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### Performing / Media Arts Survey [June 1987]

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Performing/Media Arts Survey

Prepared for Dr. Dick Cermele

SCSU Surveys--Dr. Steve Frank, Project Supervisor  
and SCSU Survey Co-Director  
Mary Christen--Project Director  
June, 1987

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## PERFORMING/MEDIA ARTS PROGRAM MARKET (ARTS) SURVEY.

### Purpose.

The primary goals of the high school student survey were to assess the interest and demand for a performing/media arts program. The input will be used in the decision on whether or not to offer such a program.

### Development of the Survey.

Steve Frank, Faculty Co-Director of SCSU Surveys, was contacted by Dick Cermele of the SCSU Theatre Department about doing a needs assessment study on a performing/media arts program. Dr. Frank then put Cermele in touch with Mary Christen, Supervisor for many SCSU surveys, who met with Cermele in early March. Ms. Christen developed the sampling design, methodology, and interview schedule with the supervision of Steve Frank and the approval of Dick Cermele.

### Methodology.

The survey was conducted by telephone using the SCSU phone bank and Theatre Department telephones from April 14 through April 21, 1987. Interviews were conducted by four SCSU students. They contacted 726 high school seniors during the time of the survey.

The sample was drawn from a select group of high school seniors who had chosen the areas of Theatre, Creative Writing, Photography/Cinematography, Television/Radio Broadcasting, or answered "Undecided" as the area of future study on a questionnaire administered during their junior year of high school. The total population of this group was 2,812 or 7% of the 1986 junior class. From this population, it was decided that 400 completed interviews would be needed to have a representative sample. 396 interviews of 99% were completed.

Telephone numbers were randomly drawn from the above mentioned group of high school students from a list obtained through the SCSU Admissions Office. Each selected student was sent a postcard ahead of time informing him/her of the interview dates. In order to reach hard-to-get students, each respondent was called up to four times over different days and appointments made to interview the designated respondent at his/her convenience if an interview was not possible at the time of the call.



Actual interview time was less than five minutes per interview. All interviews were fully completed, and there was less than 7% refusal rate. This means that once an eligible respondent was contacted, nine out of ten selected students participated in the study. The completion rate was very good. Table 1 is a breakdown of the completion rate:

Table 1: Breakdown Of The Total Contacts Attempted.

270	No answer/unavailable/non eligible.
30	Not working numbers.
30	Refusals.
<u>396</u>	Completed interviews.
726	Total numbers contacted.

The tables below indicate the projected percentages of the different areas of students versus the actual percentages of those who participated in the survey (Table 2) and the breakdown of the respondents by sex (Table 3). The actual and the target percentages were pretty close, with a slight undersampling of the Undecided area. Still, the sample was on target.

Table 2: Projected Interviews By Area Versus Completed Interviews.

<u>Designated Area Of Study</u>	<u>Projected Interviews By Area (Actual N = 396)</u>	
Photography/Cinematography	Target: 11%	Actual: 12%
Radio/Television Broadcasting	21%	23%
Creative Writing	4%	4%
Theatre	6%	7%
Undecided	<u>58%</u>	<u>54%</u>
	Total: 100%	100%

Table 3: Breakdown Of The Respondents By Sex.

<u>Sex</u>	<u>Actual N</u>	<u>Percent</u>
Female	191	48%
Male	205	52%

### Summary Of Findings And Conclusions.

Once the interviews were completed, a final coding scheme was developed by Project Director Mary Christen and the results entered into a computer and cross tabulations and frequencies generated. The following data is based on those frequencies and tabulations. The results reflect the responses of a very select group of high school students, a population where there was already an interest in the performing/media arts field or where the respondents were undecided about a future field of study.

Tables will break down findings with some tables collapsed to show percentages of those interested/not interested in the program and those likely/not likely to major or minor in such a performing/media arts program. A sample of the survey questionnaire is included in the Appendix.

