

# Evaluating Educational Outreach

*Awareness Building within the Houston Metropolis*



———— *Navigating Shared Futures* ————

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# Background Information

- **Asia Society** promotes awareness and understanding of Asian cultures through art and education.
- **Asia Society Texas** (AST, circa 2012) is the newest physical branch.
- AST currently operates three educational programs:
  1. Explore Asia (onsite)
  2. Louisa Stude Sarofim Gallery (onsite)
  3. Asia in the Classroom (offsite)



# Current Educational Programs



- **Explore Asia (EA)**

- Six interactive experiences highlighting China, India, Japan, South Korea, and Vietnam
- Popular among younger audiences
- Asia Society's prioritized program

- **Asia in the Classroom**

- Free and paid online material that integrates into current curriculum
- Educational comics made by Asian artists for younger audiences
- Focuses on K-12 education

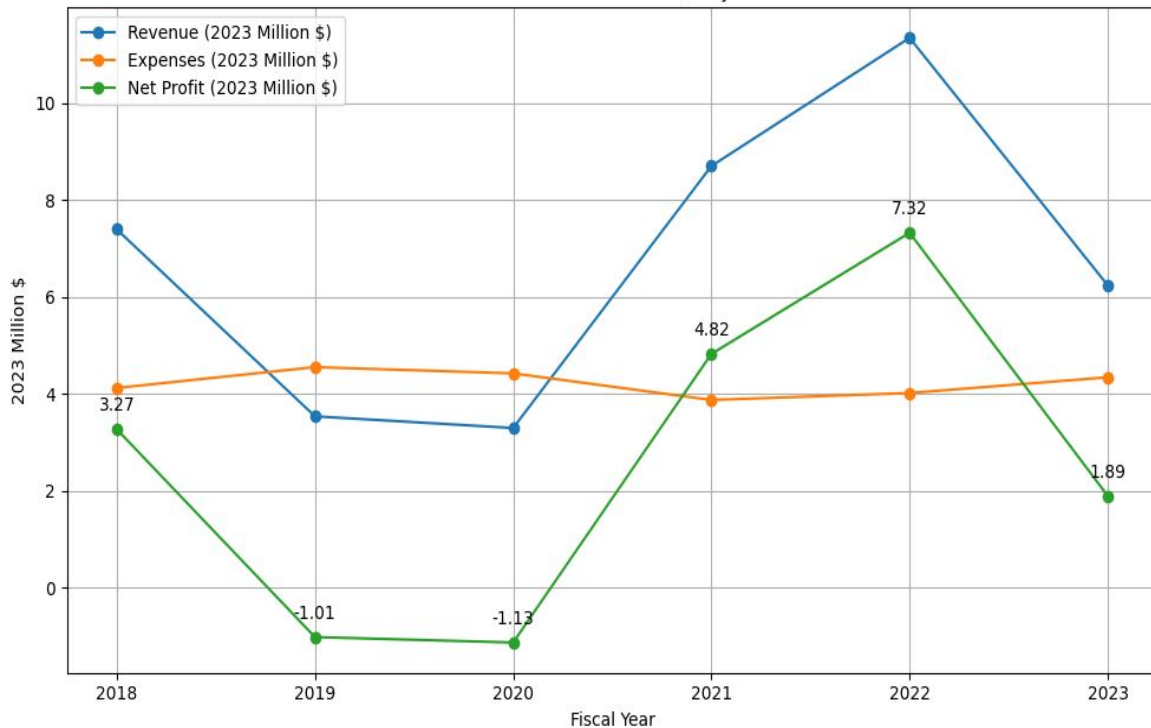
# Goals



- **Analyze existing data**
  - Extract visitor information
  - Evaluate outreach effectiveness
  - Review exhibition performance through Key Performance Indicators (KPI)
  - Summarize recent financial trends
- **Revise and innovate Explore Asia's survey system**
  - Simplify feedback documentation
  - Determine survey metrics

