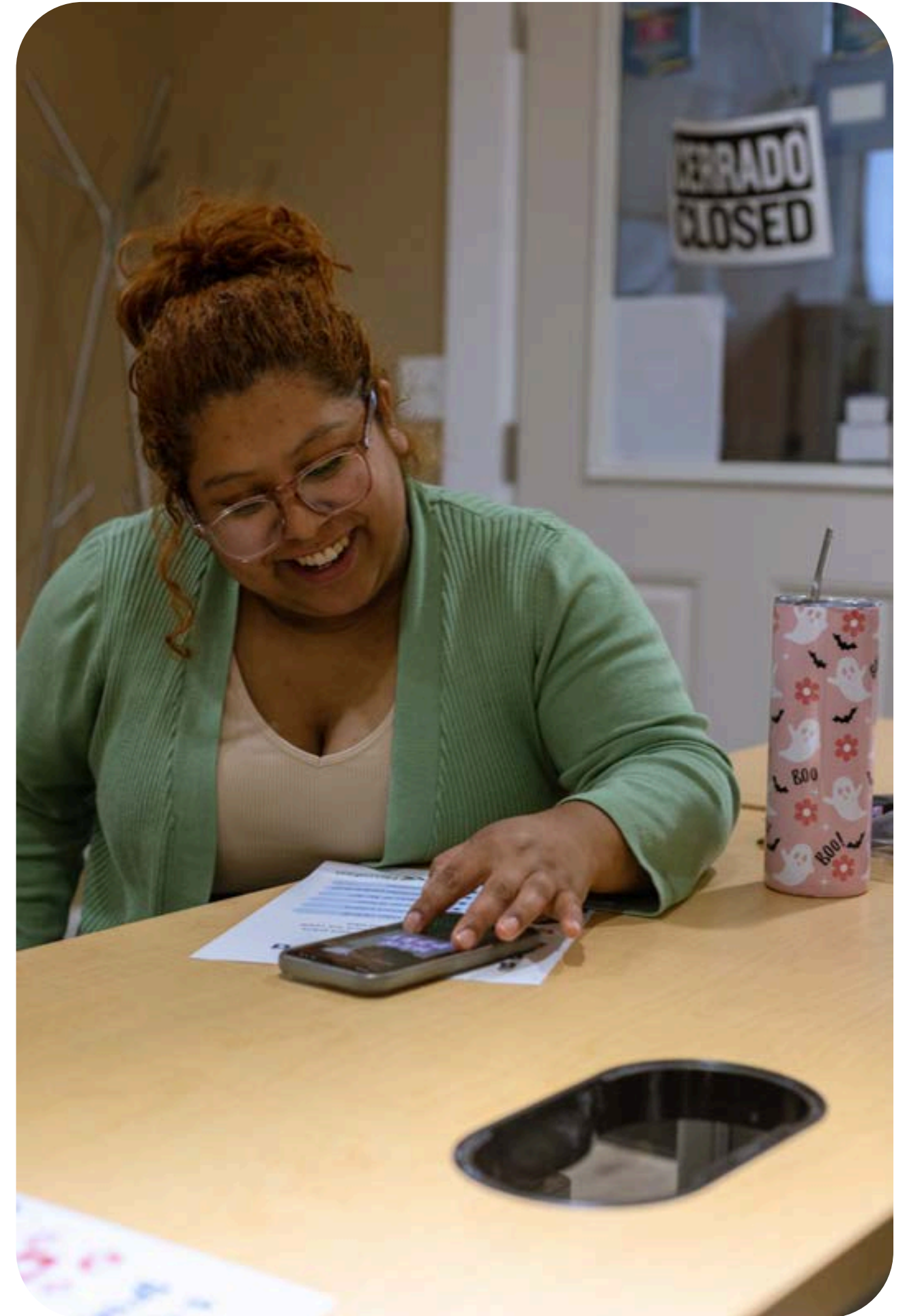


# MetroEast Community Needs Assessment

2024-2025

[www.metroeast.org](http://www.metroeast.org)







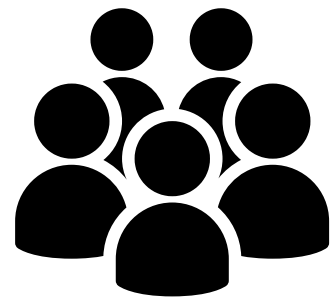
# Introduction

From May 2024 to June 2025, MetroEast conducted a widespread survey and multiple, small-group and individual listening sessions to assess community media needs.

