

2023

MARKET ANALYSIS PLAN



Sojourner Truth
African Heritage
Museum

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Executive Summary

Today's fast-paced corporate world requires market understanding. This research seeks to provide an initial -analysis of the Sojourner Truth African Heritage Museum' target market, including its size, growth rate, trends, and main competitors.

Overview



EVENTS SOJOURNER TRUTH MUSEUM NEWSLETTER EXHIBITIONS

Our Mission

Our mission is to open minds and change lives through the exploration and celebration of African American history, experiences and culture through art education and outreach.

Our vision is of a world in which the adversity and achievement of African American history inspire everyone toward a greater understanding of acceptance and unity!

The Museum is named for Sojourner Truth who, although born a slave, worked tirelessly for abolition, women's rights, non-violence, and civil and economic advancement of oppressed people.

The Museum gives homage to Mrs. Sojourner Truth by expanding the historical & biographical knowledge of her life's work and carrying on her mission by teaching, demonstrating, and promoting projects that accentuate the ideals and principles for which she stood.

@sojomuseum sojoartsmuseum.com

Executive Summary

This approach is equitable and inclusive because we reach a population that would not have this opportunity otherwise. Since we are located in a business incubator that primarily serves low-income people of color, we reach residents who would benefit from exposure to clean energy resources the most. And as part of a non-profit, social service, and small business hub within South Sacramento, we can galvanize neighboring resource groups to help eliminate financial, transportation, and outreach barriers to receiving this information.

That, coupled with other vendors, workshop leaders, and enrichment activities from various fields, will help youth to gain knowledge and spark interest in careers they may not have had before. This exposure will encourage ownership and desire for improved livability.



Celebrate Youth in Business



**Saturday, July 8
Noon - 5 p.m.**

Sojourner Truth African Heritage Museum
2251 Florin Road, Sacramento

Join us for a day of art, business and community markets. Plus, take a test drive in an electric vehicle sponsored by SMUD!

1 - 2 p.m. Mock interview sessions with Renee West and Shonna McDaniels

2 - 2:30 p.m. Business planning tips with business owner Aaron Boyce

3 - 4 p.m. Basic education on financial success workshop with African Market owner James West

4 - 5 p.m. Financial literacy workshop with board member and business owner Sharifa Walker

Experience the fun and learn about the benefits of driving electric. Talk to EV experts and decide if going electric is right for you.

For more information and to learn about vehicle and charging incentives, go to smud.org/DriveElectric

Youth interested in having a free booth, please email sojomuseum@gmail.com



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MARKET PLAN:

We will promote the Youth Entrepreneur and Resource Fairs through many outreach methods.

- Arts & Culture e-newsletter and social media presence.
- City of Sacramento's blog, Sacramento City Express
- City Council District 8 Newsletters.

- Marketing materials, including printed materials, website management, social media advertising, and other paid advertising.
- Outreach will happen through the Sacramento Association of Museum and Sacramento 365, Sacramento Observer Newspaper, and Online Newspaper.

Our website will be updated to include event dates, times, collaborative partners, and activities.

- Promotion via flyers, posters, and newspapers will be placed in storefronts, community centers, or other gathering spaces. We will also contact local newspapers to place ads with project information.
- Square Biz Magazine will offer in-kind promotions support.
- We will contact local media for promotions, including radio ads, outlets like KDEE 97.5, and news stations like ABC 10, KCRA 3, and CW 31 to reach a broad audience.

- We know social media ranks second for the highest engagement rate, according to our survey data. We will use photos, ads, and program videos to share on Facebook, Instagram, TikTok, and YouTube. We will also add resource fair details to our online newsletters and distribute them to our email list that reaches 5000 people.
- Word of Mouth: 67% of participants get our information by word of mouth, and we will continue to use this method as people visit the museum.

MARKET PLAN:

How will your outreach plan reach underserved audiences and the target audience?

SOJO Museum has experience with media tools kits, the California Arts Council, the City of Sacramento Office of Arts and Culture, and the Institute for Museum and Library Services. And recent partnership with the Florin Road Community Beautification Project and SMUD-Shine Awards.

Our outreach plan is to:

- Contract a website designer who will develop the website, carry out ongoing site maintenance and maintain the social media presence.
- Hire a Marketing Program Administrator to oversee and delegate all marketing campaigns, documents, personnel, and materials.
- Hire a videographer to engage and provide an ongoing visual account of events, progress, public testimonials, and other related activities.
- Hiring youth as a part of their internship to create PSAs.