# Finances

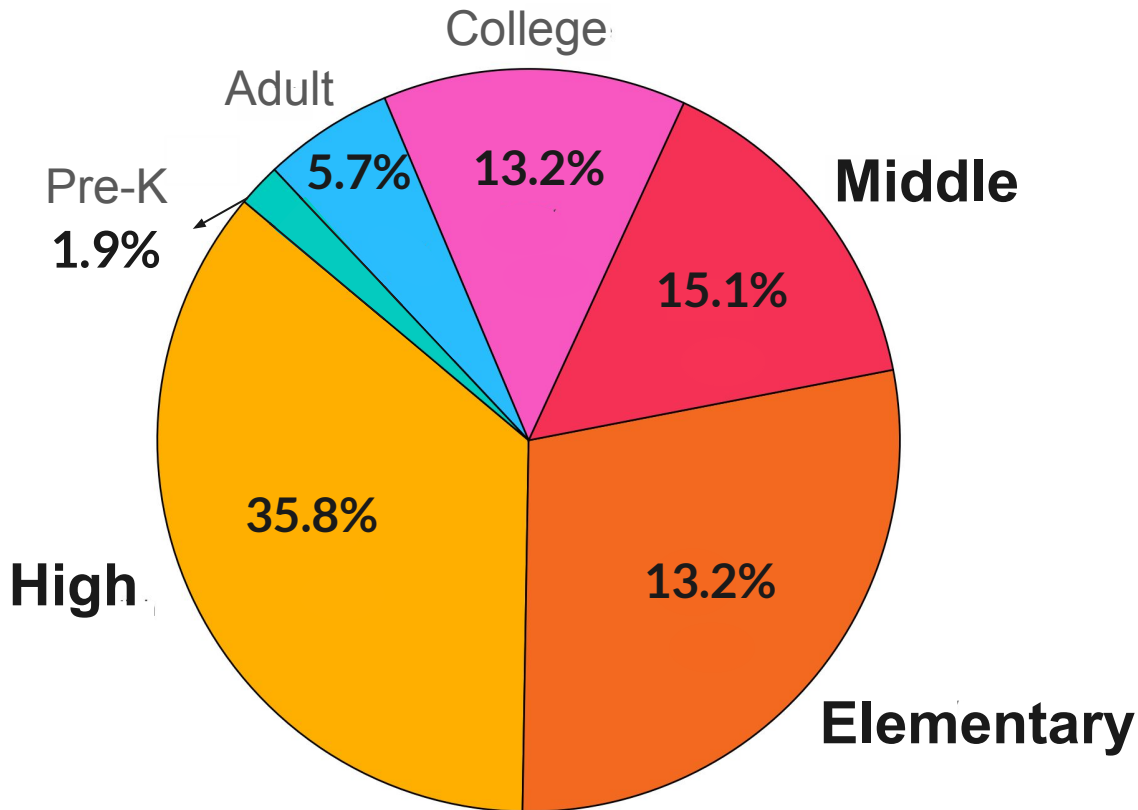
From IRS Form 990: AST Financial Trends, Adjusted to 2023 Dollars



- **Financial Feasibility**
  - Stable expenses
  - Overall profitable
- **Revenue Stream**
  - Donations
  - Grants
  - Program fees

