

TEEN OPEN STUDIO

2018-2019

EVALUATION FINDINGS

March 22, 2019



CMOA



BACKGROUND & CONTEXT

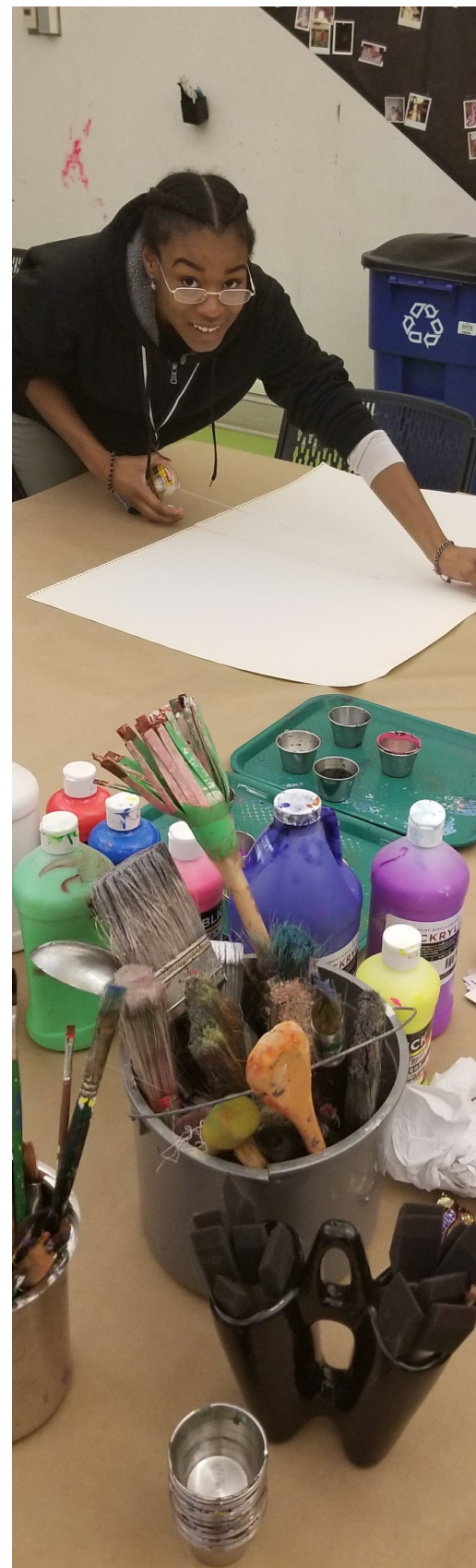
Teen Open Studio is a free, drop-in program at the Columbus Museum of Art that encourages teenagers to explore their creative process, experiment with new technology and artistic materials, collaborate with their peers on creative projects, and connect with adult mentors and local artists and creative professionals. Teen Open Studio was designed as a safe place for young people where they can experiment with materials, or just hang out with friends. The program is funded by Battelle, the Reinberger Foundation, and the National Endowment for the Arts.

EVALUATION GOALS

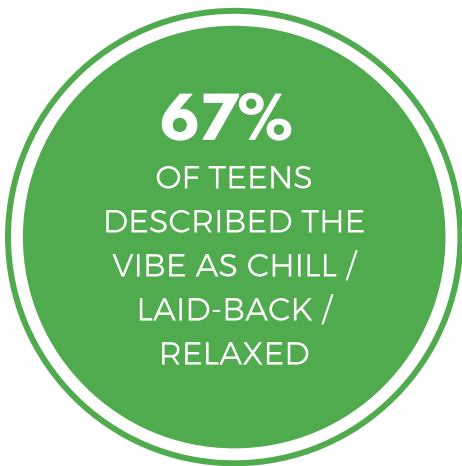
- 1 What are teens perceptions of Teen Open Studio?
- 2 What is the continued impact of Teen Open Studio on young people? Are intended impacts being met?
- 3 How can the Columbus Museum of Art continue to engage youth as they age out of Teen Open Studio?

METHODOLOGY & SAMPLE

Data were collected using a combination of process and impact interviews, and focus group discussions, which also included a "design challenge response" and a written questionnaire. Data were collected between Spring of 2018 and January of 2019. Approximately 75 teens participated in the study: 61 teens participated in the impact interviews, 19 participated in the creative process interviews, and 16 participated in the focus group and design challenge conversations. A small number of teens may have participated in multiple data collection activities.



