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!

A. Background

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 *The Big Read*?_____

7. Briefly describe your organization's role in your *Big Read* 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 *Big Read* to these other initiatives, would you say it is:

☐ *far less* involved than other initiatives   ☐ *somewhat more* involved than other initiatives   ☐ not applicable

☐ *somewhat less* involved than other initiatives   ☐ *far more* involved than other initiatives

B. Forming 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 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.

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

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

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

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

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 *Big Read* 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 *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!