

## Quality Institute - May 18, 2018

Implementing Quality 202 | 9:00 a.m. – 12:00 p.m.

Reflecting and Revising Quality 301 | 1:00 p.m. – 4:00 p.m.

Time	Topic	
9:00am-9:10am	Welcome, Introductions and Goals of the Institute	<p><b>Nicole Upton</b> Director of Partnerships &amp; PL   Ingenuity</p> <p><b>Katherine Gean</b> Researcher   Slover Linett Audience Research</p>
9:10am-9:20am	The Cycle of Evaluation	
9:20am-9:30am	Introduction to Research Methods and Tools for Analysis	
9:30am-9:35am	Activity	
9:35am-10:20am	Analyzing Survey Data	
10:20am-10:25am	Break	
10:25am-10:40am	Analyzing Survey Data, Part 2	
10:40am-11:05am	Analyzing Qualitative Data	
11:05am-11:15am	Activity	
11:15am-11:50pm	Interpreting Data	
11:50am-12:00pm	Wrap-Up & Questions	
<b>12:00pm-1:00pm</b>	<b>Break for Lunch</b>	
1:00pm-1:20pm	Introductions and Session Plan	<p><b>Nicole Upton</b> Director of Partnerships &amp; PL   Ingenuity</p> <p><b>Jennifer Benoit-Bryan</b> Senior Researcher   Slover Linett Audience Research</p>
1:20pm-1:50pm	<p><b>Who Are Your Stakeholders?</b> <i>And what is the impact you're hoping for?</i></p>	Individual Exercise
1:50pm-2:10pm	Principles for Structuring A Report	
2:10pm-2:20pm	Break	
2:20pm-2:50pm	Tools for Supporting Your Data Story: Charts and Tables	Group Exercise
2:50pm-3:20pm	Tools for Supporting Your Data Story: One-Pagers	Group Exercise
3:20pm-3:50pm	Reflection on the Cycle of Research	Group Discussion
3:50pm-4:00pm	Closing & Questions	

## ABOUT OUR PRESENTERS....

### Jennifer Benoit-Bryan

As a Project Director and Quantitative Lead at Slover Linett Audience Research, Jen designs, conducts and interprets audience research studies, applying both quantitative and qualitative research methods to respond to client needs. Jen uses a variety of research tools to address client questions, such as focus groups, workshops, interviews, ethnography, surveys, segmentation and data mining. Jen has also helped a number of clients build their internal research capacity through targeted training sessions. Jen applies these research tools to many clients across the arts and culture sector, including the Museum of Fine Arts, Houston, the Denver Museum of Nature and Science, Carnegie Hall, the Detroit Institute of Art, and the Los Angeles Philharmonic, among many others.

Jen serves as the chair of the Data & Research advisory panel for Ingenuity. Before joining Slover Linett, Jen was a researcher at the University of Illinois, where she conducted studies for foundations and non-profits such as the MacArthur Foundation, the Chicago Community Trust, and the Online Computer Library Center. Jen earned a PhD in public administration with a focus on survey research methodology from the University of Illinois in 2014. She has presented papers and sessions at national and international conferences, such as the Visitor Studies Association, the American Association for Public Opinion Research, and the American Political Science Association.



### Katherine Gean

Katherine Gean is a Researcher at Slover Linett Audience Research, where she designs and conducts research and evaluation work with performing arts organizations, museums and informal learning environments, and other cultural nonprofits. As a part of the Slover Linett team, she has experience with research and evaluation studies in areas such as programming, community engagement, education, exhibitions, membership, and donor engagement. Katherine has conducted research and capacity building work for the James Irvine Foundation (a Wallace Foundation grant recipient), The Peggy Notebaert Nature Museum, and the Saint Louis Symphony, among others. Prior to her work at Slover Linett, Katherine was an evaluator at the Museum of Science and Industry, Chicago where she designed and led qualitative research and evaluation work on topics such as science learning, exhibit development, teacher professional development, and youth outreach programming. She has presented primary research at national conferences and co-authored papers published in Museum-focused journals, one of which focused on museum education and the impact of theater in museum exhibits. Katherine earned her master's degree at the University of Chicago with a focus on cultural anthropology and qualitative research methods. She earned her BA in cultural anthropology with honors from The University of Texas at Austin.