

University Art Galleries Student Ambassador Survey Spring 2020

Purpose of Assessment

In the spring of 2020 University Art Galleries wanted to assess their student visitors' experience visiting the Forsyth and Stark Galleries, and their interest in participating in a student ambassador program. A short electronic survey was developed and sent via email to students who visited the galleries from September 2019 through February 2020. Student Life Studies previously worked with University Art Galleries on a similar survey near the end of 2018.

Key Findings with Recommendations

Student Life Studies identified several key findings and developed actionable recommendations the University Art Galleries may take based on the results. However, the University Art Galleries staff may identify other findings using their knowledge and understanding of the community. Staff members are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of students' experiences.

- The opening question of the survey resulted in the Net Promoter Score (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS ranges from -100 to +100. A positive NPS (>0) is generally considered good, with the highest performers usually between 50 and 80. The NPS from this survey was 45, exactly the same as the NPS score from the 2018 University Art Student Visitor survey.

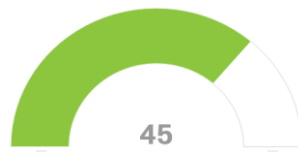


Image 1: Net Promoter Score

- The students indicated they would recommend the University Art Galleries because they found the art exhibits peaceful, a respite from the stresses of every day, beautiful and interesting. They also wanted to know when exhibits changed to plan more visits to the galleries, so using the new student ambassadors to market new exhibits targeted to specifically reach students is recommended.
- Nearly one-third of the respondents indicated some interest in participating in the student ambassador program, which they expected would involve doing events, art, tours and marketing. Fewer students expected they would be involved in recruiting for group; University Art staff may consider recruiting as a function for leaders of the student ambassador group.
- University Art Galleries' staff may want to continue surveying its student visitors on a periodic basis using the Net Promoter scale yearly, by semester or after major exhibits. This would enable tracking visitor satisfaction trends and could inform staff regarding the popularity of different exhibits or other changes the Galleries make to attract new and returning visitors.

Method and Sample

The survey was developed using Qualtrics®, a software program for creating web-based surveys. Student Life Studies evaluated the results using SPSS®, a statistical software package, and Microsoft Excel®. The survey consisted of six questions; four quantitative and two qualitative. Due to branching technology, not all participants saw all the questions.

The web-based survey was distributed via campus email on March 19, 2020, to students who visited the Forsyth and Stark Galleries from September 2019 through February 1, 2020, recorded through the swiping of their student identification card upon entry into the galleries. Three reminders were sent to those students who had not responded before the survey closed on March 31, 2020. The survey was successfully sent to 1206 students, and 176 responded to at least one question, for a 15% percent response rate.

Results

Results include frequency percentages for the number of people (n) who responded to the question. For ease of reading, frequency percentages have been rounded to the nearest whole percent, so totals may not add up to exactly 100%. Summary themes are reported in this report; the entire list of qualitative responses can be found in a separate document. Demographics were pulled from the Student Information System database for all student visitors and respondents to the survey. Comparisons to results from the 2018 University Art Student Visitor survey are given when applicable.

The first question asked the respondents how likely they were to recommend the University Art Galleries to their fellow students. This question used the Net Promoter Score (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS was found to be +45, which was the same as the NPS from the 2018 University Art Student Visitor survey. The NPS was found by subtracting the percentage of detractors from the percentage of promoters. Generally, a NPS below zero is an indicator that customers have a low satisfaction level or will not recommend a product, service, or experience. A positive NPS (>0) is generally considered good, with the highest performers usually between 50 and 80. The breakdown of the net promoter scores (NPS) is noted below in Table 1.

	2020 Percent (n=176)	2018 Percent (n=207)
Promoter	55%	56%
Passive	35%	33%
Detractor	10%	11%

Table 1: Recommend University Art Galleries

Respondents were given the opportunity to explain their rating for recommending the University Art Galleries. Nearly all 50 who responded provided supportive, positive explanations. Many said they enjoyed the exhibits, finding them interesting, beautiful, and cool. Many talked about the environment of the galleries as peaceful, fun, and a place to come to relieve the stress of studying. Others mentioned the convenience of the galleries being located on campus, appreciated the rotating exhibits, knowledgeable and friendly staff, and that they were free to enjoy. Responses perceived as neutral or negative included finding some of the art selections interesting, but some boring, and one person indicated that they would like marketing near the exhibits when they are changed to know when to go back inside for another visit.

In a select all that apply format, the students were next asked the primary reason(s) for their last visit to the galleries. As shown in Table 2 respondents most often selected that they were just passing by and looking for something to do as their primary reasons for visiting. Those who selected “other” were able to write a response and eight who responded said they took a date, visited to relieve stress, because the galleries were cold and that relieved their headaches, and had relatives visiting from out of town.

