

# REPORT - Marketing and Promoting

Survey Segment: Marketing & Promotion

Intro Pg 1

Intro Pg 2

Available Reports

How We Currently Market In Person Classes



## WHAT DO WE DO NOW? METAL ARTS EDUCATION IN A POST-COVID WORLD

### Marketing & Promoting Metals Education

Last Updated 10/4/2020

Contact Rachel Morris with questions ([info@eclecticnaturejewelry.com](mailto:info@eclecticnaturejewelry.com))

# REPORT - Marketing and Promoting

Survey Segment: Marketing & Promotion	Intro Pg 1	Intro Pg 2	Available Reports	How We Currently Market In Person Classes
---------------------------------------	------------	------------	-------------------	---

## Introduction

### How the Survey Came To Be

The “***What Do We Do Now? Metal Arts in a Post-COVID World***” survey emerged from a grassroots collective of metal arts instructors seeking to better understand the challenges facing those of us teaching amidst the evolving COVID pandemic. The survey’s initial themes were developed by Francesca Watson of *The Makery* (Bulverde, TX) and Rachel Morris of *Eclectic Nature Jewelry & Design* (Portland, OR). A committee of professional metal artists and educators was brought together, adding in Charles Lewton-Brain, Nanz Aalund, Kate Richbourg, and Julie Sanford. This group refined the topics and developed specific questions through a series of guided workshops led by Rachel Morris.

The survey was promoted via social media and word of mouth, globally, and data was collected via **SurveyMonkey** between 7/5/2020 and 7/23/2020, at which point a snapshot of data from the 425 respondents was extracted for analysis.

Data transformation has been done via a custom **Microsoft Access** database in order to load it into **Tableau** for reporting and graphing. Nominal manual data cleanup was done on several fields, including mapping to latitude/longitude, aligning “Other” answer fields with existing similar responses, and adjusting descriptors to provide continuity of reporting.

A draft of the analysis report was presented to interested members of the “**Teaching Online: Best Practices for Educators**” Facebook group for f..

# REPORT - Marketing and Promoting

Survey Segment: Marketing & Promotion	Intro Pg 1	Intro Pg 2	Available Reports	How We Currently Market In Person Classes
---------------------------------------	------------	------------	-------------------	---

## **Interpretation and Intended Uses**

This survey is from the perspective of the educators and did not include student input. In addition to evaluating the types of classes being taught and student populations being served, the survey broadly describes educational engagement and communication methods used, marketing approaches for both in-person and online classes, and what respondents expect of the institutions through which they teach. Further, it identifies their experience with existing tools for online education, the barriers they are most challenged by, and the resources they are struggling to find in order to overcome these challenges.

Some effort has gone into ensuring that the resulting reports *do not* make assumptions or try to mandate behaviors for educators and institutions going forward. However, there are some particularly powerful insights found in the data. Two key discoveries are centered around 1) what barriers the respondents find most challenging to moving into online teaching and how those barriers change with years of teaching experience, and 2) how many educators believe they will or will not be continuing in person classes or beginning online classes in the future.

Additionally, with responses from 16 countries, we believe this to be the first survey of its kind to provide such a specific, in-depth look at metal arts instructors and how they self-identify themselves and their student base, globally. We hope that it will invite further conversation amongst instructors and administrators, and also within the industry as a whole, about how to promote and support the ongoing study of metal arts.

Please consider these reports a jumping off point for continued discussions of an ever-changing model for metal arts education...

# REPORT - Marketing and Promoting

Intro Pg 1	Intro Pg 2	Available Reports	How We Currently Market In Person Classes	How We Currently Market Online Classes
------------	------------	-------------------	---	--

## Available Reports

**Overview Results Report** - This has high level results about all aspects of the survey.

**Basic Respondent Stats Sub Report** - This pulls out just the core "describe who responded" data

**Studio/School Key Learnings Report** - This is a report geared towards opening up discussions between educators and studios/schools about needs and challenges

**Marketing and Promoting Sub Report** - This pulls out key metrics about communication methods currently used by respondents

**Deep Dive: Instructor Barriers to Teaching Metals Online Report** - This looks more deeply at the Barriers to Teaching question, pivoting and divi..

# REPORT - Marketing and Promoting

Intro Pg 2	Available Reports	How We Currently Market In Person Classes	How We Currently Market Online Classes	How and When We're Engaging with Students
------------	-------------------	---	--	---

**Q: "How much use have you made or do you expect to make of the following methods when marketing your classes:" (In Person Class Marketing)**

- Reporting Sub Cluster
- In Person Class Marketing
  - Online Class Marketing

	Answers			Marketing Methods Weighted Ranking (0=Not Used, 1 = Moderate Use, 2 = Extensive Use)
	Extensive use	Moderate Use	No use	
Craft School Catalog	88	128	184	Social Media 1.439
Instructor Email Campaigns	95	154	154	Word-Of-Mouth 1.373
Instructor Website	122	156	127	School Website 1.355
Paper Mailings	29	98	272	School Email Campaigns 0.995
Print Ads	8	113	277	Instructor Website 0.988
School Email Campaigns	118	162	120	Instructor Email Campaigns 0.854
School Website	206	134	63	Craft School Catalog 0.760
Social Media	227	143	45	Paper Mailings 0.391
Social Media Paid Ads	25	100	265	Social Media Paid Ads 0.385
Word-Of-Mouth	183	201	29	Print Ads 0.324

