

The Imperial Centre for the Arts & Sciences



Nick Didow: nick_didow@unc.edu

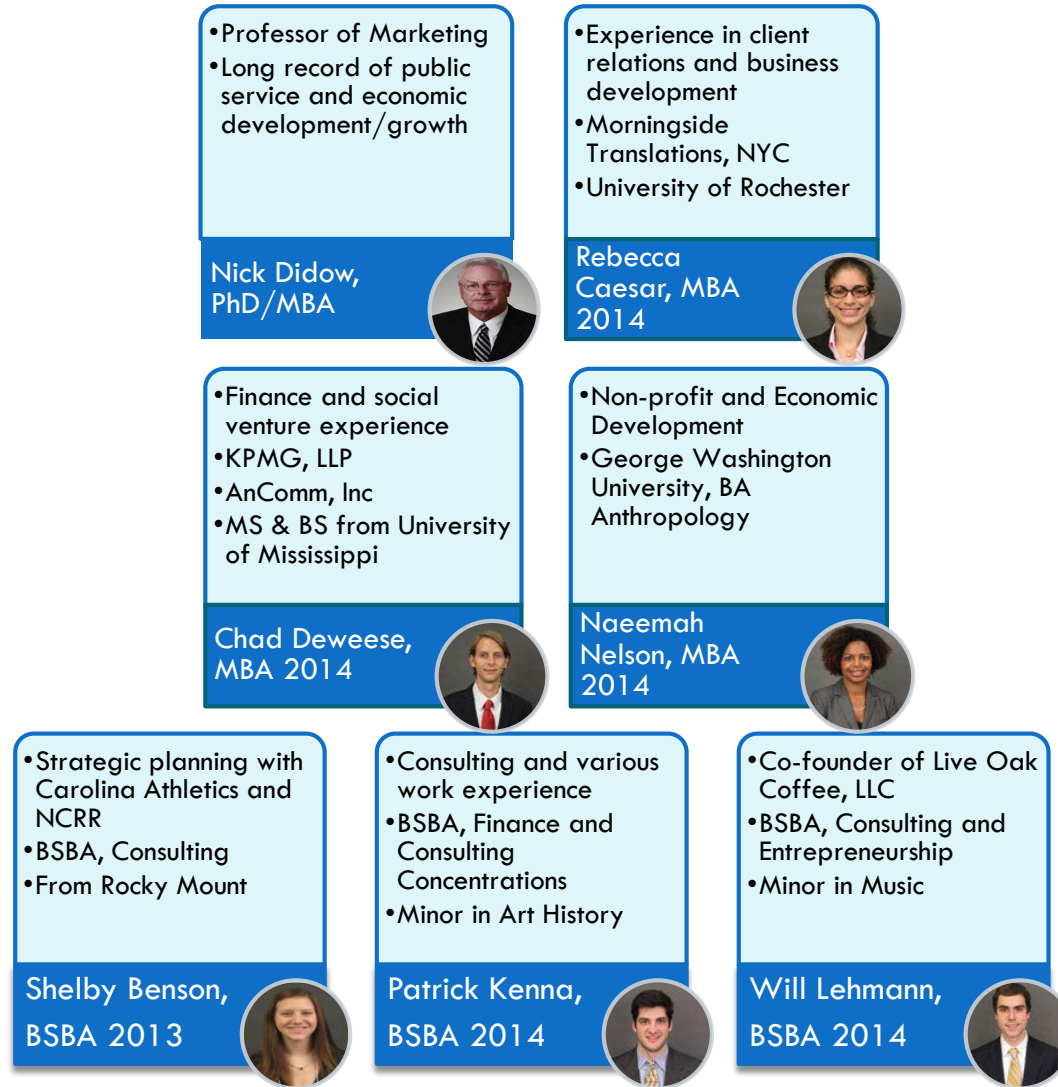
Rebecca Caesar: rebecca_caesar@unc.edu

STAR Final Presentation

April 26, 2013

The STAR team consists of UNC MBAs and Undergraduates with diverse backgrounds...

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Intro

Community outreach

Raise awareness

Data management

Summary

Source: Team Data



...who are tasked with helping the Imperial Centre expand engagement and contribute to downtown redevelopment

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KEY QUESTION

How can the Imperial Centre expand engagement of the entire Rocky Mount community and contribute more to downtown economic redevelopment?

STATUS QUO

Who is currently utilizing the facility?
How are they utilizing it?

EXPAND REACH

Who isn't engaged with the Imperial Centre?
How can we engage those not currently participating with the Centre?

DRIVE ECONOMIC DEVELOPMENT

How can we reallocate programming or increase programming to maximize community engagement in the Imperial Centre and contribute significantly to downtown economic redevelopment?

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Our team collected primary and secondary data to analyze the Imperial Centre's (IC) current reach within Rocky Mount...

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Internal

Analyzed Class Attendance Data

Surveyed IC Visitors

External

Focus Groups

Surveyed Community

Benchmarks

Conducted Interviews

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Summary

Source: Team Data





...finding that the IC is not reaching the entire Rocky Mount population, specifically those in Edgecombe County,...

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Research Method	Findings
Analyzed Art Class Data	Overwhelming majority of attendees come from Nash County
Surveyed Rocky Mount Community	Edgecombe County was represented by only 13% of the responses received
Conducted Focus Groups	Local students are not being effectively reached
Church Leader Interview	“IC could do more in the community.”
Community Interviews	“When I think of the IC, I think of kids. When I go to the IC, there’s no one there. They should rotate it more often. The Dunn Center does it great.”
City Personnel Interviews	“The IC could do a better job of bringing art to the community.”
Benchmarks	Area benchmarks were able to increase attendance with programs targeted to reach their underserved populations

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...and that compared to U.S. averages, the IC is not effectively engaging the Rocky Mount population

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Percentage of U.S. adult population visiting museums/galleries

	1992	2002	2008
All	26.7%	26.5%	22.7%
By race/ethnicity			
Hispanic	17%	16.1%	14.5%
Non-Hispanic White	28.6%	29.5%	26.0%
African American	19.3%	14.8%	12.0%
Other	28.4%	32.7%	23.4%

IC's reach - 20% of Rocky Mount, but the reach is uneven and unreliable*

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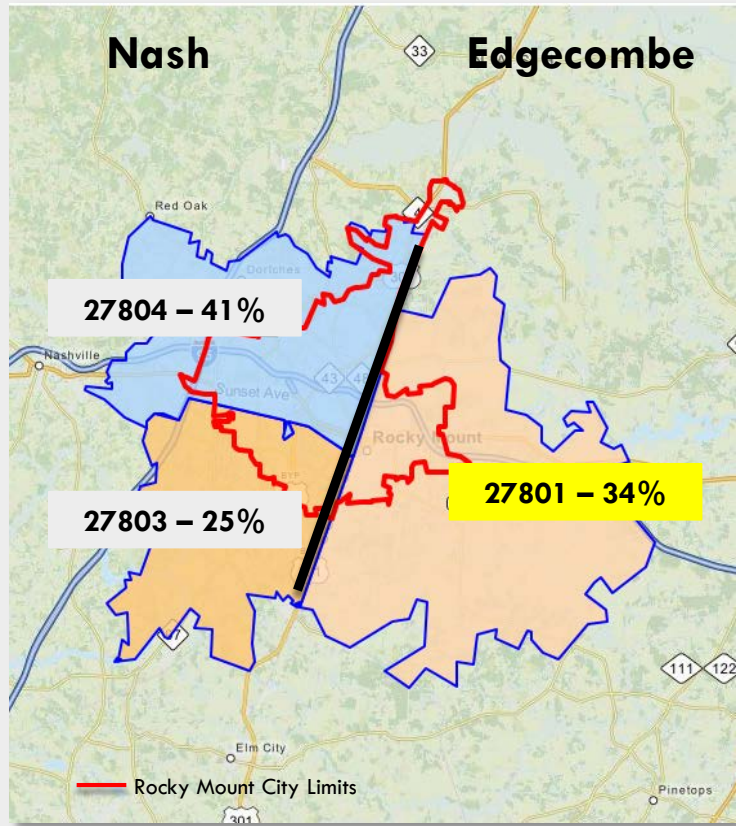
Source: Demographic Transformation and the Future of Museums

* - 20% estimate based on Arts Class attendance records

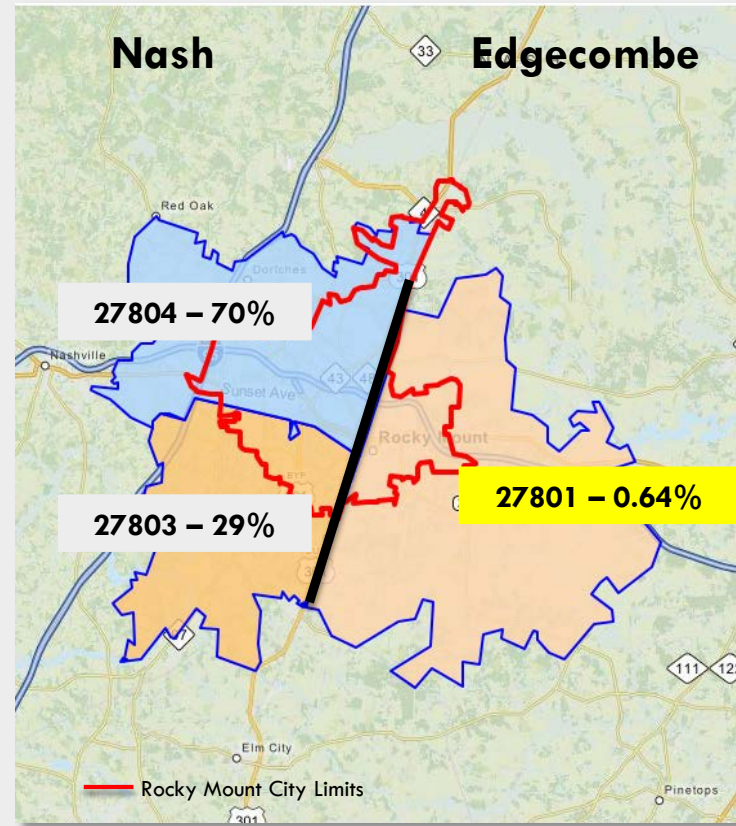
Participation at the IC does not effectively engage the entire Rocky Mount population....

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Rocky Mount Population Distribution



Current Imperial Centre Reach



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Summary

Source: IC Art Class Data; n=1,195

...but the IC's strengths can be leveraged to turn the facility into a hub for the arts and sciences in the city

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Strengths

- Experience
- Cultural Knowledge
- Vision & Passion
- City Hall Support
- Facilities

Weaknesses

- Collaboration
- Unified Goals
- Community Reach
 - Marketing
- Attendance Tracking

Opportunities

- Raising Awareness
- Internal Collaboration
 - Signage Changes
 - Outdoor Festivals
- Financial Flexibility

Threats

- Lack of awareness
- Programming disconnect
 - Substitutable
- Unstable External Support
- Lack of Accountability

Intro

Community
outreach

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Summary

We aim to expand the IC's reach into the broader Rocky Mount community,...

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Our goal is to identify how to...

Increase
community
involvement and
inclusion

Share the IC's
value proposition
with the diverse
population

Develop the IC's
presence as an
anchor for Rocky
Mount

A proportionate, reliable reach percentage is attainable

Intro

Community
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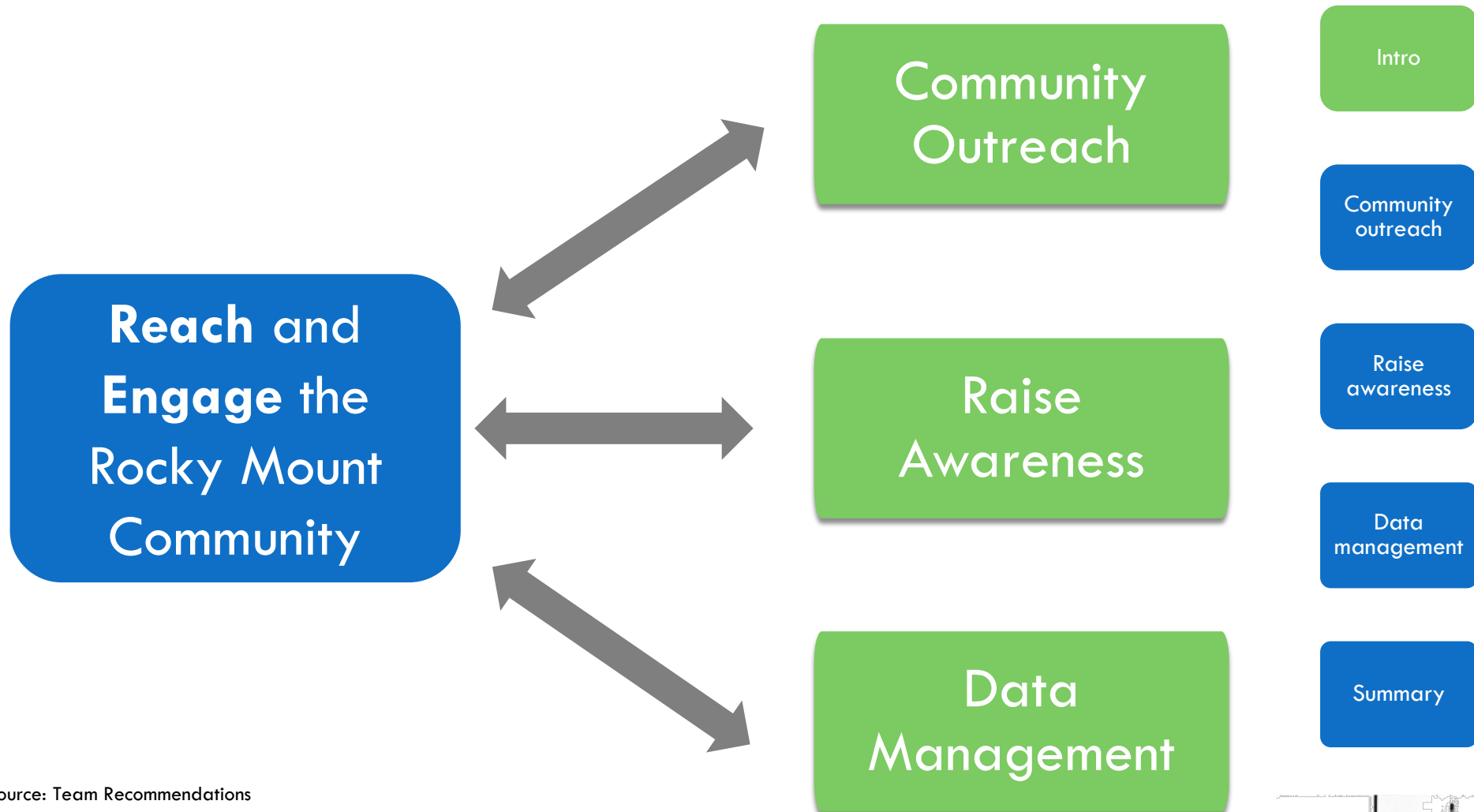
Raise
awareness

