

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

**TITLE OF INFORMATION COLLECTION:**

Solicitation of Grantee Feedback on Results of the Audience Affected Survey Pilot Study.

**Introduction:** This document includes the questions (administered online) that will be asked to solicit additional feedback from NEA grantees who are involved with the administration of the Audience Affected Survey (Pilot Study). The survey will ask the grantees for feedback on the results of the surveys they administered to their audiences, including their satisfaction with the results they were provided and their intended use for the results. This feedback will provide the NEA with necessary information to understand and improve the level of support grantees will require when the national study is conducted in FY 2013.

**Email invitation:** This message will be emailed to respondents on August 1, in advance of the survey.

Dear [NAME],

Your organization’s participation in the National Endowment for the Arts' National Audience Survey Pilot Study has been incredibly valuable. As a final step in your participation, we are asking for your candid feedback about your organization’s involvement in the study and reflection on the data generated by the study thus far.

Please complete the online questionnaire available at this link **[EMBED HYPERLINK]** by **August 10, 2012**. The survey should take approximately 15 minutes to complete. If you wish, you may review the attached **PDF copy** of the questionnaire before completing it online.

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

[WolfBrown Contact Information]

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

## Survey Instrument

[Landing Page]

OMB No. 3135-0130

Expires 4/30/2014

Thank you so much for participating in the National Endowment for the Arts' National Audience Survey Pilot Study.

Please complete this questionnaire by **August 11, 2012**. Your candid responses are encouraged.

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

[WolfBrown Contact Information]

Let's get started....

### Paperwork Burden Statement

Your participation is voluntary. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid Office of Management and Budget (OMB) control number. The OMB control number for this interview is displayed at the top right of this page. The estimated time to complete this questionnaire is 15 minutes. Please contact Elizabeth Holland, Project Director, NEA ([hollandc@arts.gov](mailto:hollandc@arts.gov)) if you have any questions regarding the estimated time burden or any other aspect of this data collection.

### [section 1]

*First, we'd like to know if you've had the opportunity to do the following (mark yes or no for each item):*

1. Did you read your organization's topline results report (delivered via email July 12)?  Yes  No
- 1A. [If Q1=No, then this question will appear] Did your organization receive its topline results report via email?  
 Yes  No  Not Sure
2. Did you discuss your organization's topline results report with colleagues (e.g., marketing staff, education staff) within your organization?  
 Yes  No



- 2A. [If Q2=No, then this question will appear] Please explain why you have not discussed the report with your colleagues:
- Have not yet had time
  - Not a priority for me
  - Other (please explain): [text box]
3. Did you participate in a grantee webinar discussing preliminary data results (offered on July 25 & July 30)?  Yes  No
- 3A. [If Q3=No, then this question will appear] Please share why you did not attend a webinar:
- Webinar times were not convenient for me
  - Not a priority for me
  - Other (please explain): [text box]

[NOTE: if respondent answered 'No' to Question #1 and 'Yes' to Question #3, they will skip to Section 3; if respondent answered 'No' to both Questions 1 and 3, then skip to Section 4]

## [Section 2]

*Now, we'd like to ask you about your thoughts and reflections on your organization's survey results.*

4. How informative did you find the topline report? *(mark one)*
- Extremely informative
  - Very informative
  - Moderately informative
  - Slightly informative
  - Not at all informative
5. What about the survey results did you find to be the most informative? How is this information useful to your organization? [open-ended]
6. Were you surprised by any of your survey results? Were these results pleasantly surprising or were they challenging? Why? [open-ended]
7. Do you have any questions or concerns about your survey results?
- Yes  No
- 7A. [If Q7=Yes, then this question will appear] If yes, what are your questions or concerns? [open-ended]
8. Is there any additional analysis that you would have liked to see? If so, what are they?
9. How do you intend to use the survey results, either now or in the future? [open-ended]



10. Please mark below the groups of people with whom you have you shared, or would consider sharing, your survey results:
- Board members
  - Donors or funders
  - Audience members
  - Other (please specify): [text box]
- 10A. Please explain why you would, or would not, share your results. [open-ended]
11. Do you have any additional comments about the value of your topline report? [open-ended]

**[section 3]**

*Now, we'd like to ask you to reflect on your experience with the webinar.*

12. How informative did you find the webinar? (*mark one*)
- Extremely informative
  - Very informative
  - Moderately informative
  - Slightly informative
  - Not at all informative
13. What would have made the webinar more helpful? [open-ended]
14. Do you have any unanswered questions that might have been addressed during the webinar? [open-ended]
15. Do you have any additional comments about the webinar? [open-ended]

**[Section 4]**

*Finally, we'd like to ask you a few questions about your involvement in the pilot study.*

16. Currently, the NEA receives survey results for the aggregate sample only (i.e., they do not have access to individual grantee data). Would you feel comfortable if the NEA were able to view your organization's results alongside other grantees?
- Yes       No       Not Sure
- 16A. [If Q16=No or Not Sure, then this question will appear] Are there any circumstances under which you would feel more or less comfortable sharing



your organization's data with the NEA's Office of Research and Analysis? If so, what are they?[open-ended]

17. Are you interested in continuing to collect data on your own about how your organization's programs impact audiences?  
 Yes       No       Not Sure
18. If you have any suggestions for improving the survey process, or the process of sharing survey results, please tell us. [open-ended]
19. Please share any additional comments about your participation in the pilot study. [open-ended]
20. Indicate 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 and responses and for your participation in the National Endowment for the Arts' National Audience Survey Pilot Study.

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[WolfBrown Contact Information]

