



Theatre  
Communications  
Group

# CENTERPIECE

## FOCUS ON: EDUCATION

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### EDUCATION SURVEY 2006 BUILDING A NATIONAL TEAM: THEATRE EDUCATION ASSESSMENT MODELS

INTRODUCTION BY LAURIE BASKIN

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Assessment has been the focus of TCG's Education Program for the past several years, as we came to learn that TCG member theatres have increasingly been asked by schools and funders to provide some form of proof of student learning and that their programs are effective. Since there were no national theatre-specific assessment models or training, it seemed that each theatre was trying to develop assessment tools and practices separately, to the extent that they had resources available for this work.

In response, TCG, in consortium with ASSITEJ/USA (the U.S. organization of theatres for young people and children), began work on a new arts initiative titled *Building a National TEAM: Theatre Education Assessment Models*. With the generous support of the National Endowment for the Arts, the Esther B. Kahn Charitable Foundation and the Max & Victoria Dreyfus Foundation, a Working Group of 10 education directors from TCG and ASSITEJ theatres across the country were selected to begin a two-year process of creating assessment models for the field that directly apply to the work that we do.

TCG recently launched the TEAM website ([www.tcg.org/TEAM](http://www.tcg.org/TEAM)), which includes about 20 models that can be adapted to fit the needs of theatres with varying education programs. The template models encourage a process of thought instead of being predetermined and rigid. The models are adaptable to the types of programs at our member theatres such as in-school residencies, theatre workshops, student matinees and after school and community-based programs and can be aligned with state and national standards. These web pages hold extensive information about assessment including a thorough overview, general information on learning standards, tools for understanding assessment and additional resources and web links. It is our hope that our assessment work will help individual theatres make the case for our individual programs by ascertaining the value that our theatre education programs are adding to our communities.

TCG hired Robert Southworth, an arts education consultant who has extensive experience in creating assessment and evaluation forms. Southworth and the Working Group identified 4 major areas of assessment: observation, surveys, performance tasks and portfolios. They reviewed assessment examples in these areas, already being used in the field to determine the best methods for obtaining both qualitative and quantitative data and then designed the 20 models that can be found on the website.

TCG held an initial training session, attended by about 80 theatre educators, at the beginning of our National Conference, which took place in Minneapolis on June 6, 2007. Training theatre educators on how to adapt the models and incorporate them into their individual programs, was an important part in the development of this project.

TCG's goal has been to establish an assessment community—a network of education directors who had received initial training, who would remain in contact with TCG and each other. A national conversation has begun and a national theatre education assessment vocabulary developed. Southworth has written an article for this *Centerpiece*, which outlines the key elements from our training session, in order to extend and broaden our assessment community. Along with his article, you will find the most recent TCG Education Survey results.







This is the eighth year that TCG has reported findings from the Education Survey of its membership. For the fourth year we are aligning the Education Survey with TCG's Fiscal Survey. The Education Survey tabulation reflects education programming data from the 111 participating theatres, while the Fiscal Survey tabulation reflects fiscal data from the 201 participating theatres. Though there was some overlap in theatres filling out both surveys, there is a significantly different pool of responding theatres, which the tabulations reflect.

## EDUCATION SURVEY RESULTS

**A total of 111 theatres participated in TCG's 2006 Education Survey.** Throughout this report, the theatres are grouped by total annual expenses: Group 1: \$499,999 and less Group 2: \$500,000 to \$999,999 Group 3: \$1 million to \$2.9 million Group 4: \$3 million to \$4.9 million Group 5: \$5 million to \$9.9 million and Group 6: \$10 million and over.

