

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

TITLE OF INFORMATION COLLECTION:

PURPOSE:

The purpose of this survey is to measure the response to the NEA’s January research announcement. This announcement focuses on three NEA reports which look at the impact of arts and cultural industries on the economy; arts participation rates and trends; and motivations and barriers to participating in the arts. The data for all three reports is from 2012, so for the first time the NEA can show a comprehensive view of a single year in the life of the arts and cultural sector from three different angles: supply, demand, and motivations for consumer behavior. The new information will help arts providers and others more effectively understand and develop strategies to engage individuals and communities in the arts.

The target audience for this survey is State Arts Agencies (SAA) and Regional Arts Organizations (RAO), and the National Assembly of State Arts Agencies, the national service organization for state arts agencies. The survey will help the NEA understand if SAAs and RAOs find the new research informative and useful, and learn how they are using the research.

DESCRIPTION OF RESPONDENTS:

State Arts Agencies (SAA) and Regional Arts Organizations (RAO) are two of the NEA’s constituency groups. The NEA works directly with SAAs and RAOs through partnership agreements.

There are 55 state arts agencies. By supporting the state arts agencies (SAAs) through Partnership Agreements, the National Endowment for the Arts makes the arts available in more communities than it could through direct grants. The SAAs extend the federal reach and impact, translating national leadership into local benefit.

There are 6 regional arts organizations (RAOs). Regional arts organizations were created by state arts leaders, in partnership with the Arts Endowment and the private sector, in order to transcend state boundaries and give the public access to a greater and richer variety of arts experiences. RAOs encourage the development of the arts and support arts programs at the regional level. They respond to the special needs of each region and assist the Arts Endowment and other funders in distributing programs nationally.

The National Assembly of State Arts Agencies (NASAA) is the membership organization that unites, represents and serves the nation's state and jurisdictional arts agencies.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: <u>Survey Monkey (online survey)</u> |

CERTIFICATION:

I certify the following to be true:

- 1. The collection is voluntary.
- 2. The collection is low-burden for respondents and low-cost for the Federal Government.
- 3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
- 4. The results are not intended to be disseminated to the public.
- 5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
- 6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Ellen Grantham

To assist review, please provide answers to the following question:

Personally Identifiable Information:

- 1. Is personally identifiable information (PII) collected? [] Yes [X] No
- 2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? [] Yes [] No
- 3. If Yes, has an up-to-date System of Records Notice (SORN) been published? [] Yes [] No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? [] Yes [X] No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
State, local, or tribal governments	55	10 minutes	9.1
Private sector	7	10 minutes	1.16
Totals	62		

FEDERAL COST: The estimated annual cost to the Federal government is 0.0___

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

- 1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
[X] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The sampling plan for this four-question survey is to target the specific audiences of state arts agencies, regional arts organizations, and one national service organization. The specific targets at these organizations are the executive director and the public information officer. The total number of organizations targeted is 62 (55 SAAs, 6 RAOs, 1 national service organization). We selected this target audience on the basis of these criteria: 1) appropriate target audience for this survey, and 2) target audience research will help NEA make specific decisions on improving communications tactics to share NEA research with this target audience.

On the week of February 23, 2015, we will email the survey to the executive directors and public information officers at each of the 55 state arts agencies, 6 regional arts organizations, and 1 national service organization (NASAA).

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
 - Web-based or other forms of Social Media
 - Telephone
 - In-person
 - Mail
 - Other, Explain
2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Instructions for completing Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback”

TITLE OF INFORMATION COLLECTION: Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

PURPOSE: Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

DESCRIPTION OF RESPONDENTS: Provide a brief description of the targeted group or groups for this collection of information. These groups must have experience with the program.

TYPE OF COLLECTION: Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

CERTIFICATION: Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

Personally Identifiable Information: Provide answers to the questions. Note: Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

Gifts or Payments: If you answer yes to the question, please describe the incentive and provide a justification for the amount.

BURDEN HOURS:

Category of Respondents: Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households;(2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

No. of Respondents: Provide an estimate of the Number of respondents.

Participation Time: Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

Burden: Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.

FEDERAL COST: Provide an estimate of the annual cost to the Federal government.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents. Please provide a description of how you plan to identify your potential group of respondents and how you will select them. If the answer is yes, to the first question, you may provide the sampling plan in an attachment.

Administration of the Instrument: Identify how the information will be collected. More than one box may be checked. Indicate whether there will be interviewers (e.g. for surveys) or facilitators (e.g., for focus groups) used.

Submit all instruments, instructions, and scripts are submitted with the request.