# REPORT - Marketing and Promoting

Available Reports	How We Currently Market In Person Classes	How We Currently Market Online Classes	How and When We're Engaging with Students	What Materials We Offer to Students and When
-------------------	---	--	---	--

**Q: "How much use have you made or do you expect to make of the following methods when marketing your classes:" (Online Class Marketing)**

- Reporting Sub Cluster
- In Person Class Marketing
  - Online Class Marketing

	Answers			Marketing Methods Weighted Ranking	
	Extensive use	Moderate Use	No use	(0=Not Used, 1 = Moderate Use, 2 = Extensive Use)	
Craft School Catalog	71	90	215	Social Media	1.292
Instructor Email Campaigns	103	125	157	School Website	1.147
Instructor Website	124	109	159	Word-Of-Mouth	1.078
Paper Mailings	19	68	291	School Email Campaigns	0.963
Print Ads	9	80	287	Instructor Website	0.911
School Email Campaigns	122	120	136	Instructor Email Campaigns	0.860
School Website	171	103	114	Craft School Catalog	0.617
Social Media	208	93	93	Social Media Paid Ads	0.503
Social Media Paid Ads	47	95	234	Paper Mailings	0.280
Word-Of-Mouth	129	168	98	Print Ads	0.261

# REPORT - Marketing and Promoting

How We Currently Market In Person Classes	How We Currently Market Online Classes	How and When We're Engaging with Students	What Materials We Offer to Students and When	Marketing to 25 & Under: In Person Classes
---	--	---	--	--

**Q: "When, if ever, do you use the following methods of student engagement?" (Multiple answers were allowed)**

	N/A - Don't use	Before registration	After registration, but before class	First session	During class/in between sessions	After class is completed
Forums	201	22	53	39	61	21
Group Chat	249	8	25	36	67	7
Group Emails	63	105	162	25	47	13
In Person Office Hours	194	34	32	40	88	7
Individual Emails	44	121	104	21	105	19
One-on-One In Person Tutoring	147	28	18	45	134	25
One-on-One Online Tutoring		17	21	28	100	21
Online Office Hours	201	36	38	26	87	5

# REPORT - Marketing and Promoting

How We Currently Market Online Classes	How and When We're Engaging with Students	What Materials We Offer to Students and When	Marketing to 25 & Under: In Person Classes	Marketing to 25 & Under: Online Classes
--	---	--	--	---

## Q: "When, if ever, do you provide the following support materials to students?"

	Before registration	Pre-read/pre-view after registration	First day of class	During specific lessons	After close of class	N/A/ Do not provide
Course Description	263	40	88	22		8
Design or Project Criteria	88	52	149	101		27
Grading Methodology	18	31	110	37	26	172
Materials Kit	73	76	168	37	2	51
Materials List	146	124	65	25	3	54
Patterns and Templates	5	35	169	153	3	44
Resource Guide	14	41	150	121	47	39
Safety Guidelines	58	88	238	20		17
Student Review	1	4	22	52	258	72
Student Tools List	163	114	59	19	2	53
Studio Tools List	133	75	118	34	2	52
Suggested Reading	27	70	119	107	27	60



# REPORT - Marketing and Promoting

How We Currently Market Online Classes	How and When We're Engaging with Students	What Materials We Offer to Students and When	Marketing to 25 & Under: In Person Classes	Marketing to 25 & Under: Online Classes
--	---	--	--	---

## In Person Class Marketing - Marketing Methods Preferred by Those Teaching 25 and Under Age Groups

Reporting Sub Clas..	Subject	Extensive use	Answers Moderate Use	No use
In Person Class Marketing	School Website	126	79	40
	Social Media	123	87	37
	Word-Of-Mouth	105	117	25
	School Email Campaigns	72	92	76
	Instructor Website	60	85	96
	Craft School Catalog	55	76	109
	Instructor Email Campaigns	49	79	110
	Paper Mailings	20	61	159
	Social Media Paid Ads	13	65	157
	Print Ads	4	77	158

# REPORT - Marketing and Promoting

How We Currently Market Online Classes	How and When We're Engaging with Students	What Materials We Offer to Students and When	Marketing to 25 & Under: In Person Classes	Marketing to 25 & Under: Online Classes
--	---	--	--	---

## Online Class Marketing - Marketing Methods Preferred by Those Teaching 25 and Under Age Groups

Reporting Sub Clus..	Subject	Extensive use	Answers Moderate Use	No use
Online Class Marketing	Social Media	109	56	66
	School Website	102	61	68
	School Email Campaigns	73	72	79
	Word-Of-Mouth	68	97	68
	Instructor Website	57	60	113
	Instructor Email Campaigns	46	72	108
	Craft School Catalog	41	55	126
	Social Media Paid Ads	23	55	147
	Paper Mailings	14	44	166
	Print Ads	6	52	163