

A Case Study of Cal Poly Arts' Outreach Practices to the Latinx Population

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ABSTRACT

A CASE STUDY OF CAL POLY ARTS' OUTREACH PRACTICES TO THE LATINX POPULATION

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Cal Poly Arts in San Luis Obispo, California is dedicated to being more inclusive of the Latinx population in their community. This study conducted a survey to examine the most effective way for Cal Poly Arts to be more inclusive to the Latinx community in San Luis Obispo County. Results indicated that for the Latinx population in San Luis Obispo county the Internet is the best way to advertise upcoming performances, dance companies are what they most often want to see, ticket prices tend to be a barrier for performance attendance, distance is a deterrent from attendance but not a barrier, and in general the Latinx population is willing to spend between \$20 and \$60 on performance tickets. Recommendations were made based on these findings to provide more inclusive Cal Poly Arts performances.

Keywords: Latinx, Cal Poly Arts, inclusivity, performing arts, marketing, outreach

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Chapter 1

INTRODUCTION AND REVIEW OF LITERATURE

Background of Study

The Latinx population across the United States has shown significant growth between the 1900's and 2000's (Guzman & Eileen, 2002). The Latinx populace now accounts for 18% of the nation's population, and it is estimated that by the year 2060, 28.6% of the total United States population will be Latinx (Statista, 2014). This makes Latinos the second largest racial group in the United States, behind Caucasians. In the United States, California has the largest population of Latinos (Flores, 2017). More specifically, in San Luis Obispo County the 2010 census conducted by the United States Census Bureau indicated that 55,973 out of the 269,637 individuals living in San Luis Obispo County are Latinx, which shows that nearly 21% of the population is of Latinx origin or decent (Race, 2010). With such a large population, Latinos have significant purchasing powers in the United States. It was estimated that Hispanics spent 1.5 trillion U.S dollars in 2015, and an estimated 1.7 trillion U.S. dollars last year (Statista, 2014).

College students and college campuses are constantly looking for the inclusion of all demographics (Hoffman & Mitchell, 2016). These student activists are demanding inclusivity on their campuses, and they are holding administrative staff accountable. Diversity can be a catalyst for positive and effective change in an organization (Stevens, 2008). Benefits of diversity include: diverse cultural perspectives, innovation, creativity, and promoting cultural sensitivity (Reynolds, 2018). With this push for inclusivity, and such a large population of Latinos in San Luis Obispo County, it is imperative that

organizations put on events and provide services that are open to the entire Latinx population. An organization that is not inclusive to a wide array of diversities will not be successful in this era. The purpose of this study was to examine the most effective way for Cal Poly Arts to be more inclusive to the Latinx community in San Luis Obispo County.

Review of Literature

Research for this review of literature was conducted at Robert E. Kennedy Library on the campus of California Polytechnic State University, San Luis Obispo. In addition to books and other resources, the following online databases were utilized: Sociological Abstracts, PsycINFO, and Google Scholar. This review of literature focused on Diversity and Inclusion, Latinx Community on the Rise, Performing Art Centers, and Impact of the performing arts on the Latinx culture.

Diversity and Inclusion

The United States is known for being the “melting pot” of cultures, and is becoming more diverse by the minute (Bean, 2018). In 2015, the United States population was 61.72% Caucasian, 17.66% Hispanic, 12.38% African American, 5.28% Asian, 2.05% multiracial, 0.73% American Indian, and 0.17% Native Hawaiian/Pacific Islander (US Census, n.d.). In 2018, one in seven marriages was interracial, which means single race Caucasians will be a minority by 2050 (Bean, 2018). Due to this high rate of racial diversity, promoting diversity and inclusion is an important topic in the United States (US Census, n.d.).

Studies have shows that ethno-racial diversity improves people’s awareness of alternative cultures and lifestyles, stimulates creativity, leads to a greater development of interpersonal and problem-solving skills, and fosters innovation (Bean, 2018). Diversity brings opportunities and cultural richness to the United States, and overall makes for a stronger society.

There have been many efforts in the United States to foster the acceptance of all races and promote inclusion. The increase in diversity is inevitable due to an increase in interracial individuals, and it is also important to a society for the reasons stated above (Bean, 2018). However, immigration and ethnic diversity are not easy for everyone to accept, as it presents challenges to social solidarity (Putnam, 2007). It was found that people are more comfortable with individuals who are socially and racially similar to them and that dis-trust can be associated with ethnic diversity (Putnam, 2007). This lack of social cohesion between races could set the United States back. In order to progress as a county, it is necessary that people learn to trust each other and learn from each other to ensure the benefits that diversity brings.

Strides have been taken to increase inclusion and diversity. People are trying to find the “we” in society (Putnam, 2007). People are committing to educating themselves and others about different cultures and perspectives, actively seeking new perspectives and ideas, observing diverse traditions, celebrations, and holidays, and building an understanding with people with other racial and cultural backgrounds (Reynolds, 2018). It is important that society stretches boundaries and challenges people to be inclusive of a diverse population.

