

Big Read Grantees Survey (to be administered online)

As part of our external evaluation of *The Big Read*, we'd like to learn more about your *Big Read* project and its impact on your organization and your community. Feedback from you and other grantees will help us understand how effectively *The Big Read* brings community organizations together, what partnerships and implementation models work best, and what impact *The Big Read* has on literary reading. All your responses will remain confidential, and no names or personally identifying information will appear in our reports. The survey should take less than 20 minutes to complete. Thank you for your help!

١.	Ba	ckground
	1.	Name:
	2.	Organization:
	3.	Title/Position:
	4.	City/State:
	5.	Approximately how many people are employed by your organization?
	6.	How many of these people are involved in <i>The Big Read</i> ?
	7.	Briefly describe your organization's role in your <i>Big Read</i> project or partnership. [text box]
	8.	Have you or your organization worked on other NEA or nationally sponsored arts or literature efforts? Yes No If yes, please briefly describe: [text box]
	9.	Has your organization sponsored or promoted other local literature programs, such as One Book? Yes No If yes, please briefly describe: [text box]
	10.	In comparing the scope of the <i>Big Read</i> to these other initiatives, would you say it is:
		far less involved than other initiatives
		somewhat less involved than other initiatives
3.	For	rming Partnerships and Building Capacity
	11.	Overall, how would you rate the partnerships formed for your Big Read project?
		not at all successful somewhat successful moderately successful very successful 1 2 3 4

12. What partnership roles or structures were most effective? In other words, what factors made for the best partnerships? [text box]

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			
capacity to attract diverse audiences			
ability to meet the needs of targeted populations			
knowledge of community organizations for future collaborations			
ability to build coalitions			
skills in promoting events			
skills in taking part in national initiatives			

15.	Please e	laborate on	areas w	here you	noted	increases:	[text	box]
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16.	How likely is it that the <i>Bi</i>	<i>g Read</i> partnership(s) will	lead to other collaborations	s 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.

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

19.	Please describe recrui [text box]	tment or outreach strategies th	nat you think successfully	√attracted y	our targete	d audie	nces?.
20.	Also describe challen	ges you encountered in reach	ing certain audiences. [te	ext box]			
21.		u feel you were successful in e sure and enlightenment?	expanding the numbers o	of those in y	our commu	unity wh	o read
	not at all successful 1	somewhat successful 2	moderately successful 3		very succe 4	essful	
22.	Did you work with sc	hools? □ Yes □ N	No (If not, skip to #25.)				
23.		hools, how would you rate the our community? [text box]	e feedback from teachers	about <i>the</i>	<i>Big Read</i> ar	nd the b	ooks or
	very negative 1	somewhat negative 2	somewhat positive 3		very positi 4	ve	
24.	What kind of feedbac	k did you get from students?					
	very negative 1	somewhat negative 2	somewhat positive 3		very positi 4	ve	
25.	Please indicate your l	evel of agreement with the fol	llowing statements by ch	ecking the a	appropriate	box.	
ho R	ia Road			Strongly	Disagroo	Agroo	Strongl

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

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
Big Read Organizers Guide	1	2	3	4
Big Read Web site	1	2	3	4
Big Read CD/audio guides	1	2	3	4
Big Read Readers' Guides	1	2	3	4
Big Read Teachers' Guides	1	2	3	4
Big Read 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 <i>Big Read</i> web site?	□ Yes	\square 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 <i>Big Read</i> ? of your data from web-tracking tools.)		(Feel free to attach via email an	ny printouts
	30.	What additional support, promotional materials, or respartners—would have helped you implement your <i>Big</i>		•	articipants and
E.	Coll	ecting Data and Assessing Efforts			
	31.	Did the required data recording and reporting forms he ☐ Yes ☐ No	elp you track	your project and assess its impact?	
	32.	Was it difficult to maintain the records and submit repo	orts? □ Yes	□ No	
	33.	Was the feedback gathered with the event cards helpfu	ul in gauging t	he success of events? Yes	□ No
	34.	Did you use the feedback to revise plans or make char	nges in subsec	uent events? ☐ Yes	□ No
	35.	What else would you have liked to know about your phelped you assess its impact? [text box]	oroject, or wh	at other kinds of data or reporting v	would have
	36.	Any final comments on <i>The Big Read</i> ? [text box]			