PERCEPTIONS



Supporting findings from the 2018 evaluation of Teen Open Studio, the 2019 evaluation found that teens continue to perceive the program in an extremely positive way. Teens describe Teen Open Studio as fun, creative, diverse and inclusive, empowering, accessible, and supportive of their health and well-being. Teens describe the vibe as chill, laid-back, friendly, welcoming, creative, happy, inspirational, and collaborative. Most first time participants say they want to return to Teen Open Studio in the future and teens who come regularly say they try to come every week. Many frequent participants say they have been coming to TOS for over one year, with some coming for over three years. These findings demonstrate how Teens perceive Teen Open Studio as a place where they can relax in a "chill" environment, with their peers, and explore their creative abilities.

FIGURE 1: Word cloud of teens' responses to the prompt: *Describe Teen Open Studio to someone else using only three words.*



MOTIVATIONS

Teens' motivations for coming to Teen Open Studio closely align with CMA's intended outcomes for the programs. The primary reasons teens come to Teen Open Studio include having opportunities to express themselves creatively, hang out with their friends, and gain new inspiration and skills. Teens perceive they can do all of these things at Teen Open Studio because they also perceive CMA as a safe and welcoming environment that provides them with access to unique materials and technology.

87%
OF FIRST-TIME VISITORS SAID THEY WOULD PROBABLY RETURN TO TOS IN THE FUTURE



There's all this free stuff and you even feed us once in a while and I feel lucky. I like how every once in a while, if you are just vibing with people and they are like, "let me teach you this," or "let's talk about this." It's a creative place where I can develop things that I want to develop. It's pretty chill and you don't have to be here. You have an option.

FIGURE 2: Percentage of teens who selected the motivational statement as a reason why they come to Teen Open Studio.



IMPACTS

Teens continue to be positively impacted by their participation in Teen Open Studio. Across all five impact categories, the study revealed moderate to high levels of positive change for the majority of teens. In fact, at least half of teens reported high levels of positive change in areas related to personal development, creative thinking skills, sense of belonging to a creative community, artistic and cultural literacy, and interest and engagement.

5 CATEGORIES OF IMPACT

ARTISTIC & CULTURAL LITERACY

CREATIVE THINKING SKILLS



MOTIVATION & ENGAGEMENT



CREATIVE COMMUNITY



PERSONAL IDENTITY

CREATIVE COMMUNITY



96%

The vast majority of teens (96%) described Teen Open Studio as having a moderate to high level of impact on their interest in collaborating with other teens. When asked what the absolute BEST part of Teen Open Studio is, 46% of teens referred to the creative community.

FIGURE 3 shows the percentage of teens that rated the following statements as having a moderate - high level of impact on their lives.



The most rewarding thing is showing my music to the people that are here and just knowing that I have their support just as much as they have mine.

When you have people around you, you know, helping you and telling you that you can be the best you and you don't have to worry about anything else that definitely plays a part.

CREATIVE THINKING SKILLS



97%

The vast majority of teens described Teen Open Studio as having a moderate to high level of impact on their interest in experimenting with new ideas or materials. When asked what the absolute BEST part of Teen Open Studio is, 25% of teens referred to the development of creative thinking skills.

FIGURE 4 shows the percentage of teens that rated the following statements as having a moderate - high level of impact on their lives.



You can make one thing turn into a bunch of different ideas all in one. It comes from inspiration and my own ideas myself.

It's allowed me to kind of look at a bunch of different options to use. I got wire out to use first and it kind of evolved into more fabric, but it gives you a lot of different ways to go with a project.



CULTURAL & ARTISTIC LITERACY

100%

Every teen described Teen Open Studio as having a moderate to high level of impact on their interest in art. When asked what the absolute BEST part of Teen Open Studio is, 32% of teens mentioned cultural and artistic literacy.

FIGURE 5 shows the percentage of teens that rated the following statements as having a moderate - high level of impact on their lives.



A lot of the mentors really were a big inspiration on me. Being able to talk and sit down and they are able to tell me their creative beliefs and I tell them mine and then we work together on finding out something together. So I am grateful that I also have that [strategy] with me.

