



CultureSource Digital Cohort 2022.

Overview and sample research learnings

August 30, 2022

8bridgesworkshop.com





Digital Cohort Study Overview

CultureSource Digital Cohort 2022



Project Overview

- From March to October 2022, CultureSource and 8 Bridges Workshop are following the digital work of 12 cultural organizations in southeast Michigan
 - The organizations cover a wide range of sizes and disciplines
 - They are located throughout CultureSource's region
- The study covers digital work broadly:
 - Seeking information about operational and digital capacity building efforts, not just digital programming
 - Asking about the things that are helping and hindering the organizations, and what sort of outside assistance they want

Project Overview, cont'd

- The organizations receive research questions each month during the study
- Zoom check-ins occurred at the beginning and mid-point, with another planned for the endpoint
- A convening for participants is planned for November
- A report with findings will be available in late 2022

Project Overview, cont'd

- Participating organizations told us they hoped the study would help them:
 - Know what their peers are doing
 - Find best practices or tips for digital work
 - Collaborate and network
 - Get perspective or feedback on their choices
 - Find more joy in digital work
 - Participants also receive a modest stipend for their time



Sample research learnings

CultureSource Digital Cohort 2022

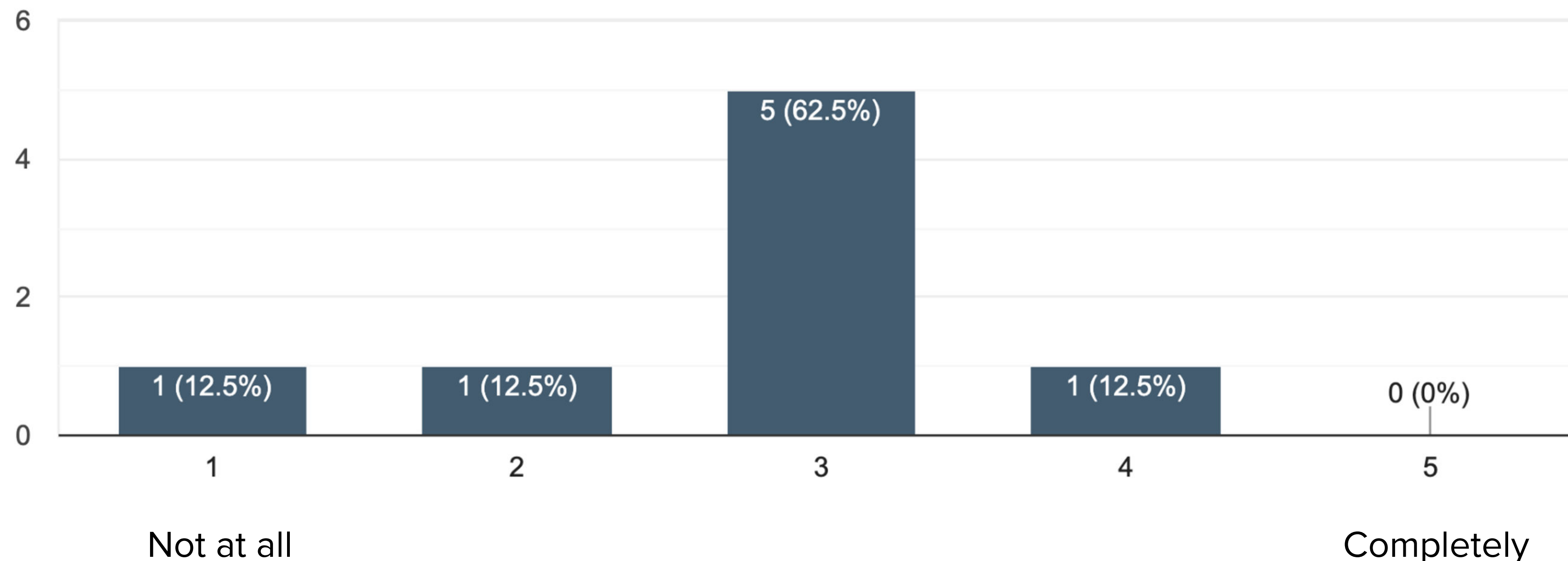


Initial information gathering

- Our initial survey revealed several common threads among cohort organizations.

How satisfied are you with your outside vendor/contractor for IT support?

