

ATTACHMENT C:
REVISED WEB SURVEY INSTRUMENT – PILOT
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Expiration Date: 03/31/2023

Survey of American Artists Participating in USArtists International

Grantee Web Survey - Pilot

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 3135-0142, expires 03/31/2023. The time required to complete this information collection is estimated to average 8 minutes per response, including the time to review instructions, search existing data resources, gather the data needed, and complete and review the information collection. If you have any comments concerning the accuracy of time estimates or suggestions for improving this form, please contact National Endowment for the Arts at research@arts.gov.

There are two versions of the introductory language to the survey, one for March 2020 assessments, and one for June 2020 assessments. The survey itself remains the same across the two timeperiods.

March 2020 Introductory Language

The National Endowment for the Arts (“the Arts Endowment”) conducts an annual survey of artists participating in the USArtists International (USAI) program. If you or your organization have received more than one USAI grant, please answer this survey thinking about the grant that supported your travel in (month, year) [WEB SURVEY POPULATES], as noted in the survey. The questions will ask about benefits of your participation in the USAI grant program.

We are specifically looking for performing artists that used USAI support to travel to international festivals or arts marketplaces to respond to this survey. **If you are not an artist who meets these criteria, please forward the survey link to an artist who used USAI support to travel to an international festival or arts marketplace.**

Please answer all questions honestly; responses provided will be used to understand how the program benefits U.S. artists. Your responses to this survey will be kept confidential and the survey data will only be analyzed and reported in aggregate. Your responses to this survey will in no way impact the outcome of any present or future grant applications, contract proposals, or cooperative agreement proposals with the Arts Endowment or its partners.

Please note, if you cannot complete the survey in one sitting, you can save it and complete it at a later date. The survey will take about 5–8 minutes to complete. **Please note that your participation in this study is completely voluntary, and you may stop at any time if necessary. We thank you for your participation and cooperation in this very important study.**

June 2020 Introductory Language (highlighted language indicates the changes made from the March 2020 language):

The National Endowment for the Arts (“the Arts Endowment”) conducts an annual survey of artists participating in the USArtists International (USAI) program. If you or your organization have received more than one USAI grant, please answer this survey thinking about the grant that supported your travel in (month, year) [WEB SURVEY POPULATES], as noted in the survey. The questions will ask about benefits of your participation in the USAI grant program.

We are specifically looking for performing artists that used USAI support to travel to international festivals or arts marketplaces to respond to this survey. If you are not an artist who meets these criteria, please forward the survey link to an artist who used USAI support to travel to an international festival or arts marketplace.

Please answer all questions honestly. **Your response to this survey will help the Arts Endowment understand how the USAI program benefits the careers of U.S. artists. Evidence of the success of the USAI program is vital to the continuation of the program and will benefit the broader community of U.S. artists.** Your responses to this survey will be kept confidential and the survey data will only be analyzed and reported in aggregate. Your responses to this survey will in no

way impact the outcome of any present or future grant applications, contract proposals, or cooperative agreement proposals with the Arts Endowment or its partners.

Please note, if you cannot complete the survey in one sitting, you can save it and complete it at a later date. The survey will take about 5–8 minutes to complete. **Please note that your participation in this study is completely voluntary, and you may stop at any time if necessary. We thank you for your participation and cooperation in this very important study.**

Descriptive Information

A-1. Please select the category that best describes your role in your most recent USAI-supported experience.

- An artist that traveled abroad for the project. Examples may include a performing artist, director, stage manager, etc.
- Not an artist that traveled abroad for the project.

A-2. Based on the Arts Endowment's records, USAI supported your travel to:

(Festival Name, Country, Year) [**WEB SURVEY POPULATES**].

Is this information correct?

- Yes [**WEB SURVEY WILL SKIP TO A-3**]
- No [**WEB SURVEY WILL CONTINUE TO A-2a**]

A-2a. Please enter the festival name, country, and year of your most recent USAI-supported experience.

Festival Name: _____

Location (Country): _____

Year: _____

A-3. Was the project you participated in at (Festival Name, Country, Year) [**WEB SURVEY POPULATES**] the first USAI-supported experience that you participated in?

- Yes
- No

Section 1: Professional Opportunities

Please answer the following questions based on your experiences during and after (Festival Name, Country, Year) [WEB SURVEY POPULATES].