Data
management

Summary

...and we believe the IC is poised to serve as an anchor for Rocky Mount's downtown economic redevelopment

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Source: Team Recommendations

Using targeted and effective community outreach initiatives, the IC can increase it's current reach within Rocky Mount

Recommendation 1

Create the position of community outreach director to actively partner with schools and community organizations and implement new programming such as First Fridays.

Community Outreach

Raise Awareness

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Summary

Service organizations within Rocky Mount reach a large and diverse portion of the community....

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Nash County Schools:

28 Schools

Students: 17,812

Student-Teacher Ratio: 16.44

Edgecombe County Schools:

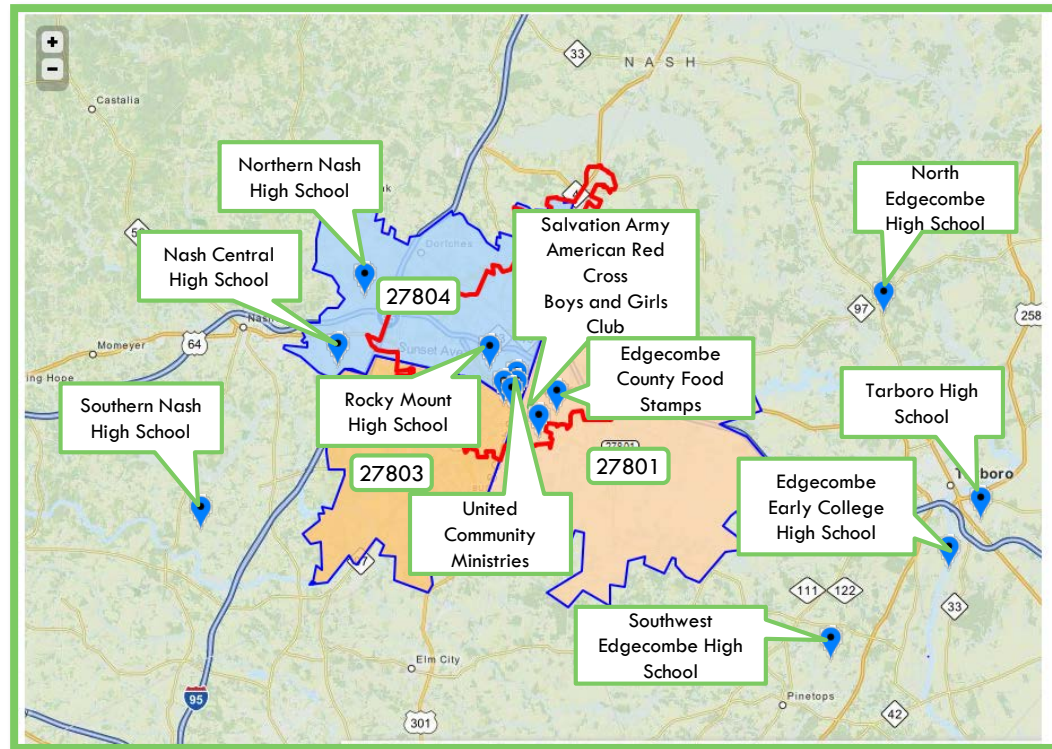
15 Schools

Students: 7,594

Student-Teacher Ratio: 16.92

Service Organizations:

- Salvation Army
- American Red Cross
- Nash-Edgecombe Economic Development
- Boys and Girls Club



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...and partnering with these organizations will provide access to populations not currently reached

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Examples of organizations in Rocky Mount we hope to reach

Organizations

Nash Edgecombe Economic Development advances the welfare of low-income people

Boys and Girls Club of Rocky Mount served 5,010 youths in 2010

There are 17,800 students in the Nash-Rocky Mount School System

Both Englewood Baptist Church and Word Tabernacle have memberships of over 2,000

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A community outreach director at the IC will establish and cultivate relationships with those organizations...

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Responsibilities

- *Build relationships*
- *Offer IC as a resource*
- *Oversee community programming*
- *Meet with Community Advisory Board*

Metrics for Success

- *New reach in less engaged segments*
- *Tailored programming and events*
- *Feedback from community and business leaders*

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Relationship building is a continuous process!



...as evidenced by other museums using similar strategies to reach underserved populations

Marbles Kids Museum

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- Focused on underprivileged families
- Targeted large service organizations (ex. Salvation Army, Boys & Girls Club, Title 1 Pre-schools)
- Provided 2,000 visitors with free admission in 2012



TITLE I SCHOOL

Students whose teachers directly communicate IC programming are more involved than their peers...

	Art I	International Baccalaureate Spanish	
<i>Familiar with the IC?</i>	In general, no	Yes	Tend to be more familiar
<i>How did you hear about it?</i>	Field trips	IB Coordinator shares opportunity for involvement	Different Communication
<i>How have you been involved?</i>	Field trips	Usher, field trips,	And involved
<i>What do people do with their free time</i>	Movies, mall	Movies, mall	Similar Interests
<i>What would you be interested in seeing at the IC?</i>	More events Computers, Wi-Fi	More events	

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Sources: Rocky Mount High School Focus Groups conducted by STAR team

...and a new teacher ambassador program will directly communicate opportunities to more students

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The Imperial Centre
Teacher Ambassador Program

Hello teacher ambassadors,
We have exciting new opportunities for your students! Please share and let us know if anyone is interested.

Art

<Enter Program Name Here>
<Time and places>
<Spaces> <Costs>

<Brief description>
<Picture, if available>

Science

<Enter Program Name Here>
<Time and places>
<Spaces> <Costs>

<Brief description>
<Picture, if available>

Theatre

<Enter Program Name Here>
<Time and places>
<Spaces> <Costs>

<Brief description>
<Picture, if available>

If you have any interested students or need further information, please respond to this email.

Thank you,
<Enter name here>
IC Volunteer

The Imperial Centre

Director of each IC area will send upcoming opportunities to Outreach Director

Outreach Director will compile opportunities in the form to the left

Teachers will communicate information to students and encourage them to participate

In the future, teacher ambassadors' input could be used to influence programming at the IC

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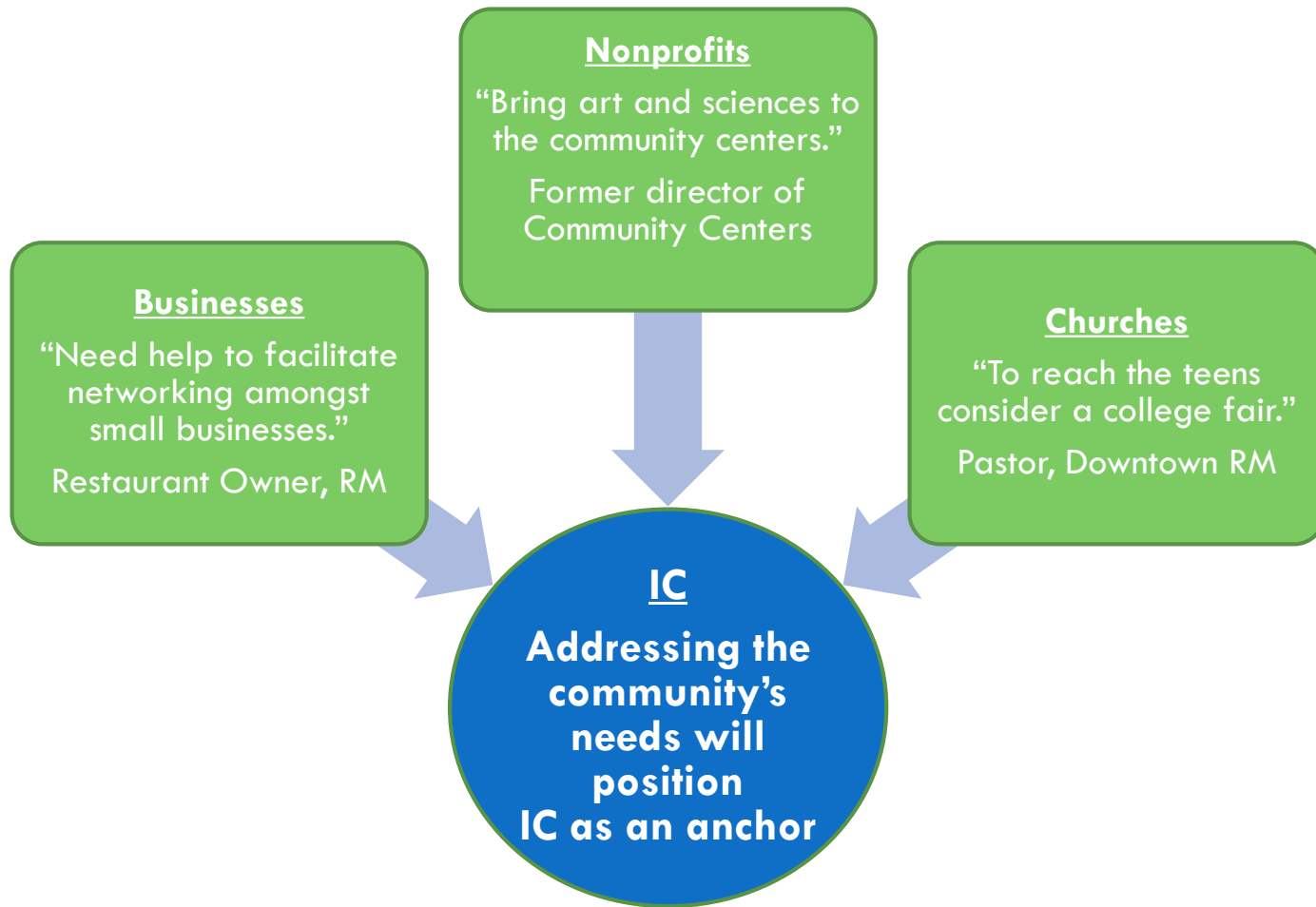
Community outreach

Raise awareness

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Summary

Interviews with community stakeholders expressed an aspiration to see the IC take a more active role to engage the community



- Intro
- Community outreach
- Raise awareness
- Data management
- Summary

To serve a stronger purpose in the community, the IC will form a community advisory board (CAB) that will represent diverse key stakeholders

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Key stakeholders are those who believe in the vision of a dynamic and vibrant downtown, with the IC serving as the anchor for all to enjoy

Intro

Entrepreneurs

Community outreach

Church and Community Leaders

Raise awareness

Friends of the Arts Center

Data management

Citizens of Rocky Mount

Summary



The mission of the CAB will be to champion the IC and bolster its impact in Rocky Mount



