



DENVER  
ART MUSEUM

# *Listening to Latino visitors: Using evaluation data to build more inclusive experiences at the Denver Art Museum*

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# *Overview of presentation*

- ❖ Context and brief introduction of Denver Art Museum's CelebrARTE program (Madalena)
- ❖ Description of evaluation work and brief overview of findings (Mariana)
- ❖ Putting the evaluation results to practice (Madalena)

# *Denver Art Museum's context:*



- DAM to serve whole community
- Latinos make up 30% of Denver community
- DAM's general audience does not mirror demographic makeup of community, especially among Latinos

## *CelebrARTE background:*

- ❖ Program at the forefront of DAM's initiatives to serve the needs of Latino audiences
- ❖ A monthly bilingual, intergenerational family program that celebrates Latino arts and artists
- ❖ Participatory, hands-on activities for children and adults; local, Latino artist participation is key

## *CelebrARTE background:*

- ❖ Latino audiences share Latino/a artists' creativity through engagement in bilingual, interactive arts activities
  - Program with Latino artists who help to interpret a theme through their artistic perspectives
  - Each artist creates a project or performance that makes connections between the DAM's collections, the monthly theme, and their artistic talent

## *Evaluation objectives:*

- Better understand the interests of Latino audiences in culture-specific programs
- Learn how CelebrARTE activities are perceived by the Spanish, English and bilingual Latino communities of Denver Metro area
- Identify whether and how CelebrARTE is meeting the needs of these audiences

## *Evaluation objectives (cont.):*

- Learn how CelebrARTE can be refined to better serve its audience
- Learn what DAM can do to improve its engagement with the Latino community
- Make the DAM more relevant to the Latino community

## *Collaborative evaluation:*

Evaluator, Latino Cultural Programs Coordinator, and Associate Director of Education collaborated to:

- Develop evaluation plan
- Define evaluation questions
- Plan data collection
- Finalize the report
- Share report findings with other departments



## *CelebrARTE evaluation:*

Collaboration was critical to ensure that the results of the evaluation were useful:

- Latino Cultural Programs Coordinator and Education Department – refine the program
- Decision-makers in the Communications and Marketing Departments, Development Department, and Membership and Guest Services

## *Evaluation questions:*

- ❖ How does CelebrARTE support the needs of its visitors?
- ❖ Does CelebrARTE help “decode” the museum experience?
- ❖ Does the CelebrARTE audience find the program relevant and valuable to their own culture?
- ❖ What are the barriers that prevent the Latino community from regular visits and participation to DAM and to CelebrARTE?

## *Evaluation data collection:*

- ❖ Qualitative: focus groups, one in Spanish and one in English. Sessions were broken down in two parts:
  - Before visiting the CelebrARTE activities: previous experiences with DAM, expectations about CelebrARTE
  - After the visit: reactions to CelebrARTE and to the museum
- ❖ A 19-question survey to collect demographic information from focus groups participants

## *Focus group participants:*

- ✓ 3 males, 13 females (9 Spanish group, 7 English group)
- ✓ An average of 2 children and 2 adults per household
- ✓ English and Spanish spoken equally in approximately half of participants' households
- ✓ All high school graduates or higher, including college and graduate-level education
- ✓ Spanish speakers lower annual income (44% < \$25K) than English speakers (86% > \$55K)
- ✓ From El Salvador, Honduras, Mexico, Peru, U.S., and Venezuela
- ✓ Only one participant visits DAM regularly

## *Evaluation findings: Expectations*

- ❖ Want their children to be exposed to and learn about the past, and their own and other cultures through art, even if they may not have had that opportunity themselves
- ❖ Want their children to get engaged in (touch, create) hands-on art-related activities, explore their own interests

## *Evaluation findings: Expectations (cont.)*

- ❖ Some parents have stronger preference for educational activities that teach their children about their own and other cultures through art
- ❖ Other parents want their children to enjoy the activities in which they get involved (other than video games)
- ❖ Important to experience their own [Latino] culture

## *Evaluation findings: CelebrARTE...*

- ❖ Fun and family-oriented program where children are engaged in hands-on art activities
- ❖ Opportunity to learn about Latino culture and practice Spanish

### Welcoming:

- ❖ Availability of information, staff, artists, and volunteers who speak Spanish
- ❖ Diversity of visitors and amount and diversity of activities makes them want to come back

## *Reasons for not visiting more often:*

- ❖ Entrance cost, especially for large families (and parking is difficult and expensive)
- ❖ Lack of time because of competing priorities
- ❖ Did not know:
  - CelebrARTE existed
  - Spanish help is available
  - It is family-friendly, it offers activities for children of all ages, opportunity to engage in activities as a family
  - What programs/exhibits are offered
  - Family memberships are available



