

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

Last updated: September 3, 2020

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## **Abstract**

This request for full clearance will enable the National Endowment for the Arts (“the Arts Endowment”) to implement a web survey that will be used to support performance reporting on the career benefits to U.S. artists who receive grants to travel and perform abroad. This package requests the Office of Management and Budget’s (OMB) full clearance for annual data collection.

The Arts Endowment’s Office of International Activities provides opportunities for U.S. artists to participate in global arts events by partnering with U.S. regional arts organization Mid Atlantic Arts Foundation on the USArtists International (USAI) program, as well as through several other partnerships and activities. The USAI program is the largest of the Arts Endowment’s efforts supporting artists’ travel and performances abroad and therefore was selected for this work because it will provide the largest sample of respondents, allowing the Arts Endowment to measure the impacts an international exchange program can have on artists’ careers. The Arts Endowment has conducted a pilot test of the survey and will implement the annual, web-based census survey of USAI grantees to provide the Arts Endowment with evidence of the program’s benefits to artists’ professional careers. The web survey data will support performance reporting on the Arts Endowment’s fiscal year (FY) 2018–2022 Strategic Plan, which seeks to gather evidence to show that “Arts Endowment-supported international exchanges have a demonstrable benefit on the careers of participating American artists” (Performance Goal 3.3.3). The annual data collection will provide evidence in response to the associated performance indicator (3.3.3.1), “The percentage of American artists that report benefits of their participation in NEA-supported international exchanges.” The survey will focus on benefits to artists’ professional opportunities, professional networks, professional skills and

learning, reputations, and creativity. The survey is designed to take approximately 8 minutes and asks 24 questions, with skip patterns.

## **Part A. Justification**

### **A1. Circumstances that make the collection of information necessary.**

**Identify any legal or administrative requirements that necessitate the collection. Attach a copy of the appropriate section of each statute and regulation mandating or authorizing the collection of information.**

The planned data collection is a new information collection request, and the data to be collected are not available elsewhere unless obtained through this information collection. A web-based survey of the USAI program grantees will be conducted once annually for spring 2021, spring 2022, and spring 2023. Knowledge gained through this information collection will enable the Arts Endowment to collect evidence on the impact of the USAI program on U.S. artists' careers. Currently, the Arts Endowment does not collect any information from USAI grantees related to the benefits of the program on their careers.

USAI is an international artist exchange program administered by the Mid Atlantic Arts Foundation. The Arts Endowment is the lead funder of the program and supports the program through a cooperative agreement with Mid Atlantic Arts Foundation. Additional supporting partners include the Andrew W. Mellon Foundation and the John D. and Catherine T. MacArthur Foundation which support artists from the Chicago area, and the Trust for Mutual Understanding and the Howard Gilman Foundation which support New York City-based organizations. It is the only national initiative in the United States solely devoted to supporting performances by American artists at important international cultural festivals and arts marketplaces abroad and is the largest of the Arts Endowment efforts supporting artists' performances abroad. USAI provides grants of up to \$15,000 towards the support of artist fees, travel, accommodations, per

diem, shipping, and visa preparation for U.S. artists. USAI provides grants to ensembles and individual performers in dance, music, and theatre.

Based on the Arts Endowment’s FY 2018–2022 Strategic Plan (approved by OMB), the Arts Endowment decided to develop a survey of U.S. artists participating in international exchange programs to support performance reporting that shows that “Arts Endowment-supported international exchanges have a demonstrable benefit on the careers of participating American artists” (performance goal 3.3.3) and “the percentage of American artists that report benefits of their participation in Arts Endowment-supported international exchanges” (performance indicator 3.3.3.1). The survey supports the agency’s evidence-building efforts, to better understand outcomes associated with its investments. On page 26 of the Strategic Plan, the study is described as a specific evidence-building initiative supporting Strategic Objective 3.3:

*The NEA intends to examine the impacts of these international exchanges on the careers of U.S. artists and on U.S. audiences who experience works originating from foreign artists as part of its evidence-building efforts. As an initial step, the NEA is investigating whether to plan a survey of U.S. artists participating in international exchanges with the goal of developing a richer understanding of the program’s short- and longer-term impacts on their careers.*

The Arts Endowment’s Office of International Activities and Office of Research & Analysis decided to survey artist grantees of the USAI program because it is the largest of the Arts Endowment’s efforts to support artists’ travel and performances abroad and can provide the largest sample of artists to survey. The questions in the survey will capture five constructs related to artists’ careers, including professional opportunities, professional networks, professional skills and learning, visibility as an artist, and creativity.

This request is for a full clearance to conduct an annual survey of past USAI program participants.