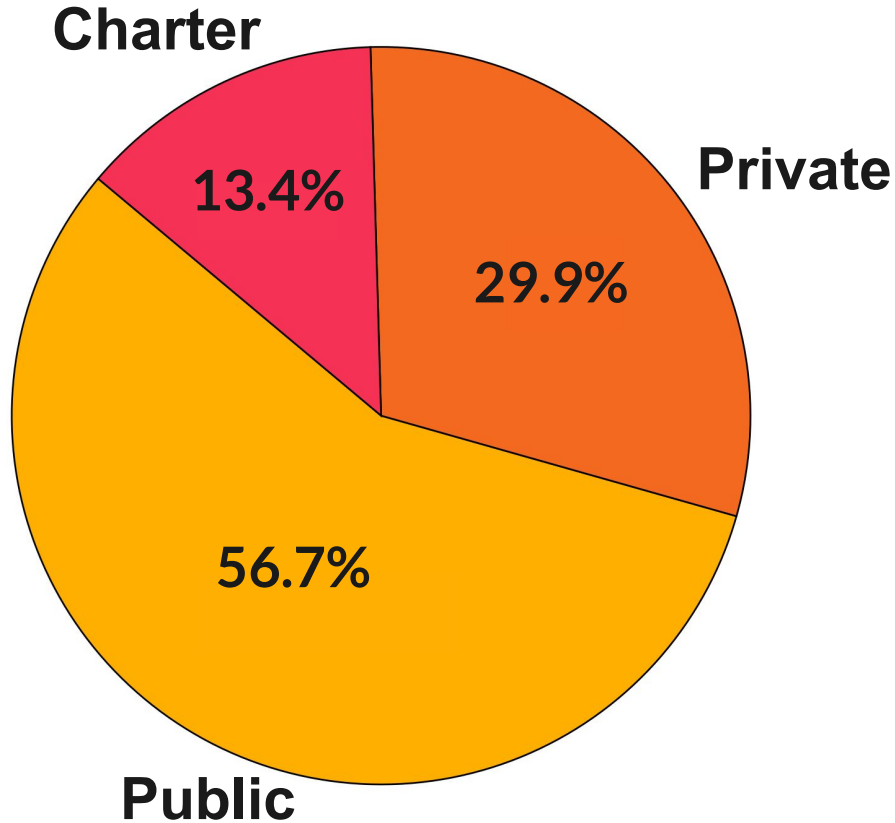
# Visitor Demographics

Visitor Classification Distribution



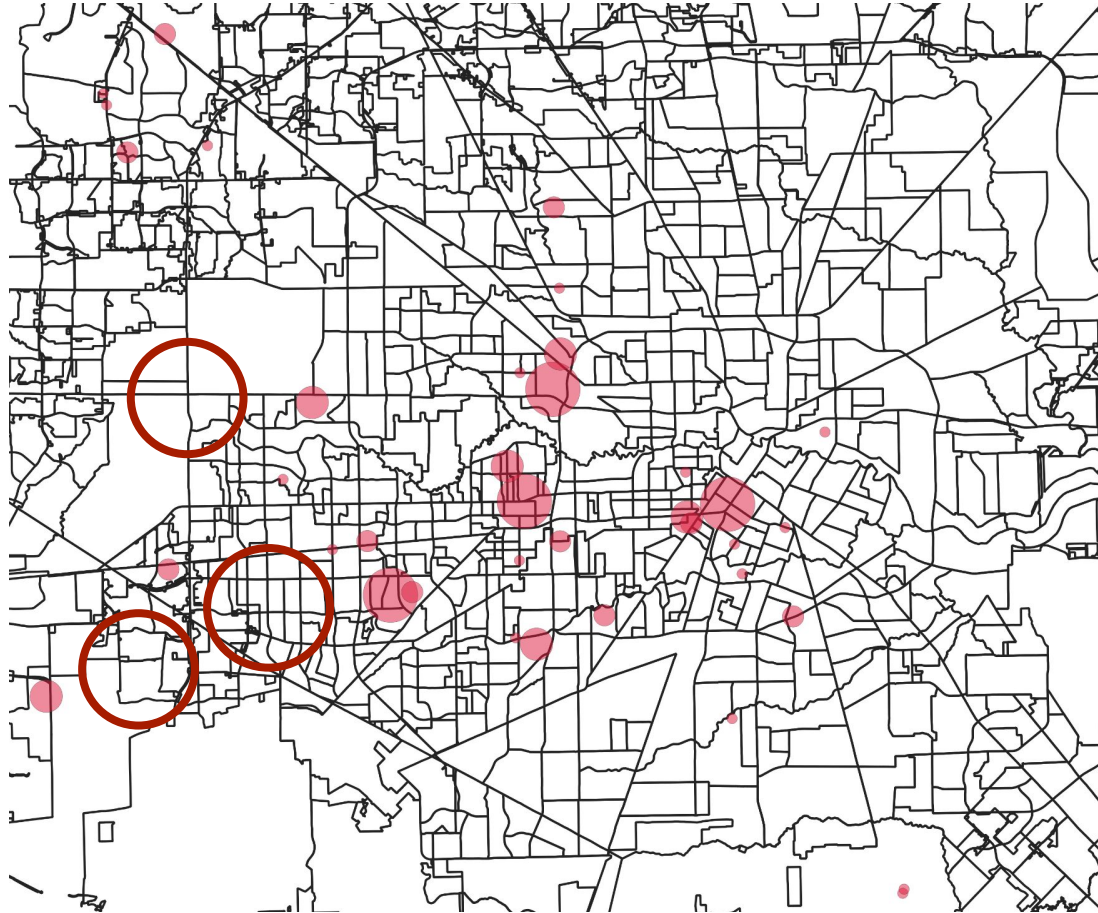
- K-12 students: ~80%
  - High School: 36%
  - Middle School: 15%
  - Elementary: 28%
- Explore Asia remains the primary interest for visitors

