

Consultation Final Report

| O | K | L | A | H | O | M | A | | | |
| C | O | N | T | E | M | P | O | R | A | R | Y |



Index:

Research: 3

Business Plan: 5

Targeted Customer Segment: 7

Strategies: 9

Success Indicators: 10

References: 11

Objectives:

The following business plan proposal has been developed specifically for the Oklahoma Contemporary Art Center by Thomas Petty to reach the following goals in the order listed below.

Goal 1: Create a creative community destination hosted on the OKC website.

Goal 2: Gain a larger national following on all social media accounts.

Goal 3: Increase national prominence for the OKC Art Center.

Life Stages of an Arts Business Life Cycle

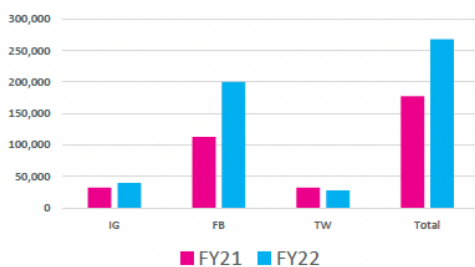


Research:

Life Stage: The Oklahoma contemporary is a Mature organization that realizes the need for allowing for continual Turnaround and revitalization to keep the museum growing.

Firstly, I must note the successful building remodel and campaign in 2018 is a highly successful rejuvenation of the arts center. However, according to an interview with Lori M. Brooks (the Director of Communications at the time) their growth plans were highly interrupted by Covid. This is where the OKC is currently working to re-strategize and be better prepared in the future. As it is only just now starting to stabilize from the impact of covid. Other notable outcomes of Covid were an emphasis on online presence which according to the 21FY-22FY documents has continued to be successful in outreach and engagement.

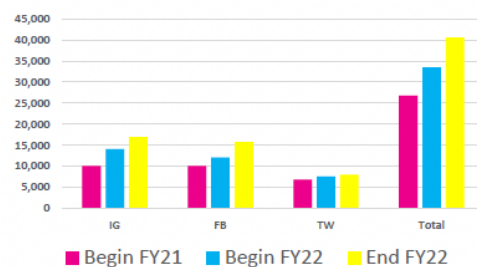
FY21 and FY22 Social Engagement



Engagement Totals

📷~72,300 📘~312,800 🐦~60,000

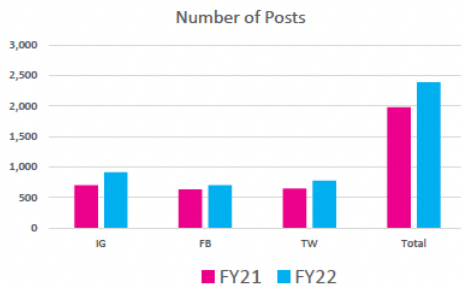
FY21 and FY22 Followers



Followers Totals

📷 current 16,899 📘current 15,724 🐦current 8,002

FY21 and FY22 Number of Posts



Number of Post Totals

📷 ~1,615 posts and stories
📘 ~1,330 posts and stories 🐦 839 tweets

Also noteworthy, the organization is currently making an emphasis to gather donors from a national audience. As was a strong focus on the value of accessibility, specifically breaking down barriers.

Breakdown: These are the core values of the Oklahoma Contemporary, as pulled and inferred from their website, articles, social accounts, as well as a recent interview with Lori M. Brooks. The OK Contemporary has always heavily valued education. This is abundantly apparent in sheer size of offerings the center and has including free entry, enormous gallery space, outdoor space, 9 classrooms, several studios, a theatre, and much more. This is more apparent in considering the number of different classes and studio types are available for use and learning for free. All of this combined with the friendly relatable staff, and even curb side pickup for their diner all point to the explicitly stated “Radical Hospitality” as mentioned in the Introduction video on the OKC *about* page.

Portrayed and Stated Values:

- Radical Hospitality
- Education
- Accessibility
- Community
- Creativity
- Diversity

External Threats:

- Other YouTube content/ websites.
- Lack of access to art tools and materials needed.
- Streaming Services/ TV.
- Alternate Education Programs.
- Slow internet access.

Internal Strengths:

- Growing and evolving social media presence.
- Consistent updating of internal structures to ensure up to date tactics.
- Substantial coverage and attention drawn from building design.
- Receptive staff to give unique experiences to a variety of guests.
- A broad array of classes and studios available to learn a multitude of mediums.