**A2. Purpose and use of the information.**

**Indicate how, by whom, and for what purpose the information is to be used. Except for a new collection, indicate how the agency has actually used the information received from the current collection.**

The Arts Endowment will conduct an annual census web survey of grantee artists who participated in the USAI program in the year that occurred prior to the year the survey will be implemented. USAI makes approximately 75 grants each year. The Arts Endowment will use the information collected in the web survey to capture five constructs that relate to artists' careers and provide evidence of USAI's benefits on the careers of participating American artists. The Arts Endowment will report data from the survey in its Annual Performance Report as evidence in support of performance goal 3.3.3 and, specifically, performance indicator 3.3.3.1. The data will also inform internal discussions about potential program improvements and improve accuracy of data that the agency reports annually to the State Department about artists traveling overseas. Specifically, the survey data will support the following:

- Question 1-2b will show geographic reach of the USAI program (i.e., countries who have hosted a USAI-sponsored artist project) and will aid in the identification of regions where additional outreach may be conducted. Results may also improve accuracy of data required by the State Department.
- Question 2-3 will help gauge effectiveness of agency communications with embassies in the host country about the USAI program and the Arts Endowment's efforts to connect artists with embassy staff.
- All survey data will be used to inform decision-making related to continuity or expansion of funding for this program.

The Arts Endowment will report the survey data in aggregate (i.e., using composite scores) in the Annual Performance Report to respond to performance goal 3.3.3 and performance indicator 3.3.3.1. The primary indicator reporting in the Annual Performance report will be the number and percentage of artists that indicate career benefits resulted from the USAI program in aggregate. In addition, the Arts Endowment may report several sub-indicators:

1. The estimated total and average number of secured bookings artists received as a result of the USAI program (applies only to the professional opportunities construct).
2. The countries that artists received professional opportunities in as a result of the USAI program (applies only to the professional opportunities construct).
3. The number and percentage of artists that indicate specific and unique career benefits resulted from the USAI program. The Arts Endowment may report a score for each of the following concepts, which are captured in the USAI web survey: professional opportunities, professional networks, professional skills and learning, visibility as an artist, creativity, and self-promotion and audience building.

Table 1 provides the specific data points the Arts Endowment will use to develop composite scores for each construct in the USAI survey. The Arts Endowment will explore reporting the composite scores in the Annual Performance Report.

Table 1. Composite Scores for each Construct in the USAI Survey

<b>Construct of Artist Careers</b>	<b>Composite Scores<sup>1</sup></b>
<b>Career Benefits:</b> professional opportunities, professional networks, professional skills and learning, visibility as an artist, or creativity that resulted from the USAI program	<ul style="list-style-type: none"> <li>• Number/percentage of U.S. artists who, as a result of the USAI program, reported ANY of the following:               <ul style="list-style-type: none"> <li>○ at least two secured bookings to perform abroad</li> <li>○ at least three maintained professional contacts</li> <li>○ collaboration with new international professional contacts on a new performance or some other finished product</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ a better understanding of travel logistics and regulations related to performing arts presentation and touring in other countries</li> <li>○ learning new strategies for engaging international audiences</li> <li>○ enhanced marketing skills including skills of self-promotion on digital platforms, media relations, or accessing other funding sources</li> <li>○ an improved artistic reputation in the international arts community</li> <li>○ more followers on social media</li> <li>○ taking more risks in their artistic practice</li> <li>○ incorporating more diverse ideas into their artwork</li> </ul>
<b>Professional Opportunities:</b> increased number of opportunities available to artists based on success	<ul style="list-style-type: none"> <li>● Number/percentage of U.S. artists who reported at least two secured bookings to perform abroad as a result of the USAI program</li> <li>● Estimated total and average number of secured bookings to perform abroad received by U.S. artists as a result of USAI-sponsored experiences</li> <li>● The countries from which U.S. artists have secured bookings to perform in as a result of a USAI-sponsored experience</li> </ul>
<b>Professional Networks:</b> increased number of professional contacts/relationships an artist has	<ul style="list-style-type: none"> <li>● Number/percentage of U.S. artists who, as a result of the USAI program, reported ANY of the following: <ul style="list-style-type: none"> <li>○ at least three maintained professional contacts</li> <li>○ collaboration with new international professional contacts on a new performance or some other finished product</li> </ul> </li> </ul>
<b>Professional Skills and Learning:</b> new professional skills an artist learns or enhances	<ul style="list-style-type: none"> <li>● Number/percentage of U.S. artists who, as a result of the USAI program, reported ANY of the following: <ul style="list-style-type: none"> <li>○ a better understanding of travel logistics and regulations related to performing arts presentation and touring in other countries</li> <li>○ learning new strategies for engaging international audiences</li> <li>○ enhanced marketing skills, including skills of self-promotion on digital platforms, media relations, or accessing other funding sources</li> <li>○ incorporating more diverse ideas into their artwork</li> </ul> </li> </ul>
<b>Visibility as an Artist:</b> development of a positive artistic reputation; an artist becomes more “known” in the art world	<ul style="list-style-type: none"> <li>● Number/percentage of U.S. artists who reported an improved artistic reputation in the international arts community as a result of the USAI program</li> </ul>
<b>Creativity:</b> incorporation of new ideas and innovative ways of	<ul style="list-style-type: none"> <li>● Number/percentage of U.S. artists who, as a result of the USAI program, reported ANY of the following: <ul style="list-style-type: none"> <li>○ taking more risks in their artistic practice</li> </ul> </li> </ul>



