

Findings: 4Culture SME interviews

Topics:

Staff Activities: (To be verified, what is missing?)

PROGRAMS

- Design funding programs
- Produce guidelines and eligibility contingencies
- Schedule release and deadlines for funding opportunities
- Design and produce various promotions for funding opportunities
- Produce content for the web site
- Produce list of resources
- Manage social media presentation
- Traffic approval process of content
- Coordinate release of content with own team or communications team
- Produce materials for panel

CLIENT INTERACTION

- Design and conduct program workshops
- Actively seek out potential/specific applicants for various programs
- Provide technical assistance to applicants
- Manage PR queries
- Provide referrals
- Verify invoice submissions
- Liaison with partners

MANAGEMENT

- Plan and implement future strategy
- Manage relationships with staff and partners
- Fire extinguisher
- Attend planning meetings

ADMINISTRATION

- Budgeting
- HR
- Manage IT systems and issues
- Manage staff
- Produce reports

PUBLIC ART

- Producers
- Management of project scope
- Manage artist resources, selection and contract
- Facilitate design approval process
- Oversee implementation of art work
- Foster and maintain relationship for King County counterparts
- Artist relationships
- Vets all 'Call to Artist' listings to maintain trusted source status
- Manage artist profiles
- Manage collection profiles

Main devices and location when staff interact with the web site:

- Desktop
- Office
- Checks content from home on mobile or tablet occasionally

Main clients are:

- "Constituents" seeking funding /Applicants (Why use the word 'Constituents'.)
- Individuals
- Organizations
- Public art professionals
- Prospective consulting clients
- Architects
- Developers
- Contractors
- Artists
- Community
- Educators and students
- Service purchasers (purchasing on behalf of King County)
- Peers (cultural administrators)
- County project partners

Aspiring clients are:

- General public (local citizens)
- Tourists
- Peers and colleagues
- King County partners
- New arrival communities
- Outer Seattle City limits communities
- Communities outside the in-the-know/word-of-mouth networks

Clients location:

- Criteria is they live in King County
- Mostly Seattle City limits

Clients Site Usage Frequency:

- When they need to (TBD with enduser)

What triggers activity on the site: _
Deadlines
Approx. staff schedule includes;
_ First half of year most staff activity preparing opportunities with March and June deadlines
_ Second half of year is implementation of grants
_ November all deadlines for next year are determined
_ End of year gallery submissions
_ Workshop dates
_ Gallery exhibitions
_ Events
_ Notification of receiving an award
_ Major changes to schedule (rare)
What areas on the site are used the most: (TBD by stats) _
Opportunities, Calendar
_ Contact information
_ Guidelines
_ Annual Report
_ Revenue and Expenses
_ Artist Registry (currently static)
_ Blog, Homepage
What are the clients goals (Emotional):
_ Passion and commitment to something that goes beyond their lifetime
_ To feel supported and encouraged to move ahead with their project
_ To be substantiated and validated as an artist (first time artist and their family)
_ To belong to a community
_ To get their community recognized
_ Leverage for receiving additional funding
What are the clients motivations: (Practical)
_ Financial assistance
_ Sustaining their existence
_ Funding to help the project logistically
_ Gain technical assistance
_ Help on getting better at getting funding
Main client tasks:
_ Finding funding opportunities
_ Applying for funding opportunities
_ Finding contact details
_ Research deadlines and workshop dates
_ Research current and past projects/artists that have received funding
_ Looking for guidelines and eligibility details
_ Manage their Rewards (but this is mostly an offline activity)
_ Looking at Blog homepage to see what is happening culturally
_ Research (who is getting funded)
Account activity:
_ Log in
_ View open and closed applications for up to 3 years [How long are applications stored?]
_ Multiple applications pending at any one time (up to 15?)
_ Application lifecycle spans 3 months generally
_ Relationships with some applicants span years and is multi-layered
_ Approx. 1300 applications annually, approx. 300 submitted by organizations
_ 25 to 30% are first time applicants
_ Less than a quarter applicants attend workshops
_ 95-98% of applicants who do attend workshops apply for program
_ New arts organizations spring up and can be more sporadic
_ Applications can not be repurposed (only copy and paste ability)
_ Application submitted is not connected to manage awards tasks and that lifecycle
_ Budget is most challenging part of application
_ Often PDF copies of applications are sent to applicants by project managers
_ Multiple copies of PDF applications are stored within the system [and hard copies?]
How does the general public interact on the web site: _
_ They don't
_ They interact with our brand but not the web site. I think they know 'of' 4Culture because they see our logo everywhere but don't understand what we do.
_ Gallery listings
_ Public Art section
_ Compared by other arts administrators
_ They have no reason to go to site
_ Find out about other things (for example voting for preservation projects accessed through external link)
Differences between clients from different pillars: (application forms are all slightly different)
Arts:
_ Better understood by the public
_ Has majority of applicants (TBD by stats)
_ More tech savvy
_ More used to interacting in the virtual world
_ Younger
_ Artists are usually earlier in their career
Preservation:
_ Older

