Chicago Cultural Alliance

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PRAD 585

Agenda

- Introduction
- Main Challenges
- Secondary Research
- Research Questions
- Methodology
- Findings
- Recommendations
- Q&A

Who is the Chicago Cultural Alliance?

- CCA's Mission "**Connect, promote** and **support** these centers of cultural heritage for a more inclusive and culturally vibrant Chicago."
- 35 heritage museums, cultural centers and historical societies
- 24 neighborhoods, 7 suburbs in Chicago representing 28 different cultures
- Inherit Chicago (World Dumpling Fest)

Main Challenge

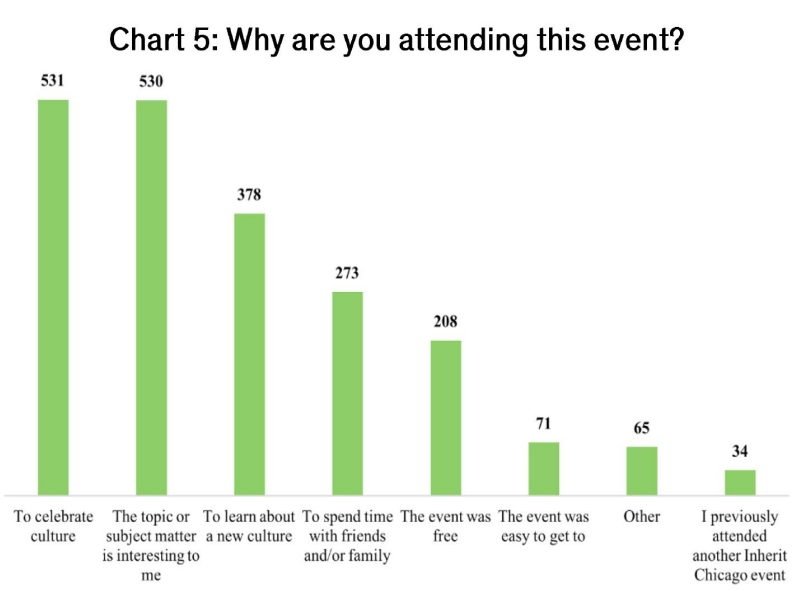
Promote and Build Awareness of Heritage Centers