	Percentage
Just passing by	51%
Looking for something to do	44%
Visit art museums frequently	38%
To see a specific exhibit	24%
Friend or family recommended the galleries	9%
Class assignment/extra credit	8%
Other	6%
Attended an event	6%
Attended a workshop	1%
I do not remember	--

Table 2: Primary Reason for Last Visits (n=125)

The next question informed respondents that the University Art Galleries would possibly be starting a student ambassador program to engage in art activities and to promote the galleries, and asked if they would be interested in joining these groups of students. Of the 115 who responded, 49% answered no, 22% said yes and 30% said maybe. Those who responded yes or maybe were requested to share their contact information; please see the attached qualitative data document for the contact information provided by 52 respondents.

In a select all that apply response question, respondents were asked what they would like to see this student ambassador group do. Respondents most frequently indicated they would like to see the student ambassadors do events, like art classes, workshops, trips, etc. Those who selected “other” could write a response and three wrote that the student ambassadors should promote the benefits of art and define art for others generally, help create and curate the exhibits.

	Percentage
Events (e.g. art classes, workshops, trips, etc.)	72%
Making art	59%
Tours	51%
Social media and marketing	50%
Ambassador group promotion and recruiting	27%
Other	4%

Table 3: Ambassadors' role (n=101)

Demographics of the student visitors and respondents are noted in Table 4, on the next page, presented in descending percentage by demographic for the 2020 student visitors. Generally, the demographics of respondents to this survey were similar to the fall student visitors, except fewer sophomores and Hispanic students and more Engineering students responded to the survey than were represented within the fall student visitors.

	2020 Student Visitor Percentage	2020 Student Respondents Percentage	2018 Student Visitors Percentage	2018 Student Respondents Percentage
Classification	n=1083	n=170	n=949	n=194
Sophomore	29%	21%	19%	15%
Senior	24%	21%	22%	24%
Freshman	19%	24%	36%	38%
Junior	19%	24%	15%	14%
Masters	5%	8%	7%	7%
Doctoral	3%	4%	2%	2%
UG, Non-degree	<1%	1%	--	--
Post-Bac, Non-degree	<1%	--	--	--
Pharmacy, Second Year	<1%	--	--	--
Dental, First Year	--	--	<1%	--
Academic College	n=1083	n=170	n=948	n=194
Engineering	32%	38%	31%	27%
Liberal Arts	18%	20%	17%	19%
Agriculture and Life Sciences	10%	9%	8%	9%
Mays Business School	7%	5%	8%	12%
Architecture	7%	6%	8%	9%
Science	7%	5%	6%	7%
Veterinary Medicine & Biomedical Sciences	6%	5%	7%	3%
Education & Human Development	5%	4%	7%	6%
General Studies	5%	3%	4%	3%
Geosciences	2%	2%	2%	3%
Public Health	1%	1%	2%	2%
Bush School of Government & Public Service	1%	1%	<1%	--
Exchange	<1%	--	<1%	--
Pharmacy	<1%	--	--	--
Nursing	<1%	--	--	--
Dentistry	--	--	<1%	--
Ethnic Origin	n=1083	n=170	n=947	n=194
White	48%	51%	45%	44%
Hispanic or Latino of any Race	26%	20%	27%	32%
Asian	12%	12%	13%	12%
International	5%	7%	7%	5%
Multi-racial excluding Black	4%	5%	3%	3%
Black only or multi-racial with Black	4%	4%	5%	3%
Unknown or not reported	<1%	1%	<1%	1%
American Indian	<1%	--	<1%	--
Native Hawaiian or Pacific Islander	<1%	--	--	--
First Generation Student	n=1083	n=170	n=949	n=194
Not First Generation	67%	69%	68%	72%
First Generation	25%	21%	23%	23%
Unknown	8%	11%	9%	6%
Sex	n=1083	n=170	n=949	n=194
Female	53%	49%	62%	70%
Male	47%	51%	38%	30%

Table 4: Demographics

Background

According to the Division of Student Affairs website (<https://studentaffairs.tamu.edu/university-art-galleries/>) "University Art Galleries partners with faculty, student groups, and other university entities to present programs and exhibitions designed to increase the awareness of and appreciation for the visual arts. In addition to becoming an essential visual arts partner to a diverse campus and community, the University Art Galleries aspires to provide welcoming spaces for reflection and inspiration." In the spring of 2020 University Art Galleries contacted Student Life Studies to assess their student visitors' experiences, as well as get their input on participating in a future student ambassador program within the University Art Galleries.

Project Details

As the email distribution of this survey began March 19, 2020, it coincided with the extended spring break, move of all courses to an online delivery, and shelter at home recommendation caused by the COVID-19 pandemic, which could have had an effect on the response rate of the survey.

The Department of Student Life Studies provides quality assessment services, resources and assessment training for departments in the Texas A&M University Division of Student Affairs and student organizations. Services by Student Life Studies are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through Student Life Studies can be found at <https://studentlifestudies.tamu.edu/results/>. Additionally, division staff and students can follow Student Life Studies on Facebook.

To work with Student Life Studies for future assessment projects, please fill out the Assessment Questionnaire at <https://slsform.dsaapps.tamu.edu/>.

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