Latinx Community on the Rise

Latinos have been, and continue to be the fastest growing minority in the United States (Marotta, 2003). The Latinx population in the United States accounts for 18% of the nation's population, making Latinos the second largest racial group behind Caucasians (Flores, 2017). Based on the US Census, 43% of the Latinx population resides in western United States and 33% reside in southern states. California has the highest population of Latinos compared to any other state (Flores, 2017). With such a large population, Latinos have significant purchasing power. It was estimated that Hispanics spent 1.5 trillion U.S dollars in 2015, and an estimated 1.7 trillion U.S. dollars in 2017 (Statista, 2014).

Due to this extreme rise of the Latinx population in the United States, it is important to note the changes in language that have come with that. The number of households that speak both English and Spanish has increased dramatically in the United States (Marotta, 2003). In 2007, it was found that more than 55 million people spoke a language besides English at home. More than 51 million of those people also spoke English making the bilingual population over 20% in the United States (Grosjean, 2012). With about half of the bilingual population speaking English and Spanish, Spanish is considered the United State's second language (Grosjean, 2012). Because California has the majority of the Latinx population and the English-Spanish speaking population has grown significantly, it is imperative that California companies and organizations are aware of the shift and make organizational changes to benefit those individuals.

Performing Arts Centers

Performing art centers contribute a great deal to our society. The unique experience that they provide can greatly benefit the inclusion and diversity of cultures. Some benefits include: creating experiences for children and adults, enhancing economic opportunities for local businesses, promoting tourism, building community, providing learning opportunities, and connecting people of all ages and cultures (Why, n.d.). Performing arts centers have the ability to host music, dance, theater, speakers, comedians, film festivals, conferences, graduations etc. (Why, n.d.). However, even though performing arts centers offer so many opportunities, not everyone is willing or able to participate.

Looking at who is attending the performances is important for creating the right marketing techniques. Once it is clear who is attending, performing arts centers are able to bring different productions and to determine ticket prices based on that information (Grisolia, 2010). This is important to ensure economic success of a company.

Theater Participation can be broken up into four groups. In a study conducted in 2010 in England, 28,117 adults were surveyed about theater attendance, and they found that 70% of people attend “little if anything”, 20% of people attend “now and then”, 8% of people are “enthusiastic” attendees, and 1.6% are “avid” attendees (Grisolia, 2010). Three factors that have had major influences on who attended events include: education levels, social status, and ethnic group (Willekens, 2016). Income was not found to be a reason for people not to attend. With education being the most important, occupations are also important to look at. It was found that the most avid performing arts center performance attendees include: accountants, clergy, medical practitioners, and solicitors

(Grisolia, 2010). Women also tend to be more involved in the arts than men (Grisolia, 2010), and they also have a stronger interest in cultural events (Willekens, 2016).

Additionally, there is also a group of non-attendees in the performing arts that is important to note. Some circumstances that have an effect on the frequency of attendance include: financial constraints and having children, while time constraints and work constraints do not have a negative influence on the likelihood of attending events (Willekens, 2016). While women have a stronger interest in attending, they tend to have more barriers that inhibit them from attending (Willekens, 2016). Knowing this information is important for Performing art center managers to be able to bring performances and provide ticket prices that are inclusive to a broader demographic and socioeconomic status of individuals.

Impact of Performing Arts on Latinx Culture

The Latinx family in the United States is usually a close knit group consisting of people that are considered their closest social unit (Clutter, 2009). While most cultures in the United States consider family to be parents, siblings, and eventually children. Latinx families consider their family everyone who is related to them; including grandparents, cousins, etc. Latinx families tend to commend all celebrations as a group, these celebrations include holidays, religious events, milestone events, and celebrations. Latinx families also tend to have an evening meal (dinner) all together after work and school that can last several hours. Catholicism is the major religion that is most often practiced of the Latinx population in the United States (Clutter, 2009).

The Latinx population is also known for expressing their identity and culture through music, dance, and art (De Soto, 2012). They perform the same dances and sing the same songs that their ancestors performed. In Mexico, some of the most popular dances include: Jarabe Rapatio, Danza de los Viejitos, Polka Norteña, and Flor de Piña. These dances are full of vibrant colors reflect rituals, culture, and tradition (Mexico, 2017). Most importantly, this is how the Latinx population exhibits their culture and shows a sense of community. With performing arts being such an important aspect of the Latinx population's life, it is essential for performing arts centers to cater to that demographic.

Research Questions

This study attempted to answer the following research questions:

1. What genre and types of performances does the Latinx population of San Luis Obispo county most want to see?
2. Where is the most effective place for the Latinx population in San Luis Obispo county to get information about upcoming performances hosted by Cal Poly Arts?
3. What is the best price point for tickets to be most inclusive to the Latinx community of San Luis Obispo county?
4. What barriers does the Latinx population face that negatively affects their attendance of Cal Poly Arts performances?

Chapter 2

METHODS

The purpose of this study was to examine the most effective way for Cal Poly Arts to be more inclusive to the Latinx community in San Luis Obispo County. This chapter includes the following sections: description of organization, description of instrument, and description of procedures.

Description of Organization

Formed in 1985, Cal Poly Arts is a major presenter of the performing arts in Central California. Cal Poly Arts is a division of Cal Poly Corporation that receives funding from: California Polytechnic State University, sponsors of Cal Poly, and performance donors. Their mission statement is:

Cal Poly Arts serves the Central Coast and Cal Poly communities as a presenter of public performing arts events geared for a diverse constituency. As a presenter, Cal Poly Arts provides a broad program of high quality professional touring performances, exhibitions, and speaking engagements.