8 responses

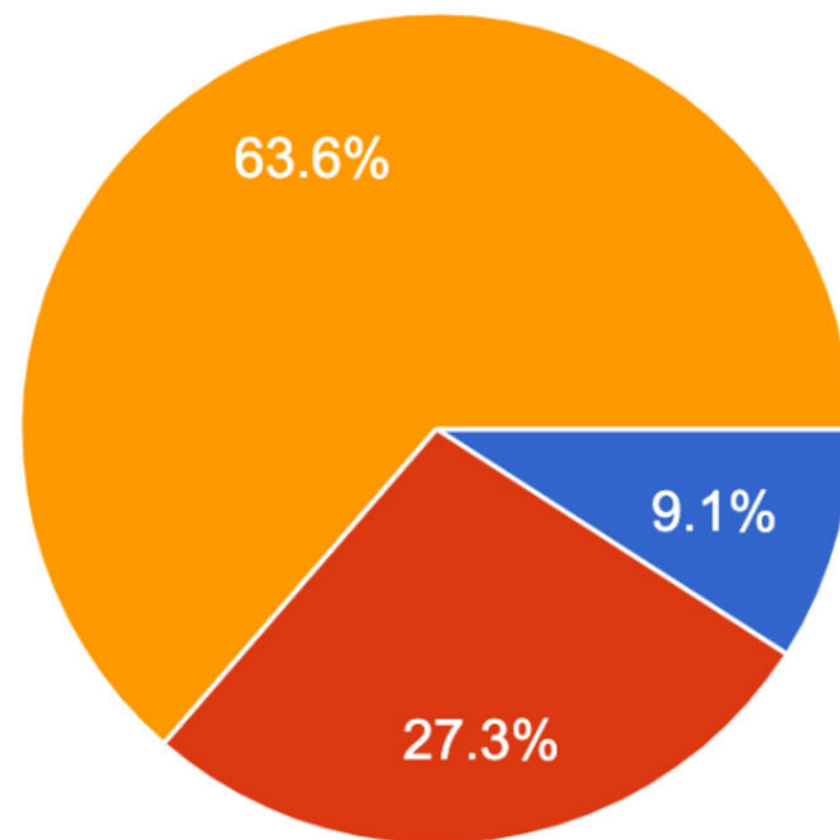


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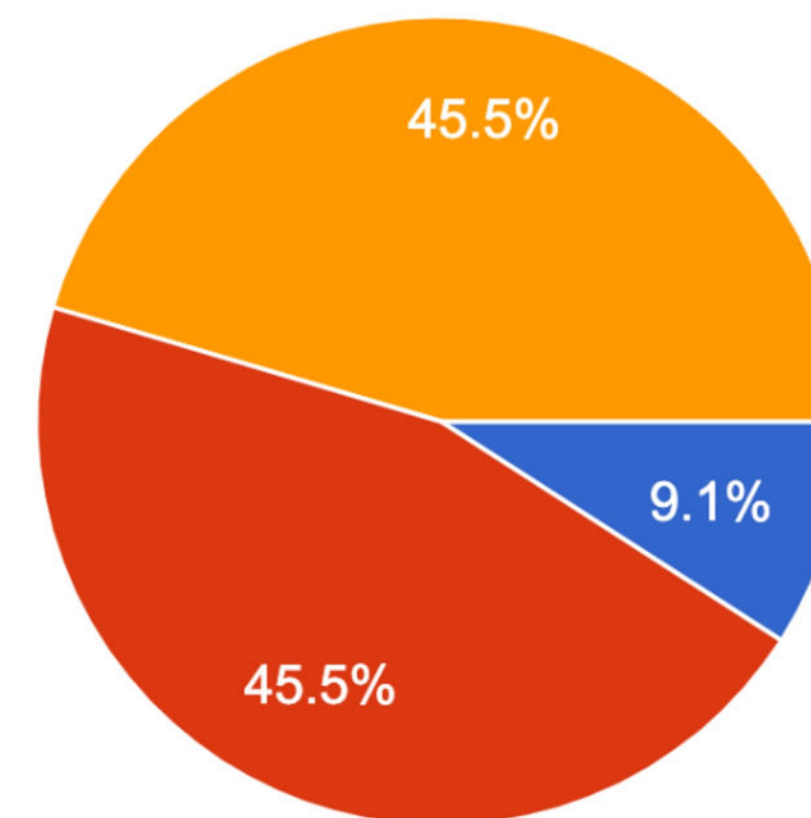
Do you track who is in the audience - demographics, geography?

