

Center for Arts and Crafts

October 2000

Purpose

This survey explored student awareness and interest in non-credit classes offered by the Center for Arts and Crafts and their potential willingness to pay for these classes.

Implications/Highlights

A majority of respondents thought that non-credit arts and crafts classes contributed to meeting others with similar interests (62%) and learning to appreciate multicultural perspectives (55%). Few (13%) are prepared to match the \$50-\$75 fee charged by other universities for such classes.

Participation Rate

N = 863 (62%) agreed to participate

N = 540 (38%) did not agree to participate

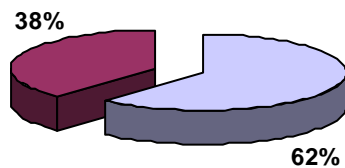


Figure 1. Participation rate

Findings

Students were asked how being involved in non-credit arts and crafts classes contributed to their student life. A majority felt that participation resulted in both meeting others with similar interests and in developing multi-cultural perspectives. Fewer than half thought that participation led to personal satisfaction (43%) and a balanced lifestyle (42%).

Contribution of Participation (A)

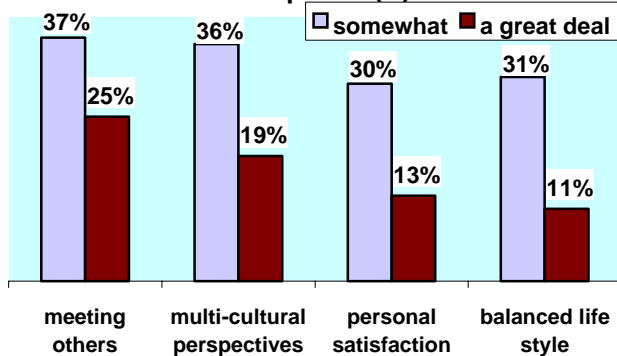


Figure 2. A majority of students felt that participating in non-credit arts and crafts classes contributed to meeting others and to developing multi-cultural perspectives

Statistically significant at the .05* level

About a third of the respondents said that participating in arts and crafts classes helped them learn to manage stress (36%), develop abstract problem-solving skills (33%), and learn to cope with challenges (32%). Fewer students (23%) said participation contributed to the quality of their life.

Contribution of Participation (B)

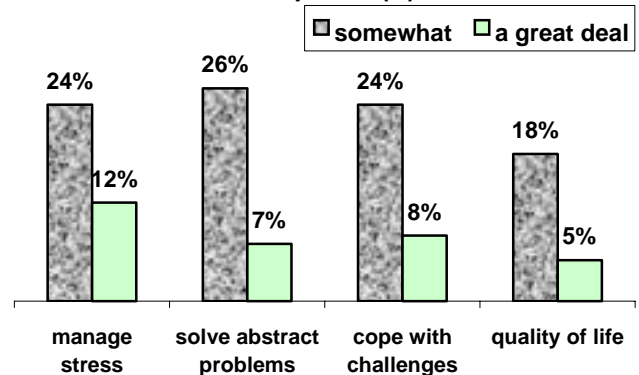


Figure 3. A third or fewer of the respondents said that participation in arts and crafts classes contributed to learning to manage stress, to solve abstract problems and cope with challenges

A small number of students (13%) said they would be willing to pay a \$50-\$75 class fee charged at many other universities.

Willing to Pay for Non-Credit Arts and Crafts Classes

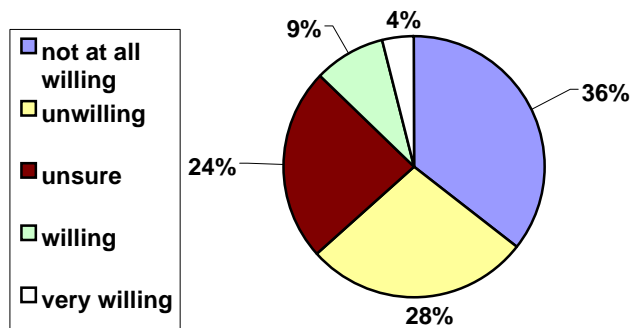


Figure 4. Few students were willing to pay \$50-\$75 for non-credit arts and crafts classes

More of those students who had taken a non-credit arts and crafts class off-campus or before coming to Penn State (19%) than those who had not taken classes (10%) were willing to pay \$50-\$75 fee.*

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Student Affairs

More of those who had taken classes off-campus or before coming to Penn State were also more likely to have visited the Center for Arts and Crafts studios,* walked through their holiday sales,* taken classes on campus,* and participated in Creative Crafts through Late Night.*

About a quarter of respondents overall said they had walked through the Arts and Crafts Center Holiday sales and visited their studios.

