PART I
1. **Agency/Community Culture**
   1. **Write your program group's mission statement**

We aim to support the local community by connecting creative minds through art based programs.

2. **List the "Agency" Goals that guided the leisure program you designed.**
* Strengthen Arts and Cultural activities in the Marquette Area
* Support Arts Education through programming
* Recognize, reflect and celebrate Cultural Tourism
* Establish and facilitate communication networks
* Encourage new, creative and innovative works of art and activities
3. **List all the agencies and their missions you paired with for this project.**
   Marquette Arts and Culture Center - The Marquette Arts and Culture Department serves to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity.

4. **Describe the role that these agencies performed in your program**
   The MACC allowed us to tag onto their artist reception night and helped us with providing an available venue, marketing strategy, event date, as well as the potential for punch and cookies!
2. **Audience/Needs Assessment**
   1. **Identify how your target market is a legitimate market**. (Because we are pairing up with the MACC we know that their existing market will be legitimate for our similar event, also we are targeting the NMU student body which is a legitimate target market.) Turnout numbers, surveys, similar events, ask other Student Work galleries about turnout (SAG, DeVos)

   We asked Amy, one of the directors of the MACC, the general demographics of the visitors to these events, the typical turnout, and the types of shows they generally have. She informed us that typically families, adult couples and single adults make up the majority of the audience. Plenty of repeating visitors and many of them are artists themselves. Their previous show had a greater turnout as it featured pieces created by Marquette High School Students. Each student brought his/her family to the reception so it was a fairly large event. Other shows typically bring approximately 50 visitors floating through throughout the night. Other events beyond artist receptions include concerts, art week (distributing art throughout Marquette's downtown and creating a bike tour to guide visitors), and of course rotating the featured artist in the main gallery each month.

   We also spoke with the students running the SAG (Student Art Gallery on campus) about their reception turnouts and they said that their shows vary greatly depending on the content and submission numbers.

   Finally, we spoke with a few groups in the NMU student body and asked their interest in attending an art show as well as if they even knew the MACC existed. Many students had never heard of the gallery in the basement of the library or had seen it, but didn't realize that it was associated with the MACC. Many expressed interest in the art showings, but didn't know if they could commit to an art reception, instead showing more interest in stopping in

the gallery on their own time. If the student's knew the featured artist's however, they were much more likely to attend the actual reception.

2. **Describe the process your group used to assess the specific leisure needs and interests of your potential participants. Include, in an appendix, any forms, questions, etc. your group used relative to the needs assessment.**

(We used interviews and observations to assess the specific leisure needs for our potential participants. In our interview we asked about who attends these events and the average number of people that attend these types of events.) (Questions and responses are listed above in previous section).

3. **Name the "agency" and/or population for which you designed your program. (e.g. may be general public or an agency like Big Brother/Big Sisters**)

 (General Public, Marquette community members, Nmu Students)

4. **Prepare a paragraph or list that describes your targeted clientele (age, socio-economic status; physical, mental, social characteristics, any other characteristics that describe them).**

(Nmu Students: Ages 18-25, individuals interested in art who are involved currently or want to engage in community events such as an artist reception, possible friends or family of the showcased artists, students interested in music and entertainment.) (General Public and community members: May included single adults, couples, families, the elderly, anyone involved in community support, people who have an interest in art or the featured artists, as well as those who are artists themselves and want to support others in the same field. Our event is accommodating for individuals of any physical or mental ability.

3. **Goals**
   1. **List the Program Goals for your program**
- To showcase student art work in a professional environment through the 2 hour MACC April artist reception.
- To create a connection between NMU student artists and the Marquette community through the April reception.
- Increase visibility and awareness of the MACC
- Facilitate the use of the Arts and Culture Center

2. **Describe the leisure opportunity you have designed by:**
   1. **Listing the Program Design Goals developed in your program**
- To provide an available time slot for artist to showcase their work for the community during the April 2nd reception
- To secure a space within the MACC for the artists to display their work for a night.
- To expose students to the MACC by encouraging them to attend the April Artist's reception.
- To show support for local and up and coming NMU student artists of any major by showcasing student work in a public event.

