



## Northern Tier Cultural Alliance: Recap of March 18-19 Visit and Focus Groups UNIVERSITY RESULTS

Meritage Consulting made a March trip to Mansfield. During that visit, they held a series of focus groups and a public meeting to gather input from local community residents, regional artists, Mansfield University art majors, and other interested parties. There was a focus group of college students held on the afternoon of March 19<sup>th</sup>, and later that evening a community meeting and more focus groups were held at the Mansfield Fire Hall.

The afternoon meeting at the college focused on getting insight to what local students perceived the potential to be in a craft center or school. The discussion yielded insight into what was going on at the University in regards to the arts and facilities, what students needed or wished for in regards to resources, and what they weren't interested in. More details of this discussion and facilitated meeting follow:

We gathered Information Cards from a total of 21 students; about 3 adults/professors were also present. Of those information cards collected the following data was gathered:

- Year in School was 9 Freshman, 3 Sophomores, 5 Juniors, 3 Seniors, and 1 non-degree student

### Plans for after school:

Teach locally (11)

Job

Work in museum

More schooling

Don't know (3)

Sell art online or open  
gallery

Interested in tattooing

Accounting

Study architecture

Wedding designer

Graphic design

### Words Used to describe Mansfield:

fun

average

Small (13)

Friendly (7)

Home/family (4)

cheap/affordable (2)

unknown

welcoming

social

time-consuming

mountains (2)

homogeneous

apathetic

supportive

individuality (2)

self-discovery

safe

rural/country (3)

college-town

boring (2)

peaceful/quiet (3)

gossipy

isolated

simple

close-knit

good education

poor

Wellsboro

Diverse

Farm

Discoveries

When asked to list three places that they wanted to live after college, the following results were collected:

- There were 17 listings of local places
- There were 9 listings of states in the Northeast
- There were 14 listings of states out of the Northeast
- There were 14 listings of other countries

## Notes from the flipchart:

### Why did you choose Mansfield University?

Local

Came with doubts and stayed when she saw they weren't producing cookie cutter artists

Studio curriculum

Not too many state schools that offer an art studio curriculum

Professors that push you to find your niche

Close to Home

I can afford it

Commuter 5 – local – 15

State high school teacher went here

### What are the strengths of the U art dept?

Like a family, Small, warm and supportive, Not too many distractions, I love the old building – helps in the creative process, For small school there is a lot of variety in curriculum and student body

Do you shop here? No choice

Go out to eat? Yes

### How would a school/center compliment what you get here at Mansfield University?

Place to learn pottery – need of a kiln, Local place to get art supplies, Place to sell artwork – sales outlet – maybe downtown? AC Moore is in Big Flats

### What are you doing after you graduate?

a lot of art ed majors, many want to stay here, teaching in a studio or a public class if they can't find work in a school, most public schools do have art programs, not sure they can pay off loans with the teaching salary

### Why choose art ed?

Inspiration from previous teachers, Job in the security, Guaranteed money for what you like to do, 5 plan to teach, But they are realistic and still open to other ideas, Want to open up my own studio – teaching to pay for that

### General topics

- No one raised their hand when asked who would start their own business – except one who would sell online
- Marketing courses would be useful
- Education courses where students here could teach – a teaching experience other than in the schools
- Way for students to make money

### What don't you need/ What is not appropriate?

Destroying trees and land to put up something new – we could re-use downtown in some ways

Why do you like Mansfield?

Country, Good personality, I would share Gramma's Kitchen with you, I would share farming with you – the auctions, Grand Canyon of PA, Wellsboro is largest attraction – old town, gets the tourism, gas lamps, Hiking and canoeing along Pine Creek, Camping and fishing, horseback riding, Trees

Would like to see...

Movie theater, Dance hall, Skating rink, Stores to stay open later, Display gallery, Thrift store

What would you want this to look like? 20 years from now?

After school programs to foster creativity, More graphic design classes and programming, Hardware and technology, Studio art major, More art students when I come back, A place on campus open 24 hours, Wish people were more alive here – more energy, Easier to park here – esp. with art supplies, More work space areas – place to store things, Developed metalworking studio, Bookstore downtown, Music and art events, Puppy patch – place to buy dogs, pet store, dog park, More professors in the art building, More permanent positions in the art curriculum, New art building is coming, Monthly flyer to let people know what is going on up here in the art dept, More communication between the dept and the community

How does Mansfield affect your art?

- Diversity and personality in our art
- Scenery here – that affects the creative process
- Local clay – fires pink

Where do you get your inspiration?

- Nature
- Home and family

Notes compiled by Carole Summers Morris – 3/21/08