<input type="checkbox"/> Mostly organizations
<input type="checkbox"/> Less tech savvy
<input type="checkbox"/> Longer In tenure
<input type="checkbox"/> More myopic in their focus
Heritage:
<input type="checkbox"/> Older
<input type="checkbox"/> Story telling focused
<input type="checkbox"/> Mostly organizations
<input type="checkbox"/> Less tech savvy
<input type="checkbox"/> More myopic in their focus
Public Art
<input type="checkbox"/> Audience is more diverse
<input type="checkbox"/> Content is more visual
<input type="checkbox"/> Content can be catered to general public more
<input type="checkbox"/> Schedule is more sporadic
<input type="checkbox"/> Prospects seeking consulting assistance (revenue stream)
<input type="checkbox"/> Artists are more advanced in their career
What the client needs before they apply:
<input type="checkbox"/> When and where the workshops are and how important they are to attend
<input type="checkbox"/> Deadline dates
<input type="checkbox"/> Eligibility constraints
<input type="checkbox"/> Guidelines (need to make more readable)
<input type="checkbox"/> Accepted asset formats
<input type="checkbox"/> Outline of whole process
<input type="checkbox"/> Additional resources
What the client needs during the time they apply: _
Contact details
<input type="checkbox"/> Understanding whole timeline; review award contract fulfilment
<input type="checkbox"/> Approx. how long it will take to fill out the application (what you need to complete application)
<input type="checkbox"/> When to expect a response from their submission
What the client needs after they apply:
<input type="checkbox"/> Congratulated for submitting their application
<input type="checkbox"/> If an organization, 4Culture needs to know who its main contact person is
<input type="checkbox"/> If they were granted the award or not
If an award recipient, needs include;
<input type="checkbox"/> Information on how to claim your reward and when the contract will arrive
<input type="checkbox"/> When they can submit invoices
<input type="checkbox"/> How to recognize 4Culture in their projects
What happens online: _
Research opportunities
<input type="checkbox"/> Applying for opportunities
<input type="checkbox"/> Reviewing pending & past applications
<input type="checkbox"/> Community Volunteer Reviewers Registration
What happens offline:
<input type="checkbox"/> Main communication through phone calls with PMs prior to applying for opportunity (Advice, Mentoring)
<input type="checkbox"/> Manual PDFs are made of all applications submitted
<input type="checkbox"/> Preparing panel materials
<input type="checkbox"/> Planing and scheduling panel reviews
<input type="checkbox"/> Judging application submissions
<input type="checkbox"/> Hard copy archives
<input type="checkbox"/> Notification of being chosen for award
<input type="checkbox"/> Contract package and signatures
<input type="checkbox"/> Comprehension on how to claim their rewards
<input type="checkbox"/> Invoicing
<input type="checkbox"/> Payments
Main pain points: (TBC with endusers)
<input type="checkbox"/> 4culture branding & comprehension
<input type="checkbox"/> Findability of funding opportunities
<input type="checkbox"/> Managing rewards comprehension and work flow
<input type="checkbox"/> Content getting out of sync (static project screens vs. dynamic blog posts updates)
<input type="checkbox"/> Lack of long term content strategy
<input type="checkbox"/> Terms used on site for funding opportunities, (Projects, Facilities, Awards, Grants,etc) and terms in general, are they being understood?
<input type="checkbox"/> Internal view reflected in web site structure and terminology used
<input type="checkbox"/> Confusion about other local arts funding organizations and who covers what
<input type="checkbox"/> Awareness of receiving awards especially for organizations where turnover breaks the connection to 4Culture
<input type="checkbox"/> People coming to the site via a search result and calling PM with information out of context
<input type="checkbox"/> Can't remember how to access their applications
<input type="checkbox"/> Other 4Culture teams do not know what public art does really
What should the web site do: _
Inspire
<input type="checkbox"/> Give confidence
<input type="checkbox"/> Site needs to feel familiar to the users. Users need to see themselves in the site.
<input type="checkbox"/> 'Elected Officials' should be recognized
<input type="checkbox"/> Promote funded programs for various partners and associates as good news stories (organizations, legislators, award recipients, venues)