As a result of this USAI-supported experience, did you secure one or more new bookings for performances abroad?

Yes [WEB SURVEY WILL CONTINUE TO 1-2a]

No [WEB SURVEY WILL SKIP TO 2-1]

1-1a. Please estimate the number of bookings that resulted from your USAI-supported experience.

1-1b. Please list the countries in which you secured bookings (Separate the country names with commas):

Section 2: Professional Networks

Please answer the following questions based on your experiences during and after (Festival Name, Country, Year) [WEB SURVEY POPULATES].

2-1. Did you make any new international professional contacts during this USAI-supported experience? New professional contacts may include industry contacts such as booking agents, managers, festival liaisons, or other artists or presenters who may provide an opportunity for new artistic projects in the future.

Yes [WEB SURVEY WILL CONTINUE TO 2-2]

No [WEB SURVEY WILL SKIP TO 2-3]

2-2. Have you maintained at least one international professional contact that you made during this USAI-supported experience? New professional contacts may include industry contacts such as booking agents, managers, festival liaisons, or other artists or presenters who may provide an opportunity for new artistic projects in the future.

Yes [WEB SURVEY WILL CONTINUE TO 2-2a]

No [WEB SURVEY WILL SKIP TO 2-3]

2-2a. Please estimate the number of international professional contacts you have maintained.

1-2

3-5

6-9

10+

2-2b. Did any of these contacts result in a new, collaborative performing arts project? A new, collaborative performing arts project could be a new performance or some other product.

Yes

No

2-3. Did you interact with the U.S. Embassy or Consulate in your host country either before or during this USAI-supported experience? Interactions may include contacting the Embassy or Consulate to invite individuals to attend performances or other performance-related communications. Interactions may also include the Embassy or Consulate contacting artists regarding their performances.

Yes

No

Section 3: Professional Skills and Learning

Please indicate your level of agreement with each of the following statements based on your experiences during and after (Festival Name, Country, Year) [WEB SURVEY POPULATES].

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
3-1. I learned something new about travel logistics and regulations related to performing arts presentations and touring in other countries (e.g., visa, import/export) as a result of this USAI-supported experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3-2. I learned new artistic performance strategies for engaging international audiences as a result of this USAI-supported experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3-3. Which of the following marketing skills did you gain or enhance following this USAI-supported experience? (Select all that apply)

- Self-promotion on digital platforms (e.g., social media, email)
- Media relations (e.g., interviewing skills)
- Accessing other funding sources (e.g., successful applications to non-USAI funding sources, accessing funding in other countries, funding from crowdsourcing)
- Other (please specify): _____
- I did not gain or enhance any marketing skills.

Section 4: Visibility as an Artist

Please indicate your level of agreement with each of the following statements based on your experiences during and after (Festival Name, Country, Year) [WEB SURVEY POPULATES].

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	N/A
4-1. I strengthened my visibility as an artist in the international arts community as a result of this USAI-supported experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4-2. I gained more followers on social media (e.g., Facebook, Instagram, Twitter) as a result of this USAI-supported experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5: Creativity

Please indicate your level of agreement with each of the following statements based on your experiences during and after (Festival Name, Country, Year) [WEB SURVEY POPULATES].

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5-1. I take more risks in my artistic practice, including incorporating new art forms and styles, as a result of this USAI-supported experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-2. I incorporate more diverse ideas (e.g., innovative, novel, or creative ideas) into my artwork as a result of this USAI-supported experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-3. I benefitted creatively in other ways as a result of the USAI-supported experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Survey Conclusion

6-1. Optional: Please use this space to describe any additional benefits to your career not already discussed (Word limit of 150).

6-2. How did you receive the link to this survey? [NOTE: PILOT TEST ONLY]

- I received this link directly from 2M Research Services.
- This link was forwarded to me by someone other than 2M Research Services.

6-3. Do you want to change any of your answers in the survey?

- Yes [WEB SURVEY RETURNS TO A-1 TO ALLOW CHANGES TO ALL SURVEY ITEMS]
- No

Thank you for your participation in this survey. Your responses will help us better understand the impact of this program on artists' careers. Click "Submit" to complete the survey.

Your survey is now complete.