

## **Script for School-Age Children:**

The following script will be used on the day of the collection.

*Good Morning/Afternoon. My name is Nikki Sertsu and I'm here to talk with you about a very exciting and important activity we have planned for you today.*

*We are creating a new display not too far from here in Hardy, VA and we want you to tell us what you think of it. The display is for visitors your age, so what you think is really important to us. We want to get it right. After you tell us what you think, we will go back to our studio and make the changes you recommend.*

*Here's how the day will go. Your teacher will dismiss you from class in small groups of (state either "4-5" for the elementary school; or "5-6" for the middle school) to the school cafeteria.*

*Each group will look at the each display for up to 3 minutes. Four displays are for you to read and think about and 3 displays are for you to touch, feel, and have fun with. Do not worry about trying to keep time, we will let you know*

*There will be adults nearby to answer any questions and to make sure everyone has chance to see and use the displays.*

*After you finish with the displays, you will answer 3 written questions. When you finish that, you will return to your classroom*

*Are there any questions?*

Following the demonstration the following script will be used to administer the questionnaire.

*Thank you for working with us today. Now, it's time for you to tell us what you think. By telling us what you think about the displays, you are helping us to do our job better.*

*Please answer the three questions on the sheets you were*

*given. When you are finished, please raise your hand.*

## **Collection Script for the Adult Respondent Group:**

The following script will be used on the day of the collection.

*Good Morning/Afternoon. My name is Nikki DeJesus Sertsu. I'm a museum consultant working with Mystic Scenic Studios and Wondercabinet Interpretive Design.*

*Mystic Scenic Studios and Wondercabinet Interpretive Design were selected to design and install new exhibits for the Booker T. Washington National Monument. I am the evaluator on the team.*

*An important part of our process is to evaluate the stories being told and the interactives. This is a one-time opportunity to measure how effective the exhibits are before production and final installation on-site.*

*Because you are extremely dedicated and actively involved in increasing the public awareness and significance of the park, your feedback is important to us.*

*We need you to critically review and offer feedback on the stories and interactives we will present to you today. Your feedback will directly impact the final design. If your feedback reveals that we need to modify a particular element, that's what we will do. We want to get this right, and you can help.*

*Ok, here's how we will proceed. We will randomly select small groups of 5 volunteers. Each group will have a maximum of 3 minutes to interact with each text panels and interactive element. Do not worry about trying to keep time; we will prompt you to move on if necessary.*

*Four displays are for you to read and think about; and 3 displays are for you to manipulate - to touch, feel, and have fun with.*

*We will be nearby to answer any questions and to make sure everyone has a chance to see the text panels and use the interactives.*

*After you finish, you will complete a 10 question questionnaire. When you finish the questionnaire, the evaluation will be complete.*

*Are there any questions?*

Following the demonstration the following script will be used to administer

the questionnaire.

*Thank you for participating in this part of the exhibit planning process. Your feedback is extremely important to creating a meaningful, engaging experience for visitors.*

*Now, it's time for you to tell us what you think. Please answer the 10 questions on the questionnaires you were given. When you are finished, please give your questionnaire to me.*

## **Email Script for the Adult Non-Respondent Group:**

The following script will be used in an email that will be sent to adult non-respondents after the on-site collection.

Dear (Name of Non-Respondent):

Mystic Scenic Studios and Wondercabinet Interpretive Design were selected to design and install new exhibits for the Booker T. Washington National Monument.

An important part of our process is to evaluate the stories and the interactives to measure how effective the exhibits are before production and final installation on-site.

We are sorry you were unable to join us on (date) for the on-site evaluation, but we still want to hear from you. Because you are extremely dedicated and actively involved in increasing the public awareness and significance of the park, your feedback is important to us. Your input will impact the final design and help to create a meaningful, engaging experience for visitors.

Please take a look at the attached text panels and descriptions of the interactives. It should take you about 30 minutes to complete this evaluation. After you have reviewed the materials, please complete the attached questionnaire and return it to me by reply to this email.

Please contact me if you have any questions. Thank you for your time and participation.

Sincerely,

*Nikki DeJesus Sertsu*  
*Team Evaluator*  
*Mystic/Wondercabinet*  
*301-437-5549*

**Paperwork Reduction Act Statement:** Paperwork Reduction Act Statement: The Paperwork Reduction Act requires us to tell you why we are collecting this information, how we will use it, and whether or not you have to respond. This information will be used by the National Park Service as authorized by 16 U.S.C. 1a-7. We will use this information to evaluate the new exhibits for Booker T. Washington Monument. Your response is voluntary. Your name and contact information have been requested for follow-up mailing purposes only. When analysis of the questionnaire is completed, all name and address files will be destroyed and will in no way be connected with the results of this survey. A

Federal agency may not conduct or sponsor, and you are not required to respond to, a collection of information unless it displays a currently valid OMB Control Number. We estimate that it will take about 31 minutes to complete this process. You may send comments concerning the burden estimates or any aspect of this information collection to: Kenneth Davis, 67 Mather Place, Harpers Ferry, WV, 25425; or Kenneth\_Davis@nps.gov (email).

**OMB Control Number: 1040-0001**  
**Current Expiration Date: XX/XX/XXXX**