2. **Identifying how your program meets the leisure needs and interests of your clientele.**
- We are providing a display of art with a variety of mediums and messages for community members and students to observe.

- Helping to diversify the mediums and content of the art being displayed.
- All of the artwork being displayed will be family friendly and appropriate for all ages to observe.
- Based on information gained through the MACC interview we know that walk through artist receptions usually have a turn out of 50+

3.   Identifying how your program is a feasible program within all our available resources

Our program is very feasible on a number of levels:

- Our estimated cost is nothing because we are working in conjunction with the MACC's event.
- There is a large pool of student artists at NMU willing to display their work.
- There is no significant risk involved in our event so no waviers are needed.

PART II: OPERATION STRATEGIES
1. **Program Plan. Include all of the following:**
1. **Program Title**: NMU Student Art Show
2. **Date of your program**: April 2nd, 2015
3. **Time of your program**: 6-8pm
4. **Location of your program**: Peter White Public Library (MACC)
5. **Operation Details**. For each of the following components (1-14) include the plans made for the program (include, in appendices, any additional materials used; e.g. a map of the facility, promotional flyer, checklist, forms, etc.)
1. **Venue arrangements**: We secured the venue which is a room in the downstairs of the Peter White Public Library. To give a perspective on how big the room is, it can hold a meeting of 15-20 people. We will not have to pay for it because we are joining the MACC's artist reception in April. (Attached in the Appendix is the brochure for the room rentals A1.)
2. **Special arrangements**: We have specially arranged with the MACC to alter the room by clearing tables and chairs as well as having display materials for the artwork.
3. **Inclusion Plan**: The open floor plan will allow room for any wheelchair bound participants and art will be hung at a reasonable height for the average person to view comfortably.
4. **Equipment, Supplies and Material Needs** -

Supplies	Quantity
Tables/table cloths	3
Easels	10
Removable Hooks	1 pack
Title Cards	20
Fliers	10

| Speakers (music) | 1 |

5.   **Promotion Plan:** We are tagging onto the MACC's promotion plan by submitting a flyer that we designed ourselves to be printed and distributed throughout the library. They will also promote the event on their facebook page. We are considering printing additional copies of the same flyer to distribute on NMU's campus. We would print these for free at the hedgcock center and get them approved through the center for student enrichment before putting them out.
(See attached flyer in Appendix A2)

6.   Budget and Pricing Information
Our actual budget for this program will be an amazing $0. Working with the MACC meant that the venue, printing, promotions, and refreshments were all donated. Our personal printing was done through the MERC on campus which also meant that the title cards were free. The anticipated cost of putting on this program with no support was a minimum of $74.75, so about $75 in total.
(Detailed budget information can be found in the Appendix A3)

7.   **Registration Plan:** We may have a guest book available for participants to sign and comment on the event and specific pieces that may have stuck out to them.
8.   **Staffing and Staff Orientation Plan**: We will be considered staff, as well as the artists that will be showcasing their work. We will be in charge of aiding in the setup of all artist displays and managing the art gallery while the reception is in progress. The artists staffed will be responsible for preparing their work as well as the necessary information for further discussion about their pieces. All staff will arrive aprx. two hours before the start of the reception to setup all necessary displays and materials.
9.   **Management Plan**: During the actual reception, Amelia will act as the lead artist and manage the artists, Monica will act as a greeter and photographer, and Ethan will take a tally and demographics count of the the audience throughout the night as well as supporting photographer.
(The Program Checklist can be found in the Appendix A4)

10.   **Cancellation Plan**: It is highly unlikely that our event would be canceled because it is not dependent on weather. Unless something happened to the structure of the building we are hosting the reception in, or something happens to a member of the MACC, our program will go on. If the rare occasion comes about that the reception is canceled, all featured artists will be notified immediately and a rescheduling of the event will take place.

11.   **Set-up:** We have the entire day to set up the display materials in the room.

12.   Risk Management Plan

    1.   **Report and Record Keeping**

-Completing and signing risk forms will not be necessary prior to the participation in our event.

-Any participant that experiences an accident or incident will be directed to the head of the MACC.

-All documentation of the incident will be recorded by the MACC and filed through their incident report system for their records.