Cal Poly Art's offers many different genres of performances each season, including: Broadway, comedy & speakers, world music & dance, dance, contemporary concerts, classical music, and family fun. Between 2015 to 2018, Cal Poly Arts hosted about 37 performances per season. Through these shows they have sold approximately 17,500 tickets per season at an average ticket price of \$43.69. Cal Poly Arts is run by a small team with a director, an office administrator, a development and advancement lead, program manager, and marketing/public relations lead. In addition, they have an advisory

board consisting of individuals who live in San Luis Obispo county, who meet once a month (Cal, n.d.).

Description of Instrument

The instrument utilized in this study was an Internet survey developed by the researcher using Survey Monkey (see Appendix A). The survey was based on the research questions and reviewed literature. It addressed the research questions on: genres/types of performances the Latinx population wants to see, marketing strategies for the Latinx population, and best ticket price points for the Latinx community. In person interviews and online research were also utilized to understand what Cal Poly Arts is currently doing to attract the Latinx population. The survey only recorded responses of individuals who were of Spanish, Hispanic, or Latinx origin or descent. The survey could be taken in both English and Spanish. There was a total of 15 questions, plus the option to enter contact information for a chance to win two free performance tickets. The survey took an average of 8 minutes to complete and had a completion rate of 74% with 121 full responses.

The survey was piloted on several different individuals: two English speaking Cal Poly students, two English speaking Cal Poly Arts staff members, and two bilingual Spanish and English speaking individuals. The Cal Poly Arts staff members advised changing the wording of many questions, and caught many minor mistakes. The most changes to the survey were made after the Spanish speaking individuals piloted the survey. There were several grammatical errors due to the translation from English to Spanish. There were also many changes from the informal to the formal Spanish tense.

Description of Procedures

The purpose of this case study is to examine the most effective way for Cal Poly Arts to be more inclusive to the Latinx community in San Luis Obispo County. Research for this study was conducted during a two-week research period from October 24, 2018 to November 7, 2018. The instrument utilized was an online survey developed by the researcher. The researcher used this instrument to gather, examine, and analyze the context of the study. The survey was sent out via email to gather both quantitative and qualitative data. Ticket prices and best marketing strategies will be evaluated using quantitative data, while genre preferences and what Cal Poly Arts is currently doing to attract the Latinx population is through quantitative data. The survey was sent out to individuals who have attended Cal Poly Art's cultural performances in the past and prominent Latinx leaders in San Luis Obispo county. In addition to the survey, information was gathered from in person interviews with the Cal Poly Arts staff and information from the Cal Poly Art's website.

Chapter 3

PRESENTATION OF THE RESULTS

The purpose of this study was to examine the most effective way for Cal Poly Arts to be more inclusive to the Latinx community in San Luis Obispo County. A case study approach was utilized to examine Cal Poly Arts. This chapter includes the following sections: Outreach & Marketing, Genres & Types of Performances, Barriers, and Ticket Price Points.

Outreach & Marketing

The survey asked participants for their demographics. Of survey participants, 67% of individuals identified as female, 32% as male, and 1% as other. Most participants resided in the age range of 46 – 60 years of age (Figure 1).

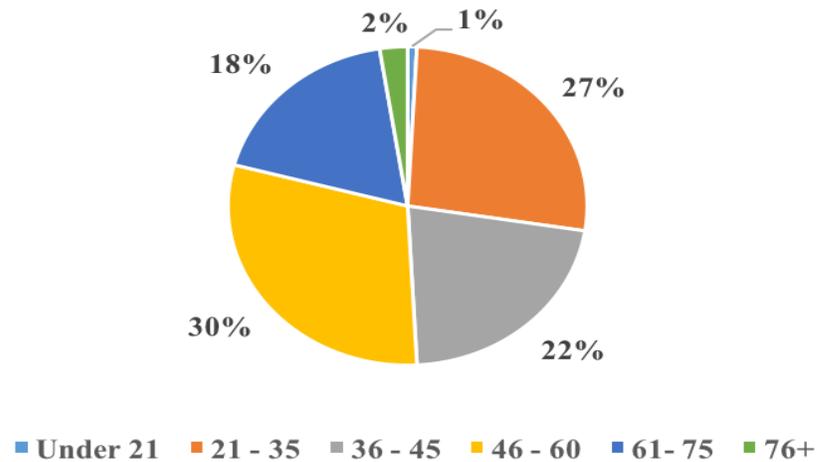


Figure 1. Participant Age Distribution

All respondents were of Spanish, Hispanic, or Latinx origin or descent. As seen in Figure 2, majority were Mexican and Mexican American. 100% of participant’s current zip codes resided in San Luis Obispo county.

