



EUGENIE CHAN THEATER PROJECTS

**ECTP COVID
IMPACT RESPONSE
SURVEY PROJECT**

Introduction

At the very end of 2020, ECTP had just finished a devising process via Zoom to develop a digital version of *The Truer History of the Chan Family*, something we envisioned our audiences could safely view online. Since we could no longer present a live performance during the Covid-19 pandemic, we pivoted to a virtual one. We were about to go into production when the January 2021 Covid-19 surge hit. Ugh. We decided to postpone until the public health landscape became safe to create again.

But when would that be? What kind of health and safety protocols could we expect? Would audiences return? If they did return, what kind of theater experience would they want?

To answer these questions we went to our best source: our community. In August 2021 we emailed surveys tailored to three core groups: our Patrons, Peer Producers, and Community Partners. You will see our overarching takeaways and our detailed analyses in the report that follows.

We are extremely grateful to all who responded. In addition, we thank the Ronald H. Epstein Foundation and the Phyllis C. Wattis Covid Relief Fund for their support. A special shout out of appreciation to survey specialist, Shauna Satnick, whose superb analyses power this report.

The purpose of this survey is to serve as a guide to moving forward for ECTP and colleagues in a time of pandemic-informed arts programming and production. Included in this document are analyses, data visualizations, and recommendations based on the ECTP 2021 Patron Survey, Peer Producer Survey, and Community Partner Survey. The surveys consisted of multiple-choice questions, “check all that apply” boxes, and short answers. Each section is broken down by survey type and furthermore by question. All surveys were anonymous.

The survey was distributed to ECTP patrons, fellow arts producers and AAPI-centric community partners (cultural and neighborhood centers) through our opt-in mailing list and 1:1 outreach. The creators of the survey and summary are not trained data collectors, but worked together, referencing best practices and survey questionnaire design and reporting format from Shugall Research, Arts Services Inc, Indigo-Ltd, CAST, and Audience Outlook Monitor.

Acknowledgments

Survey content and design, graphic design, editors: Eugenie Chan & Marcy Straw

Survey formatting, deployment, data collection, compilation and analysis of findings: Shauna Satnick



Community Survey Findings & ECTP Response

The Community Partner Survey was sent out to 6 key staff members of 6 organizations on September 29, 2021, with 3 responses.

This survey's purpose was to gain insight into how community partners of ECTP are returning to live events and programs, and to learn more about their pandemic experience and thoughts for the future, recognizing that there may be a gap between what activities are declared safe and the personal comfort level of clients, stakeholders and staff toward live engagement.

While this survey captured a small number of organizations, these are vital groups who play a huge role in the AAPI communities they serve and who generously share critical community and cultural knowledge with ECTP.

Overwhelmingly, Community Partner survey responses mirror ECTP's plan to provide hybrid programming. Partner stakeholders were able to easily access online programming at home via smart devices.

We are encouraged that our shared target AAPI communities will be able to access our hybrid production, especially online programming that features a robust, high quality, easy-to-access, free-of-charge on-demand video, which will be as artistic and creative as its live complement.

Community Partner findings also support the return to smaller in-person events.



"We sense and hear trepidation based on anti-AAPI hate crimes. We are 'meeting' visitors where they are."

From an optional Community Partner survey question. One organization referred to the concern over anti-AAPI hate crimes: *As ECTP aims to serve Asian American Pacific Islander community audiences, is there anything else you feel is important for us to know?*

Who do Community partners serve?

- All community respondents serve AAPI populations
- One partner serves Black, White, Latinx and Multi-Ethnic groups

2. What age groups do you serve? Check all that apply.

3 responses



3. Select the gender identity groups you most frequently serve. Check all that apply.

3 responses



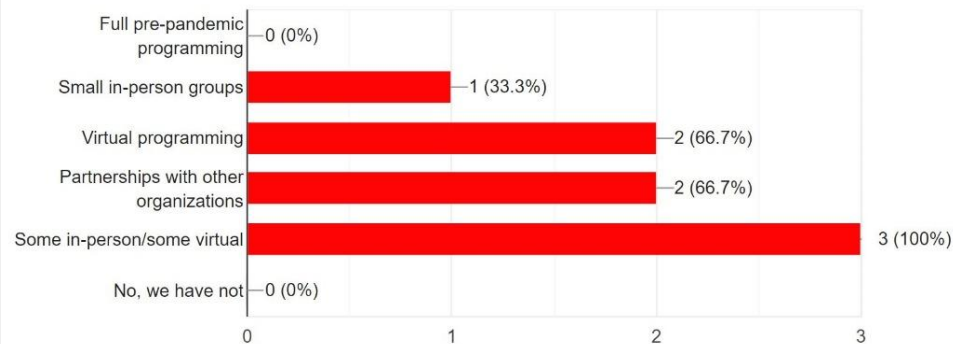
- All respondents serve Youth, Young Adults, and Boomers/Seniors (100%).
- Two partners (67%) serve Millennials and Gen X-ers; one does not.
- 100% serve those who identify as Female and Male. Only two of three respondents serve Queer Trans Non-Binary individuals.