-Because our event is joined with the MACC our event staff are not reliable for any accident or injury that occurs to a participant of the event unless our negligence contributes to the incident in anyway.

2**.**   **Facilities Inspection and Hazard Abatement**

-MACC Staff and Program Staff will be aware of all the exits to the building as well as the location of both medical equipment and the head of the MACC.

-The Peter White Public Library and the MACC are responsible for the emergency equipment and updated inspections of said equipment.

-Program staff will be in contact with MACC and the Peter White Public Library prior to the event date to confirm that safety equipment has been inspected and that all exits are unobstructed.

3.   **Participant Safety Briefing**

-There will be adequate signage that will be displayed that will notify all participants of emergency exits from the facility.

NMU staff will help in directing participants in an orderly fashion towards the exit signs in the case of an emergency.

-participants of the event will have a general knowledge of reception etiquette in regards to acceptable and unacceptable behavior. Rules of discourse apply.

-That being said there will still be signs distributed amongst the art displays notifying participants to look but not touch the artist's work.

-There will be no art on display that could cause any potential harm to participants or damage to the provided venue.

-The artist will be informed of their role should a participant engage in conversation with them over their work.

4**.**   **Staff Supervision**

-Our program will have three event staff (NMU programmers) that will be monitoring the overall flow and functions of the event. They will be joined by members of the MACC who will be conducting the same activities.

-Staff will monitor for; proper behavior of participants and artists, situations in which they need to assist participants or artists, potential opportunities to engage participants who seem unattached from the program, and participant behavior that could develop into an emergency or incident at the event.

-Staff will also be responsible for answering any participant questions and helping to direct the flow of the reception as the event starts, progresses, and ends.

5.   **Emergency Procedures**

--MACC Staff and Program Staff will be aware of all the exits to the building as well as the location of both medical equipment and the head of the MACC.

-All NMU staff as well as participating artists will be notified of who they should immediately locate or contact in the case of an emergency.

-NMU staff is aware that they MUST contact MACC staff in any emergency situation and are not allowed to intervene in anyway without doing so first.

-All exits will be checked by program staff and MACC staff. It will be ensured that nothing, event related or not, will be in anyway obstructing to these exits and equipment.

13.   Animation Plan
(See attached PDF in the Appendix A5 for a detailed Animation Plan)

14.   **Program Wrap-up**: Upon completion of the program, artist will begin to tear down their displays and pack up their work (aprx. 8pm) all other staff will aid in this process. Guest will slowly make their way out of the facility. There will be a brief focus group discussion with the student artist to determine how well the event went for them, and whether or not they considered it to be a success. Finally all staff will clean and exit the building.

2.   **Self & Peer Evaluation Rubric and Criteria**.
    1. **Include a copy of your group's Evaluation Rubric and Criteria for evaluation**

Group Grading Scale

Did everybody in the group contribute equally to the workload?   0 1 2 3 4 5
·   The group member put valuable time and effort in their part of the work
·   The group member was responsible with completing their section of the work
Did the group get along while working together?   0 1 2 3 4 5
        ·   The group member actively listened to one another's input
        ·   The group member took ideas from others and kept an open mind
Did the group members make an effort to meet outside of class?   0 1 2 3 4 5
·   The group member was on time to the out of class meetings
·   The group member communicated in an effective way with the other group members
Did the group members actively attend the actual class?   0 1 2 3 4 5
·   The group member attended class on the scheduled times
·   The group member actively participated in class discussions
Did the group member hold responsibilities during actual event?   0 1 2 3 4 5
        ·   The group member was on time and in place during the event
        ·   The group member completed their task at the event

2.   Include a list of individual roles, duties and/or responsibilities for each member of your group
Almost all components were completed as a whole group. Listed below are the parts each person took on individually. Supporting details can be found in the Program checklist (attached separately in Appendix).
Amelia: Contacted artists, created the Budget/supporting graphs, and the animation plan
Ethan: Completed Risk Management forms, acted as main contact with MACC, and as Gallery supervisor during the actual event
Monica: Created the promotional flyer, put together the evaluation form, and conducted a focus group with the artists after the event.