	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>
Number of responses	8	16	32	15	21	19

### 1. Budget Information

#### Total theatre expenses

Average	\$350,000	\$692,977	\$1,762,377	\$3,740,290	\$7,159,005	\$18,017,240
Minimum	\$155,797	\$502,347	\$1,038,194	\$3,022,369	\$5,015,260	\$10,719,105
Maximum	\$496,695	\$996,347	\$2,700,000	\$4,863,061	\$9,899,892	\$46,419,275

Theatres with an education endowment	0	1	2	5	2	4
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### 2. Personnel Information

#### Number of full-time education staff

Average	1	1	1	3	2	5
Minimum	0	0	0	1	0	2
Maximum	3	2	4	8	6	16

#### Number of part-time education staff

Average	2	1	2	3	1	2
Minimum	0	0	0	0	0	0
Maximum	6	4	16	27	9	10

#### Number of artist educators

Average	6	9	12	15	11	38
Minimum	3	0	0	0	0	0
Maximum	10	30	50	55	50	125

#### Number of education interns

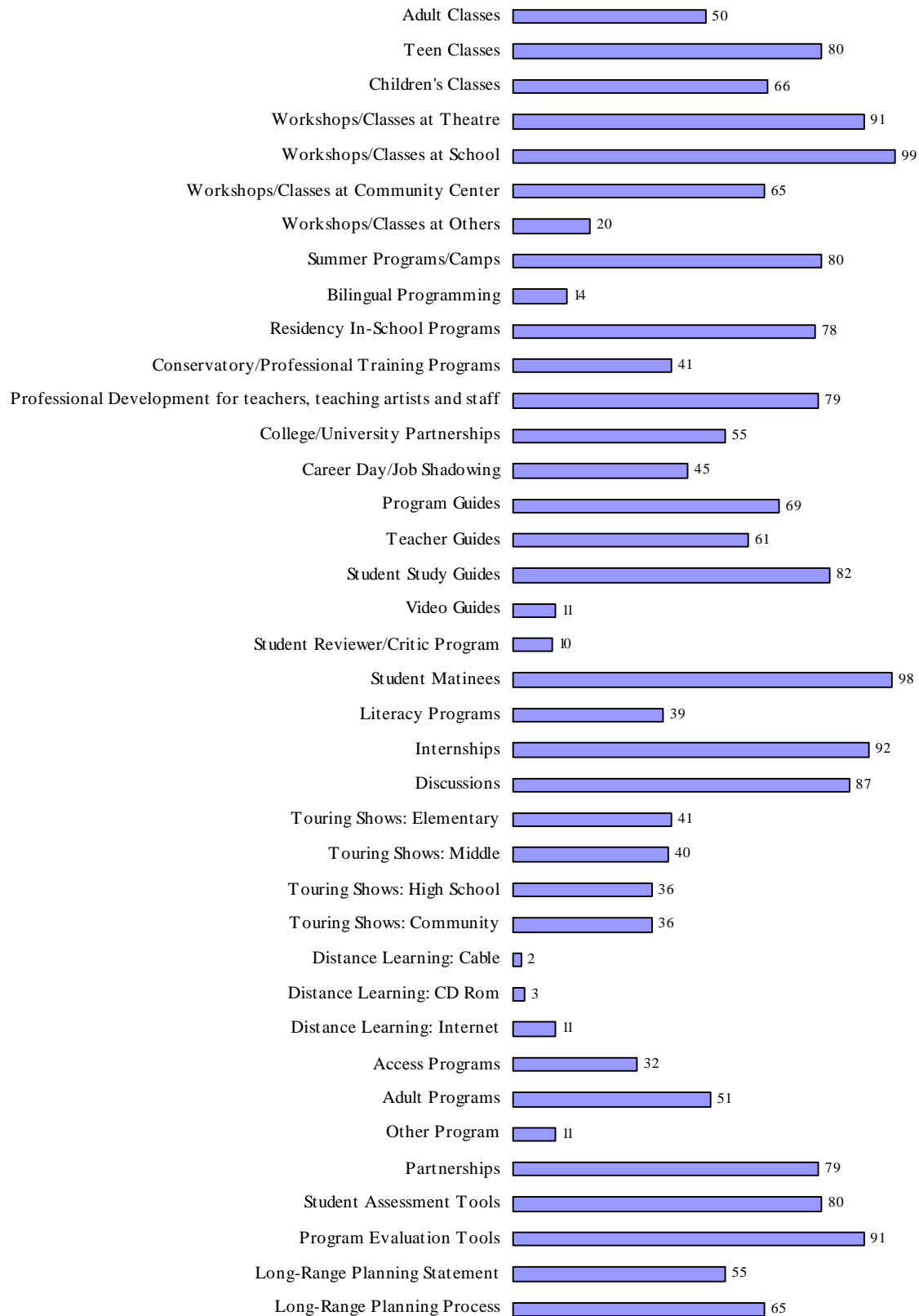
Average	1	3	2	4	3	4
Minimum	0	0	0	0	0	0
Maximum	4	12	12	17	20	14