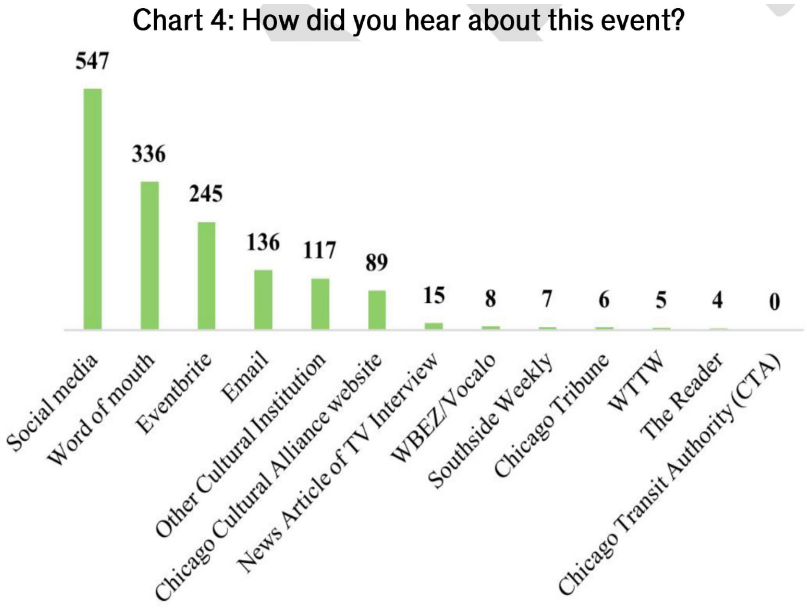
Millennials and Culture

Secondary Research Highlights

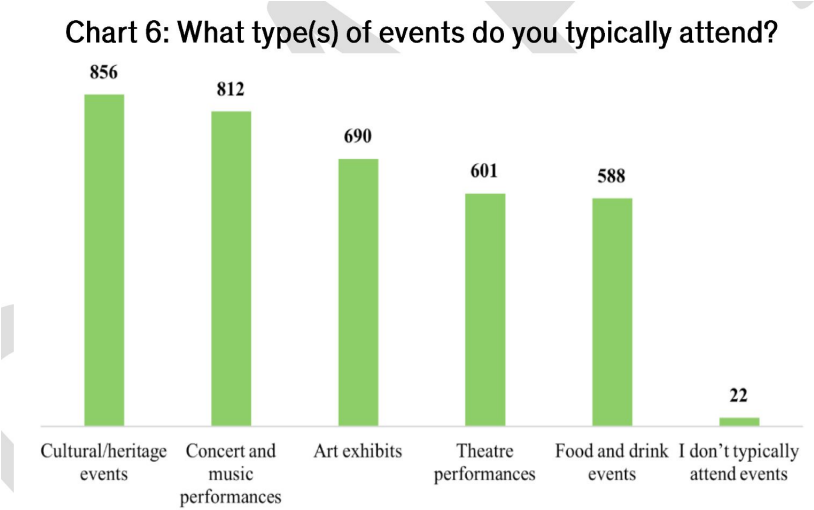
1. Chicago Cultural Alliance Evaluation Report of Inherit Chicago
2. Social Media Analysis (mentions & reach) from Meltwater
3. Data from current Chicago Cultural Alliance social media platforms (Instagram & Facebook evaluated)

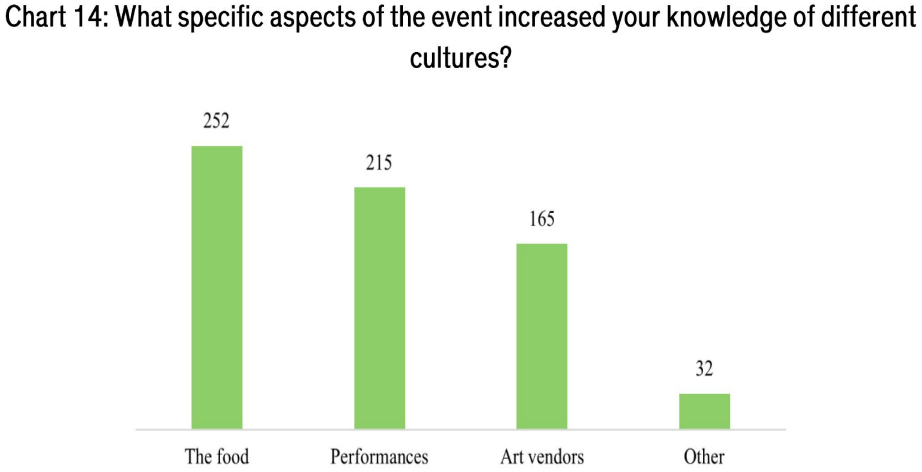
CCA Evaluation Report Charts





CCA Evaluation Report Charts





CCA Evaluation Report Charts

Chart 8: After hearing about and attending World Dumpling Fest, do you now know what Inherit Chicago is?

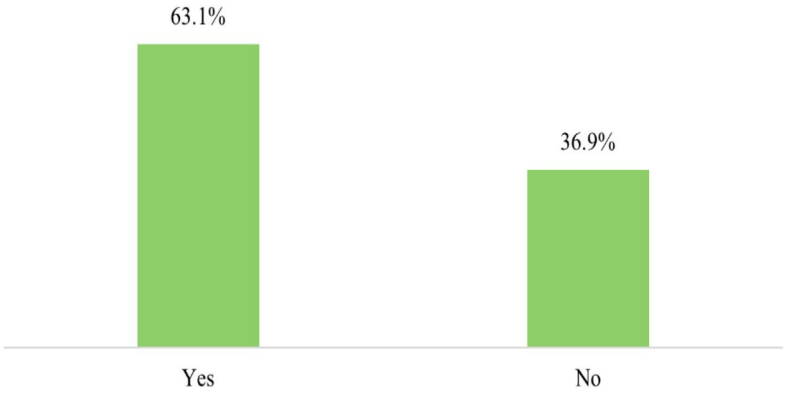
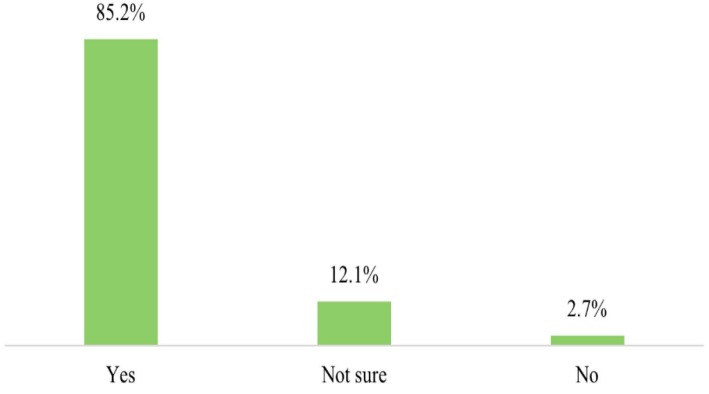