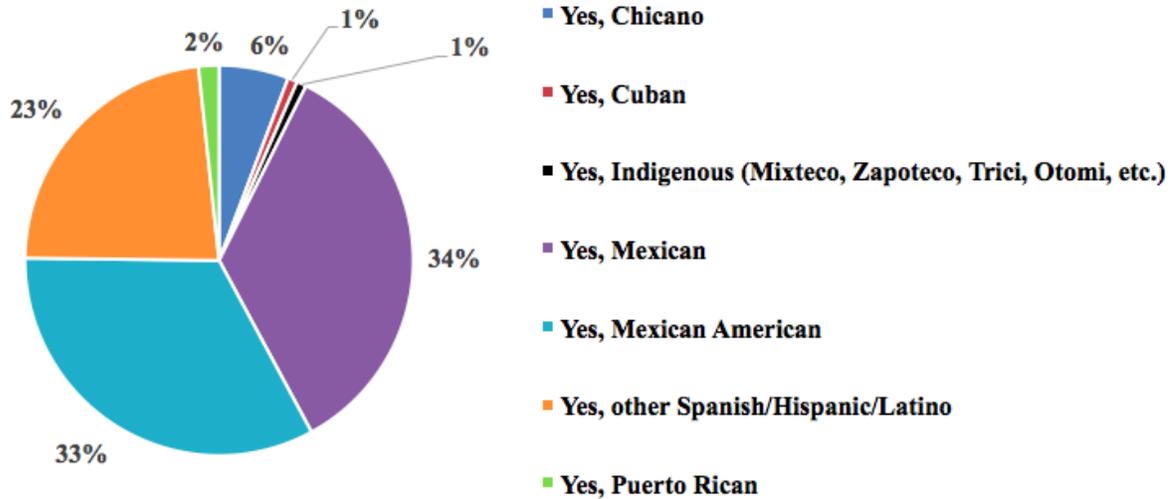


Figure 2. Participant Origin

The survey asked “How do you find out about events / performances in your area?” Participants were allowed to select as many answers as they desired. As shown in Figure 3, a majority of individuals get their information about upcoming events through the internet, word of mouth, and on radio stations. When asked for specific radio stations that they listen to, the most common answers included: KCBX (public radio/NPR), La Ley 100.3 FM in Santa Maria, La Buena 105.1 FM in Santa Maria, The Beat 95.7 FM, and KCPR at Cal Poly San Luis Obispo. The most popular newspaper sources for upcoming event information included the Santa Barbra Independent, The Sun, The Tribune, and The New Times.

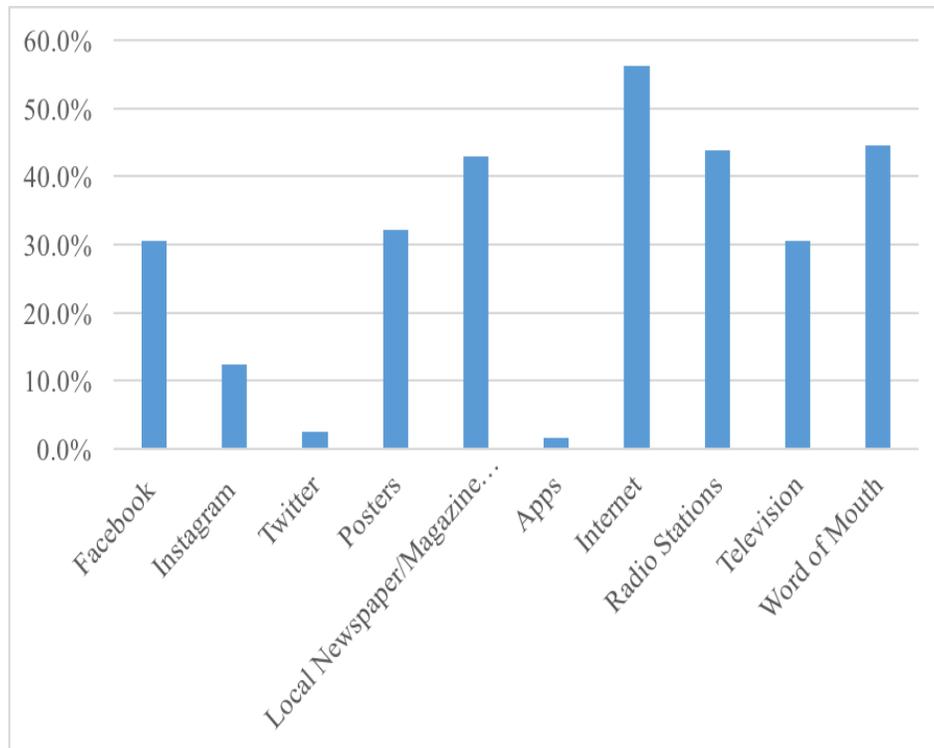


Figure 3. Marketing Mediums

Genre & Types of Performances

The survey asked participants if they had attended any performances at Cal Poly San Luis Obispo in the past, the results indicated that 93% of participants had attended at least one and 7% had not attended any. More specifically, participants were asked how many performances they had attended in the past twelve months, most had attended one to three events (Table 1).

Table 1

Attendance in Past 12 Months

Amounts	f	%
None	19	15.7
One to Three	53	43.8
Four to Ten	33	27.3
Ten or More	7	5.8

When asked what types of performances they wanted to see, the Latinx population surveyed most wanted to see: Popular Music, Dance Companies, and Broadway/Theater Shows (Table 2). Compared to men, women were significantly more interested in attending Broadway/Theater performances and children's shows.