Intro

Community outreach

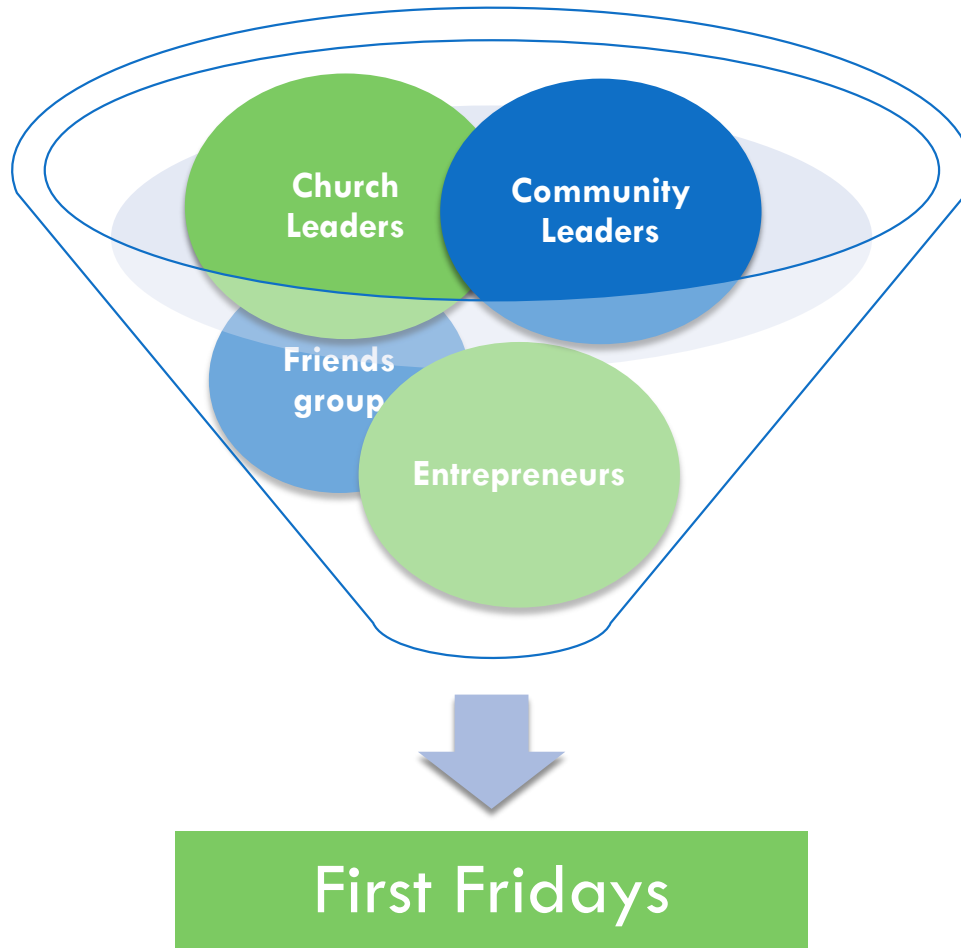
Raise awareness

Data management

Summary

One way for the IC's CAB to add value is to build on the success of current downtown social events through the launch of First Fridays

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Summary

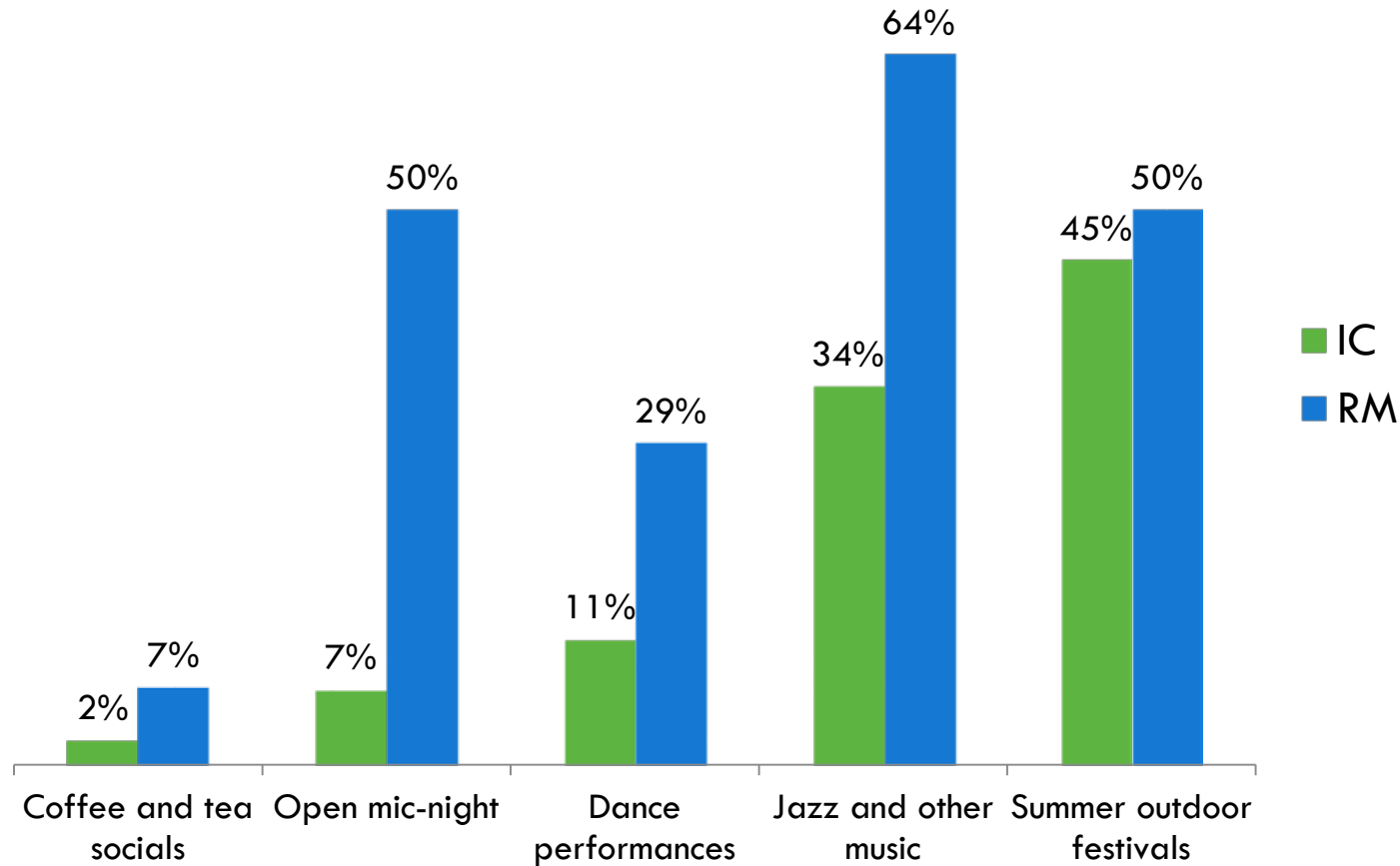
First Fridays will be a year-round monthly series with diverse events similar to other cities in North Carolina





The diverse Rocky Mount population is interested in a outdoor festivals and music-oriented events

In which of the following options would you be most interested?



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Community outreach

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Summary

First Fridays in Raleigh currently engages the art and entrepreneur network to create a sense of community

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“First Friday helps recruit and retain businesses in Raleigh because it drives people through the doors of downtown businesses... The event has made art more accessible to everyone... Surveyed responses stated that second to viewing art, people attend First Friday to feel a sense of community and to socialize.”

Ellen Fragola, Marketing and Events Manager, Downtown Raleigh

With the support of the CAB, the IC can use First Fridays as an opportunity to offer programming that will interest city residents and key stakeholders

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Summary

Source: STAR team personal interview

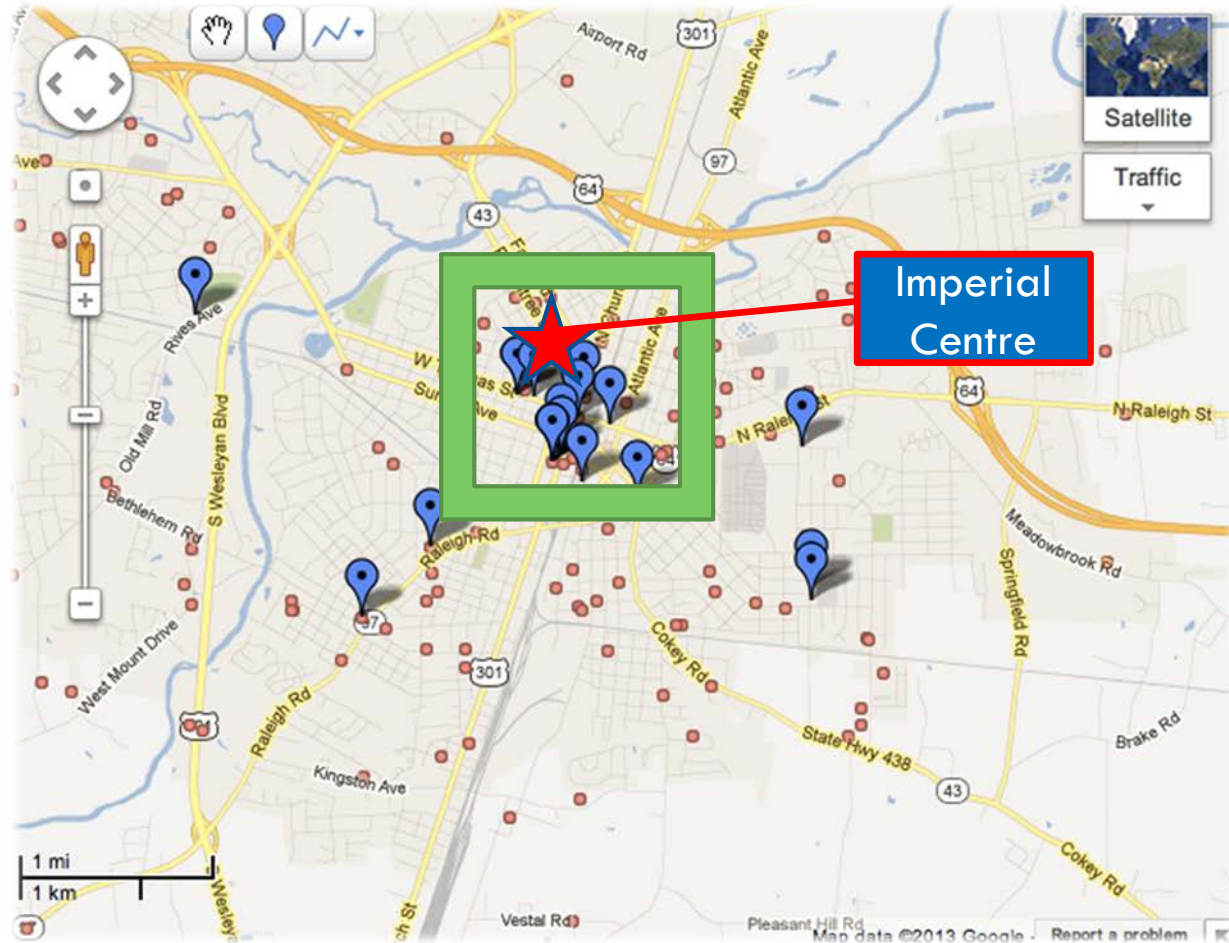
The IC can seek participation from local businesses, churches, and community organizations in the downtown area

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Downtown Rocky Mount

Target Examples:

- Nancy's Creations-beauty salon
- Taste of Paradise-Restaurant
- First United Methodist Church
- Milton & Miles



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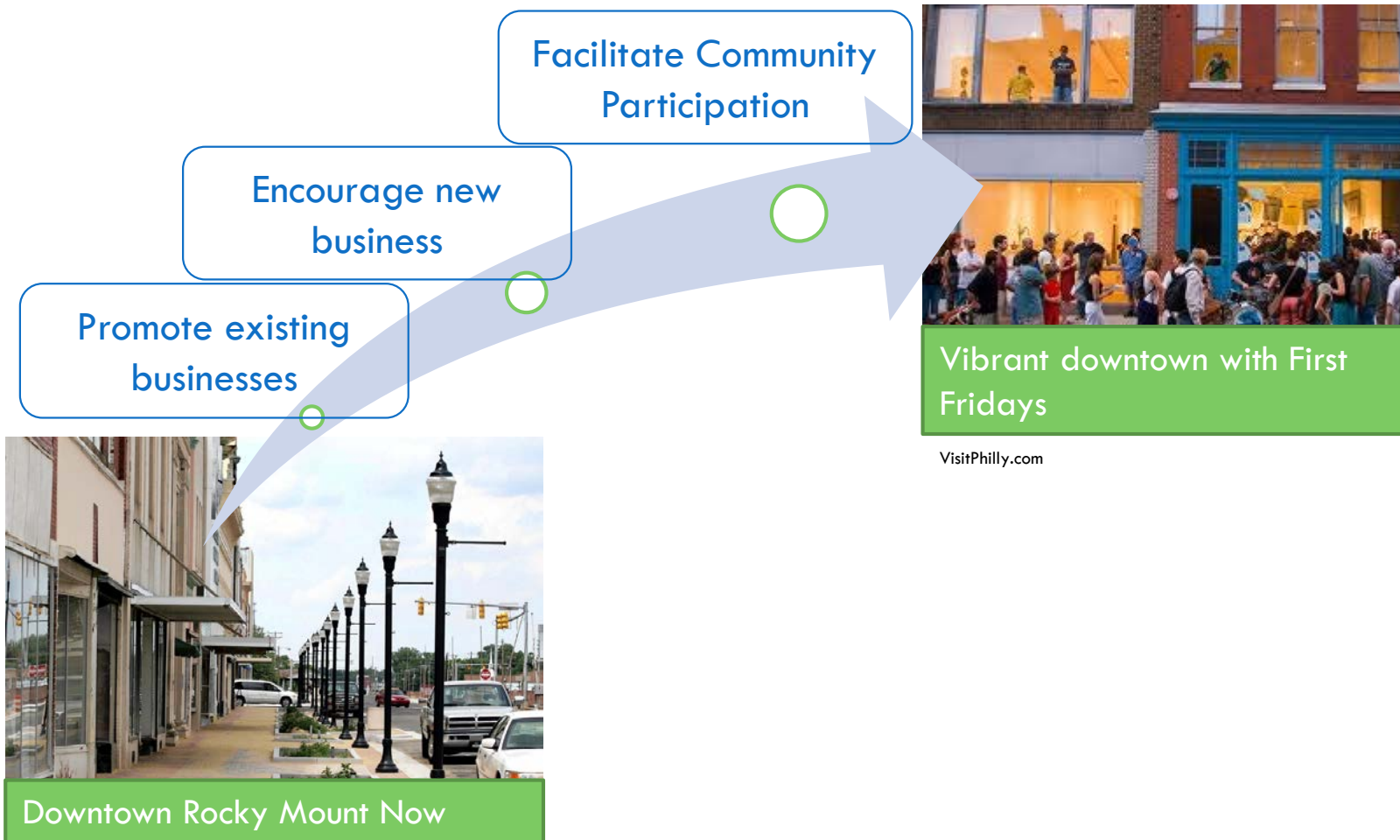
Data management

Summary

Source: Google Maps; Team Data

With First Fridays, downtown Rocky Mount will transform into a vibrant commercial corridor

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Telegram Photo, Alan Campbell



Vibrant downtown with First Fridays

VisitPhilly.com

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Summary

Raising awareness of the IC throughout the community can help drive reach and engagement

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Recommendation 2

Raise awareness of the facility and its offerings by unifying its brand and logo, investing in signage changes, and using integrated marketing communication effectively through social media.