11 responses



Do you track whether they have participated in your events before?

11 responses



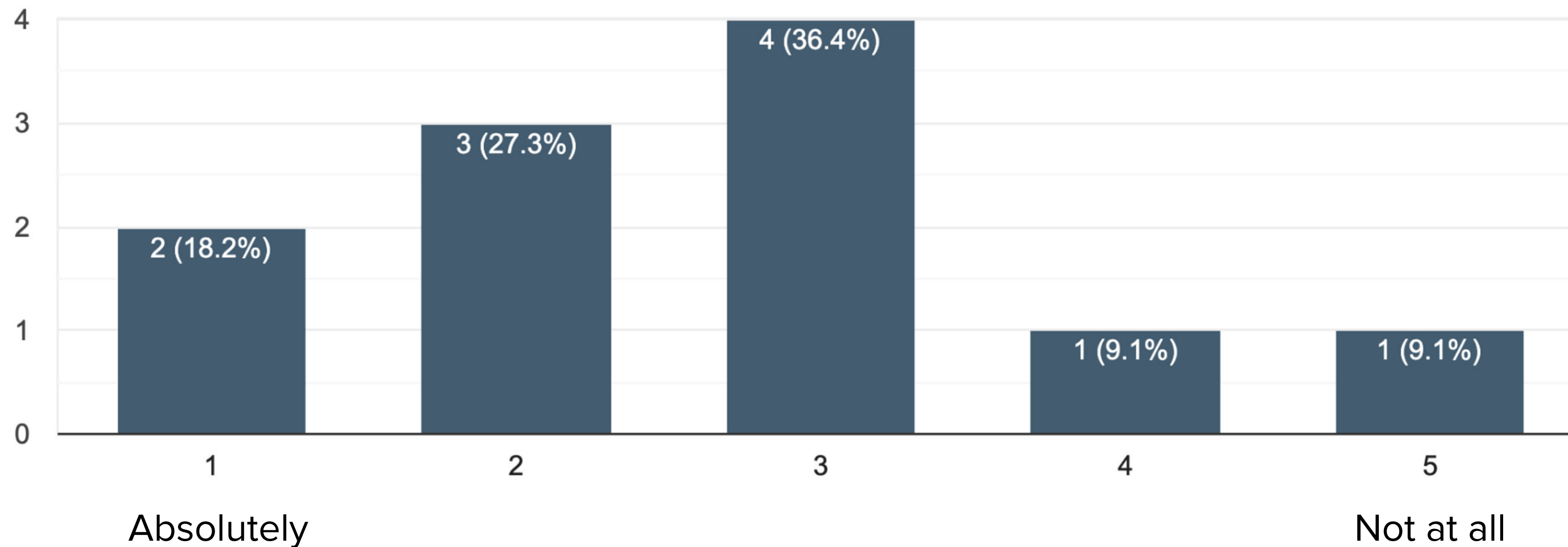
● Yes
● No
● Sometimes

Initial information gathering

- For other questions, cohort members had widely differing answers

Do you have specific goals for your digital programming in 2022?

