INNOVATION IN PROCESS AND OPERATIONS

MICHIGAN OPERA THEATRE
Wayne Brown, President and CEO
Evaluating Community Engagement

MINNESOTA OPERA
Ryan Taylor, President and General Director
Audience Engagement Initiative

SAN FRANCISCO OPERA
Matthew Shilvock, General Director
SFO+ Lab

OBSERVATIONS
Response rates diminish with collection of meaningless data. Surveys should collect what is most important to sustain continuation of the work.

Establish baselines of perceptions before gathering qualitative observations about change.

Evaluation tools may already exist in local foundations or service organizations that are working with the same communities. Consider mingling data collection and analysis to benefit more than one organization.

Generate new thinking through ad-hoc teams that cross departments and set a culture that encourages open questioning by team members.

Make every effort to understand programs through the perspective of the beneficiary.