

**Supporting Statement for the Survey of American Artists Participating in
International Exchanges, Part B**

Table of Contents

B.1 Respondent universe and sampling methods	3
B.2 Procedures for the collection of information.....	4
B.3 Methods to maximize the response rates and to deal with nonresponse	4
B.4 Test of procedures or methods to be undertaken.....	7
B.5 Individuals consulted on statistical aspects & individuals collecting and/or analyzing data...	8

Table of Attachments

- Attachment A: Literature Scan and Focus Group Reports
- Attachment B: Communication Materials
- Attachment C: Web Survey Instrument
- Attachment D: Cognitive Testing Report

B.1 Respondent universe and sampling methods

Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

The potential respondent universe for the pilot test is the 2019 USArtists International (USAI) program grantees who received a grant in the years 2014 to 2018 and did not participate in the focus groups or survey cognitive testing, and are not part of the respondent universe for the planned 2021 web survey data collection. In addition, the potential respondent universe for the fully implemented survey will be grantees who will receive a grant in future years of the program (approximately 75 a year), starting with grantees that received awards in 2019. Grantees of the USAI program include individual artists and ensembles that receive funding to travel and perform abroad. The survey is an annual census; thus, the “sample” is the same as the respondent universe. The expected response rate for the collection as a whole is 40 percent. A prior survey of this population that was conducted by Mid Atlantic Arts Foundation received a response rate of 20 percent; however, the Arts Endowment expects the response rate for this collection will be higher due to the shorter length of the survey and the proposed methods to maximize survey response.

Table 1. Web Survey Respondents

Data Source	Respondents	Response Universe	Estimated Response Rate
Web Survey Pilot Test	2014–2018 USAI grantees	189	40%
2021 Web Survey	USAI grantees traveling between October 1, 2019 and September 30, 2020	75	40%
2022 Web	USAI grantees traveling between	75	40%

Survey	October 1, 2020 and September 30, 2021		
2023 Web Survey	USAI grantees traveling between October 1, 2021 and September 30, 2022	75	40%
TOTAL		414	40%

B.2 Procedures for the collection of information

Describe the procedures for the collection of information, including

- **statistical methodology for stratification and sample selection,**
- **estimation procedure,**
- **degree of accuracy needed for the purpose described in the justification,**
- **unusual problems requiring specialized sampling procedures, and**
- **any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

The information collection for Survey of American Artists Participating in International Exchanges will consist of a pilot test and an annual web survey census of all past USAI grantees.

No special sampling, stratification, or estimation procedures are anticipated.

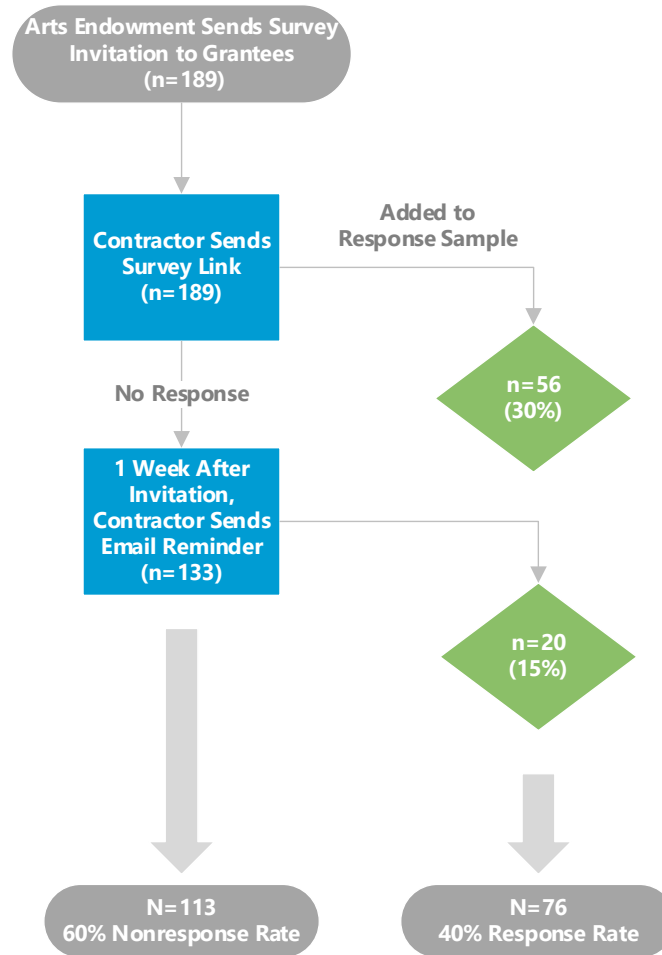
B.3 Methods to maximize the response rates and to deal with nonresponse

Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

The Arts Endowment will administer the pilot test to all USAI grantees who received funding from 2014 to 2018 and did not participate in the focus groups or the survey cognitive testing, and are not part of the respondent universe for the planned 2021 data collection ($N = 189$). To implement the pilot test, the Arts Endowment will first send a survey invitation by email introducing the study and the contractor, 2M Research, to the contact provided on the grantee application information which was provided by the Mid Atlantic Arts Foundation. The contractor will then send an additional email that contains a unique link to the survey. One week after the initial Arts Endowment email, the contractor will send a reminder email to any

respondents with an incomplete survey. The contractor will continue follow up in an approved manner until a satisfactory response rate has been met and will document the approaches used to reach a complete survey. Figure 1 provides an overview of the pilot test implementation process and expected response rates.