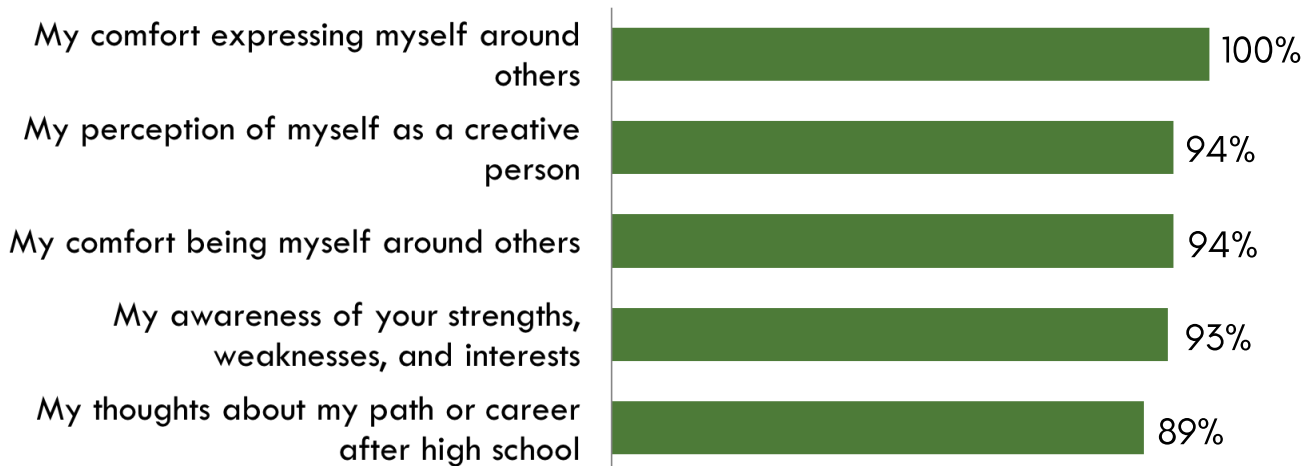
PERSONAL IDENTITY



100%

Every teen described Teen Open Studio as having a moderate to high level of impact on their comfort expressing themselves around others. When asked to describe the biggest reward they experienced when working on their project, ALMOST EVERYONE focused on an area of personal development.

FIGURE 6 shows the percentage of teens that rated the following statements as having a moderate - high level of impact on their lives.



I was a really quiet kid and would sit in the corner. When I entered Teen Open Studio, it was just a whole bunch of people who are really creative and kind. It helped me to become more loud and I wasn't as quiet anymore. I've been very expressive and I have made new friends.



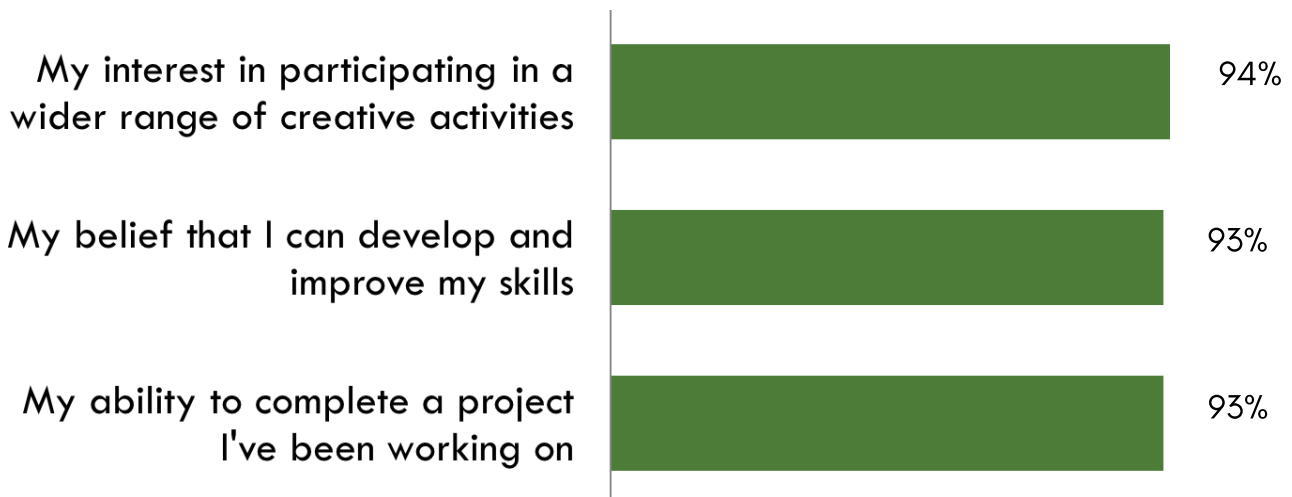
MOTIVATION & ENGAGEMENT



94%

The vast majority of teens described Teen Open Studio as having a moderate to high level of impact on their interest in participating in a wider range of creative activities. When asked what influence Teen Open Studio had on the project they were working on that day, 26% of teens mentioned having a place where they can create and focus.

