

Quality of Artistic Product/Process/Service

Project Description: To both promote access to the arts in Pittsburgh, increase equality of said access, and attract a younger and more diverse audience, Quantum Theatre will introduce the “Quantum + PPS” program. This program will take place from August 2021 to June 2022 in Pittsburgh, PA, and will involve the entire Quantum Theatre staff. Students enrolled at Pittsburgh Public Schools (PPS) high schools will be able to claim one free ticket to select performances of all Quantum productions in the 2021-2022 season, as well as the opportunity to purchase one additional ticket at the “Student Rate” discounted price of \$18. This experience will be complemented with free merchandise when students attend, as well as an increased Quantum presence in schools themselves: Quantum’s Community Engagement Associate will become a full-time role, serving as a liaison to PPS high schools and providing PPS specific outreach and educational materials—educational packets related to both specific productions and general theatrical knowledge before each production begins, the opportunity to host the Community Engagement Associate in order to hold educational workshops in schools between productions (focused on using theatre skills to build community and reinforce state-mandated educational goals), and access to the back catalogue of Quantum educational resources at any time.

Goals and Objectives: In the short-term, our goal is to see our percentage of BIPOC audience members and under-19 audience members, as a portion of the overall audience, increase through the 2021-2022 season. We also hope that this will lead to a higher total attendance figure. In the long-term, we aim to increase our number of BIPOC and young donors. A less discrete objective we are aiming for is to increase the connection between Quantum Theatre (and by extension the entire Pittsburgh arts community) and the Pittsburgh community—particularly BIPOC Pittsburghers. We will measure this through the number of: businesses participating in our

"Nearbuy" program, public funding sources, PPS community members attending Quantum performances, and the results of the Greater Pittsburgh Arts Council (GPAC)'s future Culture Counts surveys measuring feelings of equity and inclusion by BIPOC Pittsburgh artists and arts organizations.

Access to the Arts

Intended Audience: The intended audience for the Quantum + PPS program is PPS high school students and their families. According to PPS, the racial composition of their students (in total) is 53% Black, 33% White, and 14% Other races. The cultural composition includes 95 different native languages spoken by students, 57 countries represented, and 1,108 English language learners. We can confidently assume these breakdowns are representative of the high school population as well. We decided to focus on this audience because we intend to reach a majority BIPOC audience, who according to GPAC are least likely to feel that the Pittsburgh arts scene is equitable and least likely to access artistic programming. By reaching out to PPS students, statistics show that our audience will be majority non-White.

Reaching Intended Audience: Quantum + PPS will be publicized and promoted through both traditional marketing efforts and experiential programming. We will invest in posters advertising both productions and the opportunities for PPS students, distributed throughout the city with a particular emphasis in neighborhoods with a high feeder rate to PPS. The program will also be publicized through free Outreach Sheets, describing the program and its benefits, distributed to PPS high schools by the Community Engagement Associate. The Associate will also provide hard copies of aforementioned educational materials to each PPS high school before the first production, which will serve as a form of marketing in itself.

Reaching General Public: The General Public will also be invited to participate via the Outreach Sheets, placed in high traffic areas such as grocery stores, and the posters. These will not only have information about how to participate as a PPS student, but how to participate as a volunteer as well. Quantum will also distribute information on volunteering to our email lists (both the general marketing list and a separate email to our Development department’s email list).

Attendance: According to PPS, there are 6,263 students enrolled in Grades 9-12 at PPS schools. We estimate an attendance rate of roughly 35%, or about 2,200 students. We also estimate that 50% of those attendees will purchase an additional half-price ticket, leading to an additional 1,100 attendees. Total attendance is then estimated at 3,300 dedicated Quantum + PPS attendees across all three productions.

Management

Key Staff Qualifications: The primary staff member executing the Quantum + PPS program will be Community Engagement Associate Jalina McClarin. Jalina earned a BA in Psychology from Carlow University in 2015, and has been working in Pittsburgh theatre since 2017—meaning she is connected not only to the Pittsburgh theatre community, but the greater Pittsburgh community as well. All other Quantum staff will participate to varying degrees. These include Artistic Director Karla Boos (BFA Carnegie Mellon, Pittsburgh theatre-maker and leader since 1990) as artistic liaison, Executive Director Stewart Urist (BA Kenyon College, Master of Arts Management Carnegie Mellon, extensive experience in general management, marketing, fundraising, and community engagement) for budgeting help, and Development Manager Yvonne Hudson (BA Point Park University, MA Arts Management University of Pittsburgh, development leader at non-profit institutions around Pittsburgh, NYC, and Washington, DC) for help soliciting donations and connecting with new patrons.