# School Type Distribution



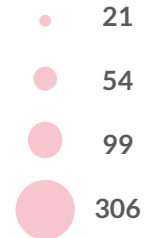
- $\frac{1}{3}$  HISD
- Public school majority: ~57%
- $\frac{1}{3}$  Title 1 Schools

# Outreach Potential



- Diversity
- Density of Asian Population
- Projected Population Growth

## Legend Attendees

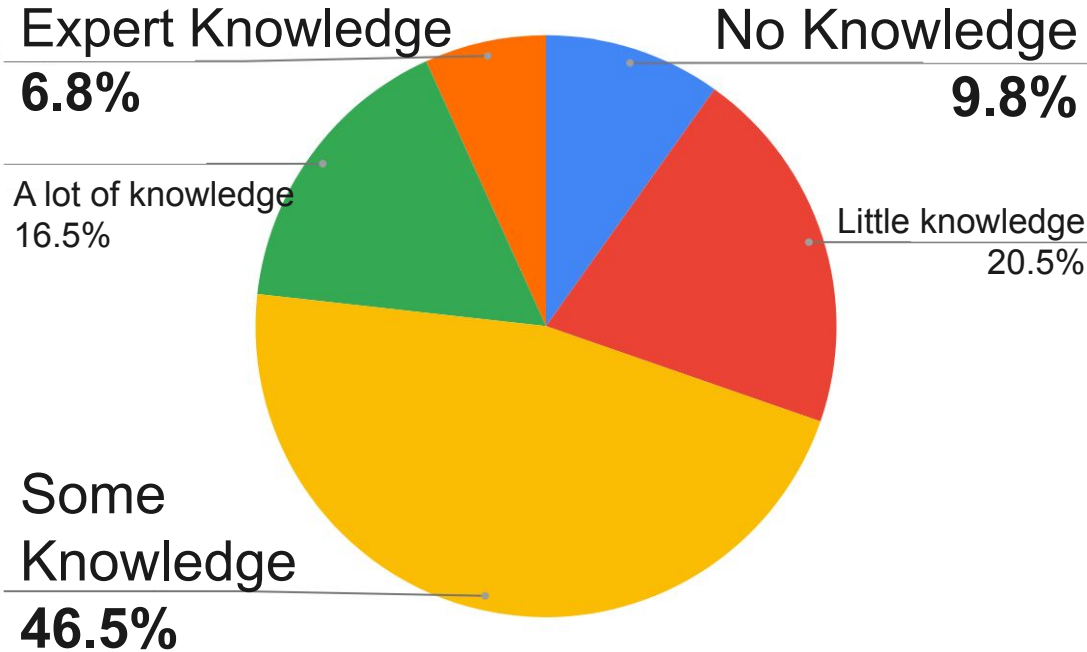


Locations of Tours Conducted