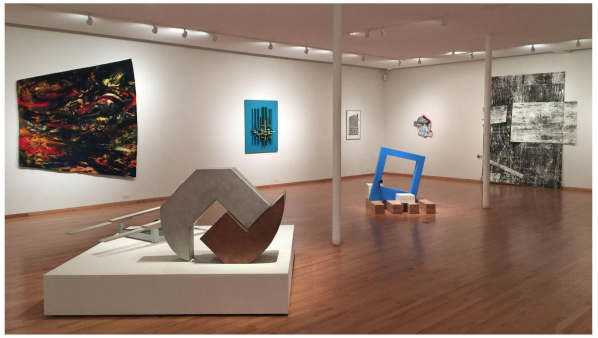
Chart 12: After attending this event, do you have an increased interest in attending cultural or heritage centers or museums?



Chicago Cultural Alliance in the News Meltwater

- Popular news outlets that have mentioned CCA: *Chicago Tribune, WGN Radio, Chicago Reader,* and *ABC 7*
- Most recent media coverage: *ABC 7* story about the Museum of Science and Industry Christmas Tree Toppers on December 24, 2017. **Post reached 911k**
- Most reached media coverage: *Chicago Tribune* article highlighted Inherit Chicago. Published on December 13, 2017 and **reached 9M**

Crossing the Paseo and the globe in one historic exhibition; New A/V gallery plugs into a two-part show



SOCIETY

Museum of Science and Industry Christmas Tree Toppers

The Museum of Science and Industry's Christmas Around the World and Holidays of Light exhibits allow guests to connect more deeply to their heritage while discovering the holiday customs of more than 50 cultures and faiths.

Data Summary: CCA Facebook

Status & Video posts - best performance; **Shared videos** - poorest performance

Opportunity: Post more status updates and original videos. Avoid sharing videos unless absolutely necessary

	Avg. Lifetime Post Reach	Avg. Lifetime Post Impressions	Avg. Lifetime Engaged Users
Link	796	1,323	30
Photo	995	1,625	44
Shared Video	318	549	15
Status	1,746	3,961	121
Video	1,937	3,342	65

Data Summary: CCA Instagram

Posts that include photos tend to be more successful (more likes)

Opportunity: Include photos in more Instagram posts

	Avg. # Likes
Photo	14
Video	11

Row Labels	Avg. # Likes	Count of Likes
Sun	12	12
Mon	18	13
Tue	12	10
Wed	13	11
Thu	9	6
Fri	15	9
Sat	25	3

*Post published on Mondays and Saturdays performed best

SWOT Analysis

Strengths	**Weaknesses**
• Implementation of Inherit Chicago • Large, widespread organization • Appeals to a wide variety of heritage-centered, religious, and cultural groups	• Confused with the Chicago Cultural Center • A low understanding in the millennial audience as to what “culture” actually is • Currently there’s a lack of events and opportunities that would intrigue younger audiences held by CCA
Opportunities	**Threats**
• Can modernize the understanding of culture to include food, live music & entertainment, and unique experiences with a diverse group of people • Can appeal to a younger audience by creating inviting reasons to add culture to millennial lifestyles • Offers a change to bring culture and heritage into the lives of those that may have lost touch with it	• It will take time, planning, funding, and a better PR system to truly get the word out • Past events have been successful in numbers, but attendees have been negatively projecting on social media due to how certain aspects were handled by CCA’s PR • Chicago is constantly bursting with events, so how can we make CCA’s events stand out and offer something different?