Community Outreach

Raise Awareness

Data Management

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Community outreach

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Summary



Surveys we conducted showed that awareness of the IC is low within the downtown community....

“Where is it?”

“I don’t know what’s in there”

“There’s nothing there for me”

“They don’t rotate events enough”

Intro

Community outreach

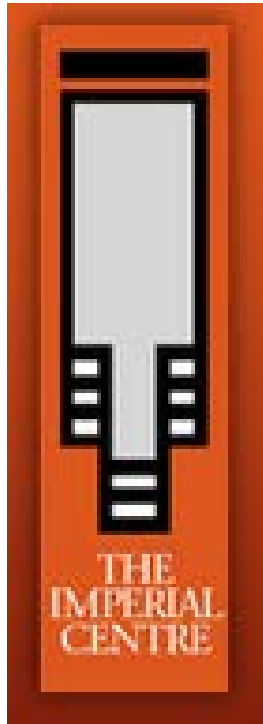
Raise awareness

Data management

Summary

...and we believe establishing one core brand will help raise awareness downtown and in the surrounding areas

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Summary

Source: Imperial Centre Website; Team recommendation

STAR



...and we believe establishing one core brand will help raise awareness downtown and in the surrounding areas

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The Imperial Centre

Rocky Mount's Hub for the Arts and Sciences

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Source: Imperial Centre Website; Team recommendation

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Effective signage is proven to lead to increased interest and awareness of a business

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Signage Survey Category

Result

% who enter store simply because the sign caught interest?

76%

% of people who remember a business because of the signage?

79%

Optimal number of signs to be placed outside a facility?

1 to 3

Most important factor in signage to consumers?

Easy to Read

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Summary

Adding simple signs throughout the community and inside the IC will increase awareness and further the IC's reach...

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Summary

Source: Team recommendation

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Adding simple signs throughout the community and inside the IC will increase awareness and further the IC's reach...

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Summary

Source: Team recommendation

STAR



Adding simple signs throughout the community and inside the IC will increase awareness and further the IC's reach...

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Source: Team recommendation

STAR



Adding simple signs throughout the community and inside the IC will increase awareness and further the IC's reach...

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Summary

Source: Team recommendation

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...and benchmarking signage against similar attractions can serve as a guide to generate ideas

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Source: Team recommendation

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...and benchmarking signage against similar attractions can serve as a guide to generate ideas

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Source: Team recommendation

STAR



...and benchmarking signage against similar attractions can serve as a guide to generate ideas

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Summary

Source: Team recommendation

STAR



...and benchmarking signage against similar attractions can serve as a guide to generate ideas

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Summary

Effective use of social media to interact with the teen Rocky Mount community can increase awareness of programming...

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Connect

Engage

Explore

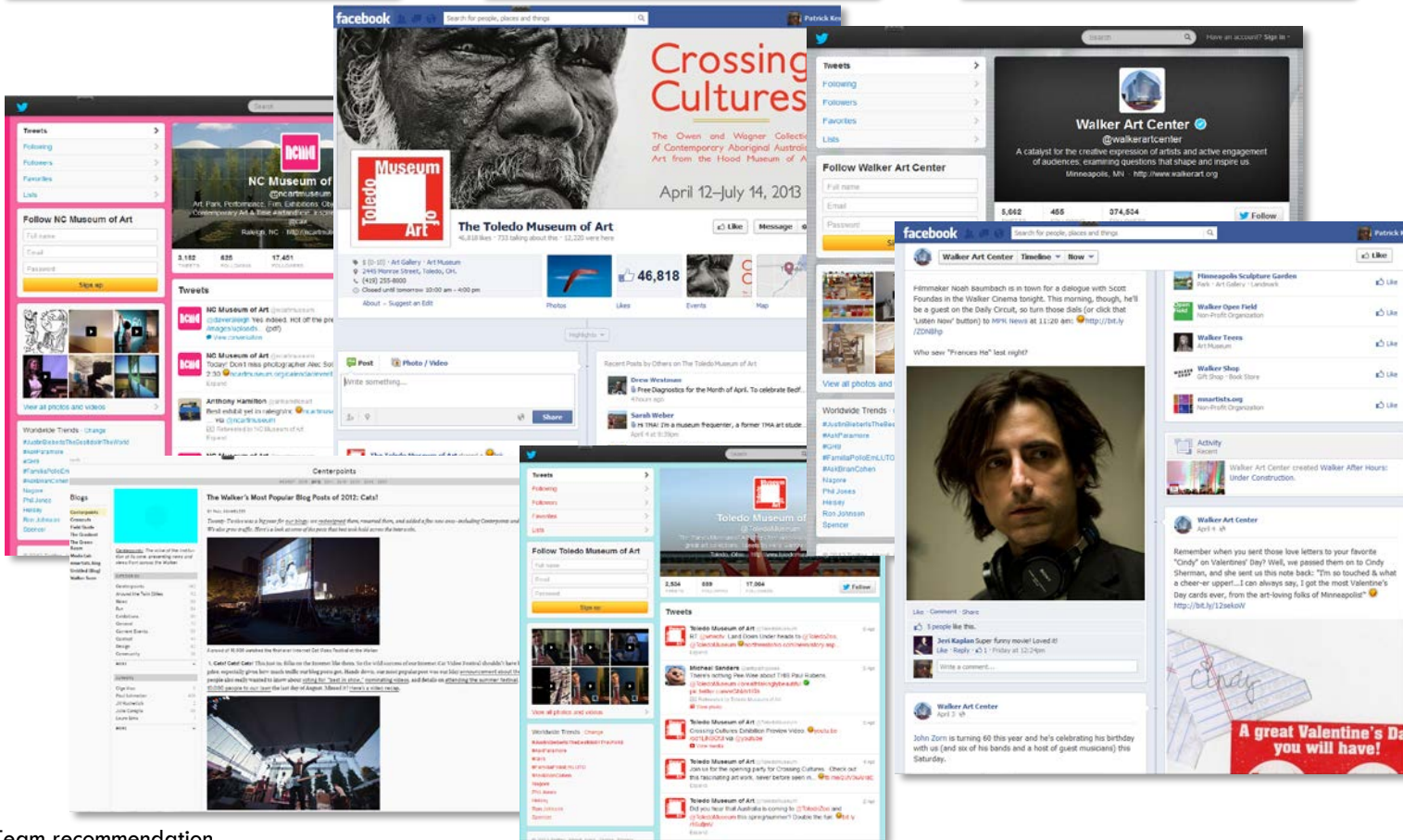
Intro

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Summary



Source: Team recommendation

STAR



...allowing them to explore the IC's offerings online and share their experiences with the community

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Twitter, Facebook, Blogs

Promote events, exhibitions, and shows

Post pictures, videos, articles

Explore galleries and events

Allow visitors to share their experience and spread the word!



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Summary

>40% of 18 to 44 year olds enjoy posting content to social media/community websites

Refined data management practices will help the IC assess reach and adjust offerings to properly serve the community

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Recommendation 3

Sell all tickets at the welcome desk and collect addresses from patrons. Generate monthly attendance reports and heat maps to assess reach and determine future programming.

Community Outreach

Raise Awareness

Data Management

Intro

Community outreach

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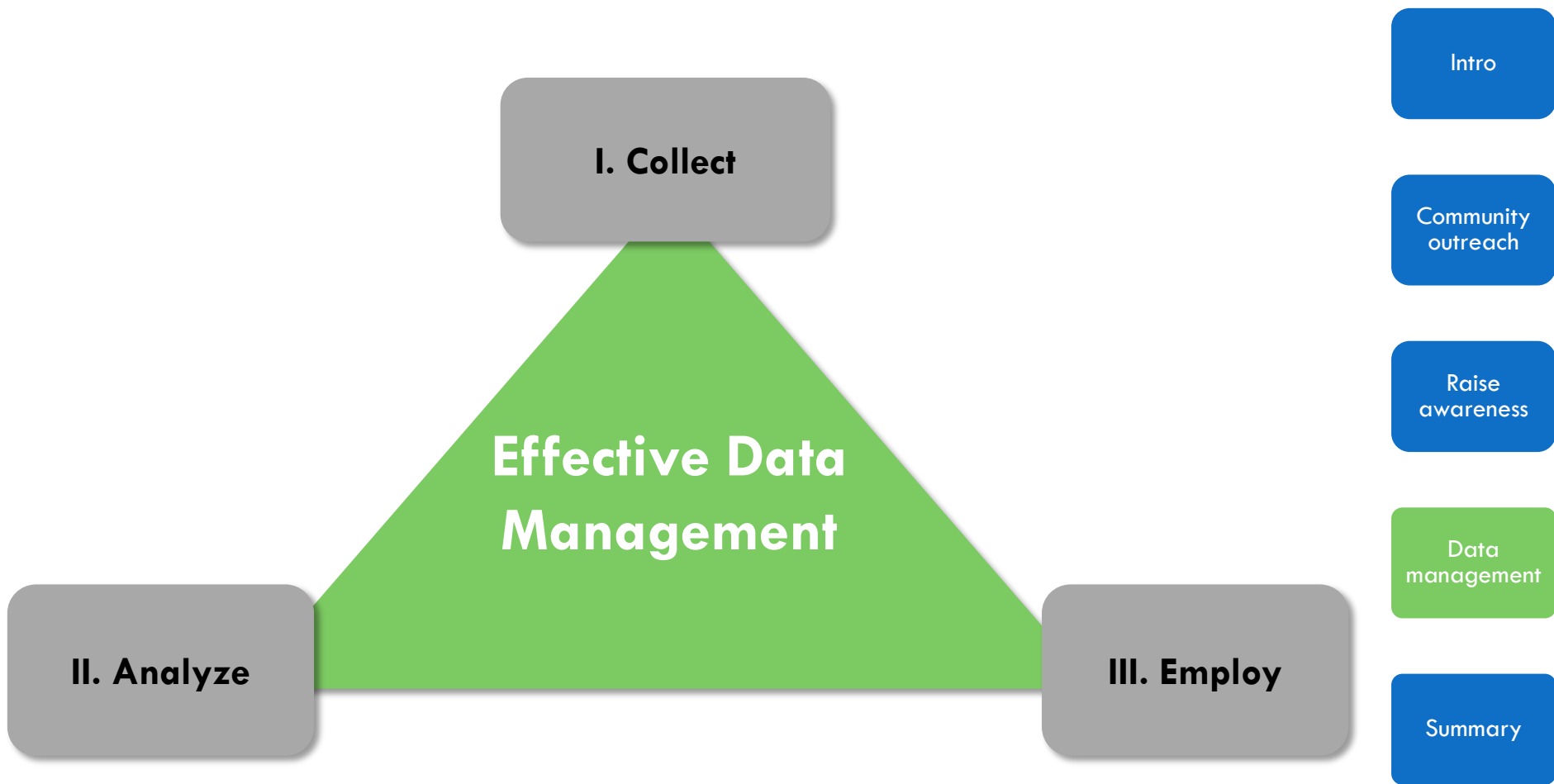
Data management

Summary

Source: Team Recommendations



The IC must first fully understand its current reach in order to effectively attain even, reliable community engagement



An effective data management system to track and assess reach can be implemented in three stages

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Short Term: Immediate Implementation

Stage 1: Welcome/Entry

- Move welcome desk to middle of foyer
- Provide welcome, sell tickets, and collect zip codes from central location
- Color-coded ticketing system for all venues

Long Term: 1-2years

Stage 2: ActiveNet

- Integrate ActiveNet point of sale capabilities
- Use portable scanners for tracking zip codes at large events
- Synchronize data with custom ActiveNet reports

Stage 3: Membership Management

- ActiveNet Membership Cards for patrons
- Create visitor loyalty program for member
- Acts as a physical invitation to the IC