#### Number of education volunteers

Average	1	2	10	7	7	12
Minimum	0	0	0	0	0	0
Maximum	5	10	165	42	75	82

### 3. Educational Programming

Number of Responses out of 111 theatres



## 4. Audience Statistics

### Number of *students* (K-12) served in 2005–06 season

Average	2,853	9,417	34,357	21,773	18,998	33,481
Minimum	0	10	50	1,408	1,000	1,000
Maximum	9,421	57,000	350,000	65,000	48,000	109,000

### AGE DEMOGRAPHICS – For all education programming, the percent of programs geared to each age group:

#### Ages 5–11

Average	13%	24%	31%	27%	28%	25%
Minimum	0%	0%	0%	2%	0%	0%
Maximum	45%	70%	85%	70%	73%	87%

#### Ages 12–18

Average	57%	45%	54%	57%	49%	53%
Minimum	20%	0%	10%	15%	20%	6%
Maximum	100%	100%	100%	91%	90%	90%

#### Ages 19–25

Average	16%	15%	8%	4%	7%	8%
Minimum	0%	0%	0%	0%	0%	0%
Maximum	50%	100%	60%	15%	25%	25%

#### Ages 26–40

Average	7%	6%	3%	5%	6%	7%
Minimum	0%	0%	0%	0%	0%	0%
Maximum	25%	35%	15%	16%	25%	28%

#### Ages 41–60

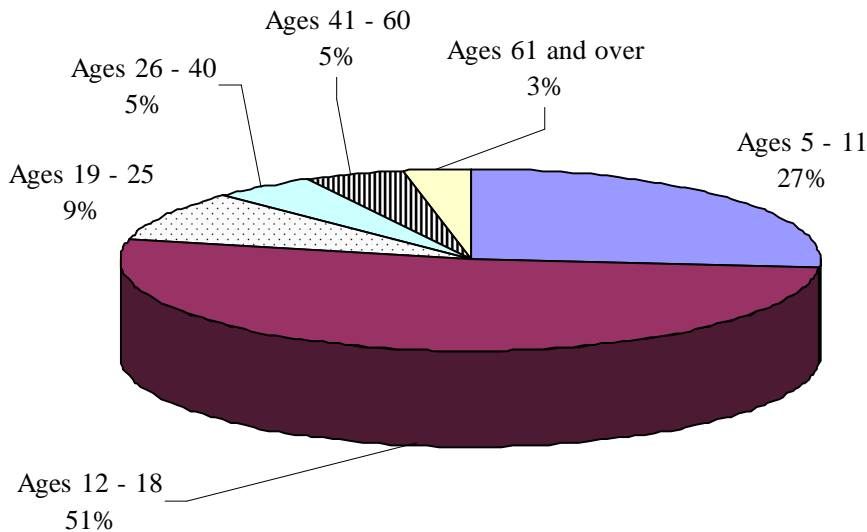
Average	6%	5%	3%	5%	8%	5%
Minimum	0%	0%	0%	0%	0%	0%
Maximum	35%	23%	15%	30%	25%	15%

#### Ages 61 and over

Average	1%	5%	2%	2%	4%	4%
Minimum	0%	0%	0%	0%	0%	0%
Maximum	5%	30%	15%	6%	15%	15%

## Education Programs Age Demographics

(average among all budget groups)



	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>
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## 5. Student Matinee Information

### Student matinee ticket prices

Number of responses	5	12	23	14	18	16
Average	\$7.60	\$7.83	\$9.46	\$9.61	\$10.83	\$11.20
Minimum	\$5.00	\$3.00	\$4.50	\$5.00	\$5.00	\$1.00
Maximum	\$12.00	\$14.00	\$18.00	\$15.00	\$16.00	\$20.00