# *Reasons for not visiting more often:*

## Misconceptions:

- ❖ Cultural institutions are only for “Americans” or English speakers
- ❖ More expensive than other cultural institutions in the area
- ❖ Has very strict rules of children’s behaviors: don’t touch, don’t run, keep quiet

# *CelebrARTE's Relevance and Value*

- ❖ Family is valued, activities involve the whole family
- ❖ Activities are educational, not only entertaining
- ❖ Activities engage children in their language and culture, they foster bilingual skills
- ❖ CelebrARTE reflects diverse Latin American cultures. Artists, staff and volunteers are also from diverse countries

## *Suggested improvements:*

- ❖ **Publicity - Increase awareness of DAM and CelebrARTE:**
  - Media – Spanish-speaking and family-friendly, advertise in multiple media outlets
  - Schools – use schools as communication channels and parents' committees to share information; invite mothers to visit and then share within their circles; use the community to promote programs and activities through word of mouth
- ❖ **Orientation: Increase and improve signage and labeling of galleries, artifacts and spaces, provide audio-guides**

## *Suggested improvements (cont.):*

- ❖ Programming: Offer activities for teenagers, anchor monthly activities to different Latin American countries
- ❖ Increase CelebrARTE's hours of operation
- ❖ Cost and membership – make them more affordable for low income families. Create a “joint membership” to provide access to more than one cultural institution

# *Iterating on Challenges and Successes*

- ❖ Study has had lasting impacts
- ❖ Study has provided more nuanced understanding of audience, needs, and benefits of DAM
- ❖ Emphasize value, shift approach towards challenges
- ❖ Results have affected change at multiple levels
  - Specific changes to CelebrARTE program
  - Impact across Educational programming
  - Influence across museum department

# *Optimize and Iterate on Successes*

- ❖ Emphasize value of DAM experience for Latino visitors, across collections
- ❖ Make bilingualism visible
- ❖ Highlight Latino creativity at DAM throughout programs

# ¡Celebra nuestra cultura y creatividad!

Acompáñanos el tercer domingo de cada mes a crear arte con artistas maestros, muévete con los ritmos latinos y participa en las actividades bilingües para toda la familia.

## CelebrARTE

**Familia** | Mayo 19, 1–4 pm

**Traje** | Junio 16, 1–4 pm

**Recuerdos** | Julio 21, 1–4 pm

## Celebra el Día del Niño

Abril 28, 12–4 pm | Admisión gratuita

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[www.denverartmuseum.org/familia](http://www.denverartmuseum.org/familia)



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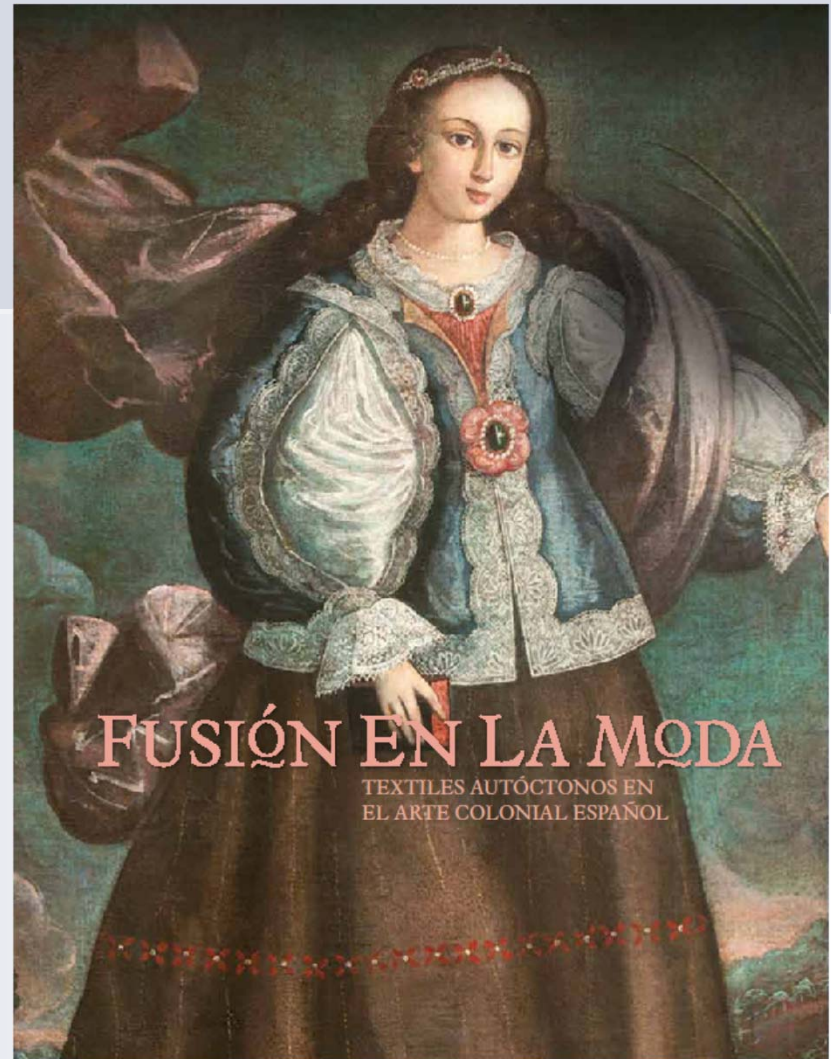