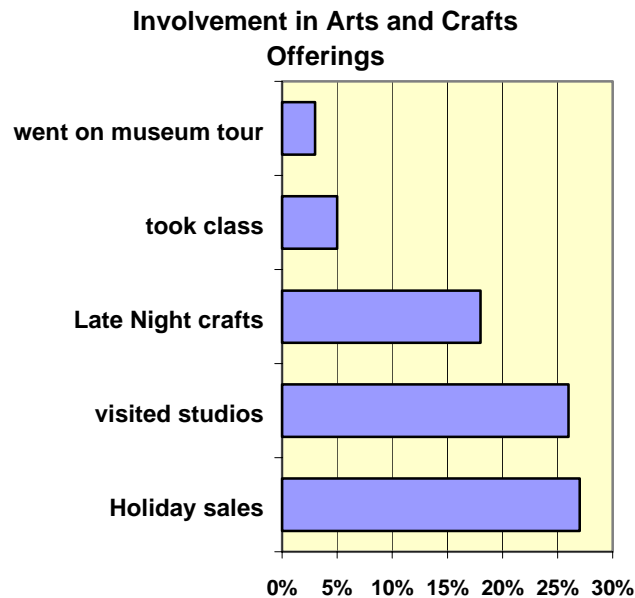


Figure 5. About a quarter of respondents said they had walked through the Arts and Crafts Holiday sales or visited their studios

Most students felt that time pressures, lack of awareness, and other interests resulted in lack of participation in Center activities.

Obstacles to Participation	none	some	major
other interests	4%	23%	73%
time pressures	6%	23%	71%
unaware of Center	8%	42%	50%
unaware of classes	8%	40%	51%
costs	24%	47%	29%
lack of tools/materials	32%	51%	18%
necessary skills	40%	43%	17%
location of facilities	57%	33%	10%

Other obstacles mentioned by individual students included:

- | | |
|--------------------------|------------------------|
| transportation | other things going on |
| time classes are offered | enrollment limitations |
| felt intimidated | lack of diversity |
| don't like art | school work |
| handicapped | no free food |

Students (48%) thought HUB/Robeson displays would be most effective in increasing awareness of the Center followed by Collegian ads (44%), flyers or posters (36%), Late Night sessions (26%), web page descriptions (21%), on line calendar of offerings (18%), and ads in the CDT Weekender (14%).

Two-thirds of the students said they would be willing to be part of a listserv providing information on arts and crafts activities.

Students were asked how interested they would be in taking non-credit classes focused on twelve different arts and crafts activities.

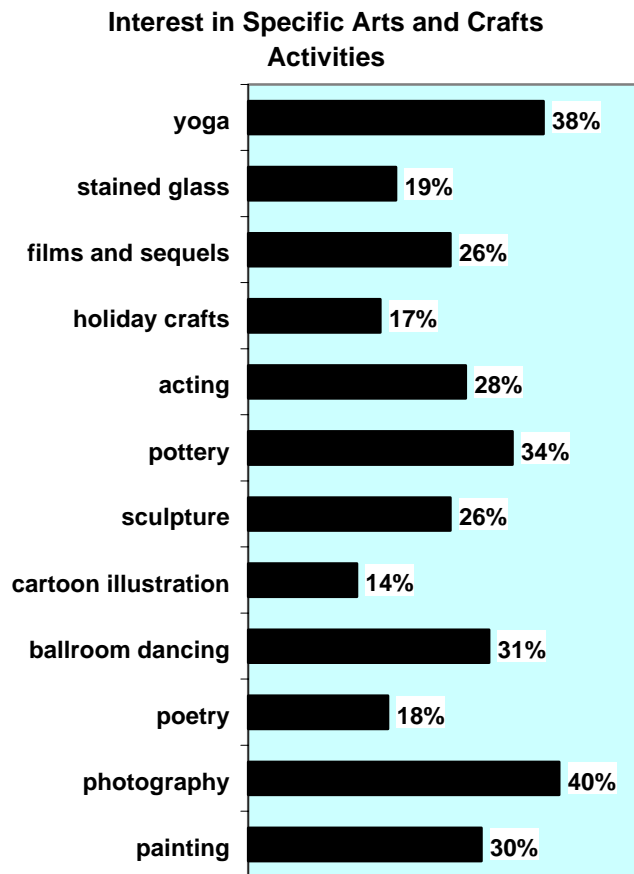


Figure 6. Students varied in the range of interest in specific arts and crafts non-credit classes

Women were more likely than men to indicate an interest in photography,* ballroom dancing,* sculpture,* painting,* pottery,* holiday crafts, yoga,* and stained glass crafts.* Men were more likely than women to be interested in cartoon illustration.*

Other arts and crafts activities mentioned by individual students included:

- | | |
|----------------|--------------|
| jewelry making | fly tying |
| quilting | wine tasting |