# Methodology



**4 Groups Surveyed**



**7 Listening Sessions**

**“What subject would you like to learn?”  
“What gear or technology are you  
interested in using?”**

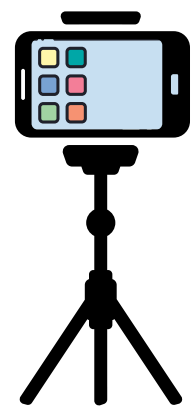




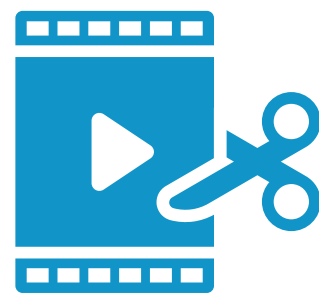
# Summary

There were 193 total respondents across four groups surveyed. The following subjects and gear rose to the top.

“What subject would you like to learn?”



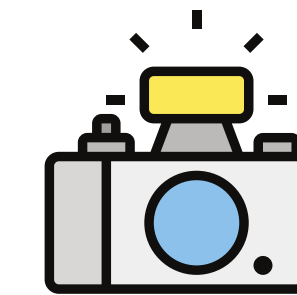
Smartphone  
Photography &  
Videography



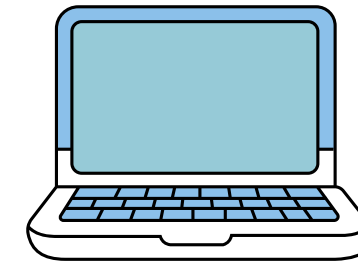
Video Editing



Social Media  
Content  
Creation



DSLR Cameras



Laptops



iPads

“What gear or technology are you interested in using?”



# Summary

**A majority of organizations were interested in production services.**



**Above all, members and program participants use our services to tell their stories.**



## Group 1 : Youth

Youth (ages 3-18) who participated in MetroEast camps and classes.

1 survey with 98 responses  
1 listening session

## Group 3 : Tabling

Community members who visited our table at East County events.

1 survey with 19 responses  
No listening session

## Group 2: Producers+

MetroEast Producers, Members, Interns, Volunteers, Cohort Participants.

1 survey with 48 responses  
3 listening sessions

## Group 4 : Organizations

Partners or potential partners for education or video production services.

1 survey with 28 responses  
3 listening sessions

## Group 1: Youth

1 listening session



## Group 2: Producers+

3 listening sessions



## Group 3: Tabling

No listening session conducted

## Group 4: Organizations

3 listening sessions





# GROUP 1: YOUTH



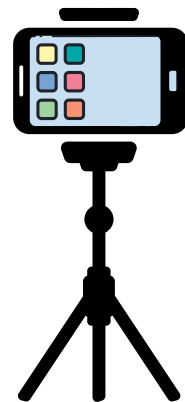


# Youth Survey

57% BIPOC. 34% low-income.

