

Recording Studio Programming Insights and Suggestions

Section 1: Surveys

Surveys are a powerful tool for gauging patron interest, since the studio is filled with equipment that can have a wide range of skill levels. A survey was designed via LibWizard that can be found [here](https://dom.libwizard.com/f/studio_survey) (https://dom.libwizard.com/f/studio_survey). Since we already have patron information saved via LibCal it is really easy to send these surveys out at the start of the semester to gauge patron interest and guide what programs you want to put on. To pull this information you will need to have Phil pull it for you and once you have it you can simply filter out all the @dom.edu(staff and faculty emails) email addresses to only include the @my.dom.edu (student emails) addresses and send your survey to the remaining email addresses on file.

Below are some recommended best practices:

1. Wait 3-4 weeks from the start of the semester to send out your survey

Since there is turnover in the form of graduation it does not make much sense, at least in the fall semester, to send out a survey right away. This is because we may have incoming freshmen that have an interest in the studio and are more likely to attend programs. Part of the power of the survey is not only to know what the students want to learn, surveys also promote the recording studio as a center for media production programming.

2. Find the type of program that is most requested **and** matches your own personal expertise/skill level

Say your survey results show 6 people interested in a “learn to write music” program and 4 are interested in a “video editing” program. You don’t know the first thing about writing music, but you’re a great video editor. While learning to write music is more popular, it is not practical to teach yourself how to write music enough to be proficient in leading a workshop on it. Unless there is zero interest in your area of proficiency, it’s a better use of your time and you will lead to a better program with more depth if you stick to what you know.

Section 2: Promotion and Execution

There are several good ways to promote the program that you have decided to put on. One of the powers of the email list that you are building with surveys is that you can also use them for promotion. Here are some recommendations for you to consider based off past programs:

- Posters are minimally effective, still use them but do not make them the fulcrum of your promotional strategy
- Social media and email are going to be your best advertisers
 - Try making a social media post 1-2 weeks before and 1-2 days before the program for the final push to get attendees
 - For email, an on campus focus group found that having an email to sign up for the event 1-2 weeks before and then one reminder email the day before your event as a reminder is preferred by students.

Execution is a bit more personalized as for how you want to go about developing a program. Here is a potential workflow:

1. Create an outline of the program
 - a. This helps reign in scope and gives you something to reference during the program to keep yourself on track
 - b. You can also use this as a place to track materials you might need (sound clips, video clips, video/audio sample projects, handouts, etc.)
 - c. It is also helpful to include your learning outcomes in this outline, along with a way to measure if the learning outcomes were achieved.
2. Once your materials are prepared use the student workers in the studio as a test audience
 - a. They are more or less your target audience, so they make a good test group to find flaws in your program
 - b. Look for issues of overcomplexity, and seek ways to simplify your explanations with these practice sessions so that you can present your material in the most clear and concise manner possible.