Internal Weaknesses:

- Too many separate audiences as stated by Lori M. Brooks in interview.
- Crowded and hard to navigate website making it easy to miss offerings.
- Need more national support in terms of awareness and donors.

Vision: Currently the vision is stated as “instill a lifetime appreciation of the arts and enthusiasm for creative practice”. More specific of a vision with more measurable outcomes could be focused more on spreading accessibility arts and creativity. This could also be paired with making this access sustainable during times such as the Covid outbreak.

The mission: The current mission statement is “encourage artistic expression in all its forms through education, exhibitions, and performance.” A simple modification can also add the inclusion of the centers online offerings which I am foreseeing as the next big focus of the Oklahoma Contemporary.

Conclusion: Taking what is currently a good online system and making key changes can address many issues, including accessibility, usability of the website as a learning resource, better marketing, as well as sustainability for unprecedented times. I believe with deeper research and analysis I can help utilize this for front to help the Oklahoma Contemporary accomplish many of its current goals.

Business plan: Self-Paced Art Class

Create a self-funding, “Self-Paced Art Class” video section on the OKC website. Each video features a discussion board where users can post, share, and receive feedback directly from OKC teachers, guest art experts, and guest artists. These videos can be specially made or utilize already established live class sessions by recording them and editing for self-paced courses. These courses will also utilize social media and build upon the growing OKC online following. An email update subscription could also be implemented specifically for the self-paced courses.

This section will feature a paid membership option to receive primary response for feedback to members discussion board posts. Paying members will also get early access to new self-paced videos before the rest of the public, allowing them to be the first to try new courses. Paying members will also be able to schedule 1 on 1 meetings with course instructors to receive more in-depth assistance.

Supporting Features: These goals are achievable using already established classes, established social media channels, in addition to the new how to social media channels that will be designed to bring in a younger use audience. Along with using tactics such as partnering with influencers, artists, and organizations to create unique videos and reach a more national audience with the ultimate hopes of gaining their following and directing them back to the OKC website.

Based on the 1-year growth FY21- FY22 from 25,000 followers to 40,000 followers on current social media pages supports the realistic growth goals to be reached in 3 years.

This also shows the timely growth of 1 year in comparison to a 3-year time frame. By focusing how to video content on a younger more active audience, through shares and engagement show strong opportunity to gain followers and reach further online art enthusiasts. There is also opportunity to partner with other arts education organizations to host classes in person or to create specific or specialized how to videos partnering with the OKC.

Engagement Plan Key Points:

1. Utilize strengths and growing online presence of the museum.
2. Engage with even more online hospitality and convenience.
3. Work with multiple partners to increase reach and relationships.
4. Gain attention of young adult art enthusiasts following.
5. Use online presence to build international network.
6. Create self-sustainability in using online crowd donations directly to the video development of the how-to videos.

Goal 1: Host a creative community destination on the OKC website.

Objective: Create a self-funding “self-paced class” video section with 1000 student members and 100 art class videos posted in three years.

Goal 2: Gain a larger national following on all social media accounts.

Objective: Reach 300,000 total followers including all social media accounts in three years.

Goal 3: Greatly increase national prominence for the OKC arts center.

Objective: Raise the percentage of national funders of the center to make up more than half of its total income.

Targeted Customer Segment: Active Young Aspiring Artists

Segment Description: On the go daily, **18-34**, Creative, tech savvy, heavy social media use, Is busy with other responsibilities but aspires to be an artist, Practices and learns on their own time, Seeking Convenience and Community.

Benefit Segmentation: **Convenience**

Interview Key Takeaways: **Cost is a significant factor as well as time.**

- Making enough money to be comfortable and other important obligations.
- Class and studio schedules don't work with their schedule.
- With the ability to meet so many people, connections are made with more intent.

Business Model Directional Focus: With the increasingly focused group spending a substantial amount of time utilizing technology and social media, this clearer direction of focus holds many opportunities. Firstly, by focusing on the online opportunities offered by OKC, both convenience as well as national reach can be tackled simultaneously. Combined with targeted online ads and social media posts will be a direct channel for direct connection and easy sharing of resources. This will take advantage of the growing increase of email subscribers and social media followers already gained. As well as the other thousands of people interacting OKC online.

