

ASK ARTS # 8

By Del Reed
Alliance of Round, Traditional, and Square Dance
(April 16, 2007)

Dear ARTS,

I've heard there will be another ARTS survey this year at the 56th National Square Dance Convention (NSDC) this June in Charlotte, NC. Having already filled out two or three of these, I am wondering when the surveys will stop and the data will finally be put to use. I'm tired of simply filling out surveys; is there no end in sight?

Fatigued in Fargo

P.S. I still think some of the questions are pretty personal.

Dear Fatigued,

We certainly appreciate your filling out surveys so patiently in the past. Two surveys have now been completed in the central regions, (Denver, CO, and San Antonio, TX) and one in the west (Portland, OR). Additionally, surveys were done at several state and regional festivals. We will now survey Charlotte to determine if the data is consistent in an event held in the eastern region.

This information will be used to approach potential sponsors for grants and sponsorships. So far, the data shows square dancers who completed the surveys to be intelligent, computer savvy and with above average income. The data is available for your review on the ARTS website (see below).

At first glance the questions on the survey seem intrusive, but be assured that your privacy will be preserved. Filling out a survey does not identify you, but only asks for demographic information that potential sponsors would be interested in. Telling them square dancers are wonderful people is simply not enough.

In your registration packet at Charlotte, you will receive one survey per person registered. We ask that each of you fill one out, even if you have done so in the past.

Check out our website at www.arts-dance.org for more information or call the toll-free ARTS Hotline at 1-866-445-ARTS (2787).

Thank again for your assistance,
ARTS-DANCE

Please direct any questions for "Ask ARTS" to Del Reed at 321-633-1306 or e-mail to www.askarts@arts-dance.org