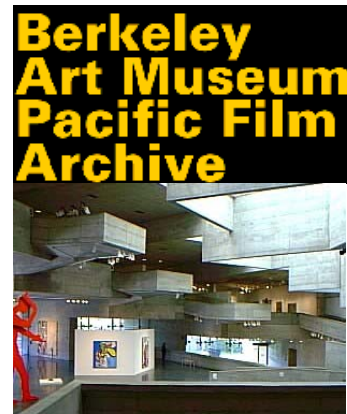


Berkeley Art Museum/Pacific Film Archive

Location: Berkeley, California

Scope of Work: Audience Research & Evaluation



From 1999-2003, MMC conducted a multi-faceted evaluation of the University of California Berkeley Art Museum/Pacific Film Archive's (BAM/PFA) *The Time of Your Life: Enhancing Student Engagement with the Arts* initiative sponsored by the Pew Charitable Trusts. The goals of the initiative were to increase UC Berkeley student awareness and usage of BAM/PFA and to provide meaningful opportunities for students to engage with art and film. Over a four-year period, MMC evaluated attendance and survey data and conducted intercept interviews and focus groups with UC Berkeley students and faculty. MMC produced annual evaluation reports that explored the implications of the findings with an emphasis on program refinement.