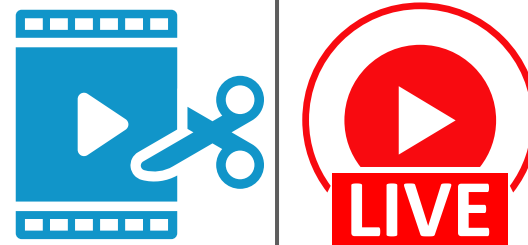
Subject

#1



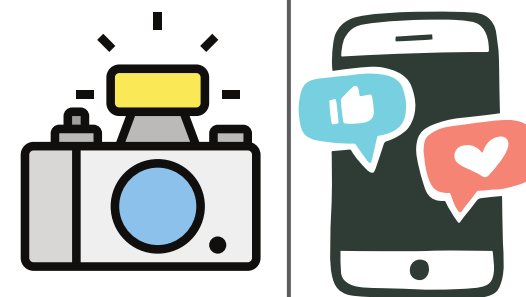
Smartphone Photo/Video

#2



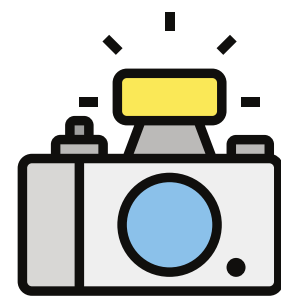
TIE - Editing,  
Live Streaming

#3

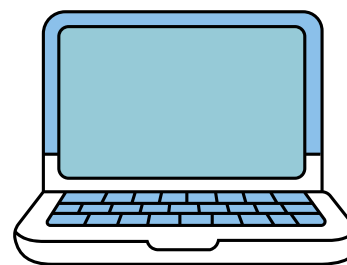


TIE - DSLR Photo/Video,  
Social Media

Gear



DSLR Cameras



Laptops



iPads



# Youth Survey

3 Groups from a Video Journalism Class at West Orient Middle School





# Youth Survey

3 Groups from a Video Journalism Class at West Orient Middle School

I liked putting together the videos for the Student News and making the cool intro.

In sixth grade, I had a YouTube channel where I would make Fortnite videos and Roblox videos.

I like the social aspect of [making media]. Like meeting with people and talking to people while you're filming.







# GROUP 2: PRODUCERS+



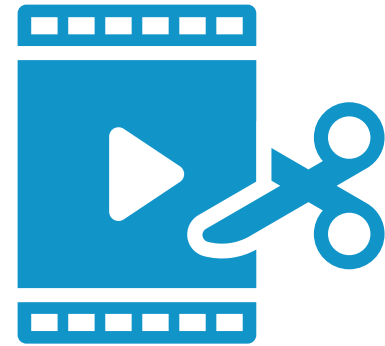


# Group 2: Producers+ Survey

56% BIPOC. 31% low-income.

Subject

#1



Video Editing

#2



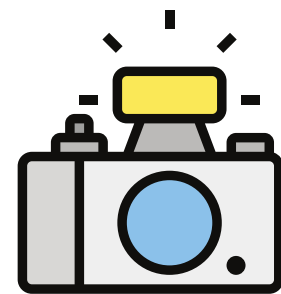
Live Streaming

#3



TIE - DSLR Photo/Video  
Music Production,  
Smartphone Photo/Video

Gear



DSLR Cameras



Laptops



Cinema Cameras

# Group 2: Producers+ Survey

56% BIPOC. 31% low-income.

Why use our center?

#1

To tell  
your  
story

#2

Deliver  
information  
to your  
community

#3

Become a  
professional  
media  
creator



## Group 2: Producers+ Listening Sessions



## Group 2: Producers+ Listening Sessions

So I just have these like silly little... posts on Instagram that I put music on... for business. Hope that I get some views but I look at it and think God, it could be so much better.

I think Metro East have been really great job with the classes because I mean they are open for the community and they're really good.



We're all different... But I mean... we're all together, you know, like... That's why I'm here.

It's hard– but going outside to take a trip to go somewhere else for a little bit, see how it works, not just here but over in your site. I know you're here but not really. We need more of that whole experience, not just in one slot.



There are so many things like which we didn't know about and we learned about those thing. We really liked that.

We also learn about how to do attachment on Gmail, photo attachment that was really helpful.









# GROUP 3: TABLING



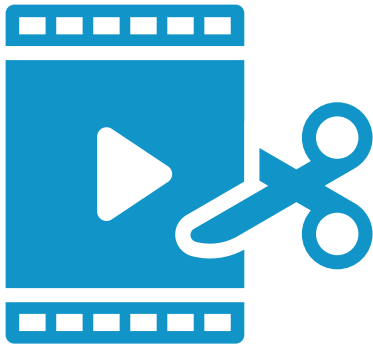


# Group 3: Tabling

84% BIPOC. 53% low-income.

