

Virtual Engagement Research Survey

Thank you for agreeing to participate. Your responses to this confidential survey will help us identify the effective practices for virtual engagements. After all the data has been gathered, we will distribute the results to everyone that completed the survey. To assure that we have your information, please complete the survey by March 7, 2022.

This survey is estimated to take 20-25 minutes to complete.

Thanks again for helping make the dance field stronger together.



The Virtual Engagement Research Project is supported by the Jerome Foundation.



Virtual Engagement Research Survey

Thank you for participating in this survey. Your responses are anonymous and will be used to inform future conditions for virtual engagement in dance, whether that be artistic or educational, promotional or archival, as well as identify the opportunities for accessing new audiences and deepening current audience engagement while addressing disparities in who gets to dance and gets to see professional dance. Your insights and experiences are invaluable to bringing past inequities to light and to avoid repeating the same injustices as the field moves towards greater reciprocity and support beyond the current pandemic and social reckonings.

Thanks again for helping make the dance field stronger together!

1. How do you identify your role as someone in dance (select all that apply)? 

- ☐ Dancer
- ☐ Performer
- ☐ Improviser
- ☐ Choreographer
- ☐ Artistic Director
- ☐ Educator
- ☐ Arts worker
- ☐ Producer/Manager
- ☐ More/Other (please specify)

2. Who invited you to participate in this survey? (select one) 


- ☐ Pentacle
- ☐ The International Association of Blacks in Dance
- ☐ Movement Research
- ☐ New England Foundation for the Arts

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3. How do you support the *business* of your work? (select one) 

- ☐ I am an independent dance artist who works alone and does all the administrative work myself.
 - ☐ I am an independent dance artist who employs a number of part-time personnel.
 - ☐ I have a small organization with a number of personnel.
 - ☐ I have a mid-sized organization with a number of personnel.
 - ☐ I have a large organization with a number of personnel.
 - ☐ I work independently as a manager/producer for an independent dance artist.
 - ☐ I work for/with a small organization/dance company.
-

4. Specify the number of personnel (part-time/full time) 

5. Do you operate with an annual budget? 

- ☐ Yes
 - ☐ No
-

6. What is your usual approximate annual operating budget (2019-2020)? 

- ☐ Under \$10,000
- ☐ \$10,000 - \$40,000
- ☐ \$40,001 - \$100,000
- ☐ \$100,001 - \$250,000
- ☐ \$250,001 - \$500,000
- ☐ \$500,000 - \$1M
- ☐ Over \$1M
- ☐ Other (please specify)

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7. What is your usual approximate project budget size? 

8. Do you travel to tour/teach/develop/produce/collaborate for work? 

☐ Yes

☐ No

9. When you travel for work to tour/teach/develop/produce/collaborate with outside partners (ie. venues, schools, peer organizations, non-profits, etc.), how many individuals do you typically bring with you? (specify amount and roles)



Virtual Engagement Experience

10. Have you made a dance experience available online? 

☐ Yes

☐ No

11. Was it prior to March 2020? 

☐ Yes

☐ No

12. Was the offering, a (pick all that apply): 

☐ Concert/Performance (live-streamed or previously recorded content, or a mix)

☐ Work in Progress Showing

☐ Questions & Responses session

☐ Commission

☐ Reception or Gala

☐ Lecture-Demonstration

☐ Rehearsal

☐ Non-Public Performance

☐ Training or teaching class

☐ Panel discussion


☐ TV/Radio Interview


☐ Podcast/Blog

☐ Other (please specify)

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13. Describe the offering. 