Research Questions

RQ1: On which social media platforms do millennials learn about upcoming events & what draws them into attending?

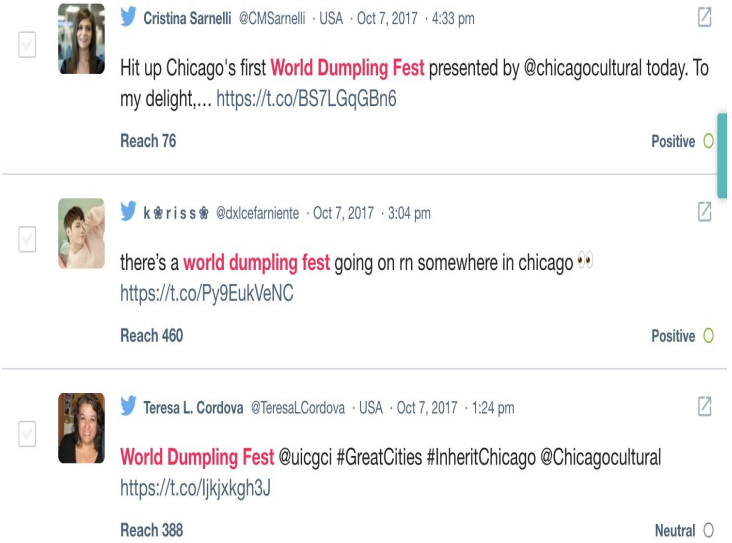
RQ2: What helps create a long-lasting association with culture?

Method

- Engaged with Millennials and friends by conducting “mini focus groups”
  - We went straight to the source and asked questions about culture
- Research Analyzed
  - CCA Evaluation Report Charts
  - Surveyed 15 individuals within the target age range of 18-23
- Meltwater
  - Analyzed positive and negative discussion across online conversation
- Crimson Hexagon
  - What words stick out on social media when associated with CCA
- Research gathered from January 1, 2017 to March 2018

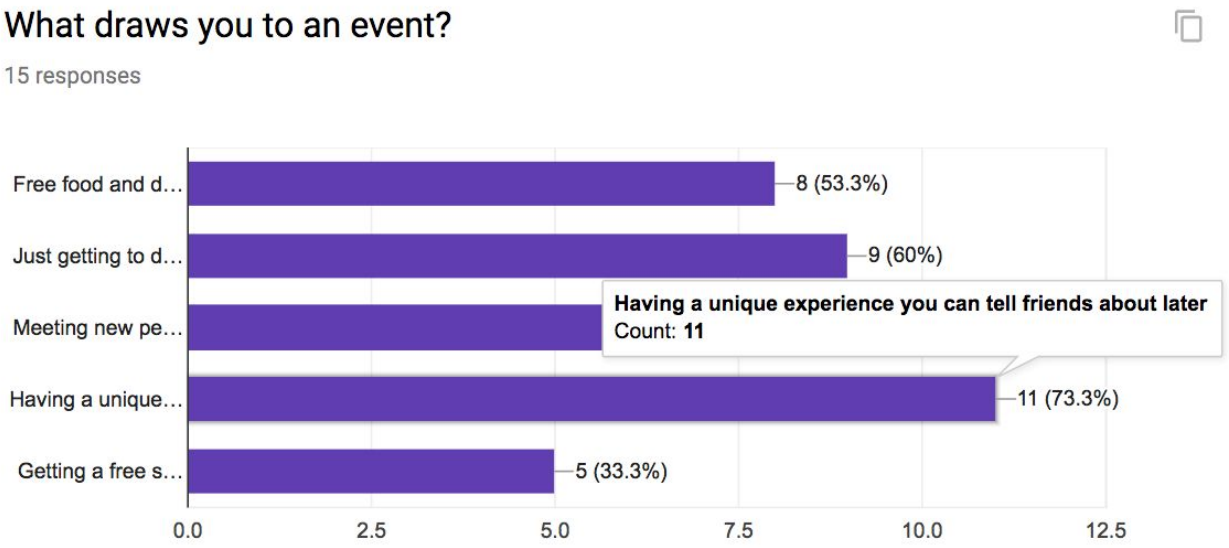
World Dumpling Fest was a hit!

