

# Research Memo Grade Sheet

Name:

Group: Blue 5

Relevance of research to the project	15/20
Detail and substance of summaries	35/40
Quality and variety of sources	7/10
Adherence to guidelines	10/10
Spelling/grammar/clarity	18/20
Total	80/100

Resubmission - 5

Comments: The original memo had five sources and each was cited at end. The problem with the first memo was the lack of variety. While it is important to have information about the company/organization, the research memo was an assignment to challenge the student to gather information about other organizations and how those organizations had similar issues, problems and how they met goals and objectives. The current memo had less about LAC and more comparative research.

Research is unacceptable

MEMORANDUM

TO: Professor Lumpkins

FROM:

DATE: October 1, 2009

SUBJECT: Research Memorandum

TJW

1

**Budgeting and Scholarships**

The Lawrence Arts Center applied for funds from the city for the 2010 year in the amount of \$25,000. With today's economy more families are facing economic financial challenges. They requested that the City help them continue to provide opportunities for the members to participate in their programs. In 2007-2008, the LAC awarded \$54,020 in scholarships to 695 students. This number continues to increase and the number of scholarships needed continue to grow. They are committed to making the arts accessible to all people regardless of their socioeconomic status. This year they hope to give out over 750 scholarships to low income youth and young adults. This request for funding is key for organizations such as Douglas County CASA and Head Start because the LAC is determined to provide equal opportunities for everyone. (David Leamon. "Lawrence Arts Center." *City of Lawrence Outside Agency Funding Application*.

[http://lawrenceks.org/budget\\_files/2010/lawrence\\_arts\\_center\\_osa\\_scholarships.pdf](http://lawrenceks.org/budget_files/2010/lawrence_arts_center_osa_scholarships.pdf)

This is research that the Center would already have. Remember that this research is to address your team's objectives.

✓

2

**First Step House & Arts Coming Up Taller**

First Step House, a halfway house for recovering, drug addicted women and children, and Lawrence Arts Center retain a partnership to give women ways to work on violence and prevent addiction through the arts and dance. The arts center teaches weekly dance

classes for them to foster positive feelings and build self-esteem. Lawrence Arts Center performs three concerts for the residents of FSH and occasionally the residents perform with them. "They are learning that the arts are more accessible than they thought because they come to understand that the artists teaching the classes are ordinary people," said Artistic Director Candi Baker. This program is breaking down barriers and some of the participants are coming to the LAC to take free classes. Recently dancers have been working with an alternative high school to develop a performance group. ("Lawrence Arts Center." *President's Committee on the Arts and the Humanities*. Coming Up Taller. <http://www.cominguptaller.org/profile/pr121dance.htm>)

Again,  
this is  
research  
that the  
client  
already  
knows.

3

### Partnerships

The Lawrence Arts Center is involved with over 200,000 people in Lawrence and surrounding communities ranging all ages and backgrounds. These people are enrolled in over 1,000 arts education classes such as creative writing and drama. The LAC partners with a variety of community groups who are dedicated to empowering populations, among these are Boys and Girls Club, GaDuGi Safe Center and Big Brothers Big Sisters. The arts center is community focuses and accessible to diverse audiences. The LAC has an extensive scholarship program and supports disadvantaged youths and adults. Their sole vision is to be recognized as a center that embraces and welcomes all people and ages into the world of the arts and strengthen and support the Lawrence community. ("Lawrence Arts Center Volunteers." *Facebook*.

here too

<http://www.facebook.com/pages/Lawrence-Arts-Center->

Volunteers/81965439780?v=info#/pages/Lawrence-Arts-Center-

Volunteers/81965439780?v=info)

4

### **Community Institution**

The Lawrence Art Center's sole purpose is to establish the love of the arts in Lawrence and surrounding communities. Over Ann Evans leadership as executive director the arts center has grown from offering 20 classes to now offering 450 classes. The center expanded from the Carnegie building where it started in 1974, to a new facility on New Hampshire Street. Evans said that they "envisioned it as a community building" and she believes "it's become a place that people come to and feel comfortable." (Mindie Paget. "Leader of arts center retiring." *Lawrence Journal World*. November 16, 2007.

