



Big Read Grantees Three-Month Follow-Up Interview/Survey [Case-Study Sites Only—To Be Adapted for Project Partners in those Sites]

It's been about 3 months since your *Big Read*, and we'd like to talk with you about the impact of the project, any literary activities that you've sponsored since then, or partnerships or initiatives that grew out of *The Big Read*. Do you have time now to answer a few questions? It should take about 15 minutes of your time.

If so, thank you. Let's get started.

If not, when can we re-schedule with you? Date: _____ Time: _____ EST, CST, MST, PST

1. Name: _____
2. Organization: _____
3. City/State: _____

Impact of the Project/Attracting Audiences

4. Let's start with the impact of the project and the readers who took part in your *Big Read*. [In your earlier survey response/during our conversation in (month)], you said that you wanted to reach [audience segment], and thought you had been [successful/not quite as successful as you had hoped]. Any additional reflections on your outreach efforts?

5. What about any changes since *The Big Read*? Have you seen any changes in attendance from the following audiences? [adapt to project, partners, and earlier responses]

	Not sure	Decline since <i>The Big Read</i>	No change since <i>The Big Read</i>	Increase since <i>The Big Read</i>
Current patrons, those who use their library cards and attend events frequently	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Card holders who rarely check out literary texts/attend events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Readers new to literary fiction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-readers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-native English speakers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Young adults & children (under 18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Teachers and their students	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How do you explain changes in attendance? For example, if you've observed increases in readers new to literary fiction, why do you think those readers continue to visit? To what degree are these increases related to *The Big Read*?

7. Have you used any special recruitment or outreach strategies since *The Big Read* to attract target populations?

Literary/Literature-related Events

8. What about other literature programs: Is your organization currently sponsoring or promoting other local reading programs, such as One Book?
 - Yes, we have a program happening now
 - Yes, we plan to have a literature program in (month) _____
 - No, we are not planning a literature program in the near future
 If yes, please briefly describe:

9. Are there events associated with these programs? Yes No
 If so, please list the main events and the estimated attendance.

Event (describe)	Estimated Attendance

Partnerships and Collaborations

10. I'd also like to ask you a few questions about partnerships. Have you continued to partner with any of the organizations you collaborated with on your *Big Read* project, or discussed ways you might work together?
 - Yes No
 If yes, please briefly describe:

11. Are you or is your organization currently working on other NEA or nationally sponsored arts or literature efforts?

Yes No

If yes, please briefly describe:

12. Did *The Big Read* change the way you think about partnerships? Yes

No

If so, how?

Overall Thoughts about Impact and Implementation

13. What lasting impact, if any, do you feel *The Big Read* had on your community? [refer to previous response.] What are the most compelling pieces of evidence of the impact?

14. [If available: will send via email if not available during phone interview.] Are changes reflected in circulation data? [patronage data?] As I read through the following items, please provide circulation data for the months during and following *The Big Read*. For each book, please provide data on all formats (e.g., audio, large print, DVD, etc.). [Will be adapted for partners as appropriate. to gather data on, e.g., museum attendance.]

	Last month of <i>The Big Read</i>	First month after <i>The Big Read</i>	Second month after <i>The Big Read</i>	Third month after <i>The Big Read</i>
Book used in <i>The Big Read</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A book by the same author Title: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A book in the same genre but by a different author Title: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A non-fiction book addressing similar themes Title: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A children's or young adult book addressing similar themes Title: _____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of library card applications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. If you had the opportunity to participate in *The Big Read* again, would you?

Yes No Don't know

Could you elaborate on your response?

Thank you for your time and thoughtful responses throughout this project.