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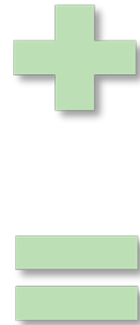
Data
management

Summary

Stage 1: Implementing a simplified, low-cost system for admissions can help the IC effectively track reach

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New Welcome Desk



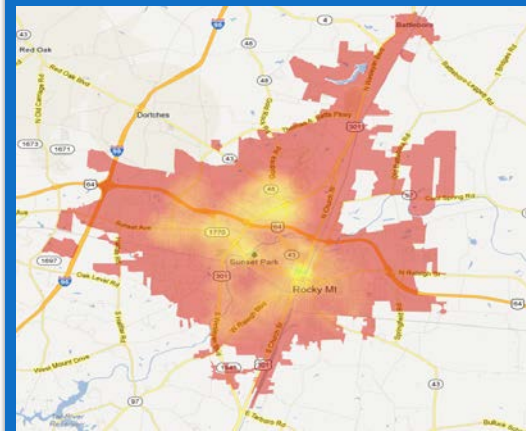
Color-Coded Tickets



More Effective Data Collection

Imperial Centre Segment	Program or Event	First Name	Last Name	# in Party	Street Address	City	State	Zip Code	First Event (Y/N)
1. Gallery									
2. Education/Class									
3. Museum									
4. Theatre									
5. Rental (Banquet Only)									
6. Conventions/Work									
7. First Friday									
8. Summer Camp									

Trackable Rocky Mount Participation



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Stage 2: ActiveNet's portable data collectors can be used to efficiently track attendance and reach at special events

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- POS and Portable Scanner Capabilities
- Syncs with current ActiveNet system for easy integration

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Summary

Source: Team Recommendations



Stage 3: ActiveNet's Member Management system will track reach and create a sense of connection to the IC

Custom ActiveNet Membership Cards

- Easy to Scan
- One-time entry of information
- Acts as a free physical invitation to IC
- Easy to distribute to Rocky Mount Citizens

Visitor Loyalty Program

- Collect points for attending events
- Redeem points for rewards
 - Free Tickets
 - Milton and Miles coupons
 - Birthday Parties



Intro

Community outreach

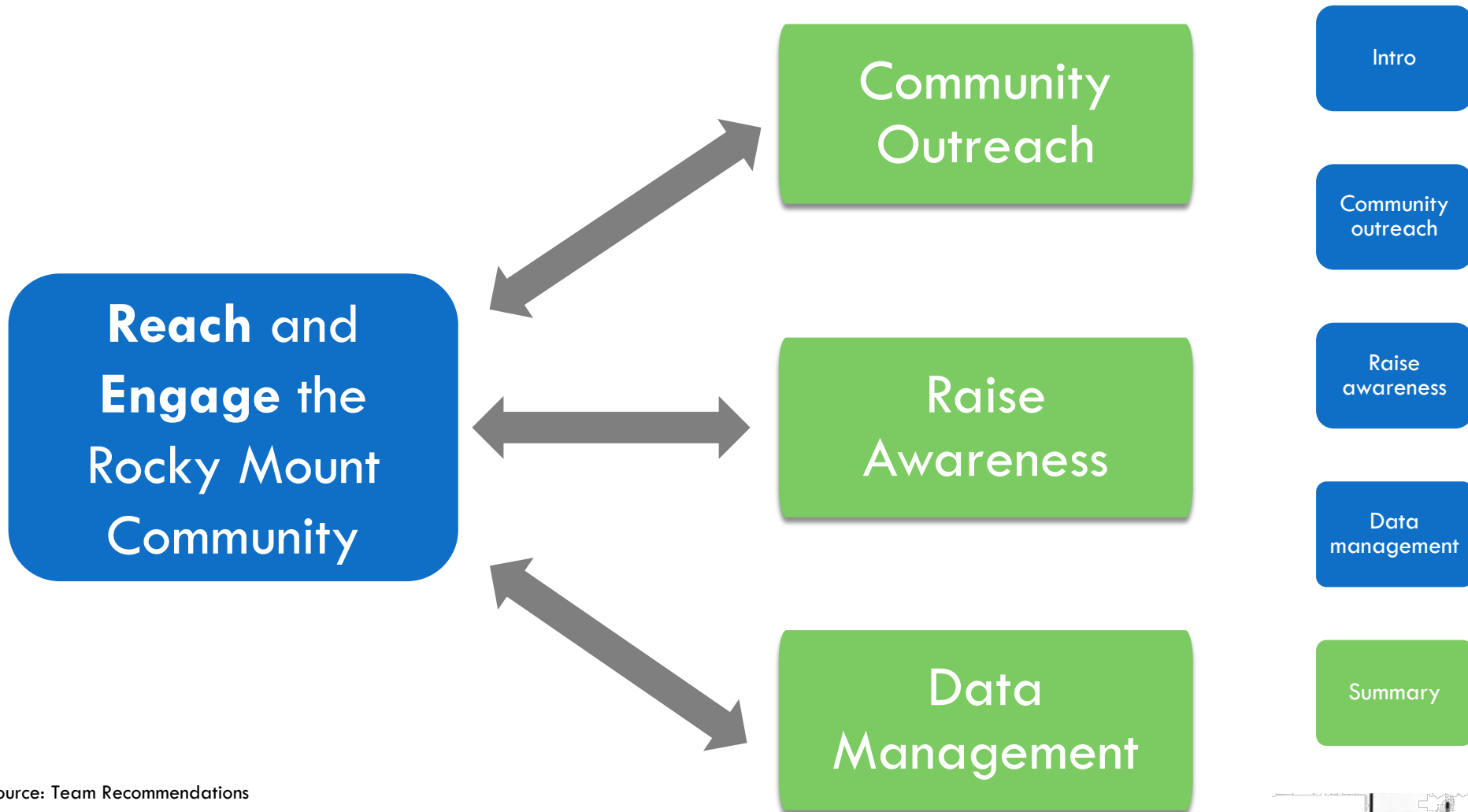
Raise awareness

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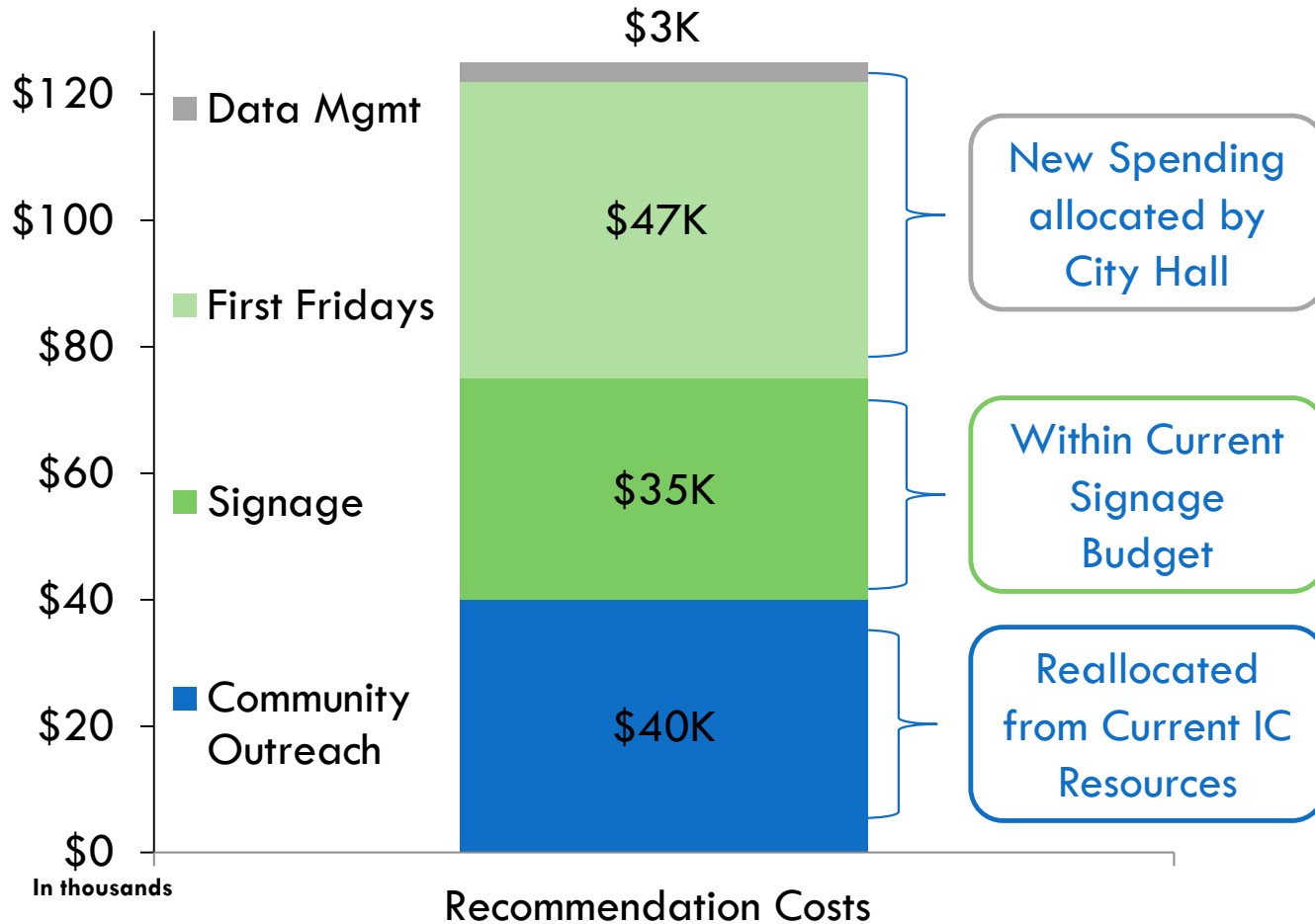
The IC is truly poised to serve as an anchor for Rocky Mount's downtown economic redevelopment...

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Source: Team Recommendations

...and our recommendations can be implemented by reallocating current costs and spending an additional \$50K



- Intro
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Source: Team Recommendations

Going forward, the IC must measure and monitor future community impact against achievable goals to be successful

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Future Metrics of Success

Participation

- Even Zip Code Distribution
- Increasing attendance number each year
- Expanded reach each year

Community Outreach

- Advisory Board in place summer 2013
- Teacher Ambassador program by Fall 2013
- First Fridays by September 2013

Data Management

- Welcome desk moved by June 2013
- Reliable monthly reporting to city hall
- Programming changes based on reach

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Questions?

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Thank you!

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Intro

Definitions

Rocky Mount's zip code comparisons

Twin county demographics

27801 Demographic Data

27803 Demographic Data

27804 Demographic Data

IC Visitor Survey Results – By Zip Code

Reasons Visitors Do Not Attend More Often

Zumba and School trips contribution to attendance

Without Zumba, core offerings contribute less to participation

Majority of season ticket holders from Nash

Current Reach

Community Outreach

Stages of community outreach implementation

Community outreach compensation comparables

Interview with RMHS science teacher

Teacher ambassadors allow IC to partner with schools

Community Outreach Continued

Risks of teacher ambassador program

RMHS focus group

Teachers think ambassador program is viable

Teacher Ambassadors could expand involvement by changing communication

Rocky Mount High School's past involvement

Art teachers hopeful about future partnership

Church leaders' insights

Raise awareness

Other museums using social media

Data Management

Tracking data problems

Moving welcome desk

Membership reward system

Active net capabilities

Definitions

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- **Reach** – Exposure to the IC in any capacity
- **Attendance** – Total number of entries in a given year
- **Participation** – Unique number of people entering the IC at least one time a year
- **Success** – I want everyone in Rocky Mount to visit the Imperial Centre at least once a year – Ann Wall

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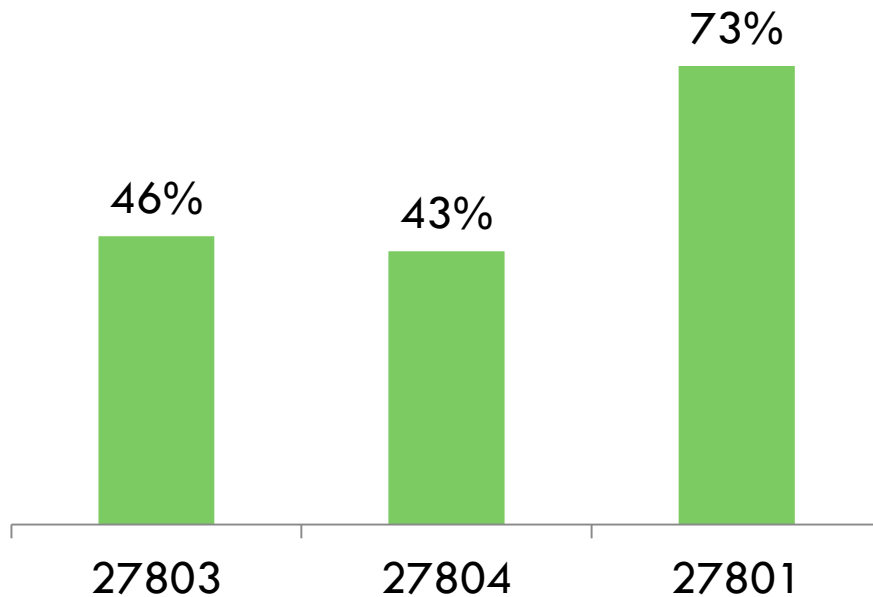
Data
management

