



New Jersey Volunteer Lawyers for the Arts 2005 NEEDS ASSESSMENT SURVEY ANALYSIS

The following is a summary of the results of 79 Needs Assessment Surveys that were completed by artists and arts and cultural organization representatives throughout New Jersey in Calendar Year 2005. This summary is accompanied by graphs charting the results of the individual categories as well as a copy of the Needs Assessment Survey itself.

NJVLA undertook the Needs Assessment Survey project to provide information on how best to recruit potential volunteer attorneys, plan legal services and educational programs to be offered, and determine whether and how much to charge for its services.

Previous Legal Issues Encountered

General Contracts and Non-Profit issues topped the list of legal issues the respondents had encountered prior to

responding to the survey, with more than half the surveyed respondents having encountered those issues. Entity formation and insurance issues were close behind. Intellectual Property issues were encountered slightly less frequently, with tax and landlord/tenant next in line. The remainder of the clients had encountered various legal issues, including bankruptcy, employment, zoning, estate planning, real estate, compliance, and liability issues.

How Services Were Ranked in Order of Importance

Legal mediation services were ranked most important on the average by the 70 people who answered the question. On a scale of 1-5 (5 being most important to the client), legal mediation had an average score of 3.25, while Legal Lines (one-time telephone consultations with attorneys), Educational Seminars, and Legal Referral Services were all tied with an average score of 2.25.

Educational Programs Ranked by Interest Level

The highest demand was for educational programs with an Intellectual Property and/or Contracts theme. Insurance and non-profit law had very similar interest levels and came in a close second to the above-referenced topics. There was a very closely ranked, slightly weaker interest in entity formation and tax-themed programs. Landlord/tenant-themed educational programs had the lowest interest level for educational programs. Individual artists or organizations expressed interest in employment, liability, billing, grant writing, and financial-themed programs.

How Survey Participants Are Involved in the Arts

Artists and arts organizations made up the majority of survey participants (42% artists and 27% representatives of art organizations). There were also a number of arts educators surveyed, making up 18% of participants. The remainder were scattered among patrons, advocates, administrators, attorneys, and service organizations for the arts.

Disciplines

Of the 97 artists, arts organizations, and educators who specified their artistic disciplines, painters and musicians were the largest groups with 20% and 19% of the participants, respectively. Writing/literature, theatre, and photography were next in line, each with similarly-sized groups of about half the size of the painters and musicians, or roughly 10% of respondents each. Film, graphic arts, and dance were all in the 6-7% range, and the remainder were scattered among various disciplines. The majority of the “other” category encompassed visual artists, including ceramics, sculpture, mixed media, jewelry design, fabrics, and textiles. One stand-up comedian participated, along with a gallery/alternative space curator.

Geographic Breakdown

Approximately two thirds of the 76 respondents who provided Zip Code information were from Northern New Jersey (*i.e.*, Zip Codes beginning with “07”), and the



remaining one third were from Southern New Jersey (*i.e.*, Zip Codes beginning with “08”).

Annual Income

Of the 42 artists who provided income information, the majority had an annual income of \$20,000 or below. Fourteen of those earned less than \$10,000, and 11 earned between \$10,000 and \$20,000. Only six artists earned between \$21,000 and \$40,000, and 11 earned \$40,000 or more.

How Much Clients Are Willing to Pay for NJVLA Services

The largest group (17 out of the 59 artists, art educators, and arts organizations that answered) expressed that they would be willing to pay up to \$100 for services. However, many commented that their response would depend on what services were provided. One artist commented that “anything has to be less than a private attorney,” and seven artists even claimed they would be willing to pay over \$100. One of the 27 artists who picked the \$26 to \$50 and \$50 to \$100 categories commented that (s)he would not be willing to pay for Legal Line-type services (*e.g.*, a single telephone consultation with an attorney) but

would be willing to pay between \$10 and \$25 for workshops and referrals. There were eight artists who would not be willing to pay anything at all and a few more that did not choose a category but made comments such as, “I thought it said ‘volunteer.’” The overall consensus under the open comment section was that what artists and organizations are willing to pay for legal services depends on what those services are.

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