11 responses

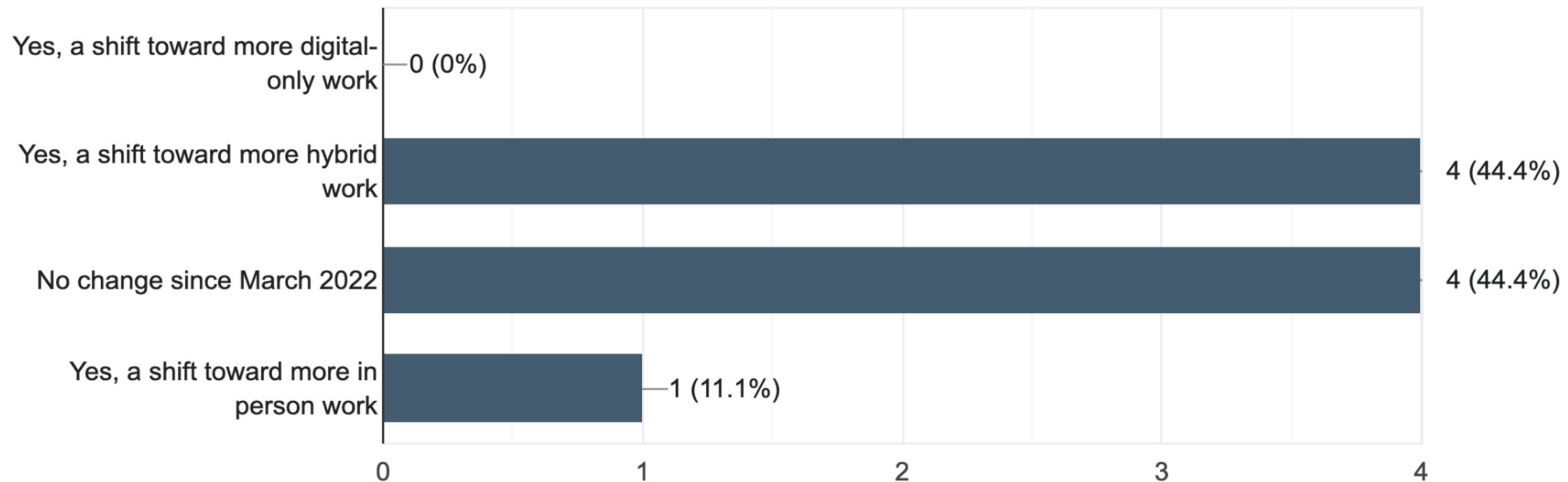


Hybrid work - June questions

- In June, we asked about the cohort's approach to hybrid work in light of ever-changing pandemic conditions

We started this cohort study in March. Has there been any shift back in person, or away from in person, that has affected you?

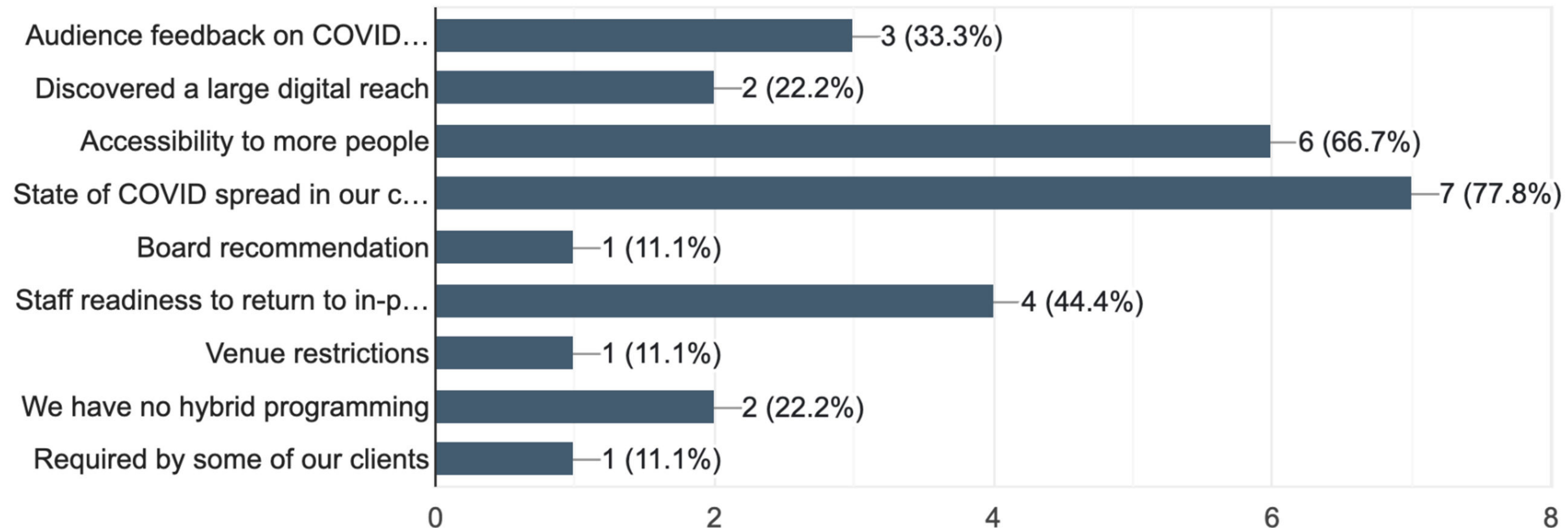
9 responses



Hybrid work - June questions

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Where is your organization's motivation to maintain hybrid programming coming from?
9 responses