Table 2

Preferred Performance Types

Types	f	%
Classical	39	32.2
Popular Music	63	52.1
World Music	50	41.3
Electronic Music	6	5.0
Dance Companies	65	53.7
Speakers	32	26.4
Comedians	51	42.1
Broadway Shows/Theater	61	50.4
Children's Entertainment	16	13.2

Another survey question asked if participants had any specific artists they wanted to see, a complete list of suggested performers can be found in appendix B. The most

common answers included: George Lopez for comedian; Lyle Lovett for contemporary concerts; and Mariachi, La Santa Cecilia, Maná, Chicano Batman, Marc Anthony, Los Angeles Azules, Los Lobos, Marco Antonio Solis, Carla Morrison, Banda MS, and Las Cafeteras for world music. Many individuals also indicated that they want more cultural artists and performances in general.

Barriers

When the survey asked, “If Cal Poly Arts were to present a performer / performance you would like to see, would you be willing to travel to the Performing Arts center in San Luis Obispo to attend?” 100% of participants who answered indicated that they would be willing to travel to the Performing Arts Center to attend. Survey participants were then asked to select any barriers that they felt were applicable to themselves not attending a Cal Poly Arts event (Figure 4). Based on specific barriers that participants selected, just under half (47.1%) of the individuals say that ticket prices were a barrier for performance attendance. Just behind ticket prices, 44.6% of those surveyed indicated that time of day/day of week is a barrier that negatively affected their event attendance. Looking at men and women, the only statistically significant difference in barriers is in ticket prices. Women are more likely to say ticket price is a barrier compared to men, who do not consider it a barrier as often.

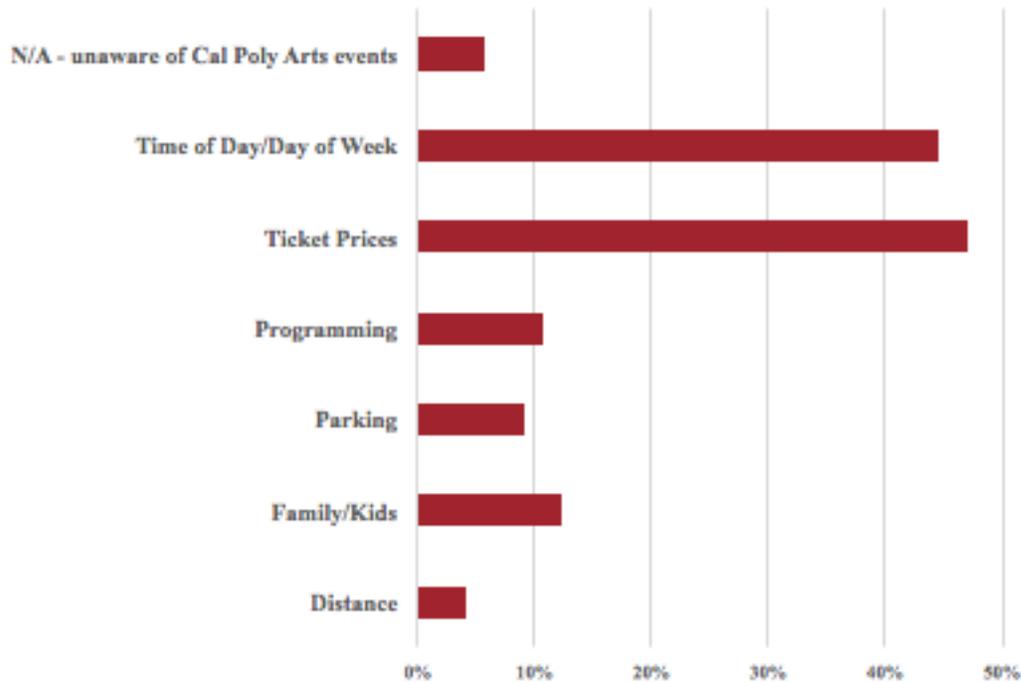


Figure 4. Barriers Preventing Performance Attendance

Ticket Price Point

Cal Poly Arts ticket price preferences were asked through a matrix survey question (see appendix 1, question 13). The researcher used three types of analysis: mode, median, and range, results can be found in Table 3. Based on the results, it is clear that people are willing to pay more for well known performers, not willing to pay as much for lesser known performers, and willing to pay the least for children's performances. Additionally, through cross tabulations, it was found that women were willing to pay more than men for both tickets to see a well known Latinx performer and a well known non-Latinx performer.

Table 3

Preferred Ticket Price points

	Mode	Median	Range
A well known Latinx performer	\$41 - \$60	\$61 - \$80	\$0 - \$100+
A lesser known Latinx performer	\$21 - \$40	\$21 - \$40	\$0 - \$100
A well known non-Latinx performer	\$41 - \$60	\$41 - \$60	\$0 - \$100+
A lesser known non-Latinx performer	\$21 - \$40	\$21 - \$40	\$0 - \$100+
Family friendly performance (Children's Ticket)	\$21-\$40	\$11 - \$20	\$0 - \$80

Chapter 4

DISCUSSION AND CONCLUSIONS

This study aimed to examine the most effective way for Cal Poly Arts to be more inclusive to the Latinx community in San Luis Obispo county. This concluding chapter includes the following: a discussion of the findings, limitations, conclusions based on research questions, and implications of the findings, and recommendations for future research.