# MAESTROS MODERNOS

**ICONOS DEL SIGLO XX**

DE LA GALERÍA DE ARTE ALBRIGHT-KNOX

TEXTO DE LA PARED EN ESPAÑOL



Spanish Language Label booklets available for culturally relevant and special exhibitions









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## Museum Hours

Mon	Closed
Tue–Thu	10 am–5 pm
Fri	10 am–8 pm*
Sat–Sun	10 am–5 pm

\* Open until 10 pm for [Untitled](#) on final Fridays in January–October.

Free general admission on the first Saturday of every month, courtesy of Target and made possible by the citizens who support the Scientific and Cultural Facilities District.

[Buy Tickets](#)

## Blog Posts



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## Featured Events

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[How a Painter Got Around Colorado in the 1800s](#)

# *Shift approaches when faced with challenges*

- ❖ Communication and Outreach
  - FY14 – Bilingual brochure
  - FY14 - Spanish & English family commercial
    - Emphasize value of admission & family friendly
  - Staff experience with Latino marketing
  - FY15 – Latino audience video shorts
  - FY15 – Partnerships as grassroots promotion
    - MCC, Metro State JTOH



## Más actividades para familias ¡en español!

### Primer Sábado Gratis Free First Saturdays

La admisión general al museo es gratis el primer sábado de cada mes. Durante todo el día contamos con personal y guías bilingües.

### Actividades para todas las edades

Diviértase con los juegos en las galerías de arte y en espacios diseñados especialmente para el entretenimiento de los niños, o pida una de nuestras Mochilas Familiares o Tubos de Arte disponibles en español y que están llenas de actividades que harán que sus niños aprecien al Denver Art Museum en una nueva manera.

The Denver Art Museum is full of fun activities that let kids and families see the museum in a new way.

### Audio-guía en español

Todas nuestras exhibiciones especiales que requieren de boleto ofrecen audio guías tanto en español como en inglés. Además, estas audio guías se ofrecen en dos versiones, una para adultos y otra para niños, para que pueda conocer las historias detrás de las extraordinarias obras de arte.

All ticketed special exhibitions offer audio guides for both adults and youth in Spanish and English.

### Visitas guiadas en español

Participe en las visitas guiadas en español que se ofrecen gratuitamente cada primer sábado del mes (Free First Saturday) a las 2 pm. Para programar una visita guiada en español para escuelas o grupos comunitarios en cualquier otro día, por favor llame al 720-913-0130.

Bilingual tours are available on First Free Saturdays at 2 pm. To book a school or community group tour in Spanish, call 720-913-0130.

### Vacaciones escolares

Pasen las vacaciones escolares con nosotros y disfruten de demostraciones con artistas, manualidades, presentaciones, y más. Los menores de 18 años de edad reciben admisión general gratuita.

Spend your school break at the Denver Art Museum. Kids 18 and younger receive free general admission.

Para más información acerca de nuestros programas familiares en español, visite [www.denverartmuseum.org/familia](http://www.denverartmuseum.org/familia), comuníquese a Clara Ricciardi, 720-913-0230 o por correo electrónico [cricciardi@denverartmuseum.org](mailto:cricciardi@denverartmuseum.org).



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[www.denverartmuseum.org/familia](http://www.denverartmuseum.org/familia)

Los programas para niños y familias cuentan con el patrocinio de el William Randolph Hearst Endowment for Education Programs, Nancy Benson Education Endowment Fund, Century Link Endowment, y Jim Kelley y Amie Knox Education Endowment Fund. Patrocinio importante también proviene de Tele Tech, Children's Hospital Colorado, Harry L. Willet Foundation, Lomane y Harley Higbie y los ciudadanos que apoyan al Scientific and Cultural Facilities District (SCFD).