PART III: FOLLOW-UP ANALYSIS
    1. **Prepare a statement that describes**
how your program did or did not meet your Group's Mission statement:

We met our original mission statement by implementing an art reception (art-based program) open to public attendance and featured student artists in the show. This connected the Marquette community to young NMU artists which strengthens the bond between the greater Marquette population and the university, both vital components of the Marquette community.

2.   how your program did or did not meet the Agency/ies Mission:

Our program provided students artists the opportunity to display their work for the community and was facilitated by the MACC. There were several different artists with different mediums providing a diversity of artwork. This was a great way for the student artist who are potentially up and coming artist within the Marquette community to get exposure and further their success in the arts. This reception, similar to those put on by the MACC, directly relates to the MACC's mission to encourage, develop and facilitate an enriched environment of artistic, creative and cultural activity.

2.   Prepare a statement that describes how your program did or did not meet your Agency Goals:

Our program served to strengthen the bond between the University and general public in Marquette though the appreciation of the student art. Our program did not directly address supporting Arts Education, though it was open to all ages. It also did not really focus on Cultural Tourism as the advertising was concentrated locally. Our program did help establish and facilitate communication networks as the artists were present for the entire program to interact with the public and other artists. Our program somewhat supported encouraging new, creative and innovative works of art and activities by leaving the show open to all mediums and subject matter.

3.   Prepare a statement that describes how your program met or did not meet your Program Goals:

All of our program goals were met through our program. We succeeded in providing an opportunity for several student artist to showcase their work professionally at an MACC event. We also directly created a connection between NMU artists and the Marquette community by not only showcasing their work, but having the artists present at the event to converse with participants. We met our third goal of creating awareness of the MACC but could have improved on the success of this goal by providing more advertisement in areas where people might not otherwise know of the MACC and their events. By communicating with the MACC directly and joining their reception we were able to meet our goal of facilitating the use of the Arts and Culture Center.

4.   Prepare a statement that describes how your program met or did not meet your Program Design Goals:

We met most of our Program Design goals. We provided an available time slot for artists to showcase their work for the community during the reception. We had an entire room set aside for the artists. We did not really expose students to the MACC by encouraging them to attend the April Artists reception. We could have advertised and worked on that aspect more. We did however show support for local and up and coming NMU student artists of any major by showcasing their work at the reception.

5.   **Evaluation Plan. (This is your plan to evaluate your program not each other.) The plan should include the following elements**:

1. **Purpose of the evaluation** *(Why evaluate?):*
   We need to determine whether this is a program we can continue to implement for NMU student artists.
2. **Audience** *(Who is the evaluation for? What questions do they want answered? What will they do with the information?)*
   This evaluation would be used for the program implementers. Questions they want answered would be, "Do the artists feel like this is a successful reception?" "Do the artists feel like their work was viewed by a satisfying amount of community members?" "Was the two hour reception worth the artists time?" "As an up and coming artist did you feel supported by the staff, MACC, and the Marquette community" And "given the opportunity, would you participate in another artist reception?" With the following obtained information, the agency would decide whether or not to implement this program again in the future.
3. **Process** *(How will the evaluation be conducted?)*
   We will conduct a brief focus group session with all featured artists of the first event. All previous questions will be asked, and artists will have the opportunity to voice their feedback and opinion.
4. **Issues** *(What questions should the evaluation address?)*
   (Questions listed above) Our questions will address our Program, Personnel, and Participants.
5. **Resources** *(What resources are needed to conduct the evaluation?)*
   Pen and paper, a short window of time with the featured artists, a certain area where we can talk uninterrupted (possible questionnaire form for artists)
6. **Evidence** *(What evidence should be collected?)*
   : We will have a focus group with the participating artists.
7. **Data gathering** *(How is the evidence to be collected?)*
   : By recording/taking notes of their answers that they provide us with.
8. **Analysis** *(How can the evidence be analyzed?)*
   : As program designers we can analyze the featured artists responses and use our interpretation to determine the success of the program.
9. **Reporting** *(How can evaluation findings be reported?):*
   Through discussion, handwritten notes, typed files, etc. Given to program designers and MACC staff.