Source: Asia Society Tour Data




# EA Survey Analysis

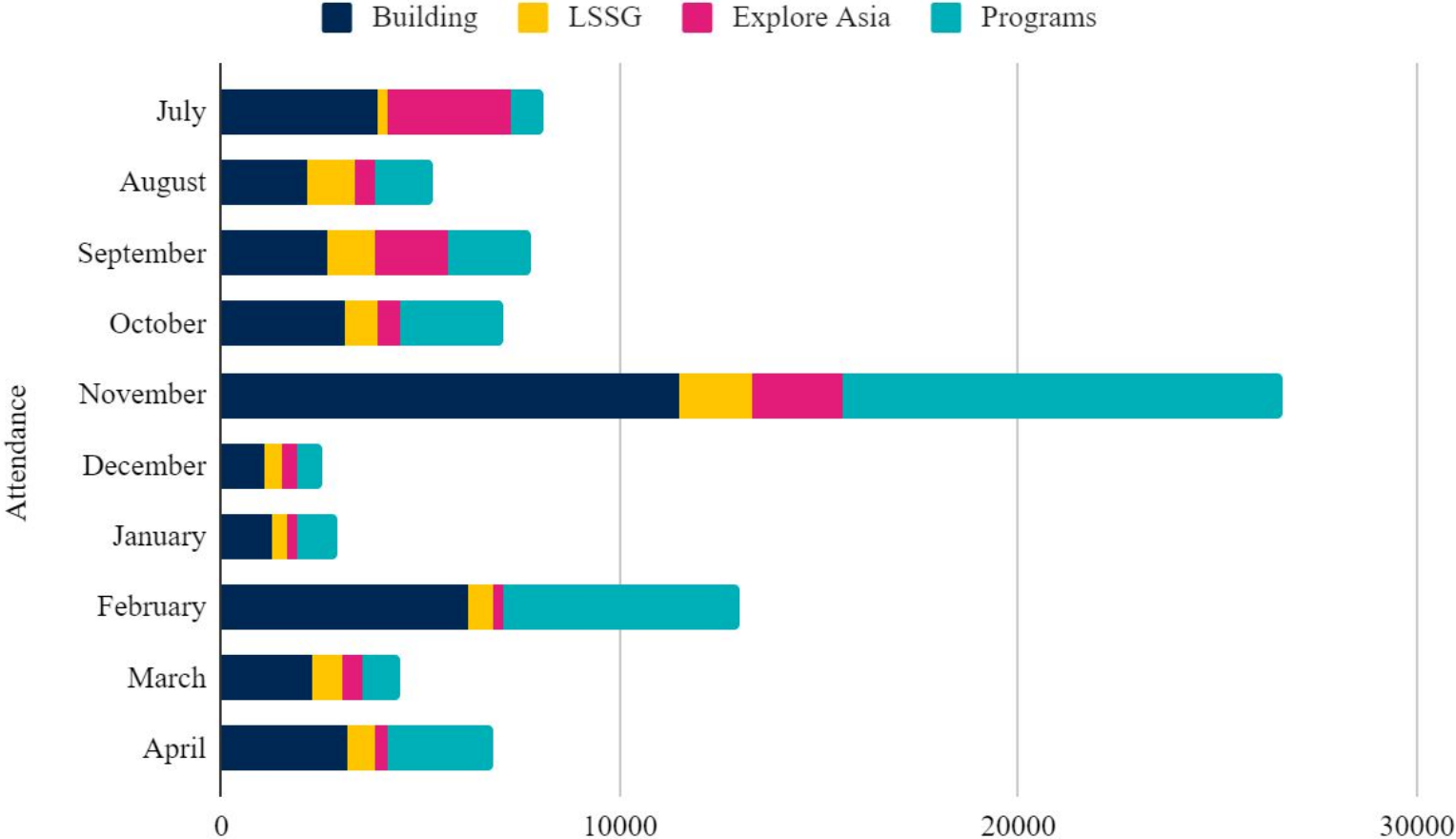


- Majority report increased knowledge about Asian cultures.
- Favorite countries include China, Japan and India.
- Favorite exhibition activities include the drums and bullet train.
- Continued learning and cultural commonalities