Patrocinado por



## Celebra creatividad y cultura



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<http://elcomerciocolorado.com/pinatas-para-el-dialogo-entre-culturas/>

## Piñatas para el diálogo entre culturas



**August 21** 13:46  
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El artista mexicano Sergio Yony Reyes dictó un taller en el Museo de Arte de Denver (DAM) que buscan generar un diálogo entre las culturas de Estados Unidos y México por medio de la creación de piñatas y otras artesanías de papel. Reyes, de 43 años, abandonó hace 11 años su carrera en matemáticas en México para dedicarse a la cartonería, el arte popular mexicano del modelado del papel. "Este sirve para que se encuentren dos naciones, aquellas en las que las águilas son símbolos importantes".



Come Celebrate Latin@ Heritage Month with

# CELEBRARTE

WITH THE

## DENVER ART MUSEUM



### El Libro de la Muerte: A Celebration of Life!

- Create a memory book in tribute to your departed loved ones in honor of *Día de Los Muertos* as part of Hispanic Heritage Month.
- Learn about Denver Art Museum's Latino-focused, bilingual programming and advocacy, and how you can become more involved as an intern, volunteer, member, or partner.

WEDNESDAY, OCTOBER 8  
10:00-12:00  
TIVOLI MULTICULTURAL LOUNGE

CelebrARTE

DENVER ART MUSEUM



University of Colorado  
Denver



COMMUNITY  
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STATE UNIVERSITY  
OF DENVER

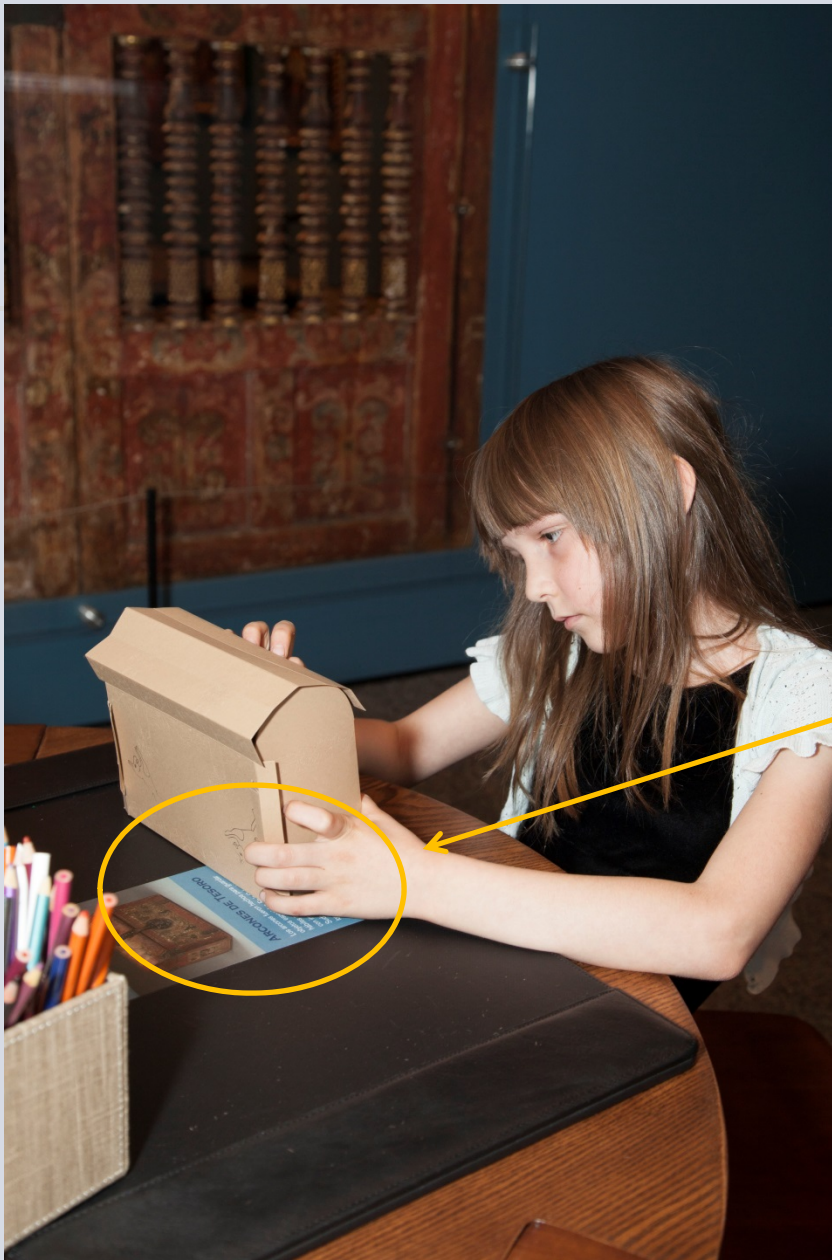
# *Shift approaches when faced with challenges*