Due to the select group of students from which the sample was drawn, it would be expected to find a high amount of interest in a proposed performing/media arts program. Of the total sample of 396 respondents, 78% expressed interest in the proposed program and 72% said they would be likely to major or minor in the program if it were offered. Of those expressing interest, 75% would be likely to major or minor in the program. Of the 212 students who were previously undecided about the field of study they would pursue, 135 or 64% were interested (from somewhat interested to very interested) in the program with 121 somewhat likely to very likely to major or minor in such a program if it were offered. Of those planning to attend a post-secondary school (327 or 83% of the sample), 75% said they were somewhat likely to very likely to take a major or minor in such a program as the one being proposed. The results would indicate a high amount of interest in the currently proposed program, especially in the group of students planning on attending a post-secondary school and studying in the mass communications/media/theatre arts and other allied fields areas: Of the 100 students who fit this category, 94 were somewhat likely (14%) to very likely (47%) to major or minor in a performing/media arts program if it were offered.

A program such as the one being proposed would be desirable and would attract students interested in mass communications and related fields.

## TABLES.

Of the total sample, Actual N = 396 respondents.

Table 4: Interest In The Program.

<u>Interest</u>	<u>Percent</u>	<u>Collapsed</u>	<u>Percent</u>
Very Interested	23%	Interested	78%
Interested	18%	Not Interested	<u>22%</u>
Somewhat Interested	37%	Total:	100%
Not Interested/Don't Know	<u>22%</u>		
Total:	100%		

\*\*Sampling error for this question, due to error in the sampling or other random effects, such as data entry and coding errors, is approximately 4% at the 95% level of confidence. This means that if the survey were to be repeated 20 times on the population, the response would be +/- 4 of the percentage who were interested in the program, or more than 82% or less than 74% only one time in twenty.

Table 5: Likely To Major Or Minor In The Program If Offered.

<u>Likelihood</u>	<u>Percent</u>	<u>Collapsed</u>	<u>Percent</u>
Very Likely	18%	Likely	72%
Likely	21%	Not Likely	<u>28%</u>
Somewhat Likely	33%	Total:	100%
Not Likely/Don't Know	<u>28%</u>		
Total:	100%		

\*\*Sampling error = 4% at the 95% level of confidence. (All sampling errors will be at the 95% level of confidence).

Table 6: Of Those Interested, Those Likely To Major/Minor. (Actual N = 308)

<u>Likelihood</u>	<u>Percent</u>	<u>Collapsed</u>	<u>Percent</u>
Very Likely	23%	Likely	75%
Likely	23%	Not Likely	<u>25%</u>
Somewhat Likely	39%	Total:	100%
Not Likely/Don't Know	<u>15%</u>		
Total:	100%		

\*\*Sampling error = 5%.

Table 7: Those Undecided, But Interested In The Program. (Actual N = 212)

<u>Interest</u>	<u>Percent</u>	<u>Collapsed</u>	<u>Percent</u>
Very Interested	8%	Interested	64%
Interested	35%	Not Interested	36%
Somewhat Interested	21%	Total:	100%
Not Interested/Don't Know	36%		
Total:	100%		

\*\*Sampling error = 6%.

Table 8: Those Undecided, But Likely To Major/Minor In The Program. (Actual N = 212)

<u>Likelihood</u>	<u>Percent</u>	<u>Collapsed</u>	<u>Percent</u>
Very Likely	4%	Likely	57%
Likely	29%	Not Likely	43%
Somewhat Likely	24%	Total:	100%
Not Likely/Don't Know	43%		
Total:	100%		

\*\*Sampling error = 7%.

Table 9: Number Planning To Attend Post-Secondary School. (Actual N = 396)

<u>Response</u>	<u>Percent</u>
Yes	83%
No	14%
Don't Know	3%
Total:	100%

\*\*Sampling error = 4%.