Discussion

Survey results, research, and examination of Cal Poly Arts and the San Luis Obispo county Latinx community revealed four major findings: the Internet is the best way to advertise to the Latino population in San Luis Obispo county, dance companies are the number one most desired performance type to see, ticket prices are the number one barrier for Latinos to not attend performances, and in general the Latino population is willing to pay between \$20 and \$60 for a performance ticket.

The first major finding reveals that over social media, the Internet is the best way to advertise to the Latino population. Behind the Internet, research reveals that word of mouth and radio stations are also good ways to advertise to the Latino population. In the United States, the population of bilingual (Spanish & English) speaking individuals is over 20% (Grosjean, 2012). Because this population is so high, it is imperative that Cal Poly Arts utilizes the Internet to advertise to the San Luis Obispo Latinx population in both English and Spanish.

The Latinx population is known for expressing their identity and culture through music, dance, and art (De Soto, 2012). In line with this research, the researcher found that the Latinx population in San Luis Obispo county most wants to see performances by dance companies. With dance being such an important piece of culture to the Latinx population, it is important that Cal Poly Arts caters to this specific desire.

The review of literature revealed that income was not a reason for non-attendance of performing art center events (Grisolia, 2010). However, financial constraints can effect the frequency of attendance (Willekens, 2016). The research in this study indicates that ticket prices are the number one barrier for non-attendance of the Latinx population of Cal Poly Arts performances. This shows that Cal Poly Arts ticket prices may currently be too high for the Latinx population. The researcher also found that distance is not a deterrent for any Latinx individuals, but it can be a barrier to non-attendance. Cal Poly Arts should take these findings into consideration when scheduling and pricing performances directed at the Latinx population.

One circumstance that effects the frequency of attendance includes financial constraints (Willekens, 2016). For this reason, the researcher's finding that in general, people are willing to pay between \$20 and \$60 on a performance is realistic. The Latinx population is most likely to attend a performance where tickets fall in this price range. This is important for Cal Poly Arts to be aware of so that they can price their tickets accordingly.

There were many limitations of this study that may have impacted the results. Due to time constraints, the Cal Poly Arts Latinx Survey was only sent out via email. This may have limited the scope of people the survey could have reached because not

everyone has access to computers. In addition, the results were only made based on online research and the researcher's survey. In person interviews might have given more specific results and more accurate recommendations. Lastly, another limitation is that the researcher has been on the organization's advisory board for over a year, giving the researcher admiration, loyalty, and bias towards the Cal Poly Arts organization. Despite these limitations, significant information was found on how Cal Poly Arts can be more inclusive to the Latinx community of San Luis Obispo County, therefore the findings are still valid.

With the Latino population in the United States continuing to grow, it is important that society stretches boundaries and challenges people to be inclusive of a more diverse population. The information found in this study provide sufficient evidence of what the Latinx population in San Luis Obispo country wants to see in Cal Poly Art's performances, and what Cal Poly Arts can contribute to heighten the chances of Latinos attending performances. The findings in this study can be useful for Cal Poly Arts to be more inclusive to the growing Latinx population in San Luis Obispo county.

Conclusions

Based on the findings of this study, the following conclusions are drawn:

1. The Internet is the best way to advertise to the Latino population in San Luis Obispo County.
2. The Latino population in San Luis Obispo county most often wants to see performances by dance companies.

3. Ticket prices are the number one barrier for the Latinx population to not attend a Cal Poly Arts performance.
4. Distance is not a deterrent for any Latinx individuals for Cal Poly Arts performances, but it can be a barrier of attendance.
5. In general, the Latinx population in San Luis Obispo county is willing to pay between \$20 and \$60 on a performance ticket.

Recommendations

Based on the conclusions of this study, the following recommendations are made:

1. Cal Poly Arts should focus their marketing funds to Internet sources to best reach the Latinx population in San Luis Obispo county.
2. Cal Poly Arts should attempt to book more dance companies to perform for the Latinx community.
3. Due to distance being a barrier of attendance for the Latinx population, Cal Poly Arts should attempt to arrange alternative forms of transportation for San Luis Obispo county residents who live outside of the San Luis Obispo city limits.
4. Cal Poly Arts should attempt to keep ticket prices low (under \$60) to ensure they are inclusive to the Latinx community in San Luis Obispo county.
5. Due to the steady growth of the Latinx population in the United States, performing arts centers across the county should take steps to be more inclusive to the Latinx community.

6. Future in-depth studies should examine what will attract the Latinx population in San Luis Obispo county to Cal Poly Arts performances.

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APPENDIXES

Appendix A
Survey Instrument

Cal Poly Arts Latinx Survey

Cal Poly Arts is committed to attracting the Latinx population in the Central Coast region to performances at the Performing Arts Center in San Luis Obispo, and we are interested in your opinion. Please take this short survey to help Cal Poly Arts better understand what you would like to see at the Performing Arts Center. All responses will remain confidential and anonymous.

Cal Poly Arts se compromete a atraer a la población Latina en la región de costa central a presentaciones en el centro de artes escénicas en San Luis Obispo, y estamos interesados en su opinión. Responda esta breve encuesta para ayudar a Cal Poly Arts a comprender mejor lo que le gustaría ver en el centro de artes escénicas. Todas las respuestas serán confidenciales y anónimas.