6. **Evaluation Report.** Include the following**:**
   1. **NMU Popup Art Show @ the MACC**
   2. **Evaluation Summary**

For the evaluation of our program we used a focus group technique. We directed our program to be more beneficial for the student artists themselves more so than the community members participating in the event, therefore we evaluated the satisfaction of the student artists and their satisfaction level regarding the program. After the program had ended we gathered all participating artists and asked them a series of five questions regarding their views on the success or failure of the program. We wanted to ultimately determine whether our program had been a success as far as getting the artist proper professional exposure to the community, and whether it was something

that we should consider implementing again. The questions we asked are listed as follows:

·   Do the artists feel like the reception was successful?

·   Do the artists feel like their work was viewed by a satisfying amount of community members?

·   Was the two hour reception worth the artist time including the transportation, setup, attendance, and teardown?

·   As an up and coming artist did you feel supported by the staff, MACC, and the Marquette community?

·   Given the opportunity, would you participate in another artist reception of this type?

Upon completion of the focus group we can report that all artists thought the turn out and implementation of the reception was a success. They were overly impressed with the public turn out and thought that their work was viewed by more community members than expected. They all felt as though the program was worth their time to participate in and all stated that they would be happy to have the opportunity presented to them again. As artists, and as the designers of the program itself, we all felt as though the support from the community and the local MACC staff was immaculate.

3.   **Body of the Report**
   1. **Purpose of the evaluation**
      We used our evaluation to determine whether the event was worth our artists time and if it should be continued in the future.

2.   **Evaluation Questions**
      "Do the artists feel like this is a successful reception?"
      "Do the artists feel like their work was viewed by a satisfying amount of community members?"
      "Was the two hour reception worth the artists time?"
      "As an up and coming artist did you feel supported by the staff, MACC, and the Marquette community"
      "given the opportunity, would you participate in another artist reception?"

3.   **Description of the program**
      This program was a pop up 2 hour art show featuring 7 student artists from NMU. There were a variety of subjects and mediums on display and the general public filtered through freely throughout the evening (between 6 and 8pm on April 2nd). The artists were present throughout the night to talk to the visitors and answer any questions about their work. It was in conjunction with the MACC's April artist reception featuring two local artists as well as a local band.

      Everything went according to our program plan. Little to no adjustments were made for the actual event.

4.   **Data gathering and analytical methods**
      We conducted a focus group with the artists immediately after the event to gauge their reactions and opinions about the program. Our specific questions can be found above.

5.   Findings
Upon reviewing the reactions to each question we found that all 7 artists felt that the program was a success and that the turnout was much greater than they anticipated. As a result, they were extremely satisfied with the amount of community members that attended and felt that their work was well exposed and positively received by the general public. Each artist was glad that they attended and stayed for the full two hours. They all felt that it was good exposure and enjoyed interacting with the other feature artists as well. All of the artists were impressed with the MACC's friendly and helpful staff as well as the professionalism of the spaces and display materials provided. All artists were satisfied with our program and have stated that they would gladly participate in a future reception or similar event.

6.   Conclusions
> Through our evaluation of our program and the results of our focus group with the featured artists, we can conclude that our event was successful and could be implemented again in the future.

7.   Identify the Disposition Decision you would recommend for your program.
Our program will follow the incremental developmentalism method in making small changes to our fairly successful program. Our program will continue to grow next year if one or all of us decides to implement the Pop-Up Show in the Fall.
> 1. If modification is recommended, identify the modifications you would recommend.
>
> A small modification in the planning process for this program would be to boost promotion efforts and attempt to gather a larger student audience through word of mouth. A modification for the actual program would merely be to secure more artists and potentially more space for the event. A slightly larger modification would be to organize the event in such a way that the student art would be on display for more than that one night to give even more exposure and allow more time for the public to enjoy the art at their leisure.

2.   Justify your decision based upon your Evaluation Report
Our evaluation of the program identified only minor modifications and small amounts of information gathered from the staff, participating artists, and observations of the general public's experience. This put us in the Incremental Developmentalism section of the decision matrix which means that as our program grows we will continue to make minor adjustments to it to better meet our audience's needs. As the program matures, we could get more detailed information/feedback about the program and move to a different decision in the matrix. For now, our focus group netted a few pieces of information and little suggestions for modifications.