### Attendance for all student matinees for all productions

Number of responses	3	12	26	14	20	19
Average	965	2,685	8,762	20,267	13,475	20,637
Minimum	200	297	300	735	500	1,130
Maximum	2,195	10,000	45,057	143,627	110,331	90,000

### Number of student matinee performances for all productions

Number of responses	3	12	27	14	20	19
Average	6	13	38	54	39	27
Minimum	3	3	1	2	1	4
Maximum	12	30	208	305	334	127

### Number of productions for which student matinees were offered

Number of responses	3	12	27	14	20	19
Average	3	3	4	4	6	6
Minimum	1	1	1	1	3	2
Maximum	7	7	9	11	10	14

## EDUCATION PROGRAMS INFORMATION BASED ON TCG'S FISCAL SURVEY 2006

A total of 201 theatres participated in TCG's Fiscal Survey 2006. Throughout this report, the theatres are grouped by total annual expenses: Group 1: \$499,999 and less Group 2: \$500,000 to \$999,999 Group 3: \$1 million to \$2.9 million Group 4: \$3 million to \$4.9 million Group 5: \$5 million to \$9.9 million and Group 6: \$10 million and over.

	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>
Number of responses	22	26	68	29	31	25

## 1. Education Programs

### Number of education programs

Number of responses	14	23	59	27	31	23
Average	3	5	5	10	10	10
Minimum	1	1	1	1	2	1
Maximum	6	15	23	48	32	34

### Number of individuals of all ages served by the education program(s)

Number of responses	14	23	59	27	31	23
Average	4,810	5,852	16,868	24,776	19,518	32,201
Minimum	30	40	25	1,000	10	200
Maximum	30,000	46,958	228,816	123,426	93,856	156,091

	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>
<b>2. Expenses</b>						
<b>Total theatre expenses</b>						
Number of responses	22	26	68	29	31	25
Average	\$329,214	\$682,158	\$1,739,611	\$3,759,414	\$7,098,028	\$17,708,258
Minimum	\$89,357	\$502,347	\$1,027,908	\$3,022,369	\$5,015,260	\$10,318,330
Maximum	\$494,317	\$926,576	\$2,924,398	\$4,932,073	\$9,899,892	\$46,419,275
<b>Education programs payroll</b>						
Number of responses	3	16	49	26	30	23
Average	\$14,671	\$31,518	\$45,419	\$170,077	\$170,334	\$352,564
Minimum	\$2,813	\$2,050	\$5,000	\$27,272	\$34,520	\$51,396
Maximum	\$30,200	\$229,746	\$250,841	\$669,954	\$1,029,718	\$1,549,022
<b>Education programs fringe benefits</b>						
Number of responses	3	15	45	26	30	23
Average	\$2,079	\$3,711	\$7,197	\$28,772	\$31,829	\$69,126
Minimum	\$249	\$235	\$356	\$3,651	\$3,500	\$7,274
Maximum	\$3,973	\$14,698	\$34,977	\$107,460	\$177,444	\$366,769
<b>Education programs/outreach costs</b>						
Number of responses	11	19	54	28	31	22
Average	\$18,653	\$13,023	\$22,918	\$98,114	\$76,232	\$163,116
Minimum	\$1,221	\$50	\$1,000	\$50	\$14,274	\$38,664
Maximum	\$92,964	\$74,519	\$112,004	\$819,274	\$265,989	\$602,301
<b>Total education programs expenses</b>						
Number of responses	11	21	57	28	31	23
Average	\$23,221	\$38,447	\$66,438	\$282,760	\$271,874	\$577,714
Minimum	\$1,221	\$2,430	\$1,700	\$50	\$46,327	\$97,334
Maximum	\$127,137	\$277,700	\$333,577	\$1,310,451	\$1,439,538	\$2,518,092
<b>Education expenses as % of total theatre expenses</b>						
Number of responses	11	21	57	28	31	23
Average	7%	6%	4%	7%	4%	4%
Minimum	0.3%	0.3%	0.1%	0.002%	0.5%	0.9%
Maximum	28%	40%	21%	31%	26%	13%
<b>Theatres with 100% of their expenses devoted to educational programming</b>	0	0	0	0	0	0