Summary

Rocky Mount's various zip codes have different racial and economic patterns

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Proportion African American in Rocky Mount Zip Codes



Zip Code	Income per household
27804	\$40,376
27803	\$35,398
27801	\$28,068

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Source: USA.com, Zipcode.org

The Twin Counties demographics are quite different

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Nash	Edgecombe
Population: 87,420	Population: 55,606
Avg house value: 95,800	Avg house value: 70,800
Avg household income: 37,147	Avg household income: 30,983
Median age: 36.5	Median age: 36.2

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Summary

Source: Zipcode.org

Edgecombe - 27801 segment information

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- Population: 21,734
- Median age: 35
- Median income: \$29,000

- Most common segments:
 - Low income younger w/o kids
 - Lower-mid younger w/ kids
 - Downscale mature mostly w/o kids
 - Downscale older mostly w/o kids
 - Lower-mid older mostly w/o kids

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Summary

Source: Claritas.com

Nash - 27803 segment information

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- Population: 22,906
- Median age: 38.6
- Median income: \$37,600

- Most common segments:
 - Low income younger w/o kids
 - Lower-mid younger w/ kids
 - Downscale mature mostly w/o kids
 - Downscale older mostly w/o kids
 - Upscale older w/o kids

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Source: Claritas.com

Nash County - 27804 segment information

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- Population: 30,223
- Median age: 40.2
- Median income: \$44,900

- **Most common segments:**
 - Upper mid older w/o kids
 - Upper-mid younger w/ kids
 - Lower-mid older w/o kids
 - Upper-mid older w/o kids

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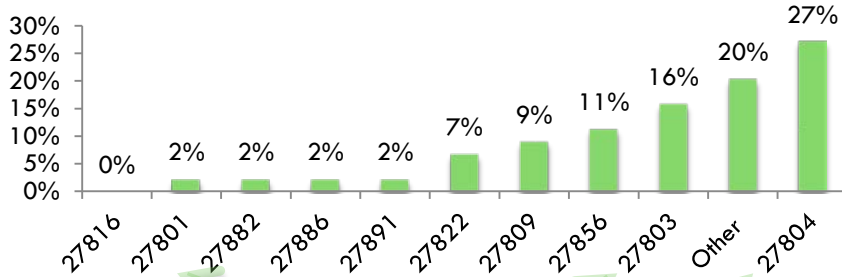
Data
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Summary

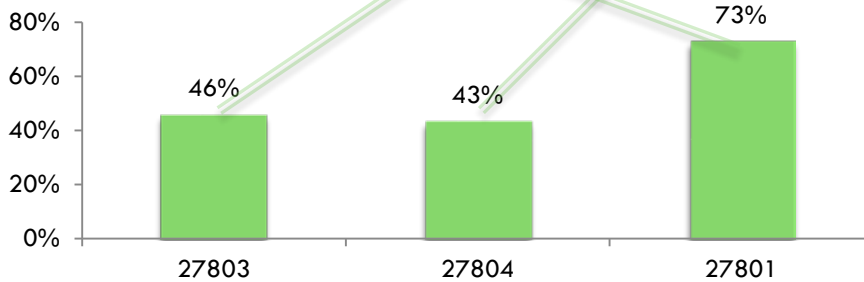
Source: Claritas.com

Many of the IC's guests for the opening were from wealthier areas of the city

IC Customers' Zip Codes



Proportion African American in Rocky Mount Zip Codes



Zip Code	Median income
27804	\$40,376
27803	\$35,398
27856	\$38,521
27809	\$30,423
27822	\$33,908

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Source: IC Guest Survey, n=44, USA.com, Zipcode.org



Attendees primarily shared similar thoughts on why they do not attend more often

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Limited activities,
only so much you
can do

Forget its down
here

Can't afford it

Closes early

Disinterested

Too far away

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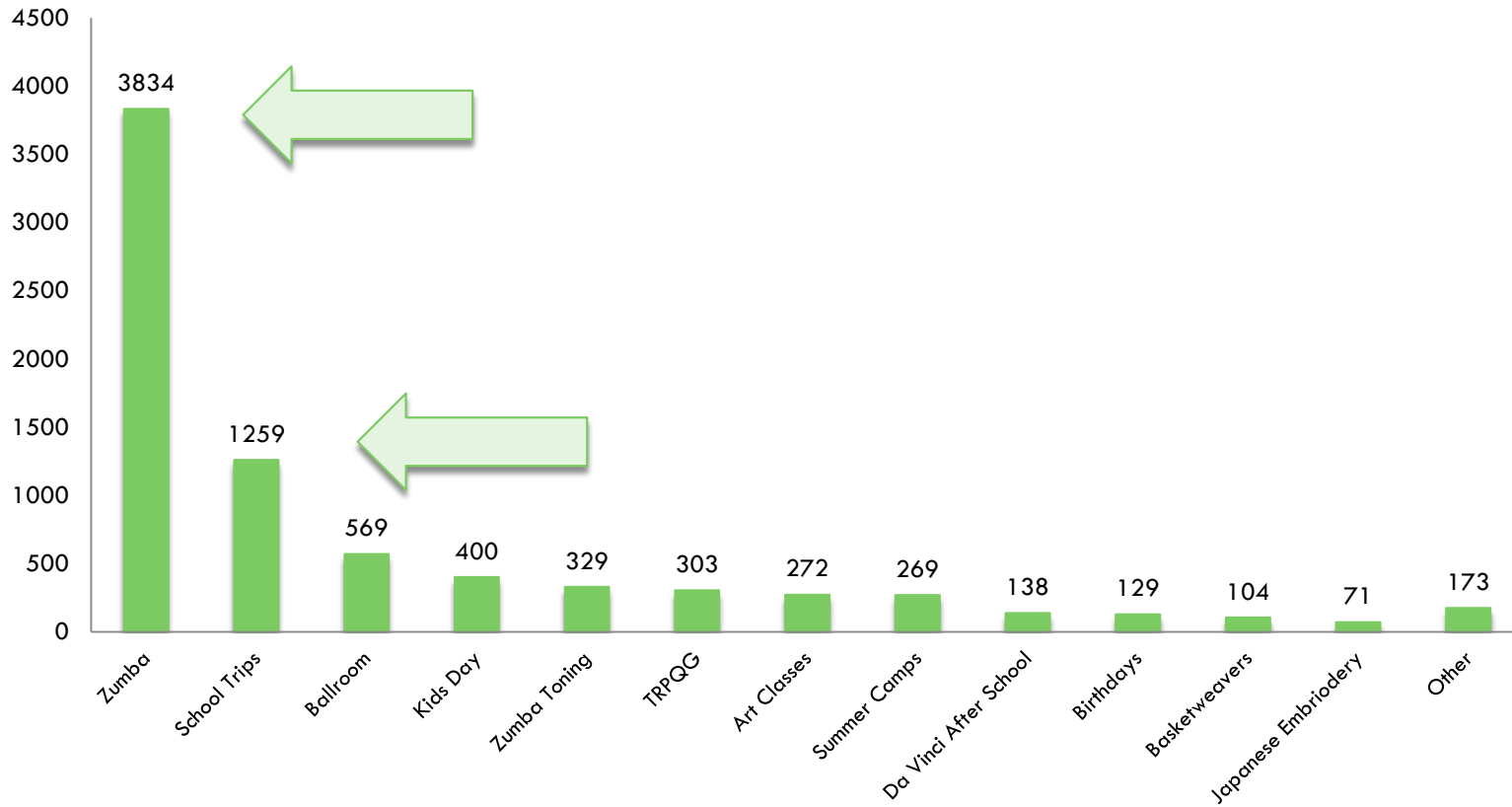
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Summary

Source: IC Guest Survey, n=13

Zumba and School Trips are the largest categories in the Art Education Center's attendance*

Art Education Center Participation* Breakdown 2012 - with Zumba



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Summary

Source: Imperial Centre Internal Data

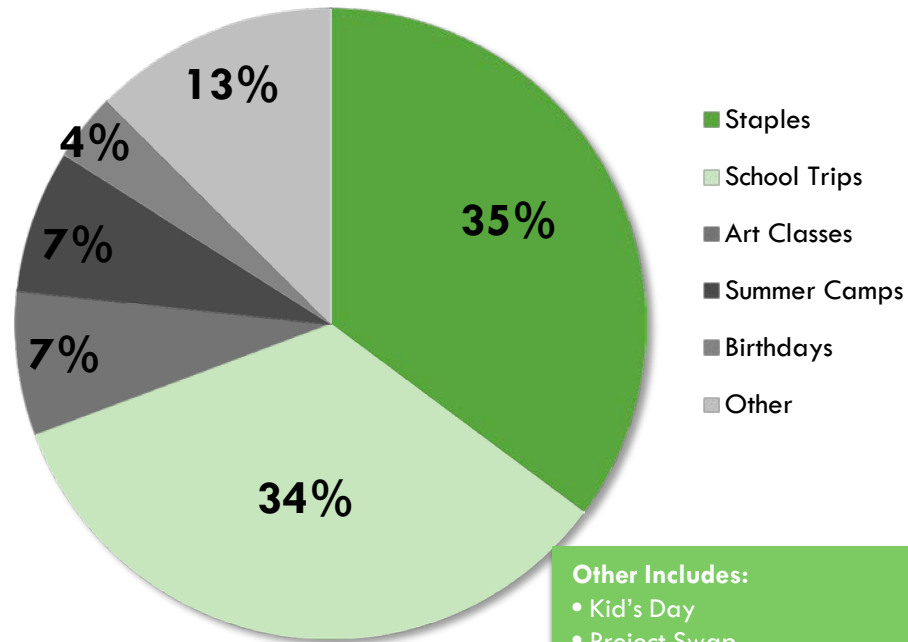
*Attendance is defined as the number of people who visit

Without Zumba, the core set of offerings account for much less of the total participation*

Art Education Center Participation* Breakdown 2012 - without Zumba

Staples Categories:

- TRPQG
- Ballroom
- Basketweavers
- EGA
- Open Clay Studio
- Artist in Residence
- Imperial Center School of Painting
- Japanese Embroidery
- Da Vinci After School



Other Includes:

- Kid's Day
- Project Swap
- Lakeside Garden Club
- Signature

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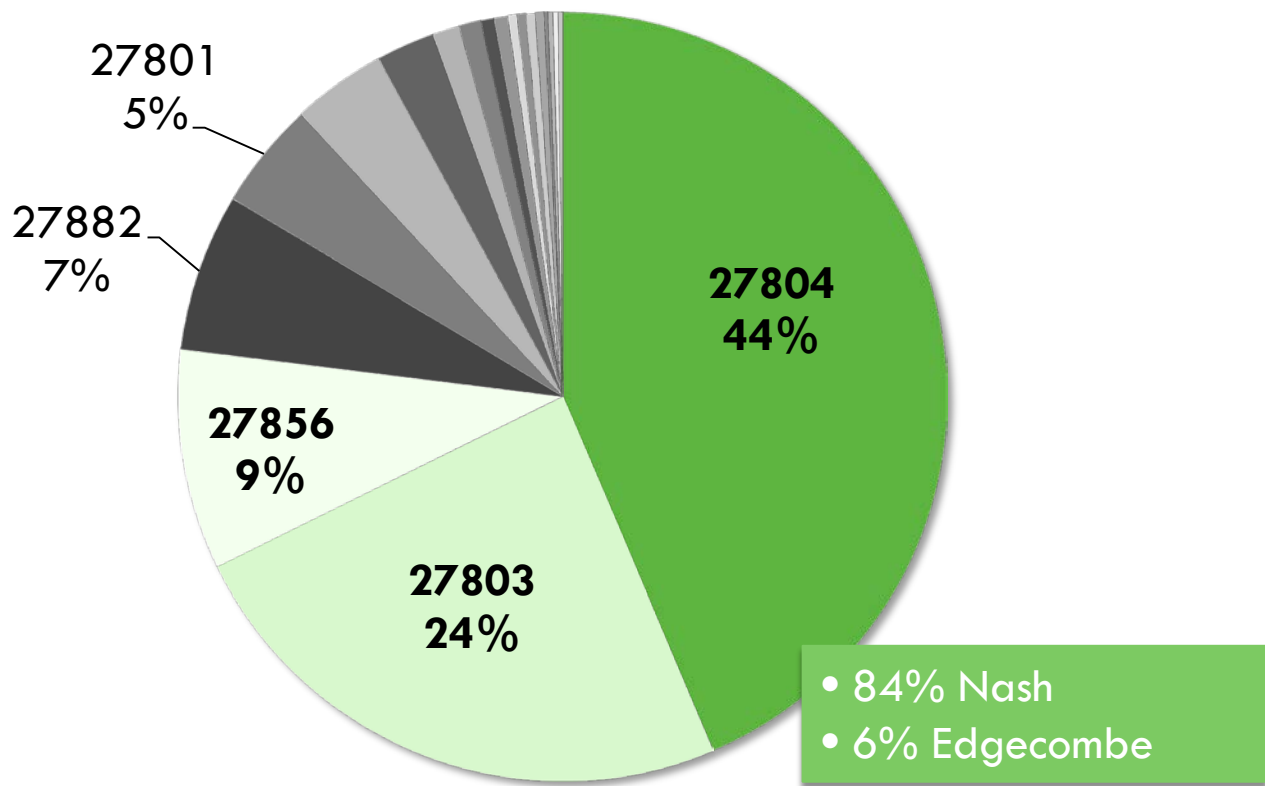
Summary

Source: Imperial Centre Internal Data

*Participation is defined as the number of unique people registered for each offering (reach)

Over the past 4 years, the majority of season ticket holders for the Theatre came from Nash County zip codes

Total 2008-12 Season Ticket Holder Zip Code Distribution



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Source: Imperial Centre Internal Data

With current participation levels, the IC is only reaching about 20% of the Rocky Mount population

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	2008	2009	2010	2011	2012
Art Shows	\$ 2,905.00	\$ 3,025.00	\$ 3,025.00	\$ 1,175.00	\$3,025.00
Gallery Shop	\$15,804.04	\$17,052.75	\$26,092.18	\$15,002.46	\$2,304.43
Gallery	14615	13713	11371	8900	
Theatre Admissions	\$16,293.00	\$31,378.48	\$21,966.00	\$22,058.29	\$3,397.45
Theatre Attendance	7379	7055	7033	7582	
Theatre Participants	567	756	748	761	
Education Attendance	5836	9564	10693	8151	13186
Education Participants	2824	6550	7168	4543	7850
Special Programs	\$ 2,753.00	\$ 1,684.00	\$ 1,037.00	\$ 2,098.00	\$ 270.00
Special Events	250	925	3877	6927	5100
TOTAL Attendance	28,080	31,257	32,974	31,560	18,286

Total Rocky Mount Population 2011	57,433
Total IC Participation* 2011	12,231
Percent of RM Population Reached	20%

*Participation is defined as unique number of visitors. Total participation doesn't accurately reflect actual attendance because some participation numbers are estimates.