Table 10: Those Planning To Attend Post-Secondary School And Likely To Major/Minor. (Includes those who don't know if planning to attend)  
(Actual N = 338)

<u>Likelihood</u>	<u>Percent</u>	<u>Collapsed</u>	<u>Percent</u>
Very Likely	20%	Likely	75%
Likely	20%	Not Likely	25%
Somewhat Likely	35%	Total:	100%
Not Likely/Don't Know	25%		
Total:	100%		

\*\*Sampling error = 5%.



Table 11: Students In Mass Communications/Performing Arts/Related Fields And  
Likely To Major/Minor In The Program. (Actual N = 100)

<u>Likelihood</u>	<u>Percent</u>	<u>Collapsed</u>	<u>Percent</u>
Very Likely	47%	Likely	94%
Likely	33%	Not Likely	<u>6%</u>
Somewhat Likely	14%	Total:	100%
Not Likely/Don't Know	<u>6%</u>		
Total:	100%		

\*\*Sampling error = 5%.

### Related Surveys.

Two related convenience samples were also obtained to assess interest and demand for the proposed program and/or graduates from such a program.

The first sample was a non-scientific convenience sample of 53 SCSU students in Mass Communications, Theatre, and English classes. Of those who filled out a questionnaire, 22 (42%) were very interested in the proposed performing/media arts program, 25 (47%) were interested, and 4 (7%) were somewhat interested. Only 2 respondents were not interested, and the two were seniors who were graduating.

Of the seven freshmen who responded, all were interested or very interested in a performing/media arts program; only one of the seven would not be interested in majoring or minoring in the program.

Seventeen sophomores responded: 5 were very interested, 10 were interested, and 2 were somewhat interested. Responses from fourteen juniors showed that 6 were very interested, another 6 were interested, and the remaining 2 were somewhat interested. Only two of the fourteen seniors were not interested, otherwise 7 were very interested and 5 were interested. The one graduate student was also very interested. Comments offered were very encouraging, with seniors expressing the wish that the program had been initiated four years ago.

The sample size has a very small N, and it and the sample are biased, but the purpose was to get a feel for the desire of a performing/media arts program among students who were already in related fields. Interest and desire was very high, with the majority of the students indicating they would be interested in the program as a major/minor or second major/minor.

The second related survey was a non-scientific sampling of 27 video producers and radio broadcasters. Its purpose was to find out the likelihood of the respondents to supervise interns and/or hire graduates from a performing/media arts program and to find out if the respondents thought such a program would adequately prepare graduates in the respondents' professions.

The respondents were selected from a list of radio broadcasters and video producers obtained from the SCSU Learning Resource Center, and compiled by Dick Cermele with some being from within a large metro area to reflect those with more sizeable markets, yet not excluding those in the less urban areas.

Of those who responded (only one respondent refused to answer), 30% were very likely to work with interns, 33% were likely, and 19% somewhat likely. Only 18% were not likely to work with interns from a performing/media arts program as described to them.

Eighteen (18) of the 27 respondents were very likely to somewhat likely to hire graduates from such a program, 7 were unlikely to hire, and 2 didn't know.

77% of the respondents felt that the program would give adequate preparation for employment in their field, with many specifying that an internship be part of the program.

Methodology of the survey was to send the selected respondents a cover letter giving a broad overview of the program and then calling the respondents from the SCSU Theatre Department's telephones in late April, 1987. 45 producers and broadcasters were called, with 11 no answers/not eligible/unavailable, 1 refusal, and 6 not working numbers. 27 interviews were completed.

Again, this is a very small sample with a very biased, non-randomly selected group of respondents. The purpose was to get an idea of what future or potential employers of graduates from a performing/media arts program thought of the proposed program and to assess their willingness to supervise interns or hire graduates from this type of program.

### Overall Conclusions.

From the three surveys conducted, there appears to be a high interest and demand for the performing/media arts program of the type being proposed. Instituting such a program would surely be attractive to students planning to go into mass communications and other performing/media arts fields and would give valuable hands-on experience that professionals in the field believe is necessary for a graduate to be employable.