_ Reflect our values; i.e. inclusive, fair, transparent,
_ Show breath of activity
_ Come for one thing and learn about something else
_ Reward completion of the application or registration task
_ Encourage applicants to keep trying if they are not awarded
_ Make an easy way to apply for projects
_ Easy access to guidelines, eligibility, presentation
_ Track progress through application system
_ Act as an effective marketing tool for public art
_ Encourage exploration
_ Shout good news stories about 4Cultures accomplishments and mission
_ Tell stories
Ideas:
_ Attribute opportunities as being 4Culture entities (emergency fund, sustaining funds, open for culture, general funding of partner programs)
_ Attribute spaces and programs to 4Culture (facilities, gallery, electronic gallery, etc.)
_ Attribute Map web application to 4Culture
_ More interactivity with public and have user generated content features
_ 4Culture needs to be visible and recognized for the service and support they provide
_ Use info graphic as guidelines for setting up and explaining the application process and timeframe (how-to videos are also in the works)
_ Guidelines for contract fulfillment
_ Should be more congratulatory and encouraging in our language to help alleviate anxiety (look at tone of application screens and confirmations)
_ Need page 'if you are funded' what to expect and how to recognize 4Culture in your project, how to manage your awards
_ Need page, guidelines on application process, what you will need, how to manage your assets/formats how long it will take
_ Need login to be in global nav and create an account awareness
_ Need login screen and logout confirmation screen
_ Need doc library (how to's, best practices for administrators, brochures) [tech needs ability to link directly to doc to download]
_ Need video library
_ Need profile screens for: projects, opportunities, funded projects, PA collection pieces (permanent and portable)
_ Save for Later _ feature in the application process by section.
_ Provide sample application forms. One per pillar? Include panel comments which are very helpful. [May want rotate them occasionally]
_ Reminder notifications sign-up feature. Workshop/Deadlines module.
_ Need page, If Awarded How to Manage Your Award
_ Need to provide downloadable invoice online for those confused about the contract packet or who have misplaced the contract packet.
_ Each pillar to provide finance with generic cover sheet, checklist, to accompany contract packet.
_ Naming conventions for program names. Maybe they are all too similar. How do we make them more memorable and distinctive.
_ Use the terminology 'reimbursed'. Applicants thought they were going to get the money up front but it comes after they begin the project but not necessarily after completion of the project.
_ Contracting for services, everything is reimbursed this is confusing to people.
_ Provide generic invoices to download online but have one per pillar (applicant may not be able to ID themselves with the program they won)
_ Ability to interact with site more, Public Art in particular
_ Using themes to communicate
_ Profile screen for venues/organizations
_ When submitting an application it creates a kickstarted page [this is complicated by compliance and compatibility]
_ Make applications compatible across local funding agencies, at least the budget
_ Provide an 'artists kit' when an award is received
_ Introduce or enhance internal users training where needed and on all new roll-outs
_ Create an evaluation form for 4Culture users
_ Create webinars or tutorials for application process and managing your rewards redemption
_ Guidelines as FAQ format to aid readability
_ Real process is 'reimbursed for work done'