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Community outreach

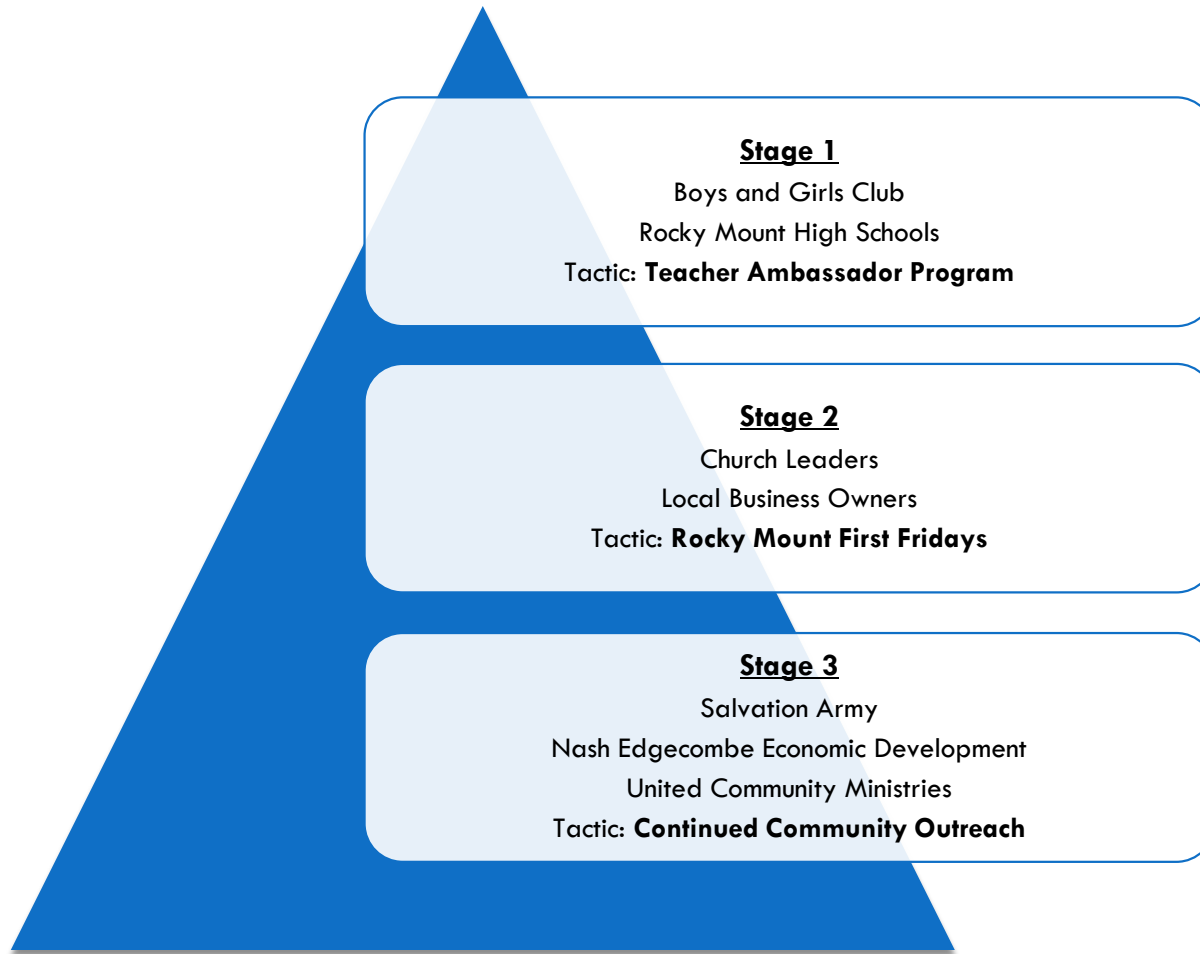
Raise awareness

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Summary

Stages of community outreach implementation

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Community outreach director compensation is similar to current IC director compensation

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National Average Salary for Community Outreach Director Position

Total Salary:
\$52,000 per year

Hourly Wage:
\$26 per hour

Positions with similar compensation:

Theater Program Specialist
Arts Program Specialist
Arts Education Specialist
Museum Curator
Space Science Educator

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Interview takeaways – High School Teacher

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- I. Involvement with IC – Science camp leader
 - **Would love to see coordination; great facilities**
 - Could utilize their relationships
 - **Hands on is important for beginning levels**
- II. Classes – Science teacher
 - Engineering camps through NCSU, involving elementary through high school students
 - **Students range from low to high income**
 - **Scholarships are available**
 - **Computers are necessary**
- III. Child engagement with IC – Scientifically-minded father
 - Takes toddler there every other weekend
 - **Would have liked more notice of exhibit changes**
 - **IC needs to interact with public more**

•IC has many relationships and assets to support science programs

•There is demand for activities in the sciences

•Computers would enable more programming

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Teacher ambassadors allows the IC to easily partner with schools

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Partnership with IC and School



- Teachers who work at the IC
- IC communicates opportunities for students
- Teachers announce information and pursue students

Benefits

- Reduce responsibility to students
- Increases awareness
- Streamlines communication
- Teachers are emotionally invested in students already

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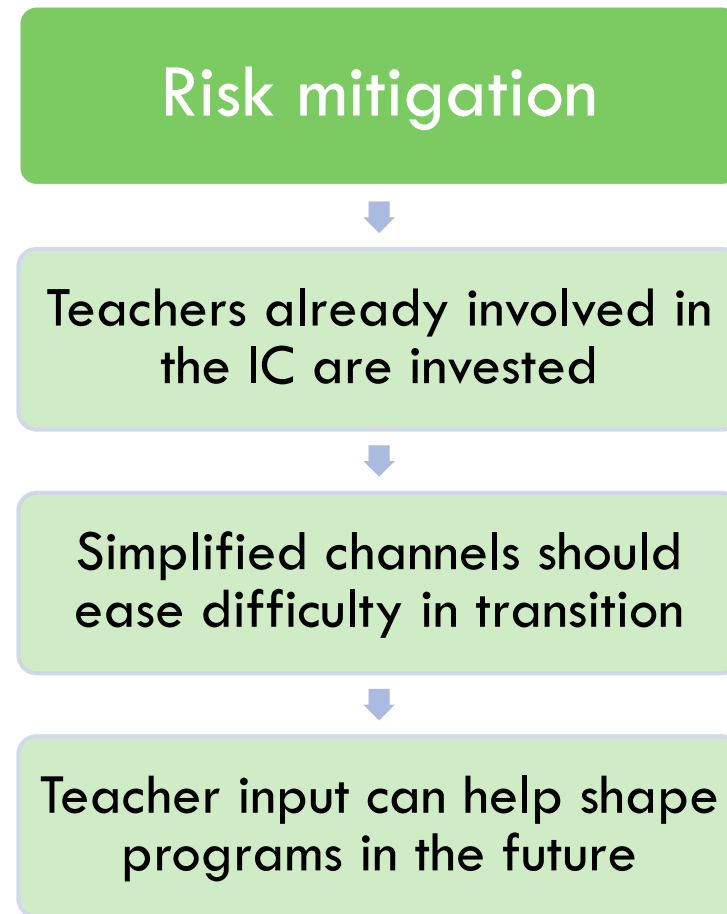
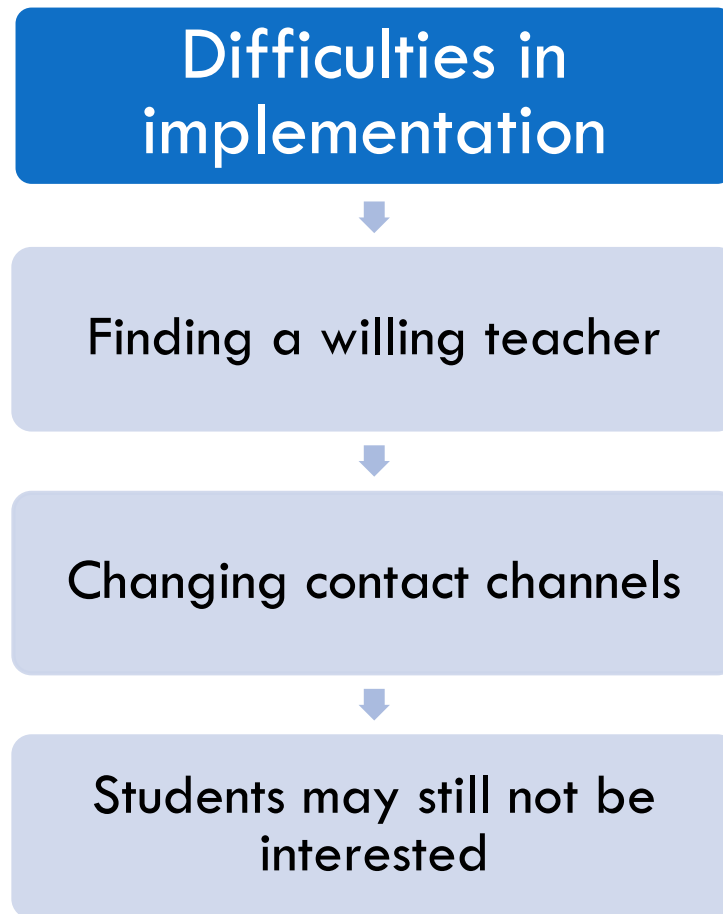
Raise awareness

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Summary

Potential risks and resolutions associated with the teacher ambassador program are outlined below

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Our group conducted focus groups at RMHS to determine how the IC can engage Rocky Mount youth

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Focus group breakdown

- Spoke with two classes- Art I and IB Spanish
- Approximately 50 students
- Reviewed findings with Mrs. Hester, IB Coordinator

Sample questions

- How are you involved with the IC now, if at all?
- What programs do you take part in?
 - How did you find out about them?
- What would you like to see from the IC in the future?
- How do you spend your free time?
- Where do you spend time?
 - Why there?
- Why are you motivated to be involved with the IC?

