

American Swedish Institute

Key findings from a survey and interviews with virtual workshop participants

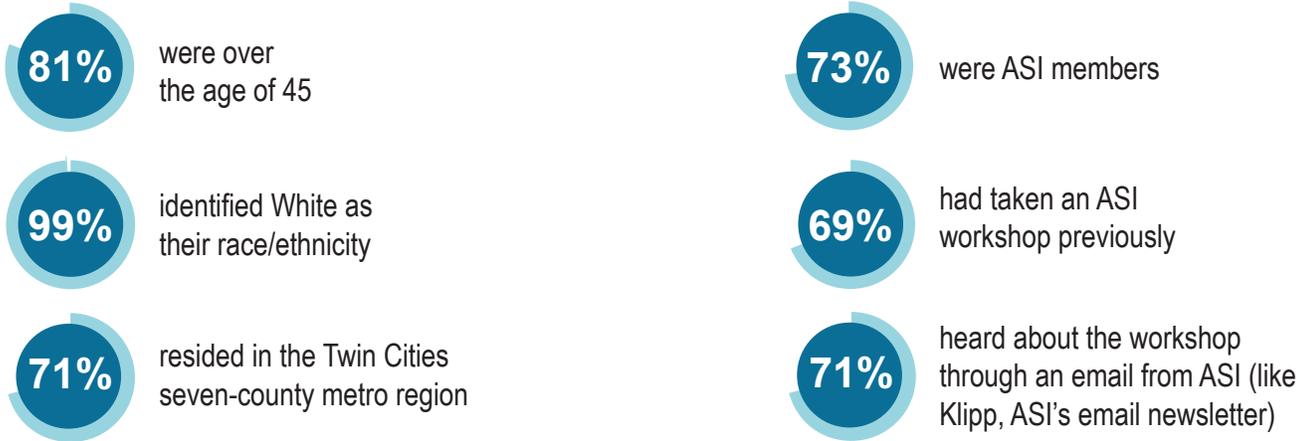
From 2019-2021, Wilder Research (Wilder) partnered with the American Swedish Institute (ASI) on a number of audience- and community-focused organizational learning projects. These projects were intended to generate insights about how ASI can maintain connections to their current audiences as well as how they can make new, meaningful connections with people in their community and beyond.

In response to the COVID-19 pandemic, the American Swedish Institute (ASI) hosted virtual versions of their Nordic Handcraft and Nordic Table workshops. To help ASI learn about how participants perceived the virtual workshops, Wilder Research conducted a web survey and phone interviews from August-October 2020 with participants who had participated in a Nordic Handcraft or Nordic Table virtual workshop from May-August 2020.

In total, 207 virtual workshop participants completed the web survey (61 Nordic Handcraft, 146 Nordic Table), and 20 of those participants took part in a follow-up interview (8 Nordic Handcraft, 12 Nordic Table).

Who participated in an ASI virtual workshop?

Of the survey participants...

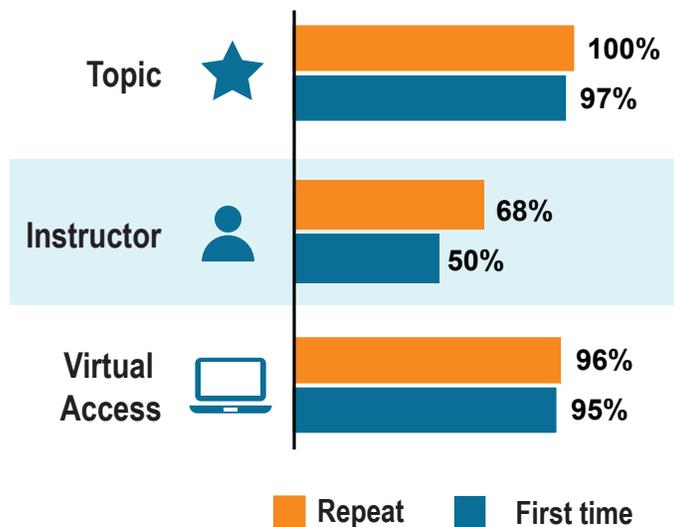


Specific organizations that were listed included:

- Denver Museum of Nature and Science
- Ely Folk School
- Minnesota Historical Society
- North House Folk School
- Osher Lifelong Learning Institute
- Vesterheim
- Walker Art Center
- Weavers Guild

Reasons for participation

Participants said these factors were important when deciding to take a virtual workshop:



“I’ve always wanted to do more with the [natural dying] process, but I’m so busy. I’ve dabbled with botanical dyes so the [workshop] description sounded very appealing.”