### 3. Income

#### EARNED INCOME

##### Children's series ticket sales

Number of responses	8	4	16	7	10	6
Average	\$18,052	\$9,689	\$17,862	\$115,041	\$116,423	\$271,467
Minimum	\$65	\$3,001	\$735	\$7,236	\$8,421	\$60,610
Maximum	\$49,497	\$19,383	\$66,586	\$460,832	\$311,535	\$623,420

##### Arts in education/youth services

Number of responses	7	12	40	18	22	19
Average	\$39,622	\$37,376	\$70,610	\$189,204	\$56,855	\$125,691
Minimum	\$1,400	\$50	\$750	\$3,789	\$800	\$3,000
Maximum	\$160,756	\$246,492	\$832,190	\$1,344,113	\$470,049	\$618,770



	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>
<b>Adult access/outreach programs</b>						
Number of responses	3	6	9	6	6	3
Average	\$1,027	\$5,858	\$11,979	\$22,401	\$6,691	\$22,933
Minimum	\$100	\$200	\$270	\$1,344	\$200	\$6,635
Maximum	\$2,805	\$22,163	\$73,482	\$100,929	\$22,487	\$32,350
<b>Training programs</b>						
Number of responses	4	13	31	16	19	15
Average	\$14,459	\$27,969	\$50,902	\$177,677	\$272,645	\$509,650
Minimum	\$51	\$140	\$1,400	\$170	\$3,600	\$15,859
Maximum	\$55,981	\$179,874	\$132,486	\$526,158	\$2,040,125	\$1,885,770
<b>Total income from education/outreach programs</b> (sum of AIE/Youth Services, Adult Access, and training programs income)						
Number of responses	9	20	52	24	26	21
Average	\$37,585	\$42,363	\$86,734	\$265,955	\$248,893	\$481,032
Minimum	\$1,400	\$140	\$750	\$170	\$7,775	\$4,188
Maximum	\$160,756	\$246,492	\$832,190	\$1,344,113	\$2,040,125	\$2,504,540
<b>CONTRIBUTED INCOME</b>						
<b>NEA education grants</b>						
Number of responses	0	2	1	2	3	2
Average	-	\$13,650	\$15,000	31,000	\$29,833	\$49,000
Minimum	-	\$4,000	\$15,000	29,000	\$25,000	\$30,000
Maximum	-	\$23,300	\$15,000	33,000	\$32,500	\$68,000
<b>Department of Education and other government agencies</b>						
Number of responses	1	0	2	3	3	5
Average	\$7,000	-	\$146,121	\$217,287	\$237,326	\$263,218
Minimum	\$7,000	-	\$44,988	\$45,000	\$30,323	\$28,297
Maximum	\$7,000	-	\$247,254	\$361,409	\$583,256	\$454,399
<b>Total income from federal government</b>						
Number of responses	8	13	28	19	20	22
Average	\$11,650	\$15,282	\$36,252	\$68,450	\$75,969	\$111,045
Minimum	\$7,893	\$4,000	\$2,250	\$10,000	\$3,000	\$25,000
Maximum	\$18,000	\$28,221	\$279,472	\$431,409	\$583,256	\$623,306
<i>Amount of total income from federal government supporting education programs</i>						
Number of responses	0	1	6	6	6	8
Average	-	\$23,300	\$13,703	\$78,524	\$39,650	\$71,548
Minimum	-	\$23,300	\$5,218	\$10,000	\$25,000	\$3,132
Maximum	-	\$23,300	\$25,000	\$260,451	\$98,400	\$221,347
<b>Total income from state government</b>						
Number of responses	19	24	52	27	26	18
Average	\$14,985	\$21,424	\$82,700	\$144,209	\$173,371	\$757,114
Minimum	\$2,000	\$2,025	\$3,310	\$15,118	\$13,800	\$2,000
Maximum	\$28,340	\$127,236	\$2,033,000	\$1,212,949	\$1,019,865	\$10,029,115
<i>Amount of total income from state government supporting education programs</i>						
Number of responses	2	6	15	7	13	6
Average	\$7,000	\$49,890	\$10,571	\$65,881	\$42,476	\$21,484
Minimum	\$6,000	\$1,225	\$1,000	\$3,000	\$3,000	\$5,000
Maximum	\$8,000	\$220,300	\$40,000	\$405,300	\$121,125	\$75,000