Across social media, mentions and tags reached dozens of thousands of people. Accounts from all over Chicago were promoting it, and people were mentioning it A LOT.



World Dumpling Fest Facebook Event Page

Event Insight



*Google Survey Result

How do younger audiences feel about culture?

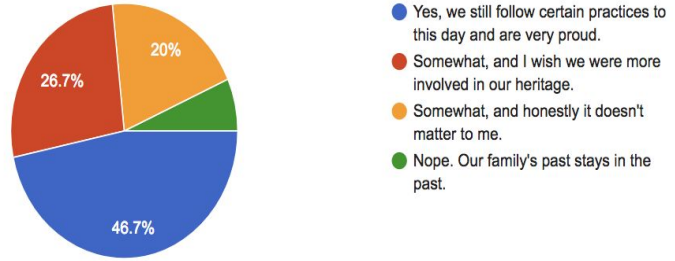
What was the last event you attended that you would count as "cultural" and why?

15 responses

I was at a concert last week and because I enjoy live music
I went to an Italian street festival. I would consider it cultural because it has to deal with heritage (Italian) and because of the tradition (the festival was an annual thing).
Museum, it has history
John Mulaney show - comedy is an expression of art and entertainment and therefore falls into my schema of culture
Concert, many different people mingling from different backgrounds, coming together to share music
Christmas
A movie
Hockey game because the entertainment we consume adds to our cultural identity
I went to a berlesque show (not sure if I spelled it right) and it had its own culture because it had a certain crowd and very particular vibes.
Burns Supper with Scottish friends last week. It's fun, and there's lots of drink and good food (assuming you like haggis).

Were you taught to be proud of your family's history/ heritage?

15 responses



*Google Survey Result

Key Focus Group Quotes

Ages 21-24

"I want to experience different cultures."

"Food, Music, and Friends make any event for me."

"Culture is the footprint of identity."

"Culture gives me a community."

"Culture provides an opportunity to share a common interest with others."

Social Media Analysis

Meltwater

Irish American Heritage Center

- Facebook posts from September 2017-November 2017 reached **120k** people on Facebook
  - Posts mentioned and tagged Chicago Cultural Alliance

Patrick James Murphy Twitter (@profpjm)

- President of the Board of Directors of the Chicago Cultural Alliance
  - DePaul Professor
- Average reach of **15k**
- 5,919 followers
- Tweets about upcoming CCA events and live tweets from events

Social Media Influencer Examples

Findings

1. Social Media plays a key role in promoting events
2. Importance of food and performances at events
3. People want to learn more about different cultures

Recommendations

- Continue building the tradition of World Dumpling Fest
  - Core members put on similar cultural events throughout the year (emphasis on music and food)
  - Encourage attendees to bring a friend and post on social media to win CCA prizes at events
- Heritage centers collaborate with one another to host events throughout the year
  - Ex: Irish American Heritage Center and the Fifth Province Pub
  - Enhance presence on social media with heritage centers interacting with one another
  - Use specific hashtags at events to monitor attendance and promotion
- Use Facebook when promoting upcoming events
  - Chicago-based influencers or celebrities

Research Questions

RQ1: On which social media platforms do millennials learn about upcoming events & what draws them into attending?

A1: Facebook and Instagram. If friends are likely to go, millennials are likely to go. (It is *social* media!)

RQ2: What helps create a long-lasting association with culture?

A2: It depends (primarily on age and interests)

Conclusion

- Chicago Cultural Alliance has the foundation to attract millennials and make culture “cool” again
- Cultural events with food and music are a hit among millennials
- Continue utilizing social media platforms, especially encouraging core members to do the same
    - Photos on Instagram are often more eye-catching than videos while videos on Facebook are more effective
    - Traditional media coverage is still effective in promoting awareness
- Influencers help engage the community and promote events

Q&A

Thank you!

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