–Nordic Handcraft participant

“Any time we see [the instructor’s] name on something, we’re attracted to it.”

–Nordic Handcraft participant

“I didn’t have to travel. If I had done that in-person, it’s 3.5 hours one way. I was able to do it because I wasn’t doing the food, the gas, hotel stay, time off work. It made it accessible.”

–Nordic Handcraft participant

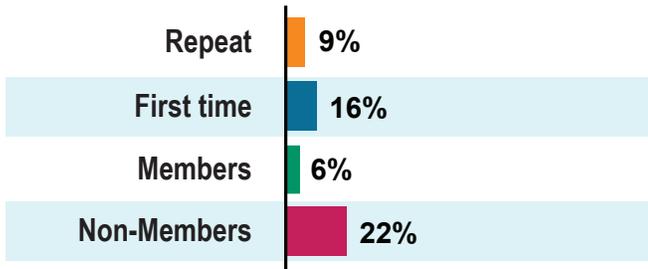
“The fact that we could do [a workshop] at all under these circumstances [COVID-19]—that’s the most valuable thing.”

–Nordic Handcraft participant

Skill level and knowledge gained

Survey participants were asked to rank their skill level before the course...

Participants listed various skill levels, with some participants saying that they were "not at all skilled" prior to the workshop



Of those who participated in the survey...

High percentages of all participant groups said that they gained knowledge through the workshop



Cultural learning

During interviews, many participants said that they learned something new about Scandinavian culture.

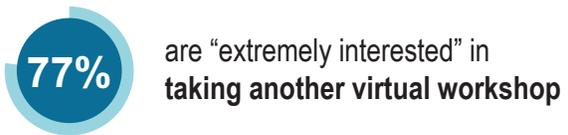


"I am descended from Swedish immigrants, [and] a lot of what I know is related to the time of immigration when it comes to food. We have hung on to our traditions [that date] back to the 1800s. [Instructor] teaches us about modern Scandinavia, modern Sweden. I think that's really interesting—to know what similarities and differences there are between what I know with Swedish food versus what modern Swedish food has become."

—Nordic Table participant

Interest in future workshops

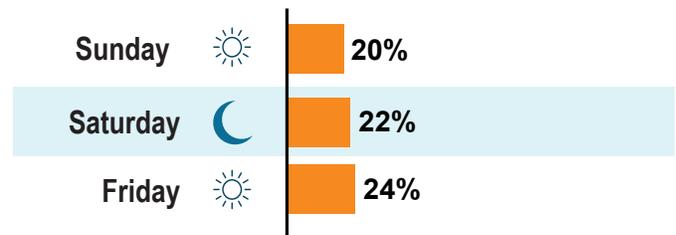
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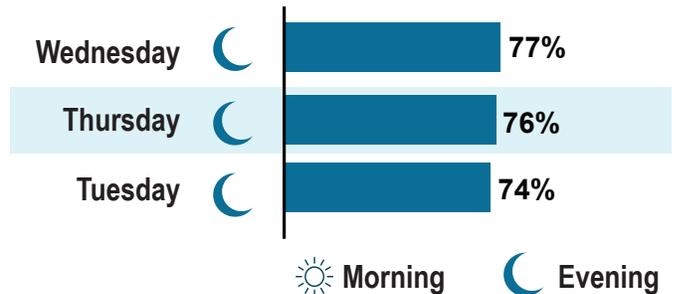
Logistics

When it comes to workshop logistics, participants prefer workshops that are held Tuesday, Wednesday and Thursday evenings.

Worst times



Best times



Preferred cost for workshops

A key finding in this data is that first-time participants indicated they are willing to pay slightly higher amounts than repeat participants. Additionally, non-members are willing to pay slightly higher amounts for workshops from one to three hours compared to their member counterparts.

Workshop duration	All respondents
1 hour	\$30.72
2-3 hours	\$55.91
4-5 hours over 2-3 sessions	\$81.76
6+ hours over 3+ session	\$102.75