FY21 and FY22 Social Engagement



139

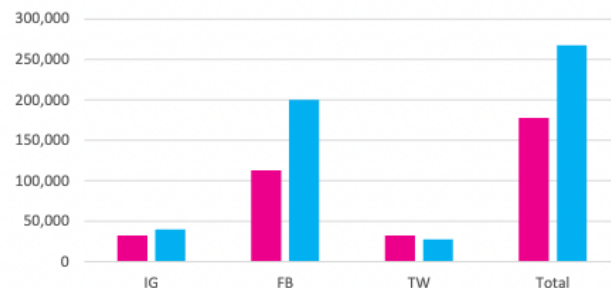
FY21 and FY22
email campaigns

79%

subscriber increase
from FY20 to FY22

21,224

subscribers as of June 2022



■ FY21 ■ FY22

Engagement Totals

~72,300

~312,800

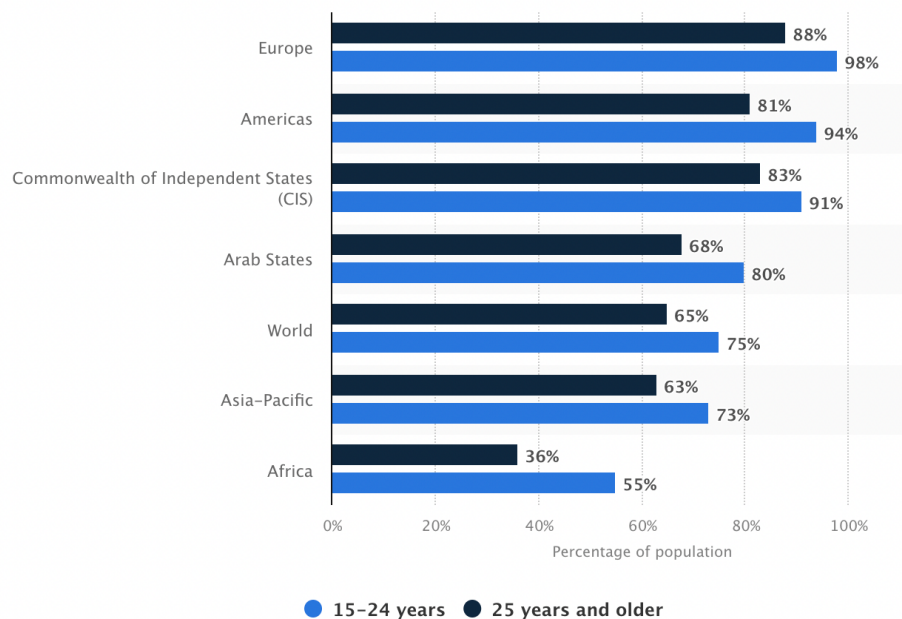
~60,000

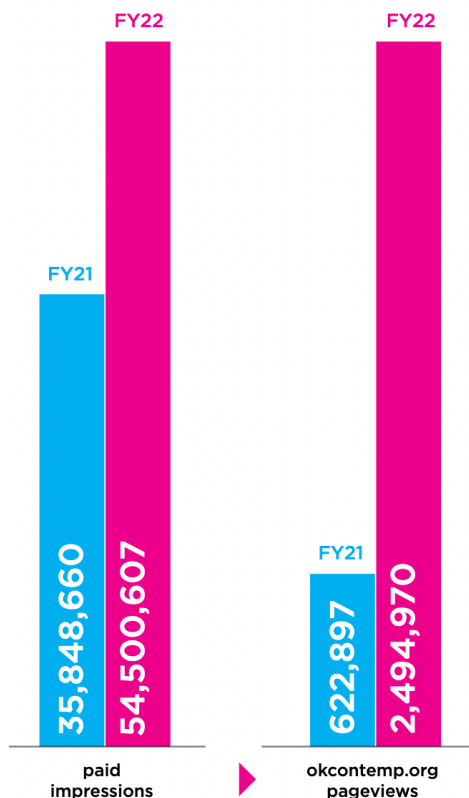
Value Proposition: Learn and be creative at your own time with our many learning opportunities online and in person. No matter what your schedule, learn and be inspired on OKCs website anytime and discuss your ideas in the community discussion board with other creatives.