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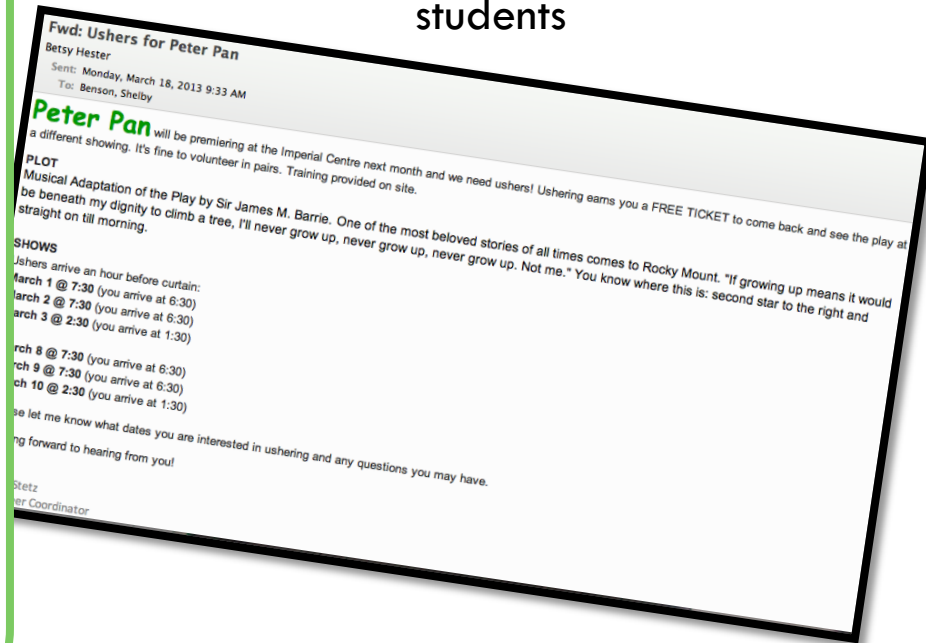
Teachers already “buy in” to the Teacher Ambassador program, ensuring its success

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Mrs. Hester’s Thoughts

- An ambassador program could be very effective
- Current system of communicating between IC and school is not streamlined- emails are messy and require many replies
- “Students want to be involved, but don’t know how”

Many emails were required to obtain the information below, which only went to IB students



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Sources: interview with Mrs. Hester

Teacher Ambassadors could expand involvement by modeling the way IB shares information

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IB shares opportunities relationally through teachers

IB students credit Hester for their involvement

Hester receives emails from Nancy Stutz

She shares the information with students and responds for them

Others students do not benefit from this system

Few others were involved

Currently send info in general email directly to students

Many teachers work at the IC

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Rocky Mount High School's past involvement with the IC has not effectively engaged students

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Focus groups were conducted with RMHS teachers, Art-1 students, and IB Spanish students

Field trips come from teachers' budgets and there is limited time

During shows, few students are involved

IB tends to be more involved

Personally, teachers are involved

Challenge: awareness, price, transportation, attraction

Students do not know about programming at the IC

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Art teachers are hopeful about future partnerships with the IC

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Need to be productive, not passive

Shows should be more far reaching

Scholarships

Photography would be engaging

Advertisement through cards

Art bus

Challenges: few kids may be interested

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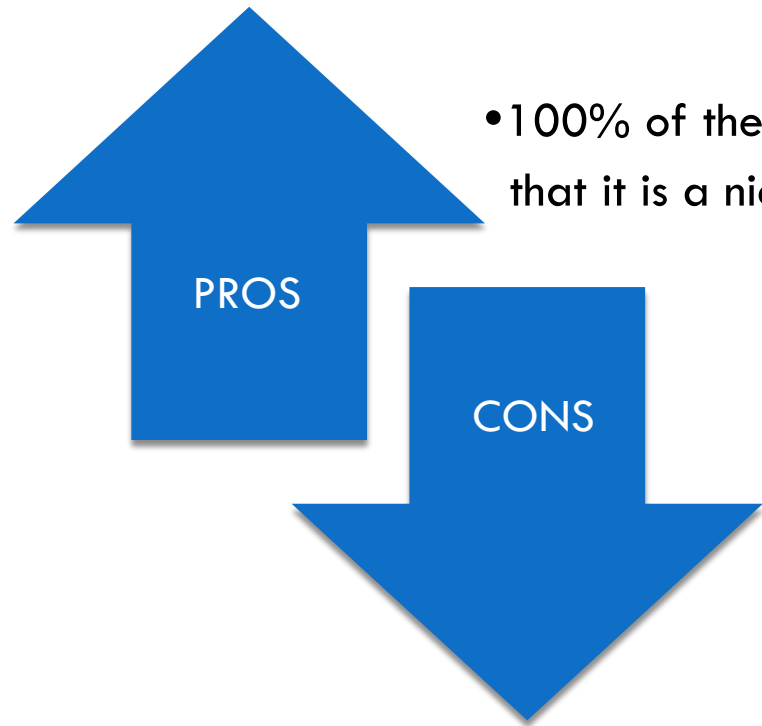
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Summary



Church leaders offered insight and reinforced the need to increase community engagement

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- 100% of them visited and stated that it is a nice place

- "Could hosts college fairs to support teens"
- "IC could do more in the community"
- "People don't know it's more than an auditorium"

IC and church community will cross promote events to reach the congregation members that drive downtown from surrounding areas

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Interviewed 12 of the downtown church pastors

Other Museums Using Social Media

	Facebook (likes)	Twitter (followers)	Blog	Pintrest (followers)
NC Museum of Art	19,404	17,137	Since 2008	1,114
Marbles Kids Museum	9,108	578	Since 2007	-
Brooklyn Museum of Art	93,849	406,303	Since 2006	2,463 (flickr)
MET	840,185	548,590	Since 2007	563,160
Discovery Place	7,952	5,548	Since 2009	-
Walker Art Center	48,727	372,044	Since 2007	94 (flickr)
Toledo Museum of Art	46,473	16,644	Since 2009	24 (flickr)

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Overall, data is inconsistent, incomplete, or difficult to reconcile when it comes to accounting for zip codes and tracking reach

2012 Rental Date	Applicant Name	Organization	Origin	Type of Event	Cat.	Attendance	Rental Area
6/16/2012	Kelcey Jones	Against Da Oddz Motorcycle	RM	Meeting	P	35	Booker T
5/22/2012	Sherry Johnson	Chamber Event	RM	State of the Community	NP	141	Main Area, Theatre and Lobby
12/1/2012	Reggie Barrett	City Managers Office	City Hall	Town Hall Meeting	I	200	Booker T
5/17/2012	Bev Harrelson	City Managers Office		Meeting	I	0	Fiber Studio
10/18/2012	Ann Wall	City Managers Office		Meeting	I	50	Studio Theatre
4/13/2012	Ann Wall	City Managers Office		Meeting	I	90	Studio Theatre
4/28/2012	Ann Wall	City Managers Office		Meeting	I	50	Arts Studio
2/2/2012	Ann Wall	City Managers Office		Faith Based Summitt	I	1	Studio Theatre, Art Studio I & Fiber
12/30/2012	Sheldon Bulluck	City Resident	RM	Church Program	P	115	Booker T
12/16/2012	Virginia Hart	City Resident	RM	Wedding	P	125	Booker T
12/21/2012	Robin Manley	City Resident	RM	Birthday Party	P	200	Booker T
12/31/2012	Minnie Walker	City Resident	RM	Church Program	P	45	Fiber Studio
5/10/2012	Ann Wall/Loretta	DownTown Development	City Hall	Citizens Academy	I	68	Booker T
1/27/2012	Vanessa B. McCleary	DownTown Development	City Hall	Art Show	I	196	Booker T
1/10/2012	Vanessa B. McCleary	DownTown Development	City Hall	Reach Out Rocky Mount	I	82	Booker T
7/19/2012	Ronnie Raper	Fire Department		Community Input Meeting	I	35	MCA
5/3/2012	Garland Clark	Gas Dept.	City Hall	Pipeline Awareness	I	70	Booker T
11/30/2012	Garland Clark	Gas Dept.	City Hall	Pipeline Awareness	I	65	Booker T
2/7/2012	Patti Cameron	Hospira	RM	Job Fair	P	250	MCA
7/1/2012	Archies Jones	Human Relations Dept		MLK, JR. Oratorical Contest	I	186	Theatre & Lobby
1/31/2012	Tabitha Grant	IC Science Center		Lunch	I	130	Studio Theatre
12/18/2012	Kim Weaver	Internal	City Hall	Christmas Luncheon	I	100	Booker T
10/6/2012	Marilynn Anselmi	Internal	City Hall	Play	I	150	Booker T
8/23/2012	Sgt Michael Whitley	Internal	City Hall	Meeting	I	70	Booker T
3/21/2012	Kelvin Yarrell	Internal	City Hall	Harambee Meeting	I	12	Booker T
11/15/2012	Loretta Braswell	Internal	City Hall	Dinner	I	45	Booker T
8/7/2012	Vanessa McCleary	Internal	City Hall	Meeting	I	28	Booker T
9/6/2012	Vanessa McCleary	Internal	City Hall	Meeting	I		Booker T
9/4/2012	Vanessa McCleary	Internal	City Hall	Down Town Development	I	46	Booker T
11/13/2012	Garland Clark	Internal	City Hall	Pipeline Awareness	I	110	Booker T
4/19/2012	Wanda Alford	Internal	City Hall	Annual Service Awds	I	70	Booker T
10/15/2012	Sgt Mike Whitley	Internal	City Hall	Meeting	I	40	Booker T

Activity Roster (Expanded)

Jan 18, 2013 3:01 PM

Medlin and Allert Waltz - 1323

Season Fall 2012 Ages: 16Yr to UnLimited
 Term Enroll Min/Max: 5 to Unlimited Enrolled: 13
 Site: Imperial Centre WaitList: 0 Holds: 0
 Location: IMPC Painting Studio Team Placeholders: 0
 Adults Total: 13 Open: -13

Qty	Age	Gender	Date	Time	Receipt #
Resident?		Area		Total Fee	Total Paid Team Name
Payer Address	DOB			Grade	Amt Due
1		M	Aug 28, 2012	12:10 PM	1014676.008
Y				\$8.75	\$8.75 \$0.00
P O Box 8361 ,Rocky Mount, NC 27804					
1		F	Aug 28, 2012	12:10 PM	1014676.008
Y				\$8.75	\$8.75 \$0.00
P O Box 8361 ,Rocky Mount, NC 27804					

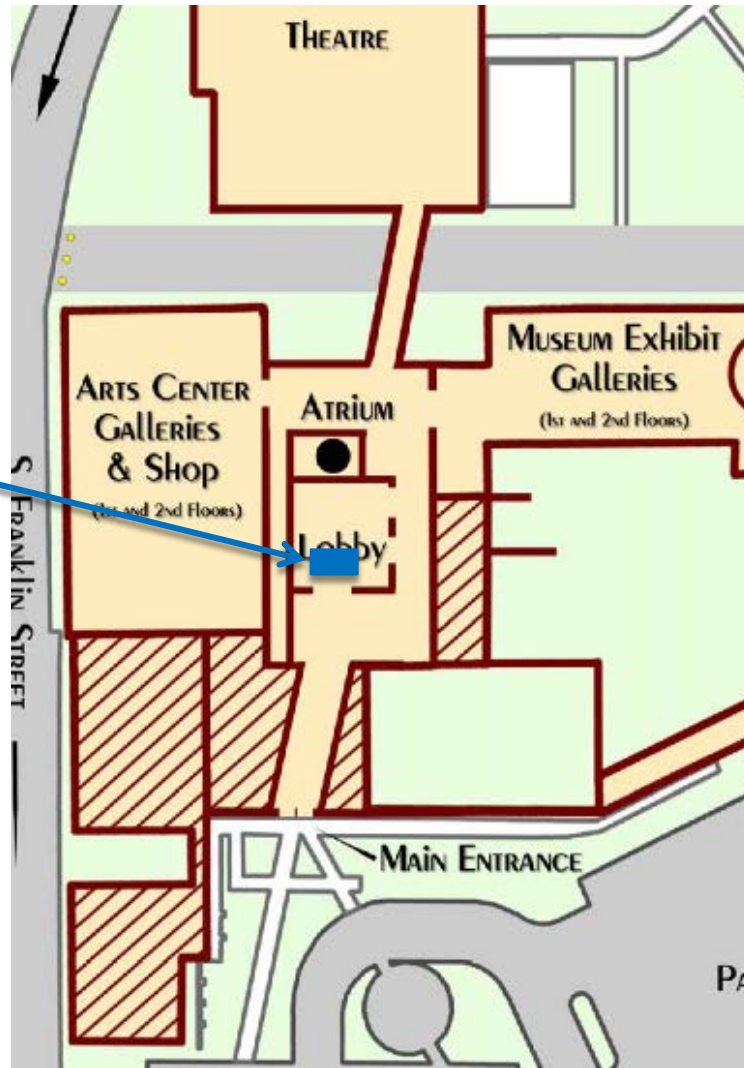
3	Enroll From Package	Holding, Jean 4222 Lessie Trail Rocky Mount, NC 27804	1		F	Sep 15, 2012	10:54 AM	\$10.00	\$10.00	1014897.008
		Holding, Jean 4222 Lessie Trail , Rocky Mount, NC 27804								
4	Enroll From Package	Patterson, Carol 52 Mockingbird Ln Rocky Mount, NC 27804	1	80.0	F	Sep 12, 2012	3:55 PM	\$10.00	\$10.00	1014849.008
		Patterson, Carol 52 Mockingbird Ln , Rocky Mount, NC 27804								Jan 16, 1933

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Moving the admissions desk will allow for ticket consolidation and increase functionality

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Move admissions desk to Lobby entrance



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Unique membership reward system will help increase participation throughout Rocky Mount community

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How to Earn Reward Points

- Buy Membership
- Each museum visit
- Purchase something at the store
- Attend a special event
- Register for a class
- Sign up for the mailing list
- Bring a guest
- Participate in the IC social media
- Volunteer at the IC

Use Points For

- Discounts at Museum Store
- Discount on facility rental
- Birthday party
- Tickets to plays, concerts, or special event
- Milton and Miles discount
- Behind the scenes tour
- Special planetarium showing

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What ActiveNet can provide...

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- **Online registration** – email confirmations, unlimited questions
- **Ticket Registration** – walk-ins and registrations, bar coding & seat assignments, web, on-site kiosks, front desks
- **Point of Sale** – touch screen, wireless PDA scanner and other portable options, track payments, tickets, etc.
- **Membership Management** – various types of passes and memberships, create custom ID cards including photos, magnetic strips, customer info, track almost any data
- **Customer Loyalty** – create loyalty programs, reward system, redeem points for rewards
- **Reporting** – hundreds of standard reports, unlimited customization and formatting

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