

**G**OODMAN RESEARCH GROUP, INC.  
Program Evaluation • Consultation • Market Research

# The Metropolitan Opera's *HD Live in Schools* Summative Evaluation

## **PREPARED BY**

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## **SUBMITTED TO**

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*A sample of tag lines created by educators to clarify or dramatize their HD Live in Schools experience ...*

A new "lens" for students to view opera.

A great way for kids to experience a new experience of the arts.

A wonderful, rare, fun opportunity for students and teachers alike.

I have seen my students grow as musicians and they also have expanded their horizons this year.

It has been wonderful, both for me and my students! The operas are fabulous, and those who attend do so regularly and love the experience.

The Met's *Live in HD opera* performances have energized our teachers and students to learn more about opera. Once students attend they become "opera people."

A dream fulfilled...spectacular....a whole new world for students to explore.

Creating a once in a lifetime opportunity for my kids

You made an opera lover out of me and my students!

Incredibly uplifting cross curriculum experience!

*HD Live in Schools* was an awesome experience. Attending the opera was a once in a lifetime experience for many of my students.

## EXECUTIVE SUMMARY

In its 2009-2010 season, *The Met: HD Live in Schools* continued its operation in 18 cities across the U.S. and, for the first time, kicked off with a national teacher training at the Met. These teachers then either trained others in their districts, implemented the program with students, or both. Goodman Research Group, Inc. (GRG) conducted an external evaluation of the program, including a “paper-and-pencil” survey of 247 students in 6 cities and an online survey of 107 educators from all 18 cities at the end of the season.

## FINDINGS

### **After participating in *HD Live in Schools*, both students and teachers reported increased student knowledge of opera as an art form.**

- 92% of educators and 81% of students rated the program highly successful in increasing student knowledge of opera.
- 64% of educators and students rated the program highly successful in helping students understand the political, historical, and cultural relevance of opera.
- 65% of educators found the classroom activities highly successful in supplementing, extending, or strengthening their larger curricula.
- 30% of students learned something new they could relate to their history classes and 27% learned something new they could relate to their Language Arts and/or their Foreign Language classes.

### ***HD Live in Schools* dispels common myths about opera.**

- After participating in the program, statistically higher percentages of students rejected each of nine common myths about opera (e.g., that opera is boring, a dying art form, etc.). The average “myth rejection rate” climbed from 51% pre-program to 72% post-program.
- 85% of educators confirmed the program was highly successful at dispelling myths about opera.

### ***HD Live in Schools* makes students more receptive to opera and to the performing arts in general.**

- 90% of students were either *a little* (27%) or *a lot* (63%) more open to opera after participating in the program.
- 70% of educators and 72% of students viewed the program as highly successful at encouraging students to seek out more information about performing arts in general.

### **The program is appealing to students and educators.**

- Nearly all educators reported their students enjoyed the HD productions either *quite a bit* (38%) or *a great deal* (59%).
- 99% of educators and 71% of students would recommend the program to others.

**The *HD Live in Schools* training is highly effective in preparing educators to implement the program.**

- Of the educators trained in New York by the Met, 94% were well prepared to train other educators to implement the program and 88% were well prepared to conduct the program activities with students.
- Of the educators trained by a National Workshop attendee (turn-key training), 61% were well prepared to conduct the program activities with students.

**The pre- and post-opera activities conducted by teachers in their classrooms helped students prepare for and understand the operas.**

- On average, students found that each performance's pre-opera activities helped *some* (on a scale of *not at all, a little, some, a great deal*) in familiarizing them with the opera before viewing.
- 69% of students participated in post-opera activities; of these, 49% indicated that the activities helped *a great deal* in understanding their opera experience.

## RECOMMENDATIONS

- Create *HD Live in Schools* online training presentations that incorporate resources for teaching the program to students as well as resources for training other educators to implement the program.
- Create an *HD Live in Schools* online learning community that would allow educators to ask for help, share their stories, and learn from each other.
- To this end, GRG proposes coordinating with the Met Educational Outreach Manager to conduct a webinar presentation of the evaluation for participating educators.
- Clarify for educators that the activities are designed primarily for high school students, while also incorporating into training and Guides some suggestions for modifying the classroom activities for use with younger students.
- Investigate why more girls than boys are exposed to the program and work with educators to ensure more gender balance in the composition of students exposed to opera.

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