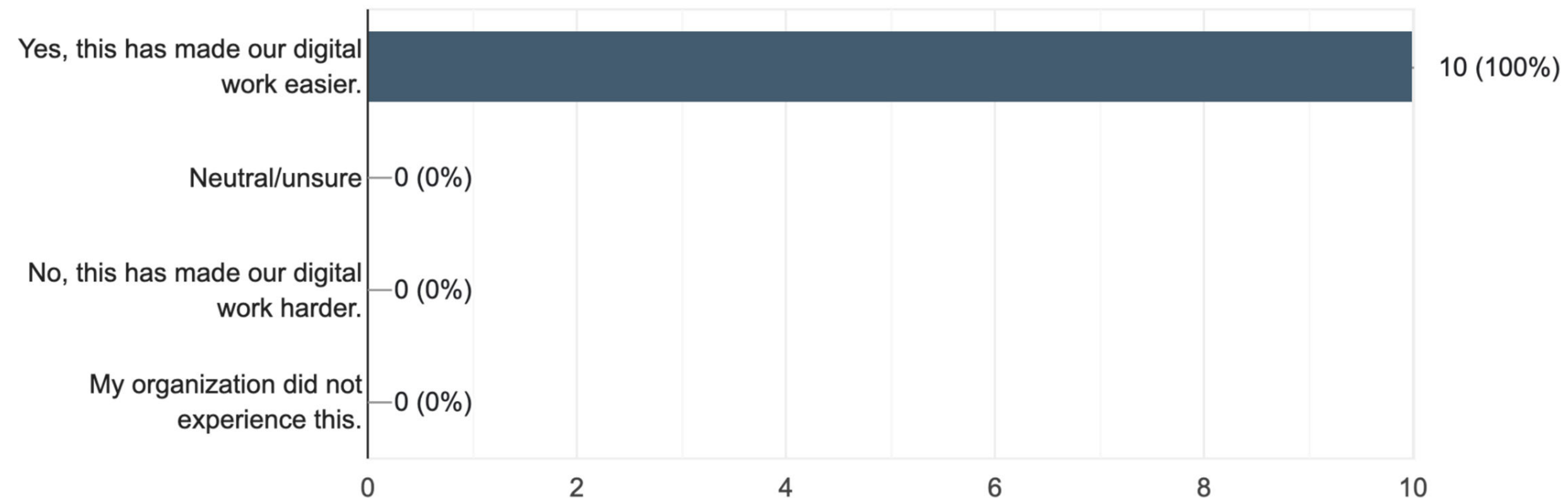
Lessons learned - July questions

- In July, we asked about lessons learned, and about conditions making digital work easier and harder
- Lessons learned about digital work included:
 - The demand is still there
 - Staff are learning to use technology more smoothly
 - That there is value in it
 - The story behind the work matters
 - We can improve our audience analytics
 - You need creative patience
 - We can't be scared of failure

Commonalities - August questions

- In August, we asked whether the factors cited by organizations in July as making their digital work either easier or harder applied to the other members of the cohort
- Some were nearly universal; others varied

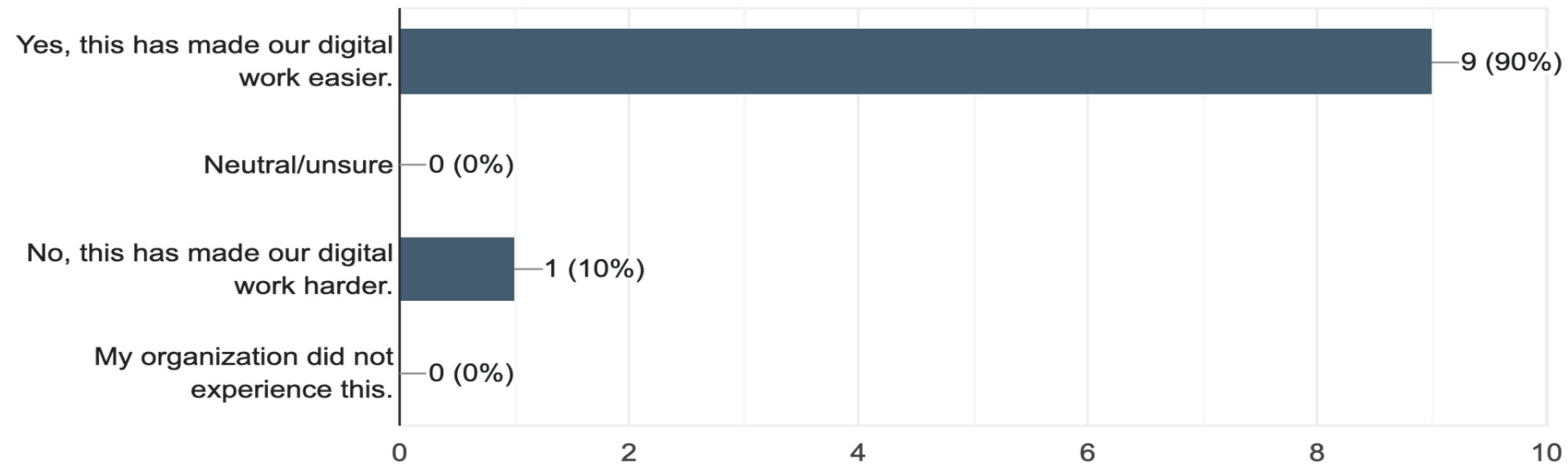
Q: Is improved staff knowledge of how to put on digital events making your digital work easier?