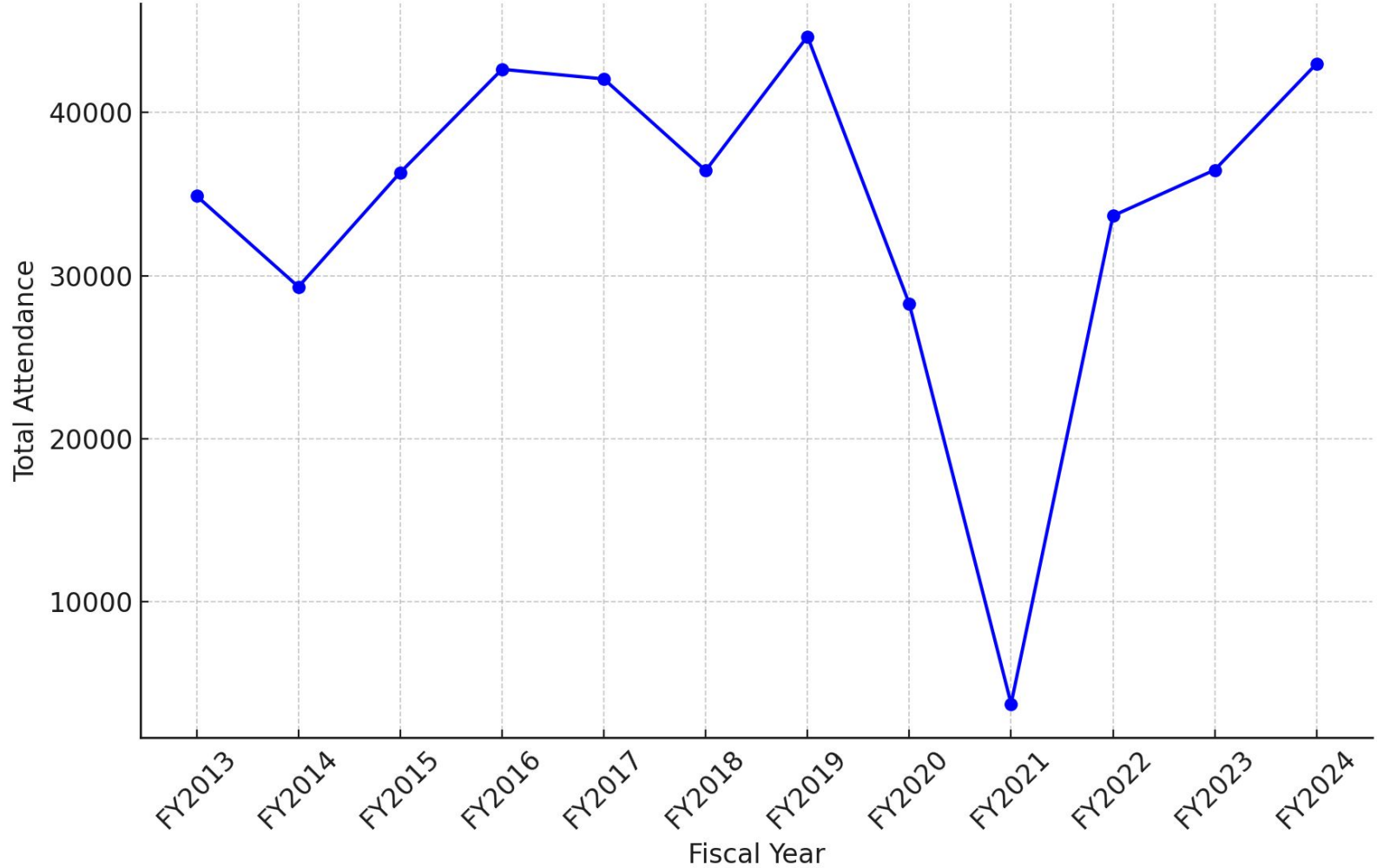
# EA Survey Development

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- Individualized survey redesign
    - Redirection depending on respondent classification (families, educators, students)
    - Reduced free response questions
    - Implemented slider questions
    - Expanded demographic information collection
  - New surveys
    - Incoming v.s outgoing feedback system

