

# Understanding Engagement with Kingdom Arts and Sciences Competitions in Lochac: Results of a Survey

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## What we wanted to know

This survey was prompted by what seemed to be low levels of engagement with Kingdom A&S Competitions. Over the past five years, most competitions have had less than ten entries, and almost half have had less than five entries. At the moment, Kingdom A&S Competitions have a special status as the only A&S activity mentioned in Lochac Law, and the only one that the Kingdom Minister of Arts and Sciences is responsible to oversee. We felt that an activity with this status should be something that had high levels of engagement from Lochac's A&S community, and we weren't confident that our competitions were doing that well.

In running this survey, we hoped to discover:

- How much people are engaging with Kingdom A&S Competitions
- Whether there is another way of sharing and celebrating A&S work that has higher engagement
- Whether people support continuing Kingdom A&S Competitions with their current status as the main Kingdom-level A&S activity
- What people value about our competitions
- What people may dislike about our competitions
- Whether there are barriers to entry for our competitions
- Whether there are alternatives to Kingdom A&S Competitions that would have greater engagement
- Whether people support our way of selecting a Kingdom A&S Champion
- How people see the role of Kingdom A&S Champion

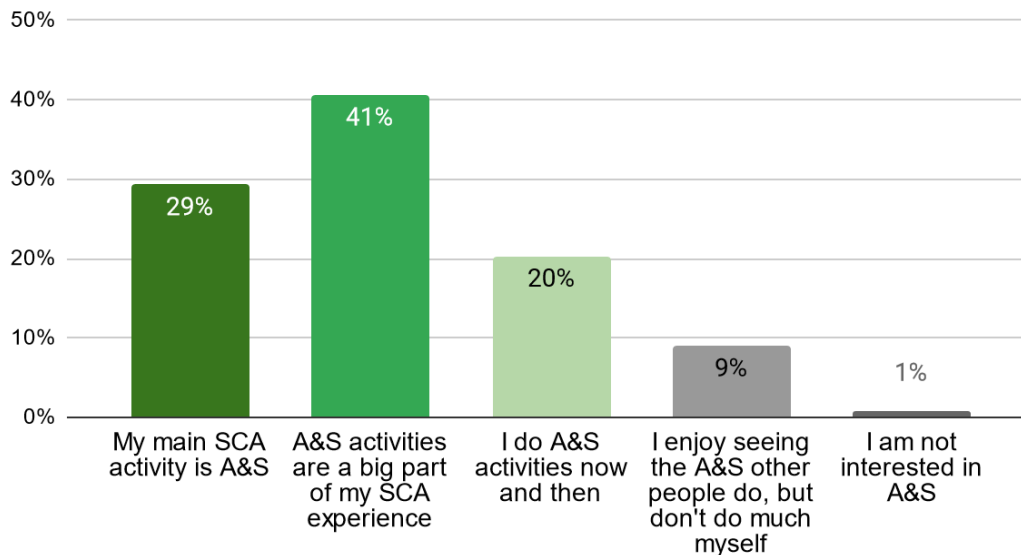
Our survey questions are included at the end of this document.

## Who answered our survey?

133 people answered our survey, from every barony and shire in Lochac. This is equivalent to about 10% of Lochac's paid members, or about one in three members of the largest Lochac A&S Facebook group.

Most of the people who answered our survey are heavily involved in A&S - 70% said that A&S is their main SCA activity, or a big part of their SCA experience. 39% had been an A&S officer at some point, and 29% were members of the Order of the Laurel, apprentices, or working independently towards becoming a Laurel.

### How much are you involved in A&S?



However, it's important to note that this survey also represents people who are *less* involved in A&S. Laurels and apprentices did not make up the majority of participants, and nor did past A&S officers. Close to a third of people who answered the survey said that A&S activities are something they do now and then, or that they enjoy seeing other people's work more than participating themselves.

### How do they engage with competitions?

90% of our participants look at A&S competition entries at events at least sometimes - 30% of them *always* look at competition entries.

50% of people who answered our survey had entered a Kingdom A&S competition, and 67% had entered a non-Kingdom A&S competition.