	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>
<b>Total income from city/county government</b>						
Number of responses	16	19	48	27	23	19
Average	\$14,634	\$20,698	\$50,688	\$113,631	\$210,260	\$663,131
Minimum	\$1,000	\$1,000	\$350	\$1,100	\$10,500	\$3,300
Maximum	\$53,000	\$59,000	\$380,000	\$618,875	\$1,116,702	\$7,314,789
<i>Amount of total income from city/county government supporting education programs</i>						
Number of responses	3	2	8	8	9	5
Average	\$3,835	\$18,162	\$12,132	\$4,488	\$20,277	\$52,592
Minimum	\$3,200	\$1,500	\$350	\$1,500	\$1,000	\$2,370
Maximum	\$4,500	\$34,823	\$25,100	\$10,000	\$58,500	\$107,731
<b>Total income from corporations</b>						
Number of responses	20	25	65	29	31	25
Average	\$19,217	\$35,168	\$92,291	\$192,404	\$350,937	\$941,110
Minimum	\$1,400	\$1,425	\$1,720	\$30,250	\$42,494	\$234,723
Maximum	\$74,000	\$190,000	\$340,331	\$635,782	\$1,793,051	\$4,861,445
<i>Amount of total income from corporations supporting education programs</i>						
Number of responses	6	6	24	21	19	17
Average	\$2,550	\$9,679	\$20,791	\$45,435	\$63,666	\$221,915
Minimum	\$500	\$2,600	\$1	\$2,500	\$2,000	\$300
Maximum	\$5,000	\$22,100	\$107,600	\$119,580	\$182,500	\$1,753,745
<b>Total income from foundations</b>						
Number of responses	17	25	66	29	31	25
Average	\$93,235	\$111,323	\$205,718	\$424,700	\$995,206	\$1,020,911
Minimum	\$15,800	\$1,000	\$4,000	\$52,125	\$80,600	\$223,000
Maximum	\$421,250	\$580,605	\$972,199	\$1,320,412	\$15,105,277	\$2,483,233
<i>Amount of total income from foundations supporting education programs</i>						
Number of responses	6	12	27	21	19	17
Average	\$14,083	\$26,639	\$32,528	\$100,411	\$87,366	\$153,383
Minimum	\$1,500	\$1	\$3	\$3,125	\$5,000	\$5,000
Maximum	\$41,500	\$97,500	\$134,550	\$421,750	\$574,416	\$465,286
<b>Total income from individuals</b>						
Number of responses	21	26	67	29	31	25
Average	\$60,057	\$119,827	\$300,349	\$601,924	\$1,173,793	\$3,008,226
Minimum	\$6,651	\$7,680	\$6,009	\$67,728	\$84,588	\$709,613
Maximum	\$372,080	\$615,623	\$1,594,909	\$1,928,772	\$4,911,079	\$10,224,084
<i>Amount of total income from individuals supporting education programs</i>						
Number of responses	1	4	13	13	19	9
Average	\$8,000	\$4,323	\$7,505	\$34,446	\$42,507	\$363,847
Minimum	\$8,000	\$100	\$200	\$100	\$686	\$4,123
Maximum	\$8,000	\$7,000	\$30,000	\$147,066	\$365,890	\$2,972,321
<b>Total income from other contributions</b>						
Number of responses	4	6	14	5	9	6
Average	\$103,195	\$61,066	\$250,255	\$175,994	\$513,996	\$657,458
Minimum	\$4,188	\$1,667	\$2,097	\$6,000	\$1,772	\$5,537
Maximum	\$387,069	\$236,306	\$1,143,758	\$470,000	\$3,337,175	\$2,256,934

	<u>Group 1</u>	<u>Group 2</u>	<u>Group 3</u>	<u>Group 4</u>	<u>Group 5</u>	<u>Group 6</u>
<i>Amount of total income from other contributions supporting education programs</i>						
Number of responses	0	3	1	1	0	0
Average	-	\$59,512	\$1,165	\$6,000	-	-
Minimum	-	\$200	\$1,165	\$6,000	-	-
Maximum	-	\$155,962	\$1,165	\$6,000	-	-