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A P P E N D I X E S

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SCSU Department of Political Science  
SCSU Performing/Media Arts Proposed New Program Survey

Contact Sheet

Spring '87

Survey I.D. Number \_ \_ \_

RESPONDENT NAME (FIRST-LAST) \_\_\_\_\_

PHONE NUMBER \_\_\_\_\_

CITY \_\_\_\_\_ AREA OF INTEREST \_\_\_\_\_

1. Hello. This is \_\_\_\_\_ calling for St. Cloud State University.  
(YOUR FULL NAME)

May I speak with \_\_\_\_\_?  
(NAME OF STUDENT)

2. IF YES--CONTINUE WITH INTERVIEW. GO TO #4 WHEN CORRECT RESPONDENT COMES TO THE PHONE.

3. IF PERSON CANNOT COME TO THE PHONE:

When will he/she be in? \_\_\_\_\_ (DATE AND TIME)

4. WHEN STUDENT COMES TO PHONE, REINTRODUCE YOURSELF.

We are conducting a survey of Minnesota high school seniors on their interest in a proposed new program in the performing/media arts field. Your answers will be confidential and the interview will take about three to five minutes. The interview is voluntary and confidential. If we should come to any question which you don't want to answer, just let me know and we'll go on to the next question.

-----  
Call Number 1 Result \_\_\_\_\_

Interviewer Name-Date-Time \_\_\_\_\_

Call Number 2 Result \_\_\_\_\_

Interviewer Name-Date-Time \_\_\_\_\_

Call Number 3 Result \_\_\_\_\_

Interviewer Name-Date-Time \_\_\_\_\_

Call Number 4 Result \_\_\_\_\_

Interviewer Name-Date-Time \_\_\_\_\_

If interview refused write out reason here: \_\_\_\_\_

Result Code:

NA = No Answer

NW = Not Working Number

NE = Not Eligible

BP = Business Phone (No Residents)

\*CC = Completed Call

B = Busy

R = Refusal (Write Reason)

CB = Call Back (Get Time and Day)

OT = Other (Please Explain)

EL = Call Forwarding, Answering machine, or  
Answering Service

St. Cloud State University is considering the initiation of a new program in the performing and media arts field. The program will train students in film, theatre, television, drama, radio, photography, and creative writing. The program will be housed in a film and television center on campus. In addition to their studies, students will participate in the production of video tapes for local, regional, and national use. Tapes will be made for libraries, schools, businesses, communication systems, government, and private homes.

1. How interested would you be in such a program? Would you be:

(READ RESPONSES)

1. Very Interested    2. Somewhat Interested    3. Interested  
4. Not Interested    8. DON'T KNOW    9. REFUSED

2. If it were offered, how likely would you be to take a major or minor in such a program? Would you be: (READ RESPONSES)

1. Very Likely    2. Somewhat Likely    3. Likely  
4. Not Likely    8. DON'T KNOW    9. REFUSED

Because students often change their plans between their high school junior and senior years, we would like to ask the following questions.

3. Are you still planning on attending a post-secondary school after graduation?

1. Yes    2. No    8. DON'T KNOW    9. REFUSED

IF YES READ QUESTIONS 4 & 5. IF NO GO TO "THANK YOU..."

4. What is your intended field of study? \_\_\_\_\_

(WRITE OUT)

1. PHOTOGRAPHY/CINEMATOGRAPHY    5. MASS COMMUNICATIONS  
2. RADIO-TELEVISION BROADCASTING    6. OTHER MEDIA/PERFORMING ARTS  
3. CREATIVE WRITING/ENGLISH    7. OTHER  
4. THEATRE    8. DON'T KNOW    9. REFUSED

5. What post-secondary school do you plan to attend?

(WRITE OUT)

1. ST. CLOUD STATE UNIVERSITY    5. VOCATIONAL-TECH INSTITUTE  
2. UNIVERSITY OF MINNESOTA    6. OTHER  
3. OTHER MINNESOTA STATE UNIVERSITY    8. DON'T KNOW  
4. TWO YEAR COMMUNITY COLLEGE    9. REFUSED

Thank you very much for your time and cooperation. You've been very helpful. Good night!