14. How was it accessed? 

15. Did you receive any direct funding for it? 

16. How did it relate to previous in-person offerings? 

17. How was it (or not) financially viable more or less than an in-person offering? 

18. How was the virtual offering unique? 

19. How was the virtual offering able to reach/broaden/deepen your audience(s)/communities? 

Virtual Engagement Experience

20. Was it more recent than March 2020? 

☐ Yes

☐ No

21. Was the offering, a (pick all that apply): 

☐ Concert/Performance (live-streamed or previously recorded content, or a mix)

☐ Work in Progress Showing

☐ Questions & Responses session

☐ Commission

☐ Reception or Gala

☐ Lecture-Demonstration

☐ Rehearsal

☐ Non-Public Performance

☐ Training or teaching class

☐ Panel discussion

☐ TV/Radio Interview

☐ Podcast/Blog

☐ Other (please specify)

22. Describe the offering. 

Virtual Engagement Research Survey

23. How was it accessed? 

24. Did you receive any direct funding, such as COVID-relief grants, for it? 

25. How did the offering relate to previous in-person offerings? 

26. How was it (or not) financially viable more or less than an in-person offering? 

27. How was the virtual offering unique? 

28. How was the virtual offering able to reach/broaden/deepen your audience(s)/communities? 

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29. How valuable is virtual engagement for your work? 

30. Why? 

31. What are your thoughts around the benefits of virtual engagement for the field? 


Future Planning

32. Are you planning on producing or incorporating virtual engagement into your work in the next year?



☐ Yes


☐ No

33. Are you being asked/invited/commissioned to prepare/create/produce virtual engagement beyond 2022? 


☐ Yes

☐ No

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34. What are the barriers/challenges you experience to creating virtual engagement? (select all that apply) 

- ☐ Technology
- ☐ Artistic
- ☐ Labor needs
- ☐ Financial
- ☐ Audience/Dissemination
- ☐ Other (please specify)


35. How much of your artistic work time will be spent on creating content for virtual engagement? (select one) 

- ☐ 0%
- ☐ 1-10%
- ☐ 11-20%
- ☐ 21-30%
- ☐ 31-40%
- ☐ 41-50%
- ☐ 51-60%
- ☐ 61-70%
- ☐ 71-80%
- ☐ 81-90%
- ☐ 91-100%


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36. What artistic roles are needed to create content that meets your expectations for virtual engagement? (select all that apply) 

- ☐ Choreographer
- ☐ Director
- ☐ Dramaturg
- ☐ Performers
- ☐ Composer
- ☐ Designer
- ☐ Other (please specify)

37. What administrative roles are needed to create content that meets your expectations for virtual engagement? (select all that apply) 

- ☐ Business manager
- ☐ Bookkeeper
- ☐ Marketing manager
- ☐ Fundraiser
- ☐ Other (please specify)

38. What technical roles are needed to create content that meets your expectations for virtual engagement? (select all that apply) 

- ☐ Production director
- ☐ Stage manager
- ☐ Board operator
- ☐ Sound engineer
- ☐ Other (please specify)

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39. How much personnel will you need to engage to create content for virtual engagement? (select one)



- ☐ 1-2
- ☐ 3-5
- ☐ 6-8
- ☐ 9-12
- ☐ Over 13


40. How will you support/have you supported your preparatory work on virtual engagement financially? (select all that apply)

- ☐ Admission sales
- ☐ Grants
- ☐ Donations
- ☐ Sponsors
- ☐ Commissioning/Residency fees
- ☐ Fees for services rendered (ie. Performance fees, teaching fees, design fees, etc.)
- ☐ Other (please specify)

41. How are you addressing Accessibility in your virtual engagement(s)? (select all that apply)

- ☐ ASL interpretation
- ☐ Large print materials
- ☐ Closed captioning
- ☐ Audio description
- ☐ Ability to engage over a longer period of time
- ☐ Free or low cost
- ☐ Other (please specify)

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42. What expenses are you incurring in relationship to providing Accessibility features for your virtual engagement? 

43. What would be equitable compensation for providing virtual engagement to audiences/communities in these specific scenarios below? 

Live concert performance that is live-streamed with an in-person audience paying admission?

Pre-recorded archival footage of a past performance only presented virtually?

Pre-recorded footage of a new performance only presented virtually?

Pre-recorded footage of a performance presented virtually with a post-screening discussion in real-time with the artists?


Artist talk?

Weekly classes?

Masterclass (1-2 hours)?

Workshop (3+ hours)?

Time and Resource Needs

44. In each of the specific scenarios below, what would differ in terms of your time, personnel, and resource allocation? (Also consider when you would need to factor in music rights and/or performer royalties in the case of pre-recorded and/or archival offerings.) 