Communications Campaigns :

- Brochures will be distributed at events and serve as an introduction to the program.
- Contracted The Sacramento Observer for one full-page ad quarterly.
- Monthly podcast and receive a continuous banner placement.
- Print - obtain a full-page ad in SquareBiz magazine 6x each calendar year.
- Postcards to South Sacramento residents in the project zip code.
- Purchase local Distribution Lists that adhere to our target demographic audiences
- Radio - contracted KDEE to obtain 624 radio spots on the Leon Guidry Show annually.
- **Social Media** - created a webpage and FB, LinkedIn, and Instagram pages for the project, including a mission statement, photos, event calendar, data collection results, contact information, and community and art resources.
- Television / Cable - contracted with Comcast/Xfinity to obtain up to 600 ads on 25 networks (chosen according to prescribed demographics) and or digital coverage per month.
- Youth will develop their marketing plan to advertise their events, promote the events in their community, and maximize participation.

TARGET MARKET:

Our organization focuses on developing leadership skills among youth. We work with community partners, libraries, and schools to provide various activities that help improve communication and problem-solving abilities.

Our aim is to educate young people about the history, diversity, and culture that shape their identity and help them grow into confident and capable individuals.

What do we practice? At Sojourner Truth African Heritage Museum, we are having a new conversation about the role of arts and culture in workforce development around the value that arts and culture can bring to creating jobs, building skillsets, and strengthening the creative economy.

The employability skills necessary for jobs today are changing rapidly, moving from vocational and mechanical skills to technical and 21st Century employability skills – collaboration and teamwork, creativity, critical thinking, and problem-solving – the arts have garnered more importance in workforce development.

EVALUATION METRICS

At SOJO, we use an online evaluation tool provided by Vertical Response to assess our programs internally. To keep track of program participation, we gather surveys from exhibition attendees and workshop participants to measure their demographics, satisfaction levels and gained knowledge. Additionally, we keep track of attendance by asking individuals to sign-in or log in to each program.

To gauge success, we aim to increase our membership base by 25% and implement a member database to monitor our visitors better and enhance retention rates. We collect quantitative data (demographics) and qualitative data (surveys and testimonials) through pre- and post-program data collection. During events, the website and our Facebook Live page are used as progress indicators.



Methodology

ENGAGEMENT SURVEY composed by Daphne Burgess-Bowen,
Funds Development Consultant
<https://www.sojoartsmuseum.org/outreach>

Data collection methods

Vertical Response

We collect quantitative data (demographics) and qualitative data (surveys and testimonials) through pre- and post-program data collection. During events, the website and our Facebook Live page are used as progress indicators

SAMPLING OF QUESTIONS ON VERTICAL RESPONSE

Which Museum event have you participated in?

How did you hear about that program or event. Check all that apply. Social media (Facebook, Twitter, Instagram, etc) Museum website Flyer, newspaper or other print media Museum newsletter or email blast
Television or radio promotion Word of mouth Other (please specify)

What did you like about that program or event?

HOW LONG HAS IT BEEN SINCE YOUR LAST VISIT?

VALUATIONS AND ASSESSMENTS WERE TAKEN BY THE MUSEUM ASSESSMENT PROGRAM (MAP) OFFER FIVE DIFFERENT ASSESSMENTS TO CHOOSE FROM, THE ORGANIZATIONAL ASSESSMENT, AND EDUCATION & INTERPRETATION ASSESSMENT IS LIKELY A GOOD FIT FOR OUR MUSEUM. CITY OF SACRAMENTO RESILIENCY PROJECT, SELF-ASSESSMENT: SOJO BELIEVES THAT THE RESILIENCY FUND PROGRAM IS A GOOD FIT FOR OUR ORGANIZATION BECAUSE IT SUPPORTS THE GOALS OUTLINED IN OUR STRATEGIC PLAN, WITH FINANCIAL HELP TO IMPLEMENT THE PURPOSES OUTLINED IN THE PROJECT.



Market Needs Statement

Before we dive into our strategy, it is essential to consider our market positioning. Our organizational history is a key strength that we have invested in extensively. We are committed to supporting Youth Entrepreneurs and providing Resources for Youth Job Development in South Sacramento. This tactical approach gives us a significant advantage and ensures we achieve our strategic goals effectively.

