Evaluation of the National Museum of African Art’s 2012 Community Day

Abstract:

Each September, the National Museum of African Art (NMAfA) hosts Community Day, an event that brings together performers, artists, musicians, and creative people of all stripes to celebrate African art and culture. NMAfA enlisted the Office of Policy and Analysis (OP&A) to conduct an evaluation of Community Day 2012, Re-Imagine Africa: Eclectic Vibrations, which is a continuation of the work OP&A began the previous year with an evaluation of Community Day 2011. Like the 2011 study, this evaluation records visitor demographics, satisfaction ratings, experiences, interests, and attitudes toward the event and the Museum. The 2012 survey data and interviews are compared to the findings of the 2011 study to show what variations exist between the two years. Overall, most visitors reported Community Day to be a fun-while-learning, positive, and uplifting experience. One of the study team’s recommendations, based on visitor surveys and interviews, is that the Museum has an opportunity to increase the number of families who attend NMAfA through targeted promotions and consistent children-friendly programs.