



2014-2015 ¡Cantaré! Evaluation Highlights

Non-Latina/o students demonstrate more awareness of Mexican culture

- 80% of teachers reported that the field trip to the Minneapolis Institute of Arts/Minnesota History Center helped students somewhat or very well in gaining a better understanding of Mexican culture.
- 100% of composers reported that students made the most amount of progress on learning aspects of Mexican culture and the relationship between the lyrics and Mexico.
- 89% of high school students and 68% of elementary students reported knowing “a lot more” or “some more” about Mexico after participating in ¡Cantaré! than before the program.

“The Concert gives children a huge thrill to sing in the Ordway Center in front of two thousand people, and is a great challenge that the concert is in Spanish. It's extraordinary that they learn through singing traditions of another country, which may be the native country of their parents, and they go with the desire to participate and not to compete.” 2014-2015 ¡Cantaré! School Program Partner Teacher

“They learned another language that nowadays is used in Mexico. They learned about Oaxaca and the culture, about animals, traditions, food and popular music. They understood how to play pre-Hispanic whistles, and the history behind them.” 2014-2015 ¡Cantaré! Composer

Latino/a students report more pride in their culture

- 100% of teachers reported that students were most interested in learning about Mexican music and culture as well as the life and work of the composer, which is a moderating factor for this goal.
- 98% of high school students “very much” or “somewhat” enjoyed learning the songs and working with Julio Morales in their choir, which is an intermediate outcome for this goal.
- 90% of elementary school students “very much” or “somewhat” enjoyed learning the songs and working with Jean Angelus Pichardo in their choir, which is an intermediate outcome for this goal.

“Our students are fluent Spanish speakers, but Zapotec was a new challenge for them. I think they think of Mexicans only speaking Spanish, so this fundamentally changed that assumption for them. I also had one student who said her Grandfather understood the words, so that one family was able to make a direct, personal connection to the lyrics.” 2014-2015 ¡Cantaré! School Program Partner Teacher

“The Spanish-speaking students in the classes were very engaged and felt empowered by the program.” 2014-2015 ¡Cantaré! School Program Partner Teacher

“¡Cantaré! was one amazing experience for me, it was an honor singing songs in my own language. It was just awesome.” 2014-2015 ¡Cantaré! High School Student

Students demonstrate improvement in musical skills and knowledge

- 60% of teachers rated the most amount of student progress on how composers create music.
- The majority of elementary students reported that the top two things that they learned from the composer and music teacher through ¡Cantaré! was 1) new songs from Mexico and 2) musical skills/musicianship.
- The majority of high school students reported that the top two things that they learned from the composer and music teacher through ¡Cantaré! was 1) musical skills/technique and 2) musicality.

“The students experienced how much practice is involved in preparing for a program like this. They definitely improved in their singing of harmony.” 2014-2015 ¡Cantaré! School Program Partner Teacher

“I learned how to sing better.” “How to harmonize with singers.” “The difference between alto and soprano.” “To physically count 6/8.” 2014-2015 ¡Cantaré! Elementary School Students

“The importance of listening to each other sing as a whole...as in don’t just focus on your section, but others as well.” “Singing from your heart helps form meaningful connections.” 2014-2015 ¡Cantaré! High School Students

Non-Latino/a audience members learn about Mexican culture and Latino/a audience members have their culture affirmed

- 53% of audience members were exposed to a type or style of choral music that they had not heard before.
- The majority of people who attended the concert read the program more closely and discussed the performance with others who attended after the concert.
- 44% of audience members reported that the concert raised a few questions in their minds that they would like to ask the performers or creators of the work.
- 65% of audience members report that as a result of attending the ¡Cantaré! Community Concert, they were more or much more interested in attending concerts featuring similar artistic work(s).

- Audience members felt that the performance gave them a lot to a somewhat new understanding for people who are different from them, or for a culture other than their own.
- Audience members felt that the performance somewhat to a little explored or celebrated their own cultural background or identity.

“I think the best thing [about ¡Cantaré!] is to join people, in my case, children for singing Mexican songs of live composers. To have the chance to work with them and to share Mexican culture, was awesome.”
2014-2015 ¡Cantaré! Composer

“Pude observar la calidad de trabajo, gran dedicacion, amor a la musica de los maestros y alumnos”
 (“To see the quality of work, great dedication, love of music of the teachers and students.”) 2014-2015 ¡Cantaré! Audience Member

2014-2015 Facts and Figures

- 1048 youth and 220 adults participated in the 2014-2015 VocalEssence ¡Cantaré! program in the Twin Cities and Rochester.
- 691 audience members attended the ¡Cantaré! Community Concert in Rochester and 1185 attended the ¡Cantaré! Community Concert in Saint Paul.
- The average audience member age was 51 for those who attended the Twin Cities ¡Cantaré! Community Concert (other VocalEssence concert attendees average age 63).
- The top three reasons why people attended the Twin Cities concert was to see someone they know perform on stage, because someone invited them, and to spend quality time with family members.
- 46% of Twin Cities concert attendees were people of color.
- 60% of Twin Cities ¡Cantaré! concert attendees had never gone to a VocalEssence concert before.
- About 70% of Twin Cities attendees were friends or family of a singer in one of choirs in the performance.
- Twin Cities audience members most often used the following words to describe how the ¡Cantaré! Community Concert made them feel: happy, relaxed, inspired, proud and excited.