Are they returning to in-person programming?

- All respondents have returned to some in-person/some virtual programming.
- Two have returned with virtual programming and partnerships with other organizations.
- One has returned with small in-person groups.

4. Have you returned to in-person programming? Check all that apply.

3 responses



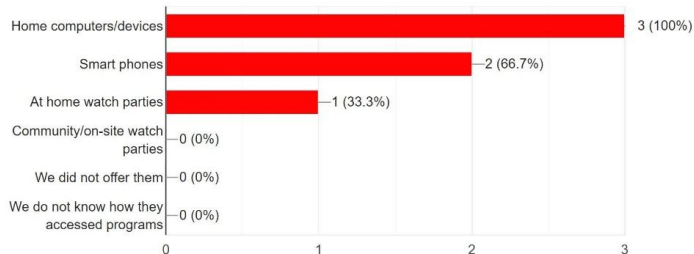
None have returned to full pre-pandemic programming.

Virtual Programming

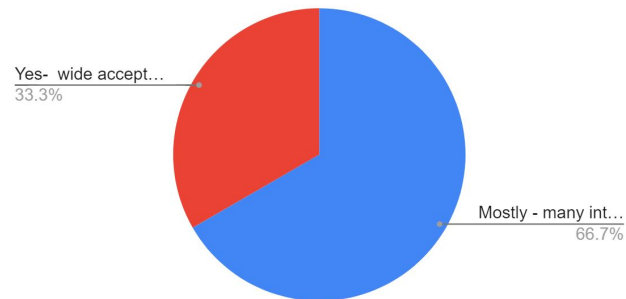
All community partner stakeholders watched virtual programs on home computers/devices. Two report stakeholders also accessed content via smartphones; one viewed at a home watch party. No one reported "community/on-site watch parties," "we did not offer them," or "we do not know how they accessed programs."

5. If you offer virtual programming, how have stakeholders accessed them?
Check all that apply, if known.

3 responses



6. Was it successful in engaging your stakeholders?



Two-thirds of respondents reported that online programming was mostly successful in engaging stakeholders.

One-third reported yes, they were successful, having a wide acceptance of virtual programming.

No one reported being unsuccessful.

All say their stakeholders will return in-person based on CDC/ local health department guidance, would like to maintain social distancing requirements, and prefer outdoor venues.

Two partner organizations added that stakeholders would like masking requirements; proof of vaccination; continued, robust sanitation protocols; and prefer virtual experiences.

One reported stakeholders would like proof of a recent negative test.

7. Going forward, what are you learning about how your stakeholders want to engage with you? Check all that apply.

3 responses



How do their stakeholders want to engage with community partners?



Across respondents, the most common advice/comment provided surrounded “meeting” audiences and team members where they are. Below are a couple of notable comments:

“As you're connecting with your audiences, it's also important to listen to those on your team. If they have concerns, it will affect their performance. Good luck!”

“We sense and hear trepidation based on anti-AAPI hate crimes. We are ‘meeting’ visitors where they are.”



Conclusions

Due to the small sample size, this data may not be representative of the larger picture.

Takeaways:

- Community partners have not fully returned to in-person programming and most are producing hybrid events.
- None have returned to pre-pandemic programming levels, though some have started to engage stakeholders in small in-person groups.
- The virtual programming that these community partners have offered have been successful (to varying degrees) in engaging stakeholders.
- Most report their programming was accessed via home computers/devices.
- When asked how stakeholders want to engage with these community partners moving forward, the majority listed their stakeholders will return depending on CDC recommendations.

Demographically, these community partners represent majority AAPI, Boomers/Seniors, Youth, and Young Adults, as well as those who identify as Female and Male.

Appendix:

List of All Questions

We asked the following questions:

1. Select the ethnic groups you most frequently serve. Check all that apply.
2. What age groups do you serve? Check all that apply.
3. Select the gender identity groups you most frequently serve. Check all that apply.
4. Have you returned to in-person programming? Check all that all apply.
5. If you offer virtual programming, how have stakeholders accessed them? Check all that apply.
6. Was it successful in engaging your stakeholders?
7. Going forward, what are you learning about how your stakeholders want to engage with you? Check all that apply.
8. Optional: As ECTP aims to serve Asian American Pacific Islander community audiences, is there anything else you feel is important for us to know?