



*Qualitative Research
Since 1996*

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Not-for-Profit Clients . . .

- Arts United of Greater Fort Wayne
 - *Increase audience (and as a by-product of this, donations) for fifteen organizations, by understanding what will attract potential audiences to any or all of them and positioning them accordingly.*
 - *Annual fund campaign*

“It was a real pleasure to work with you. You are a pro.”

President, BeneFactors

- BeneFactors – *Expansion opportunities*
- Children’s Hospital Medical Center – *Branding*
- Christ Church Cathedral – *Strategies to attract new and diverse members*
- Cincinnati CAN – *Facilitate race sensitivity discussions*
- Cincinnati Symphony Orchestra – *Strategies to attract new and diverse audiences*

“Barbara Rugen understands different respondent types and handles the unique challenges of each. She has a good tool box and knows which tool to use for the respondent types and the subject you’re probing.”

**- Vice President of Qualitative Research,
Burke Marketing Research**

- Civic Engagement Institute – *Facilitation training in politically sensitive issues*
- Consortium for Strengthening Communities - *Outreach*
- Dearborn County Convention, Visitor & Tourism Bureau – *Strategies to attract tourists*
- Down Syndrome Assn. of Greater Cincinnati – *Identify the needs and wants of constituents including adults with Down syndrome, parents of the adults, children*

in grades K-6, parents of children with exceptional challenges, regular education teachers who serve students with Down syndrome in grades K-6, and MR/DD social service professionals

“Great job! Thanks for your help on another important project.”
President/CEO, The Greater Cincinnati Foundation

- Greater Cincinnati Foundation
 - *Funding strategies*
 - *Expansion opportunities*
- Harvard University, American Repertory Theatre – *Strategies to attract new and diverse audiences*
- The Health Alliance of Greater Cincinnati – *Internal and external communication strategies*
- Kettering Foundation – *Evaluate approaches to combating racial tensions*
- Mental Health of America/northern Kentucky – *Communication strategies*
- Merrimack Repertory Theatre - *Strategies to attract new and diverse audiences*
- National Underground Railroad Freedom Center – *Train facilitators in race sensitivity discussions*
- NCCJ – *Facilitation training*
- Neighbor to Neighbor
 - *Steering committee member*
 - *Head of facilitators*

Barbara was instrumental in bringing together - and keeping together -- a network of volunteers interested in making a difference on race relations in Greater Cincinnati. Throughout the process, she provided strategic ideas, actionable feedback and suggestions for overcoming obstacles. The project would not have been successful without Barbara's superb teamwork, communication and leadership skills.”

**Managing Editor
The Cincinnati Enquirer
(re. the Neighbor to Neighbor Initiative)**

- Northern Kentucky Mental Health Collaborative – *Develop strategies to strengthen mental health services to seniors*
- OMNIMAX – *Strategies to attract new and diverse audiences*

- Performing Arts Research Coalition (10 Greater Cincinnati Performings Arts Organizations)- *Strategies to attract young, suburban, and African-American professionals*
- RSVP – *Communications effectiveness in reaching seniors*
- Smith College Alumnae Association –*Strategies to attract new and lapsed members*
- Southwest Ohio Regional Transit Authority – *Marketing strategy for light rail levy*
- Springer School and Center – *Strategies to bring new target audiences to the Center*
- Tall Stacks Festival
 - *Strategies to maximize the number of visitors attending and achieve greater diversity of visitors in age and ethnicity by determining what will draw people to the event.*
 - *Visitor satisfaction*
- United Home Care – *Employee satisfaction*
- United Way – *Strategies to increase annual donations*

“Your helpfulness and completeness were well above average. Thanks for your thorough attention to our situation.”

**Director of Admissions
University of Cincinnati**

- University of Cincinnati
 - *Employee recruitment*
 - *Audience expansion and development for the College-Conservatory*
- Women in Communications – *Strategies to attract new and lapsed members*
- Women’s Research and Development Center – *Communication strategy to increase support and donations*
- YWCA of Greater Cincinnati – *Communication strategies for domestic violence prevention*

“I think she is a wonderful moderator who has the power to lead groups and bring great vision to the research project.”

**Research Manager
Hankook Research**

“We appreciate your hard work and especially the fact that you were part of ‘our team.’ That’s really what we were looking for and you absolutely provided that with your insights and dedication.”

**Research Manager
Parker Marketing Research**

“Thank you for an incredible job of moderating. Both [client] and I were really pleased. You had such a tremendous energy level and did a great job managing the clients. I think we got some fabulous insights and it was a real success.

[The client] had positive comments about the report too and was pleased at the depth. [The Senior VP] also commented that he really liked your writing. So that’s more than 2 thumbs up but you get the point. Thanks again.”

**Account Manager
Burke Marketing Research**