- ❖ Onsite, Guest Services
  - Highlight bilingual skills of staff
  - Bilingual digital signage
  - Continued diversification of staff
  - Continued update to bilingual family spaces
  - FY15 - move to youth free





**¡Hola! Sé  
un poco  
de español**



## TREASURE CHESTS

Treasure chests were made to hold special items. In Colonial Colombia, skilled artists decorated these treasure chests with images of South American plants and animals and European designs. Mix and match the designs to decorate your own treasure chest.



## ARCONES DE TESORO

Los arcones fueron hechos para guardar objetos especiales. En la Colombia colonial, hábiles artistas decoraban estos arcones con imágenes de plantas y animales de Sudamérica y diseños europeos. Mezcla los diseños para decorar tu propio arcón del tesoro.

# *Shift approaches when faced with challenges*

## ❖ Programmatic changes

- FY14 – Streamline CelebrARTE
- FY14 – develop sophistication of projects
- FY14 – greater diversity of Studio demo artists
- FY15 – Extend hours of CelebrARTE
- FY15 – CelebrARTE move to First Free Saturday
- FY15 – push inclusive experiences for all Family Programs
  - ✓ Bilingual staff
  - ✓ Bilingual materials
  - ✓ Additional bilingual live program











## CREATE PLAYDATE

Ages 3-5 • Second Wednesday of each month  
10 am-1 pm • Included with museum admission  
Kids 5 & younger are free

Join other kids and their grown-ups for artmaking, story time, and hands-on activities in the galleries. Join us each month—every Create Playdate has a different theme with new fun things to do.

OCTOBER 8	QUILT CRAZE
NOVEMBER 12	COLOR MIX
DECEMBER 10	GEMS AND JEWELS
JANUARY 14	PLAY WITH PATTERN
FEBRUARY 11	SWIRL
MARCH 11	RAWR!
APRIL 8	SHAPE UP
MAY 13	AHOY!
JUNE 10	FRIENDS FOREVER
JULY 8	BAMBOOZLED
AUGUST 12	FOLLOW THE FLOWERS

*Personal que habla español disponible para ayudar en cada Playdate.*

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## FOX TALE SUNDAY

For young ones and their families  
Second Sunday of each month • 10 am-12 pm  
Included with museum admission  
Kids 5 & younger are free

Join Foxy and Shmoxy—two smart, witty, and hilarious foxes inspired by the *Fox Games* artwork—for a performance that both kids and their grown-ups will enjoy.

There are two chances to see Foxy and Shmoxy—at 10:30 am and 11:30 am. To find the foxes, visit the Family Activity Cart, pick up a letter from the Fox Box, and then follow the clues.

Thank you to our partner, Buntport Theater Company.



For more information on our many family programs, visit [www.denverartmuseum.org/family](http://www.denverartmuseum.org/family) or call 720-865-5000.

Family and kids programs are supported by the William Randolph Hearst Endowment for Education Programs, Nancy Benson Education Endowment Fund, CenturyLink Endowment, and Jim Kelley and Arnie Knox Education Endowment Fund. Funding is also provided by TeleTech, Children's Hospital Colorado, Harry L. Willett Foundation, Lorraine and Harley Higbie, and the citizens who support the Scientific and Cultural Facilities District (SCFD).

Sandy Skoglund, *Fox Games*, 1989. Denver Art Museum; Purchased with funds from Mr. and Mrs. Bruce Benson, Jan and Frederick Mayer, Volunteer Endowment Fund, Ginny Williams Gallery, the Chanzit family, Suzanne Farver and George Berkly, Richard and Cathay Finlon, Dr. William F. Griffith, Dr. and Mrs. Charles Hamlin, Dan and Annette Jacobs, the Kuyper Foundation, the David H. Lawrence Foundation, Andrew W. Milner, Judy and Ken Robins, Mimi and Eric Ruderman, Christy S. Sebastian, Lewis and Susan Sharp, Lewis and Sally Story, Ted and Joyce Straus, Patterson B. Williams, the Vargas family, and an anonymous donor.



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QUESTIONS?

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THANK YOU!