52% of our participants had judged an A&S competition, including:

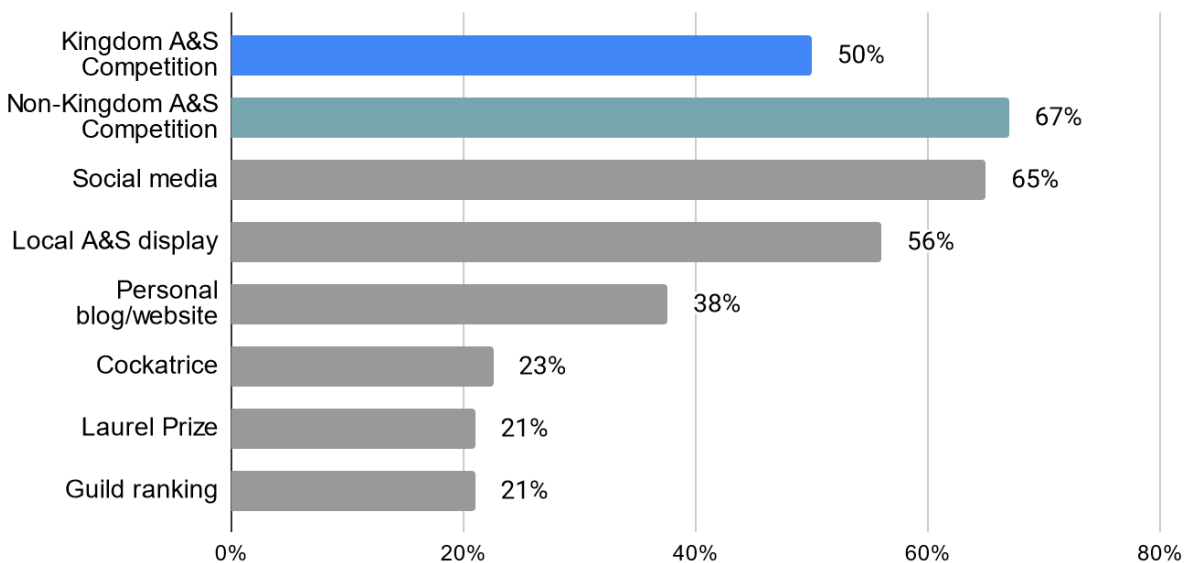
- 100% of Laurels
- 77% of past A&S officers
- 29% of others

## Where else do they share their work and look at other people's?

When we asked where people had shared their own A&S work:

- 65% had shared articles or photos on social media
- 56% had entered a local A&S display
- 38% had shared them on a personal blog or website
- 23% had submitted a photo or article to Cockatrice
- 21% had entered Laurel Prize at Rowany Festival
- 21% had submitted their work for guild ranking.

## Have you displayed YOUR OWN work in any of the following ways?



When we asked where people enjoyed looking at others' work:

- 88% enjoy looking at people's work on social media
- 86% enjoy looking at people's work in local A&S displays
- 71% enjoy looking at people's work on personal blogs and websites
- 56% enjoy looking at people's work in Laurel Prize
- 56% enjoy looking at people's work in Cockatrice

When we asked how they become aware of people doing wonderful A&S work:

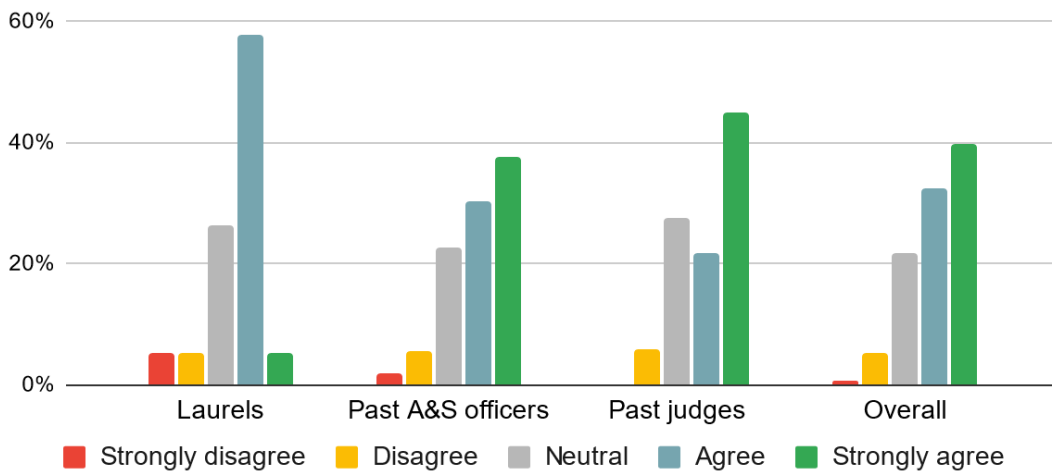
- 51% of people mentioned social media or the internet
- 31% of people mentioned seeing their work at events or gatherings
- 23% of people mentioned word of mouth
- 10% of people mentioned A&S displays
- 8% of people mentioned competitions
- 7% of people mentioned Cockatrice

## Do they think we should keep our Kingdom A&S Competitions?

72% of people in our survey agreed that Lochac should keep holding Kingdom A&S Competitions. Among Laurels, past A&S officers, and people who had judged an A&S competition, this was closer to two-thirds (63%, 68%, and 66% respectively).

Only 6% of people said that we shouldn't keep holding our Kingdom competitions. 10% of Laurels, 8% of past A&S officers, and 6% of past judges agreed.