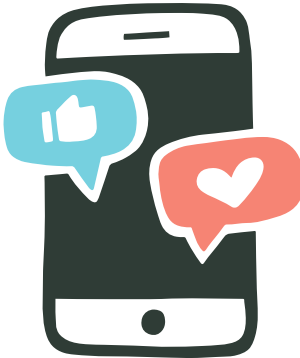
Subject

#1



Video Editing

#2



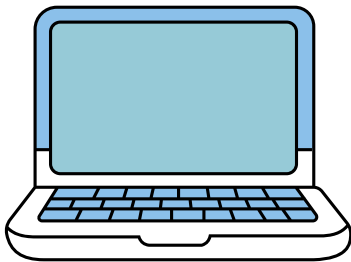
Social Media Content Creation

#3

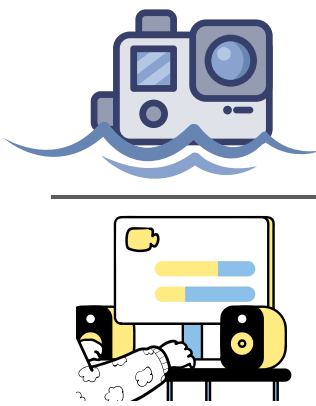


Smartphone Photo/Video

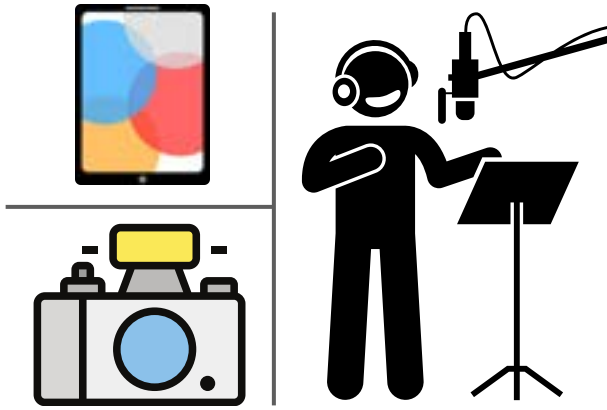
Gear



Laptops



TIE - GoPro,  
Editing Suites



TIE - iPads  
DSLR Camera,  
Audio Booth







# GROUP 4: ORGANIZATIONS



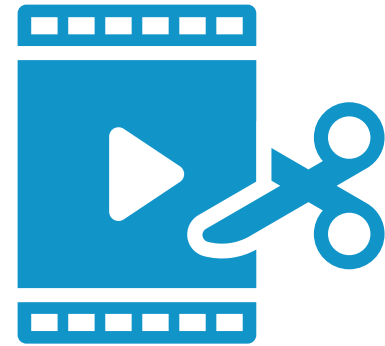


# Group 4: Organizations

82% Serve BIPOC. 82% Serve low-income.