The organization has historically needed more consistency and engagement from its Board related to the infrastructure needs. Key steps have been taken to address this, which has resulted in the retention and expansion of a committed set of Board Members that can build their capacity to help better position Sojourner Truth African Heritage Museum moving forward but still need some direction and training onboard functions—adding new voices from youth who have graduated from our Youth Entrepreneur training to the advisory board.

SOJO was part of the Cultural Equity Investment Cohort through the Sacramento Office of Arts + Culture (OAC), which aided in shaping a five-year strategic plan for the museum's growth. The first implementation phase was administrative leadership training for new staff, docents, and volunteers.


During phase two (2023-2025), our museum aims to develop our archival database and library, improve institutional capacity, and train museum professionals. The City of Sacramento Office of Youth Development awarded us a two-year Resiliency Grant opportunity to further our goal of serving the youth in our community. This program aligns with our strategic plan and will provide financial support to help us achieve our objectives. We are grateful for this opportunity and look forward to positively impacting our community.



**Youth Empowering Youth
A SOJO YOUTH
ENGAGEMENT WORKSHOP**

Meet Kalaree Allen

He will share information about investing in Etsy Stock and guide youth through the basic steps to invest in Etsy Stock



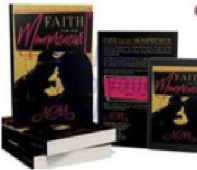
**Youth INVESTING
In Etsy Stock**

**Virtual workshop
Nov 12th from 7pm to 8pm**

**EMAIL SOJOMUSEUM@GMAIL.COM FOR ZOOM
LINK AND PASSWORD**

**SOJO Museum Virtual
Pop Up Series** **7pm
APRIL 17TH**


BOOK DISCUSSION



**"MOMPREENUER"
YOU REALLY CAN
HAVE IT ALL.**



Written by
NATASHA MILLER

zoom.us/meeting/440.320.963



Dena Maeshia
Is a Author, Entrepreneur, Literacy Advocate, Mom and a dream chaser. You don't want to miss this discussion.

**BOOK IS ALSO AT
ALL THINGS LITERACY BOOKS & MORE
atlbooksandmore@gmail.com**



Natasha C. Miller
Is a Author, Entrepreneur, Wife, Mother and a advocate for self actualization. Join US as we discuss her books, what she is working on now and how you too can have what you see when you close your

Market Needs Statement

Competition:

Sojourner Truth African Heritage Museum is the only African American Museum in Sacramento, and it is housed in the Florin Square Business Complex, where over 100 small business non-for-profits incubate and share resources. Our keys to success with this business marketing model are to generate a huge network of supporters that come to our events and open-air markets.

Before Covid-19, many art and cultural amenities were concentrated in City Council District 5. These included 36 public art installations, 10 art galleries and collections, 22 cultural organizations, 15 performance venues, 8 community centers, 2 museums, and 17 studios and classes. It's important to note that many of these amenities are located further north of our district, and participants from District 8 often utilize them. However, District 8 has fewer amenities, with only 56 out of the 110 listed above.

Barriers to Entry:

The museum is a hidden gem inside the Florin Square Business Complex and has supported its development since 1996. The Sojourner Truth African Heritage Museum recently expanded and currently occupies 3,000 square feet. What is unique about the museum is that we are a team of artists, consultants, independent contractors, youth, seniors, and volunteers who pool talents and resources to provide art and culture to the community through art history, education, events, and workshops.

One major obstacle facing the museum is the necessity for organizational backing to maintain the necessary level of operations. Consistent investment is required to support these operations. Additionally, significant expenses are associated with branding efforts to achieve a certain level of recognition. Another challenge is the museum's location; it requires expansion and its own building to create an ideal model for an Arts and Business District in South Sacramento.

Our workshops leverage arts-based strategies to build youth's internal capacity for creative thinking, cultivating valuable skill sets such as problem-solving, communication, and critical thinking – allowing them to advance beyond entry-level positions to higher-paying jobs. Our workshops also focus on the intersection of Art and Social Justice Principles: Analyzing Power in Social Relationships, Making Identity Central, Promoting Systemic Social Change, Encouraging Collective Action, and Embracing Youth Culture to take non-traditional approaches to tackle their challenges. Ultimately building an agile workforce system with arts and cultural tools.