[http://www2.ljworld.com/news/2007/nov/16/leader\\_arts\\_center\\_retiring/](http://www2.ljworld.com/news/2007/nov/16/leader_arts_center_retiring/))

3

### **Building a Community**

Ann Evans had no small feat when she took on the challenge of leading the arts center. Leading a diverse operation into a new building was no small task for her. The art center has had a positive impact on the community here in Lawrence and she did not do it alone. The Lawrence Arts Center has hundreds of volunteers and board members that have helped her throughout the years. Now as she resigns, Rick Yarnell will take on the challenges of running the arts center. For over 25 years, the Lawrence Arts Center has acted as a unifying force for the community. They attract people of all ages, neighborhoods, and backgrounds. They now have around 95,000 people participating with a range of all different abilities and talents. (J-W Editorials. "Nurturing the Arts."

*Lawrence Journal World*. November 29, 2007.

[http://www2.ljworld.com/news/2007/nov/29/nurturing\\_arts/?more\\_like\\_this](http://www2.ljworld.com/news/2007/nov/29/nurturing_arts/?more_like_this))

Resubmission

80  
100

MEMORANDUM

TO: Professor Lumpkins

FROM: [redacted]

DATE: October 1, 2009

SUBJECT: Research Memorandum

①

### Lawrence PRIZM Demographics

Claritas' PRIZM is a geo-demographic clustering tool that provides demographic data on zip codes in the United States. "Up-And-Comers," "City Start-Ups," and "Boomtown Singles" are all segments of Lawrence. These people are mostly single; with ages ranging from 25 to 44 years old, and the median incomes for these groups are \$49,000, \$30,000, and \$39,000. Each segment is described as having an active interest in the community.

The descriptions for these three clusters provide useful information about the audience the Lawrence Arts Center is interested in. (Claritas' "Zip Code Lookup" for 66044 and 66045, <http://www.claritas.com/MyBestSegments/Default.jsp>)

*remove underline*

②

### Marketing Study

In 2007, Professor Vazquez and Edward Bloustein from the State University of New Jersey organized a marketing plan for the Cranford Downtown Management Corporation and the Jersey Central Arts Studio. By researching, they discovered the image of Cranford. They took a deeper look into the community and how it views art and how its competitors run their organizations. By using a demographics database, they wrote a market analysis to determine the target audience for the arts center. By conducting this analysis, they suggested that Cranford combine all its programs. The LAC could conduct

Great Resource

a study and develop a SWOT analysis to determine a direct target audience. (Vazquez, Leonardo and Bloustein, Edward, "Cranford Arts Marketing Plan." Fall 2007.

<http://policy.rutgers.edu/academics/projects/studios/Cranford08r.pdf> )

3

### **Budgeting and Scholarships**

The Lawrence Arts Center applied for funds from the city for the 2010 year in the amount of \$25,000. With today's economy more families are facing socio-economic challenges.

They requested that the ~~C~~ity help them continue to provide opportunities for the members to participate in their programs. In 2007-2008, the LAC awarded \$54,020 in scholarships

to 695 students. This number continues to increase and the number of scholarships needed is growing. Lawrence Arts Center wants to make art accessible to all people

regardless of their socioeconomic status. This year they are optimistic to give out over 750 scholarships to low income youth and young adults. This request for funding is key

for organizations such as Douglas County CASA and Head Start because the LAC is determined to provide equal opportunities for everyone. The need for this scholarship

money provides information for the LAC to inform its target audience that they are willing to help diverse populations and organizations. (David Leamon. "Lawrence Arts

Center." *City of Lawrence Outside Agency Funding Application*.

[http://lawrenceks.org/budget\\_files/2010/lawrence\\_arts\\_center\\_osa\\_scholarships.pdf](http://lawrenceks.org/budget_files/2010/lawrence_arts_center_osa_scholarships.pdf))

4

### **First Step House & Arts Coming Up Taller**

First Step House, a halfway house for recovering, drug addicted women and children, and

Lawrence Arts Center maintain a partnership to give women ways to work on violence

and prevent addiction through art and dance. The arts center teaches weekly dance classes

for them to foster positive feelings and build self-esteem. Lawrence Arts Center performs three concerts for the residents of FSH and occasionally the residents perform with them. "They are learning that the arts are more accessible than they thought because they come to understand that the artists teaching the classes are ordinary people," said Artistic Director Candi Baker. This program is breaking down barriers and some of the participants are coming to the LAC to take free classes. Recently dancers have been working with an alternative high school to develop a performance group. This information is helpful to the Lawrence Arts Center to explore different ways to be involved in the community and to show that the center is not an elitist group. ("Lawrence Arts Center." *President's Committee on the Arts and the Humanities*. Coming Up Taller. <http://www.cominguptaller.org/profile/pr121dance.htm>)