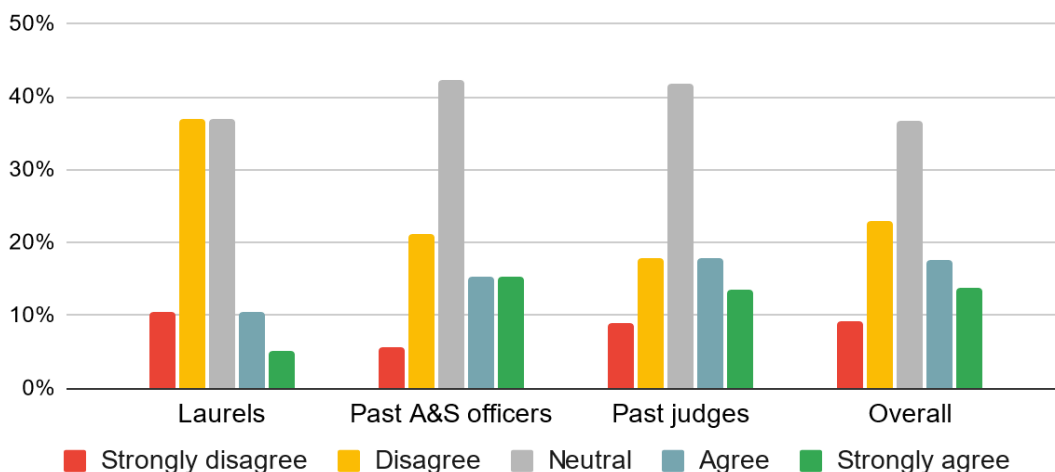
### Do you believe Lochac should continue to hold Kingdom A&S Competitions?



## Do they think we should keep our Kingdom competitions the main Kingdom-level A&S activity?

Overall, 31% said yes, 32% said no, and 37% were neutral. Past officers and judges were more likely to be neutral. Laurels were more likely to say no: 47% disagreed or strongly disagreed.

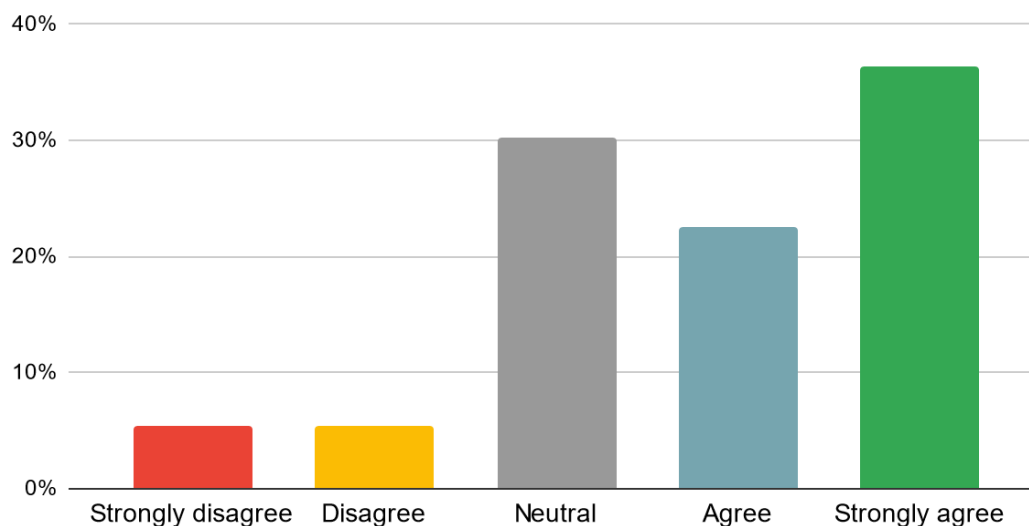
### Do you believe Kingdom A&S Competitions should remain the primary celebration of A&S at a Kingdom level?



## How do they think our A&S Champion should be chosen?

59% of people in our survey believed that we should have a Kingdom A&S Champion, and only 10% of people believed we shouldn't.

Do you believe that there should be a Lochac A&S champion or champions?



### How champions are chosen

Most people either didn't have any suggestions about how we should choose a champion, or thought we should keep using the current system.

Some people thought that the current system rewards generalists too much, while other people appreciated the way it allows less experienced artisans to succeed. Some people suggested a solution would be to have a prize for the best single entry as well as a prize for the best total score.

A small number of people suggested very different systems, relying on recommendations from local groups or choice by the Crown, and some suggested taking into account other A&S activities like teaching.

### Duties and regalia

People generally felt the A&S Champion should be more visibly celebrated, and should have some kind of recognisable token to assist with this. It could be a pouch (as we do currently), medallion, hat, cloak, or something else - the important idea was that it should be recognisable. Many people felt the A&S Champion should not be given any duties, as this may be a deterrent to enter; others suggested that the A&S Champion could try to promote A&S or support Kingdom Competitions.