1. Would you prefer to take this survey in English or Spanish?

¿Usted prefiere tomar esta encuesta en inglés o en español?

- English / inglés
- Spanish / español

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2. What gender do you identify as?

- Male
- Female
- Other

3. What is your age?

- Under 21
- 21 to 35
- 36 to 45
- 46 to 60
- 61 to 75
- 76 or older

4. What is your current zip code?

5. Are you of Spanish, Hispanic or Latino origin or descent?

- No, not Spanish/Hispanic/Latino
- Yes, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, Mexican
- Yes, Indigenous (Mixteco, Zapoteco, Triqui, Otomi, etc.)
- Yes, Mexican American
- Yes, other Spanish/Hispanic/Latino

6. Have you attended any performances at Cal Poly San Luis Obispo in the past?

- Yes
- No

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7. What performances have you attended at Cal Poly, San Luis Obispo?

8. How many theater / music / dance performances have you attended anywhere in the past 12 months?

- None
- One to Three
- Four to Ten
- Ten or more

9. What kinds of performances do you enjoy attending? (select all that apply)

- Classical Music
- Popular Music
- World Music
- Electronic Music
- Dance Companies
- Speakers
- Comedians
- Broadway Shows/Theater
- Children's Entertainment

Other (please specify)

10. Are there any specific artists or performers that you would like to see at the Performing Arts Center in San Luis Obispo?

11. If Cal Poly Arts were to present a performer / performance you would like to see, would you be willing to travel to the Performing Arts Center in San Luis Obispo to attend?

- Yes
- No

12. Which of the following might prohibit you from attending Cal Poly Arts Events? (select all that apply)

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Distance | <input type="checkbox"/> Ticket Prices |
| <input type="checkbox"/> Family/Kids | <input type="checkbox"/> Time of Day/Day of Week |
| <input type="checkbox"/> Parking | <input type="checkbox"/> N/A - unaware of Cal Poly Arts events |
| <input type="checkbox"/> Programming | |

13. How much would you be willing to pay for a ticket to see:

	\$0 - \$10	\$11 - \$20	\$21 - \$40	\$41 - \$60	\$61 - \$80	\$81 - \$100	\$100+
A well known Latinx performer	<input type="radio"/>						
A lesser known Latinx performer	<input type="radio"/>						
A well known non-Latinx performer	<input type="radio"/>						
A lesser known non-Latinx performer	<input type="radio"/>						
Family friendly performance - children's ticket	<input type="radio"/>						

14. How do you find out about events / performances in your area? (select all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Apps |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Online |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Radio Stations |
| <input type="checkbox"/> Posters | <input type="checkbox"/> Television |
| <input type="checkbox"/> Local Newspaper/Magazine Advertisements | <input type="checkbox"/> Word of Mouth |

If you selected "Radio Stations" or "Local Newspaper/Magazine Advertisements" please specify which ones:

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15. ¿Con qué género se identifica usted?

- Masculino
- Femenino
- Otro

16. ¿Cuál es tu edad?

- | | |
|--|---------------------------------------|
| <input type="radio"/> Menos de 21 años | <input type="radio"/> 46 a 60 años |
| <input type="radio"/> 21 a 35 años | <input type="radio"/> 61 a 75 años |
| <input type="radio"/> 36 a 45 años | <input type="radio"/> 76 años o mayor |

17. ¿Cuál es su código postal?

18. ¿Es usted de ascendencia española, hispana o latina?

- | | |
|---|---|
| <input type="radio"/> No soy español/hispano/latino | <input type="radio"/> Sí, chicano |
| <input type="radio"/> Sí, puertorriqueño | <input type="radio"/> Sí, cubano |
| <input type="radio"/> Sí, mexicano | <input type="radio"/> Sí, indígena (mixteco, zapoteco, triqui, otomí, etc.) |
| <input type="radio"/> Sí, mexicoamericano | <input type="radio"/> Sí, de otro español/hispano/latino |

19. ¿Ha asistido a algún espectáculo en Cal Poly San Luis Obispo en el pasado?

- Sí
- No

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20. ¿A qué espectáculos ha asistido usted en Cal Poly, San Luis Obispo?

21. ¿A cuántas representaciones de teatro / música / baile ha asistido en cualquier sitio durante los últimos 12 meses?

- Ninguna
- Una a tres
- Cuatro a Diez
- Diez o mas

22. ¿A qué tipo de actuaciones le gusta asistir? (seleccione todas las que correspondan)

- Música clásica
- Música popular
- Música del mundo
- Música electrónica
- Baile
- Orador/ Oradora
- Comediante
- Espectaculos de Broadway/ Teatro
- Entretenimiento para niños

Otro (por favor de especificar)

23. ¿Hay artistas o espectáculos específicos que le gustaría ver en el Centro de Artes Escénicas (PAC) en San Luis Obispo?

24. Si Cal Poly Arts presentara un artista o espectáculo que le gustaría ver, ¿estaría dispuesto a viajar al Centro de Artes Escénicas (PAC) en San Luis Obispo para asistir?