5

### **Social Media Study**

In 2009, a community and social media study was compiled to investigate the dispersal of social media among brand and retailer companies. The study found that it is fairly high considering how fast the Internet is developing. Facebook is the most popular social media tool utilized by organizations currently. Twitter is close behind, coming in second and is continuing to grow more popular. Blog usage is also increasing. Marketers and merchandisers have a few doubts about social media. They are apprehensive of brand degradation and they fear that social media may happen to move out of date quickly. These people are also concerned that clientele will leave a Web site for one that is more engaging or interactive. To be successful using social media a company must engage its customers, increase brand loyalty and develop strategies to increase "word of mouth"



awareness. (Loechner, Jack. "Social Media Tools Gaining for Drive Sales." *MediaPost*. September 24, 2009, Web. ✓

[http://www.mediapost.com/publications/?fa=Articles.showArticle&art\\_aid=113854](http://www.mediapost.com/publications/?fa=Articles.showArticle&art_aid=113854))

## 6 Twitter Demos

Peter Corbett, responsible for a blog posted on iStrategyLabs, established that 78 percent of Twitter users are ages 18 to 49, with 47 percent who are 18 to 34, and 31 percent are 35 to 49. Fifty-three percent of Twitter users are female and 47 percent are male. Seven percent of the users are African American, five percent are Asian, five percent Hispanic, 82 percent are Caucasian and two percent are listed as other. Additional statistics include that the majority of adult Twitter users have no children. Twitter users have lower incomes and have had some form of higher education with 47 percent receiving at least a college degree. Corbett found that their income level is under \$60k per year. Twitter is one of the most popular forms of social media and its awareness is increasing. By having this demographic information the LAC can incorporate a plan to establish a Twitter account focused on the aspects and opportunities the arts center offers. It is also important that the center focus in on different populations: Baby Boomers, Generation X, Generation Y, Millenials and Eco-Boomers.

(Peter Corbett. "2009 Twitter Demographic and Statistics Report." *Social Network Analysis*. February 2009.)

## 7 Affordability and Community

↓ move down

Van Nuys, California Performing Arts Center had similar problems as the Lawrence Arts Center in dealing with their elitist and unaffordable image. The Van Nuys' Arts Center has been battling their image by staying competitive with their low prices of their classes and reaching out to the community in many ways. Both of these tactics help the arts center maintain a good relationship with its members and strive to get potential members, even with competing studios in the surrounding area. It would be helpful for the Lawrence Arts Center to study the success of the Van Nuys Performing Arts Center. (Brynn Wein Shiovitz. "Competing smart: the Performing Arts Center focuses on affordability and community." Dance Magazine. August, 2009, [http://findarticles.com/p/articles/mi\\_m1083/is\\_8\\_83/ai\\_n32443762/](http://findarticles.com/p/articles/mi_m1083/is_8_83/ai_n32443762/))

## 8 Partnerships

The Lawrence Arts Center is involved with over 200,000 people in Lawrence and surrounding communities ranging all ages and backgrounds. These people are enrolled in over 1,000 arts education classes such as creative writing and drama. The LAC partners with a variety of community groups who are dedicated to empowering populations, among these are Boys and Girls Club, GaDuGi Safe Center and Big Brothers Big Sisters. The arts center is community focused and accessible to diverse audiences. The LAC has an extensive scholarship program and supports disadvantaged youths and adults. Their sole vision is to be recognized as a center that embraces and welcomes all people and ages into the world of the arts and strengthen and support the Lawrence community. By presenting this information to the surrounding community of Lawrence, the Lawrence Arts Center will be able to put forth the image that they develop and are dedicated to all

groups of people. ("Lawrence Arts Center Volunteers." *Facebook*.

[http://www.facebook.com/pages/Lawrence-Arts-Center-](http://www.facebook.com/pages/Lawrence-Arts-Center-Volunteers/81965439780?v=info#/pages/Lawrence-Arts-Center-Volunteers/81965439780?v=info)

[Volunteers/81965439780?v=info#/pages/Lawrence-Arts-Center-](http://www.facebook.com/pages/Lawrence-Arts-Center-Volunteers/81965439780?v=info#/pages/Lawrence-Arts-Center-Volunteers/81965439780?v=info)

[Volunteers/81965439780?v=info\)](http://www.facebook.com/pages/Lawrence-Arts-Center-Volunteers/81965439780?v=info#/pages/Lawrence-Arts-Center-Volunteers/81965439780?v=info)