FIGURE 7 shows the percentage of teens that rated the following statements as having a moderate - high level of impact on their lives.



Well it definitely helps, like it makes me kind of be on a schedule definitely because I don't really have a lot of money so I don't really have time to pay for studio time...It just really teaches me to be able to manage my time.

LEISURE PREFERENCES



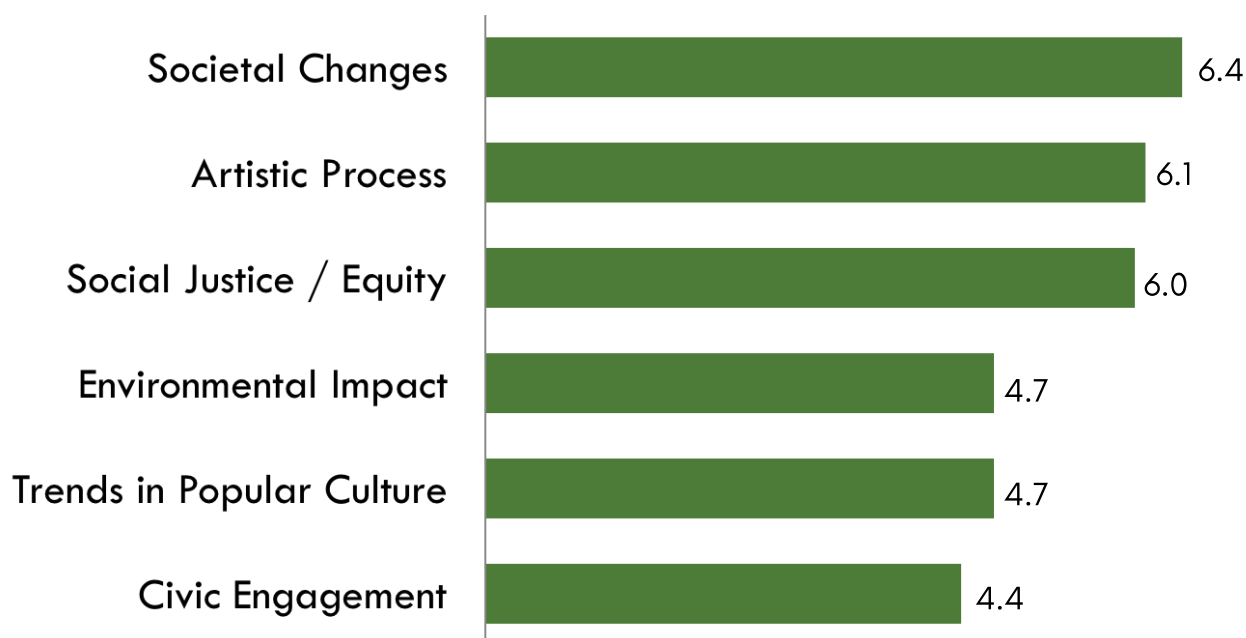
FUN
CREATIVE
AFFORDABLE
UNIQUE

**TOO-
STRUCTURED**
LECTURES
EXPENSIVE



When asked what topics they would be most interested in exploring in future programming for your people at the Museum on a scale of 1-7, teens were most interested in topics that explore societal changes, artistic process, and social justice / equity. Many teens said they feel empowered when they can take an active role in addressing social issues through creative expression and discussion.

FIGURE 8 shows the degree in which teens are interested in the following subjects [Scale of 1-7 where 1= "Not at all relevant" and 7- "Very relevant"].



WHEN ASKED TO ENVISION AN IDEAL MUSEUM EXPERIENCE FOR YOUNG PEOPLE WHO AGE OUT OF TEEN OPEN STUDIO, TEENS SAID THE FOCUS SHOULD BE...



Helping young people develop creative careers

Providing platforms for young creatives to showcase their work

Connecting young people with adult mentors & local artists

THANK YOU

THE *Reinberger* FOUNDATION **BATTELLE**

NATIONAL ENDOWMENT for the **ARTS**

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