

## Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 3135-0130)

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### TITLE OF INFORMATION COLLECTION:

Solicitation of Grantee Feedback for the Audience Affected Survey (Pilot Study).

**Introduction:** This document includes the questions that will be sent to grantees, via an online survey, to obtain feedback on their level of satisfaction with the support received to participate in the Audience Affected Survey (Pilot Study), and experiences throughout the process.

### Email invitation

Dear [NAME],

Thank you so much for participating in the NEA’s national audience survey pilot study. Your involvement is incredibly valuable for helping the NEA learn how to best scale up this surveying effort.

At this time, we ask that you provide feedback about your organization’s involvement to-date in the study using the online questionnaire available at this link [EMBED HYPERLINK]. Your responses will help the NEA improve how they work with future grantees on similar surveying efforts. Please complete this online questionnaire **by May 11, 2012**.

Your candid responses are encouraged. WolfBrown will receive your responses and will share them with the NEA. **If you prefer that your responses be kept anonymous, please indicate this in the final question on the questionnaire.** You may review all of the questions before beginning the online survey by reviewing the attached PDF.

If you have any questions about this request for feedback, please do not hesitate to contact WolfBrown:

[WolfBrown contact information here.]

Sincerely,  
Liz Holland  
Program Analyst, Office of Research & Analysis  
National Endowment for the Arts

### Survey Landing Page

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*First, we'd like to know about your organization's decision to participate in the study.*

1. Below, please select the primary reasons your organization participated in the pilot study?  
(select up to two)

- Receipt of additional grant dollars
- The NEA
- Interested in the aims of the pilot study
- Opportunity to learn more about my organization's audience
- Other (please explain): [text box]

2. What aspects of the study did you wish you knew more about before you made the decision to participate? (select up to two)

- Level of effort that was required by me and my staff
- Specifics regarding the content of the survey
- Value of the data to my organization
- The NEA's plan to use the data
- Other (please explain): [text box]

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*Next, please tell us about the resources your organization has invested into the study so far.*

3. Who, at your organization, administered the survey (e.g., oversaw the survey team, placed surveys in seats, made curtain announcement)? (select all that apply)

- Full- or part-time staff
- Volunteers
- Interns
- Other (please specify): [text box]

4. On a scale from 1 to 5, where 1 is very easy and 5 is very difficult, how difficult was it for your organization to find people to administer the survey? (select one) [NOTE: response categories will be horizontal]

- 1 Very Easy
- 2 Somewhat Easy
- 3 Neither Easy or difficult
- 4 Somewhat difficult
- 5 Very difficult

5. Approximately how many people were involved in administering the survey? (enter number)  
[text box]

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6. Indicate the number of hours your organization spent per week on each of the following:

[items]

- Communicating with WolfBrown
- Preparing for survey administration , other than communications with WolfBrown (e.g. organizing staff, preparing materials)
- Distributing questionnaires
- Preparing and submitting reporting requirements to WolfBrown
  - 0-2 hours/week
  - 3-5 hours/week
  - 6-10 hours/week
  - 11-15/hours per week
  - 15+/hours per week

7. Not including labor costs, what expenses did your organization have that were related to participating in the study? (e.g. signage, survey worker badges, tables, etc.). Itemize the type of expense and approximate cost, if possible.

[text box]

8. Do you feel that the \$1,000 stipend was enough to offset the direct costs and effort required of your organization to conduct the survey? (*select one*)

- Yes
- No

9. Please share any comments you have about the time and expense related to your organization's involvement in the study.

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*Now, we want to know about your experience working with the NEA and WolfBrown before administering the survey. On the next page, you will be asked questions relating to the actual survey administration.*

10. Overall, how prepared did the people at your organization feel they were to administer the survey? (*select one*)

- Very prepared
- Somewhat prepared
- Not prepared at all

11. How satisfied was your organization with the following aspects of the study?

[items]

- The initial invitation from the NEA to participate in the study
- The NEA's ability to field your questions about participating in the study
- February 8<sup>th</sup> Orientation webinar & slides

- Frequency of interactions with WolfBrown
- Quality of interactions with WolfBrown
- Written survey administration guidance (PDF documents) provided by WolfBrown
- Information needed for the Reporting Requirements
- Submitting Reporting Requirement via online interface (Google Docs)
  
- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- NA/Unsure

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*The following questions ask about how your experience with the actual survey administration.*

12. Indicate your organization's level of ease with the following aspects of survey administration:

[items]

- Coordinating survey workers
- Figuring out logistics (e.g., where to place surveys)
- Obtaining necessary approvals for survey logistics (e.g., placing signage, taping to seats)
- Answering audience members' or visitors' questions about the survey
- Reporting requirements (i.e., filling out Google Doc on a regular basis)
- Counting men and women during survey administration (if applicable)
  
- Very easy
- Somewhat easy
- Neither easy or difficult
- Somewhat difficult
- Very difficult

13. Did you receive any requests for large-print versions of the questionnaire? (*select one*)

- Yes
- No
- Not sure

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*Now, we'd like to hear your suggestions for improving the study's process..*

14. If you participated in this type of study again, what would you do differently?  
[text box]

15. If you participated in this type of study again, what would you want to see the NEA do differently? [text box]
16. What advice would you give to other organizations that are to use the same survey administration methodology that you used?  
[text box]
17. Please share any additional comments you may have about your participation in the pilot study.  
[text box]
18. Please enter your organization's name. If you prefer that your responses be kept anonymous, please type "anonymous" into the text box.  
[text box]

### **Exit Page**

Thank you for sharing your candid feedback!

WolfBrown is currently analyzing the audience survey data you collected. WolfBrown will provide you with a report of your organization's data in July. In early August, you will receive another online request for feedback regarding the report you will receive in July. Your feedback is critical to the NEA for learning how to best scale up this pilot study in the future.

If you have any questions about this request for feedback, please do not hesitate to contact WolfBrown:

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