# Attendance Analysis

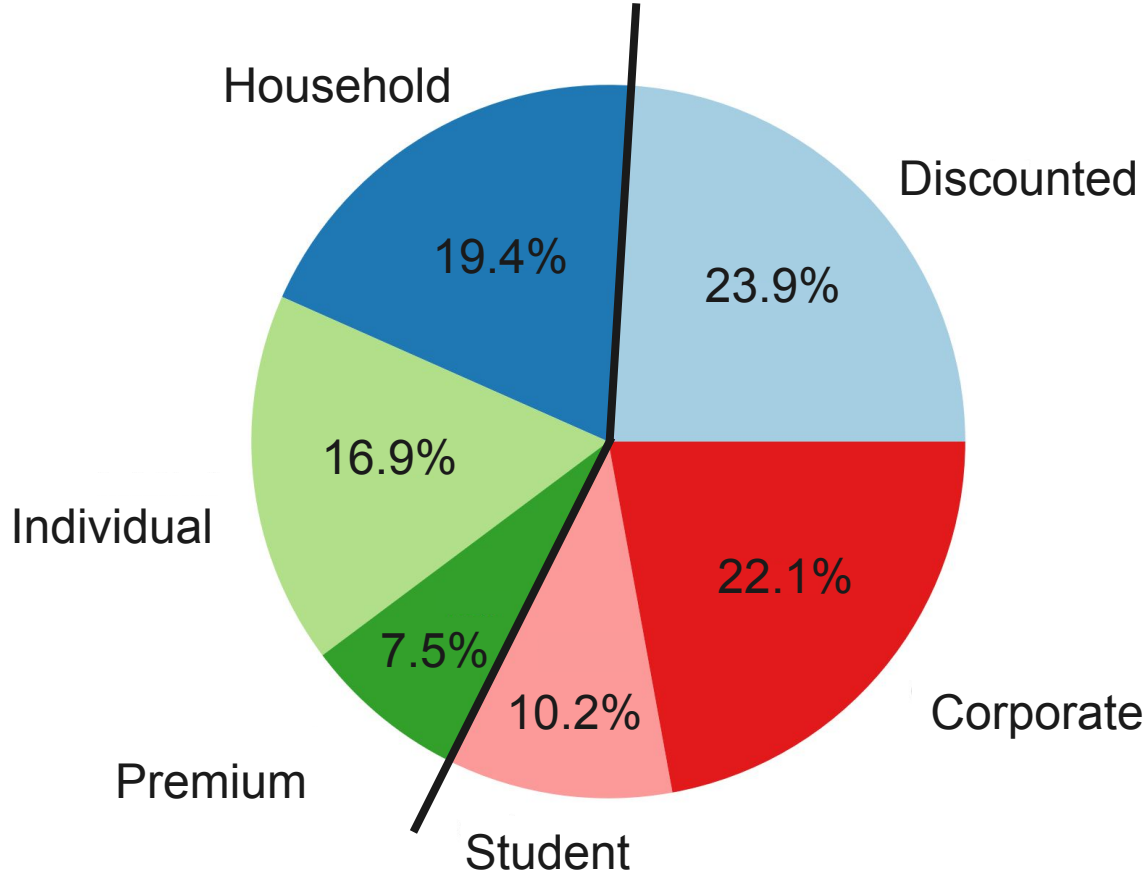


Total Attendance per Fiscal Year (July to June)