RESPONDENT'S SEX ((DON'T ASK)    1. FEMALE    2. MALE

RESPONDENT'S PREVIOUS INTENDED FIELD OF STUDY (GET FROM CONTACT SHEET)

1. PHOTOGRAPHY/CINEMATOGRAPHY    4. THEATRE  
2. RADIO-TELEVISION BROADCASTING    5. UNDECIDED  
3. CREATIVE WRITING



Course \_\_\_\_\_

Performing/Media Arts Survey

Major/Minor \_\_\_\_\_

Circle Answers:

Class:      Freshmen          Sophomore          Junior          Senior

Sex:          Male          Female

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How interested would you be in such a program?

Very Interested          Interested          Somewhat Interested          Not Interested

If interested, would you be interested in this program as a:

Major          Minor          Second Major          Second Minor

Any comments or suggestions?

Thanks for your time.



SCSU Department of Political Science  
SCSU Performing/Media Arts Proposed New Program Survey  
Video Producers/Radio Station Managers

Contact Sheet

Spring '87

Survey I.D. Number \_ \_ \_

RESPONDENT NAME (FIRST-LAST) \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_ PHONE NUMBER \_\_\_\_\_

1. Hello. This is \_\_\_\_\_ calling for St. Cloud State University.  
(YOUR FULL NAME)

May I speak with \_\_\_\_\_?  
NAME OF RESPONDENT

2. IF YES -- CONTINUE WITH INTERVIEW. GO TO #5 WHEN CORRECT RESPONDENT COMES TO THE PHONE.

3. IF PERSON IS NOT THE PERSON YOU SHOULD BE TALKING TO, GET THE NAME OF THAT PERSON AND ASK FOR HIM/HER.

4. IF PERSON CANNOT COME TO THE PHONE:

When will he/she be in? \_\_\_\_\_ (DATE AND TIME)

5. WHEN PERSON COMES TO PHONE, REINTRODUCE YOURSELF.

A few days ago, you should have received a letter describing a proposed new program being considered by the Minnesota State University system. We would like to ask you a few questions related to the program. The questions will only take 2-3 minutes to answer. The survey is completely voluntary and confidential.

-----  
Call Number 1      Result \_\_\_\_\_

Interviewer      Name-Date-Time \_\_\_\_\_

Call Number 2      Result \_\_\_\_\_

Interviewer      Name-Date-Time \_\_\_\_\_

Call Number 3      Result \_\_\_\_\_

Interviewer      Name-Date-Time \_\_\_\_\_

Call Number 4      Result \_\_\_\_\_

Interviewer      Name-Date-Time \_\_\_\_\_

If interview refused, write out reason here: \_\_\_\_\_

Result Code:

NA = No Answer  
NW = Not Working Number  
NE = Not Eligible  
BP = Business Phone (No Residents)  
\*CC = Completed Call

B = Busy  
R = Refusal (Write Reason)  
CB = Call Back (Get Time and Day)  
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1. How likely would you be to work with interns from a performing/media arts program as described?
  1. Very Likely      2. Likely      3. Somewhat Likely      4. Not Likely
  8. DON'T KNOW      9. REFUSED
2. How likely would you be to employ graduates from such a program?
  1. Very Likely      2. Likely      3. Somewhat Likely      4. Not Likely
  8. DON'T KNOW      9. REFUSED
3. Would such a program adequately prepare a graduate for employment in your field?
  1. Yes      2. No
4. May we call you in the future for any comments or suggestions in the future?
  1. Yes      2. No

-----

DON'T ASK!

Name of person contacted \_\_\_\_\_  
(First - Last)

Title (If Known) \_\_\_\_\_

Business (From Contact Sheet) \_\_\_\_\_

1. Video Producer

2. Radio