

13. What were some of the major obstacles in forming or sustaining partnerships? What might you do differently if you were partnering on another *Big Read* in the future? [text box]

14. One of the goals of *The Big Read* is to build the capacity of participating organizations. To what extent do you feel your experience with *The Big Read* has increased your organization's:

	No change	Modest increase	Substantial increase
capacity to attract audiences or build membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
capacity to attract <i>diverse</i> audiences	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ability to meet the needs of targeted populations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
knowledge of community organizations for future collaborations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ability to build coalitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
skills in promoting events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
skills in taking part in national initiatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Please elaborate on areas where you noted increases: [text box]

16. How likely is it that the *Big Read* partnership(s) will lead to other collaborations related to literature and the arts?
 very unlikely unlikely likely very likely
 1 2 3 4

C. Attracting Audiences

17. What impact do you feel *The Big Read* had on your community and literary reading? Please share what struck you as compelling evidence of the impact. [text box]

18. *The Big Read* targeted a wide audience—readers and non-readers, youth, adults, seniors, those typically drawn to literature or civic and cultural events and those who aren't. Please indicate whether your *Big Read* targeted particular audiences, and how successful you think you were in attracting them. If you're not sure how successful you were, check the "not sure" box in the last column.

	<i>Not a targeted audience</i>	Not at all successful	Somewhat successful	Quite successful	Very successful	<i>Not sure</i>
Current patrons (those who use their library cards and attend events regularly)	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Readers new to literary fiction (patrons or card holders who rarely check out literary texts/attend events)	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Non-readers	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Non-native English speakers	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Populations underserved because of geographic, ethnic, or economic barriers	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Young adults/students participating as a out-of-school activity	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Teachers/students participating as a class/in-school activity	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
College and university students and faculties	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Seniors	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>
Other (describe):	<input type="checkbox"/>	1	2	3	4	<input type="checkbox"/>

19. Please describe recruitment or outreach strategies that you think successfully attracted your targeted audiences?.
[text box]

20. Also describe challenges you encountered in reaching certain audiences. [text box]

21. To what extent do you feel you were successful in expanding the numbers of those in your community who read literary works for pleasure and enlightenment?

not at all successful 1 somewhat successful 2 moderately successful 3 very successful 4

22. Did you work with schools? Yes No (If not, skip to #25.)

23. If you worked with schools, how would you rate the feedback from teachers about *the Big Read* and the books or themes discussed in your community? [text box]

very negative 1 somewhat negative 2 somewhat positive 3 very positive 4

24. What kind of feedback did you get from students?

very negative 1 somewhat negative 2 somewhat positive 3 very positive 4

25. Please indicate your level of agreement with the following statements by checking the appropriate box.

<i>The Big Read...</i>	Strongly disagree	Disagree	Agree	Strongly agree
changed attitudes about literary reading [among young adults, etc.]	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expanded the audience for arts and literature-related events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
expanded the young-adult audience for arts and literature-related events.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
increased the visibility of the library and library programs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
helped bring diverse groups together to talk about literature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
generated an interest in the themes and issues addressed in our <i>Big Read</i> book.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
generated an interest in [local connections to] the historical periods portrayed in our <i>Big Read</i> book.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
laid the groundwork for future collaborations to boost an interest in literature.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

D. Using Support and Resources

26. How would you rate each of the following in supporting your *Big Read* effort?

	Inadequate	Satisfactory	Good	Excellent
Overall support from the NEA and Arts Midwest	1	2	3	4
NEA technical assistance	1	2	3	4
<i>Big Read</i> Organizers Guide	1	2	3	4
<i>Big Read</i> Web site	1	2	3	4
<i>Big Read</i> CD/audio guides	1	2	3	4
<i>Big Read</i> Readers' Guides	1	2	3	4
<i>Big Read</i> Teachers' Guides	1	2	3	4
<i>Big Read</i> publicity materials	1	2	3	4
Public Service Announcements	1	2	3	4
Banners, posters, bookmarks, etc.	1	2	3	4

27. Did your project have its own *Big Read* web site? Yes No (If not, skip to # 30.)
28. Were able to track activity on your web site? Yes No
29. How many hits did you have during your *Big Read*? _____ (Feel free to attach via email any printouts of your data from web-tracking tools.)
30. What additional support, promotional materials, or resources—from the national level, or from local participants and partners—would have helped you implement your *Big Read*? [text box]

E. Collecting Data and Assessing Efforts

31. Did the required data recording and reporting forms help you track your project and assess its impact?
 Yes No
32. Was it difficult to maintain the records and submit reports? Yes No
33. Was the feedback gathered with the event cards helpful in gauging the success of events? Yes No
34. Did you use the feedback to revise plans or make changes in subsequent events? Yes No
35. What else would you have liked to know about your project, or what other kinds of data or reporting would have helped you assess its impact? [text box]
36. Any final comments on *The Big Read*? [text box]

Thank you!