Figure 1. Pilot Test Flowchart



The Arts Endowment anticipates that some of the contacts provided by Mid Atlantic Arts Foundation will be administrative staff or other individuals who are not artists that traveled abroad. To address this issue, email communications will contain explicit instructions asking the contact to forward the survey link to one artist who traveled abroad as part of the USAI-sponsored project. The Arts Endowment will allow only one response per grantee. Any

individuals who click on the link of an already-completed survey will see a message that states the survey has been completed by another representative from their grantee organization. We provide the text of all planned communications in Attachment B.

To maximize response rates, the survey invitation email will contain the Arts Endowment logo. In addition, all communications with grantees will explain the importance of the survey to the Arts Endowment. All communications will also note that responses to the survey will be kept confidential and analyzed in the aggregate and will in no way affect current or future grants or cooperative agreements with the Arts Endowment. During the pilot test, the contractor will monitor the response rate by creating a dashboard, which will be updated on a daily basis, which will list the number of incomplete surveys that have not been started, incomplete surveys that were started but not completed, and completed surveys.

The Arts Endowment understands that the expected response rate of 40 percent may result in survey data that is not representative of all USAI grantees. The Arts Endowment will assess the degree to which the survey data is representative by conducting a nonresponse bias analysis of the survey data. The nonresponse bias analysis will analyze the response rate based on the following grantee characteristics: (1) whether the artist is a first time or repeat participant in the USAI program, (2) artistic discipline as defined by the USAI program (dance, music, opera/music theatre, theatre, folklife/traditional arts, and multidisciplinary), (3) festival location (continent), (4) grantee race/ethnicity (White – Non-Hispanic, Black/African American – Non-Hispanic, Hispanic/Latino, no single race or ethnicity, and other – Non-Hispanic), and (5) grantee urbanicity (urban or small city/rural). The nonresponse bias analysis can identify any difference between the total population and survey response sample in terms of these characteristics. If there is a statistically significant difference (at the 95 percent confidence level),

the Arts Endowment will then weight the survey data to be more representative of the total population before reporting any information in the Annual Performance Report. For example, if the nonresponse analysis finds that the proportion of first time grantees in the survey sample is half of what the proportion is in the total population, the contractor would weight the responses of first time grantees twice as much as repeat grantees in the survey sample to compensate. The survey weights will correct for any difference in the characteristics between the grantee population and the survey response sample, as well as reduce bias in the survey.

B.4 Test of procedures or methods to be undertaken

Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

The contractor tested the web survey with nine USAI grantees in November 2019. All nine grantees completed a 30-minute cognitive interview after testing the survey. The objectives were to detect issues of usability, clarity, and readability in the survey instrument, and to estimate the average time necessary to complete the survey. Changes were made to the survey instrument following the completion of cognitive testing. The Cognitive Testing Report can be found in Attachment D.

In addition, this clearance will provide approval for the contractor to pilot test the survey with grantees from award years 2014 to 2018. To implement the pilot test, the Arts Endowment will send an email to the grantees that introduces the survey and the contractor, 2M Research. The contractor will then follow up with an email that includes the survey link. As with the survey implementation, the Arts Endowment expects some of the contacts provided by Mid Atlantic Arts Foundation will be administrative staff or other individuals who are not artists that traveled

abroad. To address this issue, the contractor’s email will contain explicit instructions asking the contact to forward the survey link to an artist who traveled abroad as part of the USAI-sponsored project. We provide the text of these emails in Attachment B. The survey instrument includes an item that asks the respondent whether or not they are an artist who traveled abroad, as well as an item that asks the respondent whether they received the survey link directly from the contractor or the link was forwarded from someone else. The contractor will analyze responses to these questions to determine whether the instructions to forward the survey link to the appropriate respondent for each grantee are being followed correctly.

B.5 Individuals consulted on statistical aspects & individuals collecting and/or analyzing data

Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Table 2. Individuals Consulted

Name	Title (Project Role)	Organizational Affiliation and Address	Phone Number
Persons conducting the pilot testing			
James Murdoch	Project Manager	2M Research, 1521 North Cooper Street, Suite 600, Arlington, TX 76011	817-856-0869
Mary Ann Latter	Subject Matter Expert	2M Research, 901 N Stuart Street, Suite 402, Arlington, VA 22203	703-214-1200
Guiomar Ochoa	International Specialist Office of Presenting & Multidisciplinary Works + Artist Communities	National Endowment for the Arts 400 7th Street SW, Washington, DC 20506	202-682-5766
Arts Endowment personnel implementing the web survey data collection			
Patricia Moore Shaffer	Deputy Director Office of Research & Analysis	National Endowment for the Arts 400 7th Street SW, Washington, DC 20506	202-682-5535
Melissa Menzer	Program Analyst Office of Research	National Endowment for the Arts 400 7th Street SW, Washington, DC	202-682-5548

	& Analysis	20506	
Guiomar Ochoa	International Specialist Office of Presenting & Multidisciplinary Works + Artist Communities	National Endowment for the Arts 400 7th Street SW, Washington, DC 20506	202-682-5766
Persons consulted			
Patricia Germann	Administrative Officer Office of Research & Analysis	National Endowment for the Arts 400 7th Street SW, Washington, DC 20506	202-682-5793
Robyn Busch	Program Officer, International	Mid Atlantic Arts Foundation 201 N. Charles Street, Suite 401, Baltimore, MD 2120	410-539-6656 ext. 113