in surveys. (Arts are interwoven)	0.00% 0	6.25% 1	25.00% 4	43.75% 7	25.00% 4	16	3.88
NWMAC has strong promotional efforts on social media, podcasts, speaking engagements, and other activities that show arts are vital in our area. (Arts are vital)	0.00% 0	0.00% 0	25.00% 4	50.00% 8	25.00% 4	16	4.00
NWMAC encourages a wide range of applicants and proposals. Direct programs are accessible to everyone. (Arts are diverse and accessible)	0.00% 0	0.00% 0	43.75% 7	12.50% 2	43.75% 7	16	4.00
NWMAC asks for feedback, has open meetings, and shares info publicly. (Arts system is trusted)	0.00% 0	6.25% 1	18.75% 3	56.25% 9	18.75% 3	16	3.88
NWMAC fosters visionary, skilled arts leaders and organizations. NWMAC leadership ensures sufficient resources to sustain the arts and artists. (Arts thrive)	0.00% 0	6.25% 1	25.00% 4	37.50% 6	31.25% 5	16	3.94
I feel like arts are essential for a vibrant society and many other people around me agree.	0.00% 0	0.00% 0	6.25% 1	18.75% 3	75.00% 12	16	4.69

## Q14 Next please share your opinion of the over-all performance of your Regional Arts Council.

Answered: 16 Skipped: 1



	STRONGLY DISAGREE	DISAGREE	NEUTRAL/NO OPINION	AGREE	STRONGLY AGREE	DON'T KNOW	TOTAL	WEIGHTED AVERAGE
The staff is professional and efficient	0.00% 0	0.00% 0	0.00% 0	31.25% 5	62.50% 10	6.25% 1	16	4.56
The board fairly represents all areas of my region	0.00% 0	0.00% 0	12.50% 2	43.75% 7	31.25% 5	12.50% 2	16	4.06
The location and hours of Arts Council offices are convenient	0.00% 0	0.00% 0	25.00% 4	18.75% 3	25.00% 4	31.25% 5	16	3.69
My Arts Council seems to use the public money efficiently and fairly	0.00% 0	0.00% 0	6.25% 1	25.00% 4	56.25% 9	12.50% 2	16	4.38
The staff and board are effective advocates of the arts	0.00% 0	0.00% 0	6.25% 1	25.00% 4	62.50% 10	6.25% 1	16	4.50
Regional Arts Council programs effectively serve all segments of the population, including groups often underrepresented.	0.00% 0	6.25% 1	6.25% 1	31.25% 5	50.00% 8	6.25% 1	16	4.25