Live concert performance that is live-streamed with an in-person audience paying admission?

Pre-recorded archival footage of a past performance only presented virtually?

Pre-recorded footage of a new performance only presented virtually?


Pre-recorded footage of a performance presented virtually with a post-screening discussion in real-time with the artists?

Artist talk?

Weekly classes?

Masterclass (1-2 hours)?

Workshop (3+ hours)?

45. Which requires more time to prepare for: (select one) 

☐ An in-person offering

☐ A virtual offering

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46. How much of your time is *currently* devoted to social media and promotional marketing activities for your artistic projects? (select one) 


- ☐ 0-10%
- ☐ 11-20%
- ☐ 21-30%
- ☐ 31-40%
- ☐ 41-50%
- ☐ 51-60%
- ☐ 61-70%
- ☐ 71% or more

47. How much of your time is *expected* to support social media and promotional marketing activities? (select one) 

- ☐ 0-10%
- ☐ 11-20%
- ☐ 21-30%
- ☐ 31-40%
- ☐ 41-50%
- ☐ 51-60%
- ☐ 61-70%
- ☐ 71% or more


48. Any additional comments about time and resource needs? 

Support Preferences

49. Do you (or would you) prefer to handle the technical aspects (ie. stage manager, streaming platform, online box office, camera equipment, etc.) of offering virtual engagement yourself? 

☐ Yes


☐ No

50. How does (would) having a partner (presenter, producer, other) handle the technical aspects of virtual engagement distribution help? 

51. Do you (or would you) prefer: (select one) 

☐ to handle the financial aspects of offering virtual engagement yourself?

☐ to have a partner (presenter, producer, other) handle the financial aspects of virtual engagement?

52. How does (would) having a partner (presenter, producer, other) handle the financial aspects of virtual engagement income help? 

✨ Envisioning the Future ✨

53. What would make virtual engagement easier to produce? 

54. What is needed most to support virtual engagement? 

55. If virtual engagement became 50-100% of your work, 

what would change for
your daily activities?

what would you gain?

what would you lose?

❤️ Final Thoughts ❤️

56. FINAL THOUGHTS: What else would you like for us to know? 


Being Inclusive


It is important that we identify who we are reaching and who is contributing to this research. If you feel comfortable sharing your demographic information and identity, it will help us locate blind spots and inform next steps to make sure we are hearing from as many perspectives as possible.

Optional:

57. How do you describe your race and ethnic identity? (select all that apply) 


- ☐ Asian/Asian American
- ☐ Black/African/African American
- ☐ Hispanic/Latino/a/x
- ☐ Middle Eastern/North African
- ☐ Native American/American Indian/Alaska Native/Native Hawaiian
- ☐ Pacific Islander
- ☐ White (not Hispanic or Latino/a/x)
- ☐ My race or ethnicity is not listed. I describe my race or ethnicity as:
- ☐ Decline to respond

58. Country of Origin 

59. How do you describe your gender identity? 

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60. What gender pronouns do you use? 

61. Do you identify as a member of the LGBTQIA community? 

- ☐ Yes
- ☐ No
- ☐ Decline to respond

62. Do you identify as a person with a disability? 

- ☐ Yes
- ☐ No
- ☐ Decline to respond

63. Are you a military veteran? 

- ☐ Yes
- ☐ No
- ☐ Decline to respond
-

64. What is the highest level of education you have completed? 

- ☐ High School
- ☐ Some College
- ☐ Associate Degree
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Doctoral/Professional Degree
- ☐ Decline to respond

65. Age 

- ☐ Under 20
 - ☐ 21-30
 - ☐ 31-40
 - ☐ 41-50
 - ☐ 51-60
 - ☐ 61-70
 - ☐ 71-80
 - ☐ Over 80
-

Thank you for your invaluable insights!

We will share results with you in the coming month about what we found out and our plans to create conversations as a field committed to transparency and equity in how we continue to engage with our partners, audiences, and communities.

Best wishes and thanks again!



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Please press **SUBMIT** to share your insights. 



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