## What do they like about A&S competitions? What do they think should change?

We asked a series of questions about why people engage with Kingdom A&S Competitions, why they don't, and what they value about competitions and other ways of sharing A&S work.

### **People love seeing other people's work, and showing their own work.**

The most common reason people engaged with A&S competitions in general was to see people's work, or to display their own. An opportunity for showcase was the most common reason given to keep A&S competitions. When we asked for other ways we could celebrate A&S at a Kingdom level, by far the most common answer was a display or showcase.

### **People love talking about A&S.**

Some people like the opportunity competitions give them to talk about A&S. Many people value other A&S activities for the opportunities for discussion they give.

### **Many people enter competitions to seek feedback; some find feedback uncomfortable.**

One of the most common reasons people gave for entering competitions was to seek feedback on their work. However, other people were nervous or uncomfortable about being judged, or liked other A&S activities because they weren't worried about judgement, or expected to get supportive feedback.

### **Some people like competing; some don't.**

Some people told us that they enjoy the competitive aspect of an A&S competition, or they think that A&S should have a competition as an equivalent to tourneys and competitions in other fields. Other people told us that they don't like competing, and that's one reason why they don't participate in A&S competitions, or why they prefer to participate in other A&S activities.

### **Competitions can be intimidating; some people prefer something low pressure.**

Several people said they avoid entering competitions because they find them intimidating or too hard - this was the most common reason for *not* participating. When we asked what could be

changed about our competitions, the most common answer was that we should try to make them less intimidating and more accessible.

### **Competition themes are sometimes a barrier to entry.**

A small number of people talked about the competition themes being a positive thing that helped challenge and inspire them. Some people enter competitions specifically when the themes happen to fit an existing project. Other people said that they don't enter competitions because their work doesn't fit the themes, or that they like the greater variety in A&S activities that aren't restricted by themes.

### **People would like competitions to be more visible and celebrated.**

When asked what could be changed about our competitions, several people suggested that the competition and the entries should be more visible. They suggested that the A&S table be put somewhere more central, that there should be more promotion of the competition, and more celebration of the entries, both online and in court. People valued the way that our Kingdom A&S Competitions recognise and represent A&S as an important field of endeavour.

# Survey Questions

1. Are you a Laurel?

- Yes
- No, but a member of other peerage/s
- No, but an apprentice (or independently working towards becoming a Laurel)
- No

2. Have you ever been an A&S officer for an SCA group?

- Yes
- No

3. What is your level of involvement in A&S?

- A&S is my main SCA activity
- A&S is a big part of my SCA experience
- I do A&S now and then
- I enjoy seeing the A&S other people do
- I am not interested in A&S

4. What is your local group?

5. Do you look at A&S competition entries at events you attend?

- Always
- Often
- Sometimes
- Rarely
- Never

6. Have you ever entered a Kingdom A&S competition?

- Yes, several times
- Yes, once or twice
- No

7. Have you ever entered a local, guild, or online A&S competition?

- Yes, several times
- Yes, once or twice
- No

8. Have you ever judged an A&S competition?

- Yes, several times
- Yes, once or twice
- No

9. If you participate in competitions in any of the above ways, why? What do you value about the experience?



10. If you do NOT participate in competitions in one or more of the above ways, why not?

11. Have you displayed your A&S work in any of the following ways?

- Local A&S displays
- Laurel Prize at Rowany Festival
- Submitting an article or photo to Cockatrice (Lochac's A&S newsletter)
- Publishing an article or photo on your own blog/website
- Sharing an article or photo on social media (facebook, instagram, etc)
- Submitting your work for guild ranking
- Other:\_\_\_\_\_

12. Do you enjoy looking at other people's A&S work in any of the following types of display?

- Local A&S displays
- Laurel Prize at Rowany Festival
- Cockatrice (Lochac's A&S newsletter)
- Blogs or websites
- Social media
- Other:\_\_\_\_\_

13. What do you value about these types of display?

14. How do you become aware of people who are doing wonderful A&S work?

15. Do you believe Lochac should continue to hold Kingdom A&S competitions?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. Why? If you think something should change, what is it?

17. Do you believe Kingdom A&S Competitions should remain the primary celebration of A&S at a Kingdom level?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18. Why? In what other ways could Lochac celebrate and promote A&S at a Kingdom level, especially at Crown Tourneys and Coronations?

19. Do you believe there should be a Lochac A&S champion or champions?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. Our A&S champion is currently the person who scores the most cumulative points in one year of Kingdom A&S competitions. How do you believe our A&S champion or champions should be chosen?

21. What duties, regalia, or recognition should be attached to the role of A&S champion?

22. Do you have any other comments, or feedback on this survey?