300

percent increase in
web traffic in FY22





Investing Opportunities:

- Reorganization of the website.
- Creating a how to section with group discussions on website, also post on YouTube and additional social media page.
- Implementation of an additional social media page.
- Invest in targeted online marketing for international reach using new online educational offerings.
- Organizations and individuals have the option to donate directly to online class/ how to videos through website link.

Strategies:

Social Media: Create a separate OKC Self-Paced Art Class's Instagram and Facebook as well as creating a TikTok where video highlights and occasional art and performances will be posted in relation to the available courses. At the same time OKC will launch a new series Self-Paced Art Classes on its existing YouTube page and post consistently with the website. These social media sights are the most popular with users aged 18-24 according to a report on Sproutsocial. These pages will not include all other OKC event or updates. A prime example of this separate social media tactic is Sue the T rex of the Field Museum. This separate page following the skeleton of a T rex has 81k followers and is a huge success at drawing attention for the museum.

Sponsors & Partners: To generate a large following OKC should partner with influencers, artists, and organizations nationwide for promotions and video creation. Utilizing other organizations or artists specialties to create videos can allow for guest instructors, special edition classes, and content creation nationwide reaching new audiences that would only require OKC to dispatch a videographer and video director to assist in video creation.

Funding: The OKC self-paced classes website section will allow for individual or organizational donations directly funding the Self-Paced class video production and website maintenance. This will allow for continued video production while opening a door for guests to later donate to the OKC arts center as a whole.

Ideal Relationship With: Active Young Aspiring Artists

- Studio/ Art Class Participant/ Creative Enthusiast
- Receives emails, mail, and sometimes texts announcing new studio/ class offerings.
- Meets many artists featured by the center and knows instructors well.
- Has artworks sometimes displayed by the OKC to encourage others to take classes as well as encourage class attendees to visit more exhibitions.
- Occasionally receives free tickets and class spots for continual participation.
- Follows the Oklahoma Contemporary's social media pages.
- If a class is missed or unable to be attended the customer can still access the class's online videos and how to articles on the website.
- If a customer wants to learn about an artist they've met, they can be looked up and researched in the online art/ artists/ and exhibition archive on the website.

Success Indicators:

1. A rise of individuals, organizational partners, and supporters located outside Oklahoma.
2. The more frequent receiving of national grants for the Self-paced classes projects as well as for other OKC needs.
3. A rise in national social media following as well as online OKC memberships and subscriptions.
4. To ensure consistent video creation and user engagement, OKC needs to post 100 videos in 3 years. This equates to posting at least 2 or 3 videos to the website a month.
 - The average needed number of videos a month to be posted to reach the 100 videos in time must be calculated every month to ensure the production of the needed number of videos.
 - Videos will become increasingly sponsored or feature partnerships in its creation. Some of these partnerships can allow other organizations, influencers, and artists to make videos as "guest art teachers" in an approved format. These videos can then be quickly edited and finalized by OKC and allow for more frequent video posting.

- Keeping video production on track, including quality consistency, and consistent engagement is the duty of the video production manager. All videos must feature a consistent format, never longer than an hour, and video and audio must be consistently good quality to warrant posting.

- Increase in traffic to website from social media platforms which should all be consistently referencing and provide links to the OKC website. This can be tracked through analytics trackers. Progress should be monitored by

5. Consistent growth and engagement of paying student members.

- The video production manager will also keep track of the number of paying students each month and note the percentage increase. If subscriber growth is not on track to reach its goal, interviews of current members and self-paced course free users will be conducted to update content accordingly. Two months of consistent lowered engagement should warrant a change in approach to improve percentages. This includes conducting interviews and online surveying. This should be reviewed monthly by the museum's social media manager.

- Continued growth in paid membership may grow until it becomes pertinent to raise the price of membership due to over interest. As the paying membership grows it will be necessary to add levels of membership at different costs which will dictate the priority of response to members posts. 1 on 1 meetings should always be reserved for the higher levels.

References:

- SUE the T. rex, created August 2009, Field Museum, <https://twitter.com/SUEtheTrex>

- Oklahoma Contemporary FY21-FY22 Annual Report Engagement

- Social media demographics to inform tour brands strategy in 2023, Brent Barnhart, sprout social, <https://sproutsocial.com/insights/new-social-media-demographics/>

- Facts and Figures 2022, International Telecommunication Union Telecommunication Development Sector, <https://www.itu.int/en/ITU-D/Statistics/Pages/facts/default.aspx>