

CHART 3RD QUARTER DATA

TO-DATE

- **DIALOGUE SESSIONS** - held via Zoom (January-April) and in-person (March-May)—some at the request of organizations (with their members), some following Cultural History Series talks and Art Activations: **27**
- **SURVEYS:** 2
- **CULTURAL HISTORY SERIES TALKS:** 3 (not including Culture Blog and Social Media campaigns, reported in subsequent slides)
- **ART ACTIVATIONS** - including the Monumental Dreams program: 7
- **IMPLICIT BIAS TRAININGS** - for Governing Body and City of Santa Fe Dept. and Division Directors: 3
- **UNIQUE ENGAGEMENTS** (number of people who have participated in CHART activities at least once, not including social media): **787**
- **TOTAL ENGAGEMENTS** (all emails, phone calls, registrations for events, attendance, participation in evaluation/feedback surveys, meetings with organizations, survey responses, etc. including repeat contact): **7,559**



PROJECT ACTIVITIES

CONNECTIONS



Meeting spaces provided by:
 Acequia Madre House
 Boys & Girls Club of Santa Fe
 International Shakespeare Center
 Santa Fe Community Gallery
 Santa Fe Community Convention Center
 Santa Fe Place Mall
 Teatro Paraguas

OUTREACH
 E-Blasts, Newsletters, Email, Snail Mail, Phone, etc.
 (excluding website and social media) : 18,148

CHART Email Contacts: 577
 City of Santa Fe CHART Email Contacts: 509

ENGAGEMENTS
 includes email, phone, registration for events, attendance, participation in evaluation/feedback surveys, meetings with organizations, survey responses: 7,559

In-Person Activity/Event Locations
 (minding city/state health guidelines):
 Opening Event 11/14
 Pojoaque Valley High School
 Capital High School
 El Camino Real Academy
 Santa Fe Place Mall
 El Museo Cultural de Santa Fe
 Midtown Project Event
 Café Castro
 Angel's Coffee House
 Children's Museum
 Santa Fe Community Convention Center
 Teatro Paraguas
 International Shakespeare Center

REACH & ENGAGEMENT

CONNECTIONS - ORGANIZATIONS

Number of Organizations in Santa Fe Regularly Receiving CHART Outreach: 127
 (email, MailChimp campaigns, social media)

Number of Organizations That Have Engaged with CHART: 42
 (conversation, meeting, collaboration, listening or dialogue session)

Organizations That Have Engaged With CHART Include:

- | | |
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| <ul style="list-style-type: none"> • Agua Fria Village Association • Earthseed Black Arts Alliance • Exploring Whiteness and Understanding Privilege • Fiesta Council • Hispano Chamber of Commerce • Indigenous Ways • Japanese American Citizens League • La Confradia • La Sociedad Folklorica • Los Caballeros DeVargas • Littlelobe | <ul style="list-style-type: none"> • NAACP • Old Santa Fe Association • Poeh Center - Pueblo of Pojoaque • Rotary Club • Santa Fe Art Institute • Santa Fe Children's Museum • Santa Fe Opera • Teatro Paraguas • Temple Beth Shalom |
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Additional Meeting with
 US/COMOS - International Council on Monuments and Sites,
 Monuments Toolkit Project

REACH & ENGAGEMENT

WEBSITE

www.CHARTsantafe.com



Website Traffic Overview

Site Sessions: 5,600*
 Unique Visitors: 3,510
 Average Session Duration: 5 min, 34 secs

*Most come to the page directly, or via Facebook and Google

Most visited pages

Home Page, Team,
 Survey, About, Events

The majority of unique visitors are
 from Santa Fe and Albuquerque.

REACH & ENGAGEMENT