- Sí
- No

25. ¿Cuál de los siguientes puede impedirle asistir a los eventos de Cal Poly Arts? (seleccione todos los que correspondan)

- | | |
|--|--|
| <input type="checkbox"/> Distancia | <input type="checkbox"/> Precio de los boletos |
| <input type="checkbox"/> Familia / Niños | <input type="checkbox"/> Hora del día / Día de la semana |
| <input type="checkbox"/> Estacionamiento | <input type="checkbox"/> No sé de eventos de Cal Poly Arts |
| <input type="checkbox"/> Programación | |

26. ¿Cuánto estaría dispuesto a pagar por un boleto para ver?

	\$0 - \$10	\$11 - \$20	\$21 - \$40	\$41 - \$60	\$61 - \$80	\$81 - \$100	\$100+
Un artista latino(a) bien conocido	<input type="radio"/>						
Un artista latino(a) menos conocido	<input type="radio"/>						
Un conocido artista que no es latino(a)	<input type="radio"/>						
Un artista que no es latino(a) menos conocido	<input type="radio"/>						
Espectáculo amistoso de la familia - boleto de los niños	<input type="radio"/>						

27. ¿Cómo se entera de los eventos / espectáculos en su área? (seleccione todas las que correspondan)

- | | |
|--|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Aplicaciones |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> Estaciones de radio |
| <input type="checkbox"/> Pósters/Carteles | <input type="checkbox"/> Televisión |
| <input type="checkbox"/> Periódicos locales / Anuncios de revistas | <input type="checkbox"/> Boca a boca |

Si seleccionó "Estaciones de radio" o "Anuncios locales de periódicos / revistas", especifique cuáles:

28. If you would like to be entered to win (2) free tickets to a Cal Poly Arts performance, please leave your information below.

Si desea participar en un sorteo para ganar (2) entradas gratuitas para un espectáculo de Cal Poly Arts, deje su información a continuación.

Name / Nombre

E-mail Address / Correo electrónico

Phone Number / Numero de teléfono

Appendix B

Survey Results, Question # 10

Broadway/Theater	<ul style="list-style-type: none"> • Kinky Boots • Beauty and the Beast • Spanish Theater • Interactive Theater • In the Heights • Latino Theater Company • Westside Story
Comedians	<ul style="list-style-type: none"> • George Lopez (2) • Angela Johnson • John Leguizam
Speakers	<ul style="list-style-type: none"> • Cornell West • Trevor Noah • Sam Harris • “Alt Latino” Podcast Hosts • Latin American Speakers • Latina Poets • Latina Writers • Dr. Robin Hoover • Dr. Sandy Littletree • Slam Poetry • Sandra Cisneros • Isabel Allende • Michele Serros
Contemporary Concerts	<ul style="list-style-type: none"> • Enrique Iglesias • Cuco • Joshua Radin • Lady Gaga • Lionel Richie • Kendrick Lamar • Boz Skaggs • Stevie Wonder • Willy Nelson • ZZ Top • Tony Bennett • Queen/Freddie Mercury Impersonator • Cher • Lyle Lovett (2) • Kenny Loggins • Jackson Browne • Gospel Choir • Cyndi Lauper • Old School R&B (60’s-90’s) • Mormon Tabernacle Choir

Dance	<ul style="list-style-type: none"> • Folk Dance • Suzanne Farrell • Mark Morris Dance Group • Classical Ballet • Hubbard Street Dance
Family Fun	<ul style="list-style-type: none"> • Children’s shows
World Music	<ul style="list-style-type: none"> • Mariachi <ul style="list-style-type: none"> ○ Festivals (7) ○ Mariachi Vargas de Tecalitlán ○ Mariachi Nuevo Tecalitlán ○ Women’s Mariachi ○ Mariachi Sol De Mexico ○ Mariachi Divas • La Santa Cecilia (8) • Mana (2) • Chicano Batman (3) • Marc Anthony (2) • Charlie Zaa • Los Angeles Azules (2) • Banda El Recodo • Los Lobos (2) • Marco Antonio Solis (8) • Vicente Fernández • Luis Miguel • Bonnie Raitt • Franco Escamilla • Gipsy Kings • Carla Morrison (2) • Jenny and the Mexicats • Flor de Toloache • Natalia Lafourcade • Celtic Thunder • Rodrigo y Gabriela • Banda Los Recoditos • Banda MS (2) • Banda El Recodo • Pepe Aguilar • Herbie Hancock • Cristian Castro • Las Cafeteras (3) • Lila Downs • Meximorrisey • Maricela

	<ul style="list-style-type: none"> • Los Tigres Del Norte • La Arrolladora Banda • Salsa Bands • Buena Vista Social Club • Calibre 50 • Emmanuel • Andrea Bocelli • Maria Quesada Santana • Alejandra Guzmán • Amaral • Latin Jazz Artists • Latinx rock/pop (2) • Soweto Gospel Choir • Mexican Singers • Central American Singers • Crossover Latin Artists • Cuban Artists • Sin Bandera • Yuridia • Chayanne • Ana Gabriel • Ozomatli
Other	<ul style="list-style-type: none"> • Cultural Artist/Performers • Central Coast Painter • Live Orchestra with Movie • Anything in Spanish • Magic Shows • Don Quijote