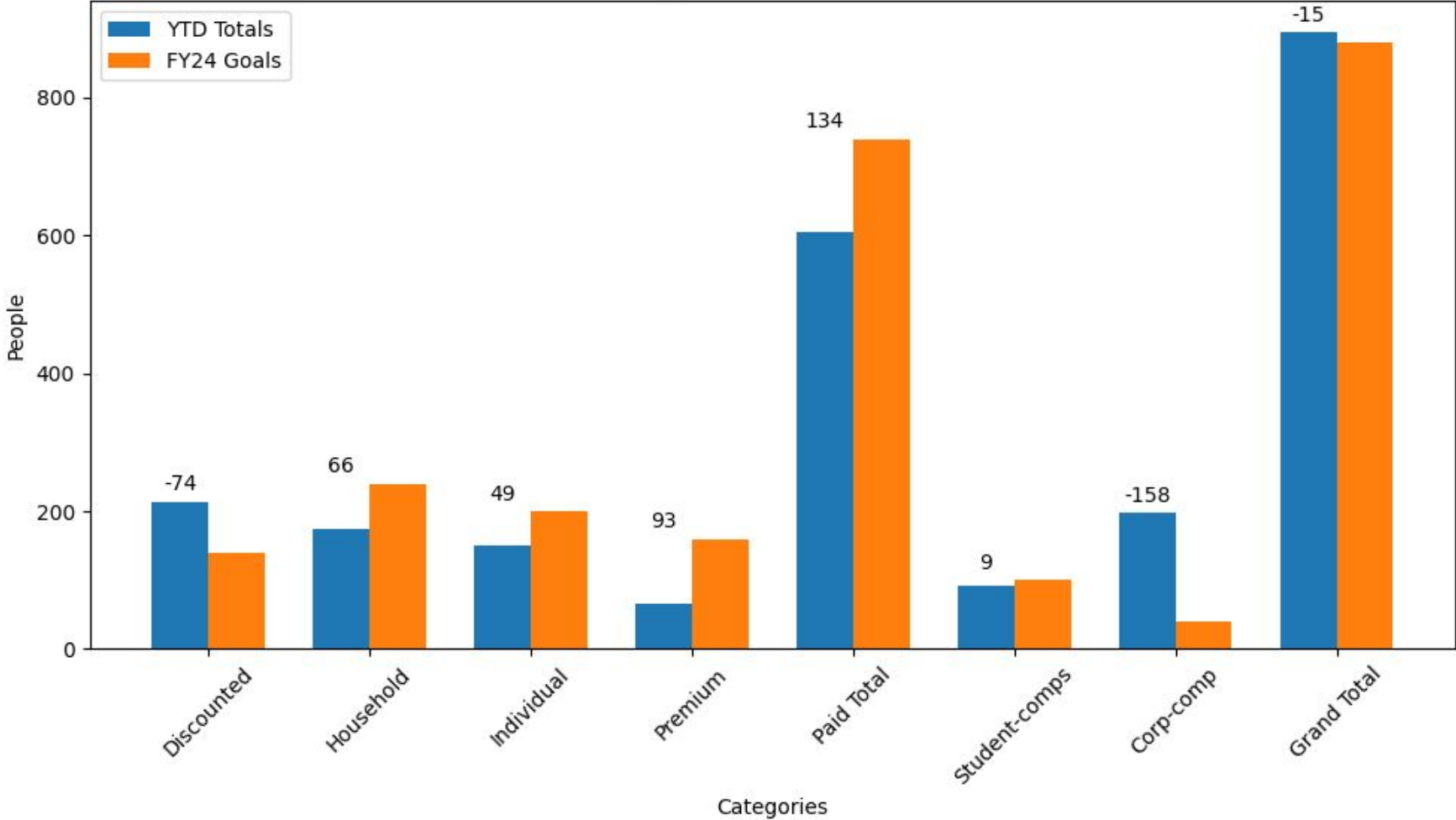
# Membership Sales Analysis

Yearly Total Membership Type Distribution



- Overall sufficient marketing effectiveness
- 75% of FY24 membership goal already attained
- Membership sales are recovering from pandemic levels

Membership: YTD Totals vs FY24 Goals



# Conclusion




- **Data Analysis**

- Explore Asia is an effective educational tool for all ages.
- Key performance indicators are up-to-date and effective.
- Annual growth is aligning with 15% benchmarks.
- Expand outreach to Alief, Fort Bend, and Katy.

- **Explore Asia Survey System**


- Curated user-friendly survey metrics.
- Implemented family and educator feedback.

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