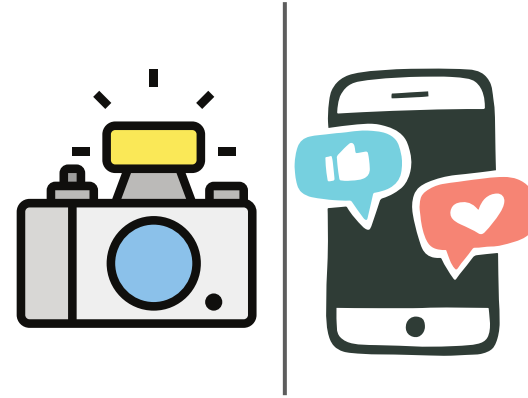
Subject

#1



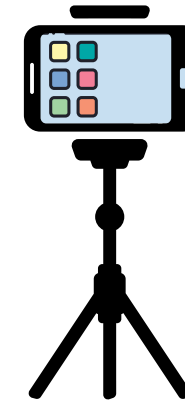
Video Editing

#2



TIE – DSLR Photo/Video,  
Social Media Content Creation

#3

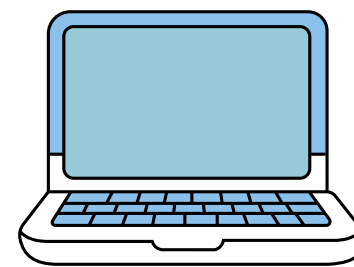


Smartphone Photo/Video

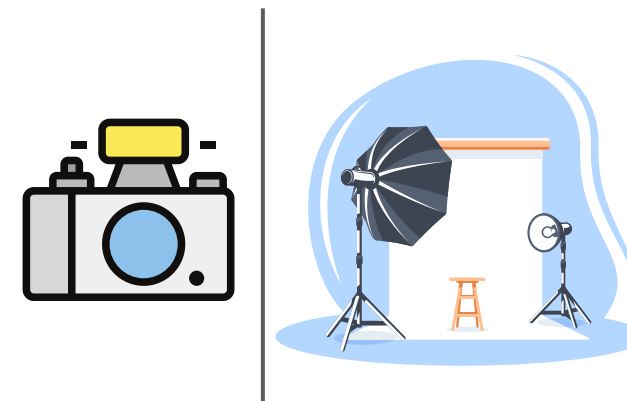
Gear



iPads



Laptops



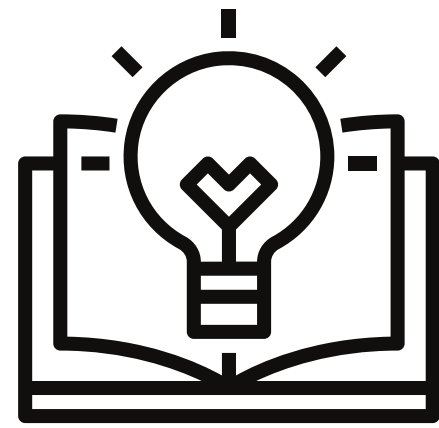
TIE – DSLR Camera,  
Small Studio Space



# Group 4: Organizations

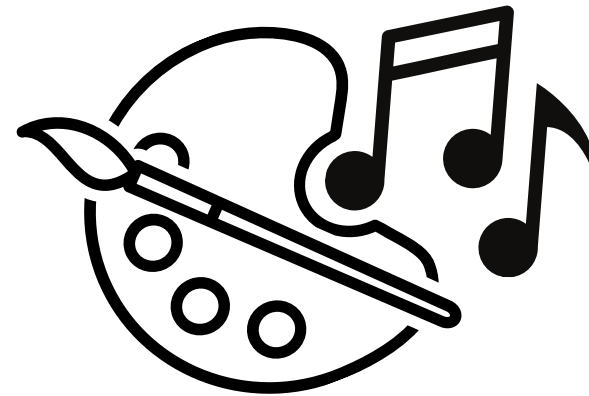
82% Serve BIPOC. 82% Serve low-income.

#1



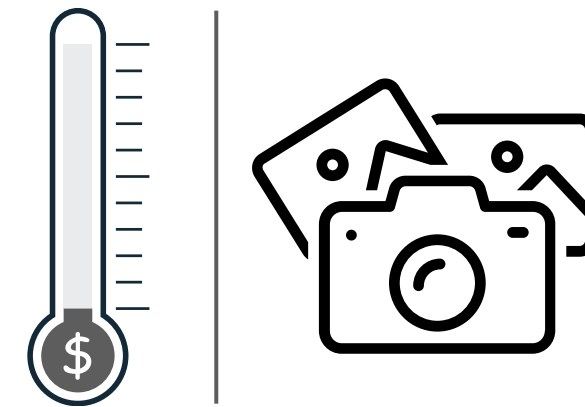
Educational/Instructional/  
How-To

#2



Art and Music Videos

#3



TIE - Fundraising,  
Photography

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64% of organizations surveyed were  
interested in Production Services

# Group 4: Organizations Listening Sessions





# Group 4: Organizations Listening Sessions

I'm excited for the podcast... I think that this is something that is going to open a lot of opportunities for a lot of folks at Free Geek.

I really didn't know as much as I do now about MetroEast... I didn't know that there were all of these opportunities.



I understand there is a great cost in production, but I think just generally we don't have a big advertising budget at all.

I'm interested in producing more for Quest, but don't feel like I have the full understanding of some of the basics around literally using the equipment.



We also have community members that are from a different generation... It's irresponsible of us to say we are no longer going to do what [they] are accustomed to without teaching them a new way.

We're just trying to get into videos and how to post videos better.

From a city perspective, the challenge is the overall reach and engagement ... People are not excited to come and watch a city council meeting.





## Conclusion

MetroEast will continue to provide accessible, beginner-friendly, and portable equipment including laptops, smart devices, and compact, professional-quality cameras.

We will continue to adjust our programming based on our community's requests around live streaming, social media, and other requested instruction.



Conclusion

As media technology evolves, we intend to evolve with it to continue our mission of using media to invigorate civic engagement, inspire diverse voices, and strengthen community life.