Commonalities - August questions

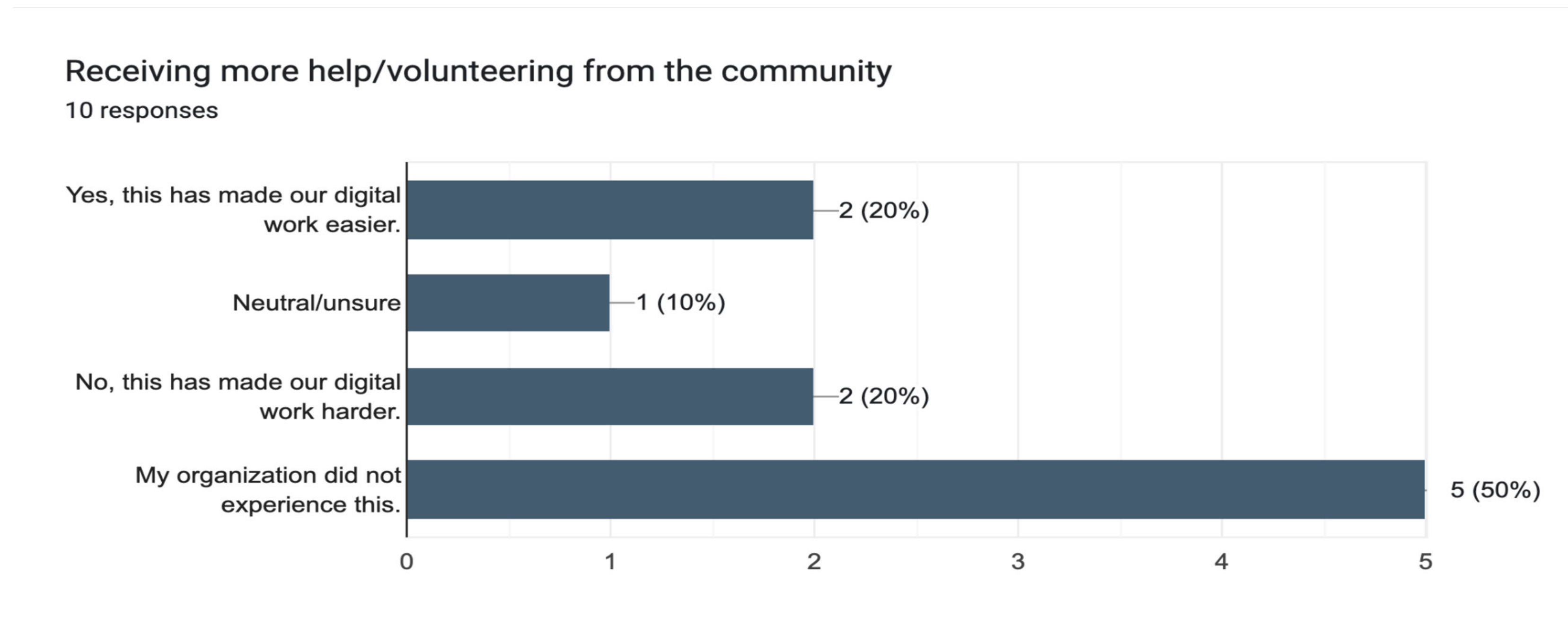
Q: Is the recent increase in COVID cases making your digital work easier?

Increase in COVID cases making digital work more relevant
10 responses



Commonalities - August questions

Q: Is increased volunteering or help from your community making your digital work easier?



More research findings, with our conclusions and suggestions for ways to help, will be available in the public report.

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