

Highlights of Results of CCAT/Purple Apple Survey

Two hundred sixty surveys were emailed or mailed out. Forty responses were received for a 15% return. Note: One survey was received back by mail and although the comments are reflected in this report, the statistics are not reflected and would not have made a statistical difference.

Themes from the written responses:

The following remarks are not comprehensive and do not include all responses cited. They represent the top themes in each question's responses.

1. How aware are you of the Center for the Creative Arts Therapies' mission? (See charts.)
 - *Comments were all over the board from "helped found CCAT", to "don't know much".*
2. How aware are you of the Purple Apple after school program? (See charts.)
 - *Comments were all over the board but all positive in one way or another.*
3. What is your involvement with CCAT and/or Purple Apple? (See charts.)
 - *Comments were mostly explanations, not significant to the themes.*
4. In your opinion what does CCAT and/or Purple Apple do well?
 - *Thirteen people cited the Purple Apple program, serving at-risk kids, good teachers and facilitators, etc.*
 - *Two cited great board members and organizers.*
 - *Two cited the salons and networking opportunities.*
 - *It is significant that most people responded to the Purple Apple when they were given a chance to do either or both. (Number of responses to Purple Apple, 13; for CCAT alone, 2; for both, 4 and those were mostly board members.)*
5. How could we improve our services, processes or programs?
 - *Better fundraising/need for more money*
 - *Better publicity, education, marketing, etc.*
 - *Professional salaries for administrators, facilitators, counselors.*
 - *More staff and volunteers.*
 - *More diversity. (Young, old, rich, poor, credentialed and not, etc.)*
 - *Some suggested improvements in the Purple Apple program such as expanded services to the schools, more projects, allowing any child to be in the Purple Apple program, better communication between teachers and facilitators, etc.*

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6. What are some of the services you would like to see CCAT provide?
 - *The most cited response stated in one way or another that CCAT should be a center of focus for art therapists offering such things as art shows, providing space to do art together, demonstrations, social activities, networking, salons, etc. Be a hub for art therapists.*
 - *Some cited professional development, reinstating the art therapy training with an approved university, job opportunities, CEU's, grant opportunities.*

7. How often do you use the following benefits? (See charts.)
 - *It is significant that the highest percentages of people fall into the "Do not Use" column. In addition there were several comments to the effect that people are not aware of these opportunities, the library, the membership directory not being accessible or that these are well publicized benefits.*

8. Please rank, in order of importance, the following reasons for becoming a member of our organization. (See charts.)
 - *64% ranked "Encourage positive creative arts and/or therapeutic services for under-served children", as either a 4 or 5. 52% scored a 4 or 5 on "to give meaningful contribution or service to my community (give back)". This altruistic inclination underscores the need to engage people in ways that fill this need.*
 - *Again using the combined 4 and 5 marks, 31% cited "to stay in touch with community and professionals working with creativity"; 30% cited "professional development—learn more about creative arts education, art therapy"; 22% cited "networking with others who have similar interests".*

9. How effective is the Board of Directors of the Center for the Creative Arts Therapies? (See charts.)
 - *15 of the 26 people who scored this question, rated the board very good or good. 4 rated them fair or poor.*
 - *Eleven of the 18 responses to this question said they didn't know, were unsure, or didn't know who was on the board.*
 - *Positive comments included that the board kept a sinking ship afloat, that they seem clear about the mission, that they are very dedicated, but "running thin".*
 - *Negative comments included that the vision was too broad, has very poor communication with members, difficult to deal with, use CCAT only to boost their own businesses.*

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10. Do you have any suggestions for improving the overall membership experience?

- *Four people of the 22 stated the desire for a regular monthly newsletter that let's people know what is going on and what opportunities are available.*
- *Get a well connected director*
- *More opportunities to get together*
- *Clear, well defined opportunities to volunteer*
- *More communication with members*
- *Clearer vision*
- ***Provide members with a sense of belonging, of being supported and the feeling that their membership and their organization is serving a purpose***

Major Themes From the CCAT Survey

1. There is a great desire among respondents for CCAT to provide a focus, a hub for art therapists through such programs as art show, networking salons, demonstrations, etc.
2. There is an altruistic yearning among respondents that may be able to be channeled and focused for the betterment of CCAT.
3. People understand and embrace the goals, purpose and workings of the Purple Apple far more than CCAT, which is still not well understood.
4. There is a great need for paid staff, both administrative and facilitators, teachers, counselors.
5. There is a great need for better fundraising.
6. There is a great need for better community education, marketing and awareness of the Purple Apple, of the benefits of art therapy and for the purpose of CCAT and how it can serve the community.
7. There is a desire for professional development including training, job opportunities, CEU's, grant opportunities and more.
8. Some improvements are desired in the after school program.