Market Segmentation



Demographics and Segmentation:

Whom we serve- Most individuals we serve are within the Sacramento City Unified School District (SCUSD) area. About 23% of these county residents are under the age of 18, and 2/3 of SCUSD students qualify for free or reduced lunch. Based on Sojourner Truth African Heritage Museum survey data, our demographics include 4% Latino, 4% Asian, 25% Caucasian, 60% African American, 5% Biracial, and 2% Native Hawaiian/Pacific Islander. We serve youth and residents from various backgrounds- foster youth and those exposed to violence, food insecurity, drugs, homelessness, and lack of academic support.

SWOT Analysis

SWOT Analysis is used by businesses to examine the strengths, weaknesses, opportunities, and threats facing a business. Through this analysis, businesses can identify areas that require improvement and areas of potential growth.

STRENGTHS

ADAPTABILITY • COMMUNITY CONNECTIONS • HISTORY OF SERVICE • STRONG VOLUNTEER BASE • CULTURAL-BASED PROGRAMMING • COMMUNITY-BASED PROGRAMMING • STRONG PARTNERSHIPS • EXECUTIVE DIRECTOR COMMITMENT • ACCESSIBLE LOCATION

WEAKNESSES

• ADAPTABILITY • COMMUNITY CONNECTIONS • HISTORY OF SERVICE • STRONG VOLUNTEER BASE • CULTURAL-BASED PROGRAMMING • COMMUNITY-BASED PROGRAMMING • STRONG PARTNERSHIPS • EXECUTIVE DIRECTOR COMMITMENT • ACCESSIBLE LOCATION

OPPORTUNITIES

• EXPAND FEE FOR SERVICE • SELF-PROMOTION AND BRANDING RESTRUCTURING • CAPACITY BUILDING • CELEBRATE THE WORK • NEW FACILITY SPACE • RECOGNITION FROM THE CITY • EVALUATION AND OUTCOMES • SERVING SENIOR PROGRAMS • WORK TOWARD A SELF-DIRECTED NON-PROFIT • YOUTH LED PROGRAMS • VOLUNTEERS WITH EXPERTISE/SKILLS • BOARD MEMBERS WITH EXPERTISE/SKILLS

THREATS

SUSTAINABILITY • LACK OF FORMAL STAFF • FUNDING STREAMS DRY UP • FACILITY RELATED COST INCREASE • OWNING OUR BUILDING • E. D. BURNOUT • LEADERSHIP TRANSITION • CRABS IN A BARREL MENTALITY • POST COVID-19 ART/CULTURE EXPERIENCES

Conclusion and Recommendations

The research presented here is a preliminary report indicating that Sojourner Truth African Heritage Museum faces both market opportunities and challenges. This section will summarize our findings and provide recommendations to help the company seize opportunities and overcome challenges.

THIS BALANCED PERSPECTIVE IS CRITICAL FOR CULTURAL INSTITUTIONS, WHICH MUST CONSIDER THE NEEDS OF A BROAD RANGE OF STAKEHOLDERS—ARTISTS, DONORS, EMPLOYEES, LOCAL BUSINESSES, RESEARCHERS, THE PUBLIC, AND LOCAL AUTHORITIES—AND THEIR OFTEN-COMPETING OBJECTIVES. FOR INSTANCE, THE PUBLIC MAY SEEK EDUCATION OR ENTERTAINMENT, BUT LOCAL AUTHORITIES ARE MORE LIKELY TO CARE ABOUT THE INSTITUTION’S IMPACT ON THE LOCAL ECONOMY. AND DONORS WANT TO BE ASSURED OF FINANCIAL SUSTAINABILITY BEFORE COMMITTING THEIR SUPPORT.

THE SCORECARD PROVIDES A “BALANCED” VIEW OF PERFORMANCE BECAUSE IT INCLUDES SUBJECTIVE MEASURES AND THE INPUT OF EXTERNAL STAKEHOLDERS, NOT JUST FINANCIAL METRICS. FOR INSTANCE, THE BSC MEASURES THE SATISFACTION AND RETENTION OF BOTH CUSTOMERS AND EMPLOYEES. MOREOVER, THE SCORECARD IS BALANCED BECAUSE IT BRINGS ATTENTION TO POSSIBLY CONFLICTING DIMENSIONS, SUCH AS PRODUCTIVITY AND EMPLOYEE SATISFACTION, HIGH REVENUES AND HIGH PERCEIVED VALUE, AS MEASURED BY CUSTOMER SATISFACTION; AND LOW MAINTENANCE COSTS AND MINIMAL EQUIPMENT DOWNTIME.

● HIGH

☀ Thank you!