thinking into artistic practice	<ul style="list-style-type: none"> <li>○ incorporating more diverse ideas into their artwork</li> </ul>
<b>Self-Promotion and Audience Building:</b> new skills of self-promotion on digital platforms or media relations and increased number of followers on social media	<ul style="list-style-type: none"> <li>● Number/percentage of U.S. artists who, as a result of the USAI program, reported ANY of the following: <ul style="list-style-type: none"> <li>○ enhanced skills of self-promotion on digital platforms or media relations</li> <li>○ more followers on social media</li> </ul> </li> </ul>

<sup>1</sup>Respondents will be included in the composite score if they respond “yes” to yes/no survey items or “strongly agree” or “agree” to Likert survey items.

To determine the constructs for the survey and the survey items to include for each construct, the Arts Endowment worked with a contractor to:

1. perform a focused literature scan of research and evaluation studies that assess the impacts of artists’ participation in international festivals, exchange programs, and other international experiences on artists’ careers;
2. conduct two 60-minute virtual focus groups with USAI artists (nine or fewer artists per group, and each group receiving different questions) to gain a deeper understanding of how the constructs identified in the literature scan specifically apply to the USAI artists’ experiences;
3. conduct a pilot test of the survey; and
4. perform reliability analysis and exploratory factor analysis on data collected during the survey pilot test.

We provide reports detailing the results of the literature scan, two focus groups in Attachment A.

**A3. Use of information technology and burden reduction.**

**Describe whether, and to what extent, the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology, e.g., permitting electronic submission of responses, and the basis for the decision for adopting this means of collection. Also describe any consideration of using information technology to reduce burden.**

The Arts Endowment takes its responsibility to minimize burden on respondents very seriously and has designed this project with that goal in mind. By designing a web-based survey, the Arts Endowment has eliminated hundreds of hours of labor that would have been required to administer a paper-based survey. A web-based survey enables the surveying of all USAI grantees funded in the year prior. Because there are minimal costs associated with adding participants, every grantee will have a chance to answer the survey. Thus, the electronic nature of the survey provides the most efficient mechanism for the Arts Endowment to capture responses from grantees.

Once the survey is electronically deployed, it will include dynamic survey logic that will tailor the questions to present the most applicable and relevant questions to respondents. For example, respondents who agree with the prepopulated information on their respective grants will not be asked to update their records with relevant information.

**A4. Efforts to identify duplication.**

**Describe efforts to identify duplication. Show specifically why any similar information already available cannot be used or modified for use for the purposes described in item 2 above.**

There is no similar ongoing data collection being conducted that duplicates the efforts of the proposed data collection. This web survey is the first annual federal survey of USAI grantees. USAI grantee administrative data does not include information on the benefits of the program for artists' careers. As a result, the Arts Endowment lacks information about the impacts of the program on artists' professional outcomes.

**A5. Impacts on small businesses or other small entities.**

No small business entities or other small entities are involved in this data collection.

**A6. Consequences of collecting the information less frequently.**

**Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently, as well as any technical or legal obstacles to reducing the burden.**

The information will be collected in a voluntary annual survey of USAI grantees. Information obtained from the survey will provide important evidence for the Arts Endowment to continually report information on performance goal 3.3.3 in the 2018–2022 Strategic Plan. Without this survey, the Arts Endowment will have no methods for fully understanding how the USAI program benefits artists' careers.

Collecting the information less frequently, or with fewer grantees, would not only impede the Arts Endowment's ability to understand how the USAI program continues to benefit U.S. artists careers, it would also impede the agency's ability to provide annual evidence supporting the accomplishment of performance goal 3.3.3 in the 2018–2022 Strategic Plan.

**A7. Special circumstances relating to the Guidelines of 5 CFR 1320.6.**

The information will be collected in a manner consistent with the guidelines in 5 CFR 1320.6 (Controlling Paperwork Burden on the Public-General Information Collection Guidelines). There are no special circumstances contrary to these guidelines.

**A8. Comments in response to the Federal Register Notice and efforts to consult outside Agency.**

On Friday, August 2, 2019, a 60-day Federal Register Notice was published in 84 FR 16506 Volume 84, No. 149. No comments were received. Cognitive testing of the web survey was conducted in November 2019, with nine respondents. See **Attachment D**. On Tuesday, January 14, 2020, a 30-day Federal Register Notice was published in 85 FR 2150 Volume 85, No. 9.

**A9. Explain any decisions to provide any payment or gift to respondents.**

Respondents will not receive any payment or gifts for completion of the web survey.

**A10. Assurances of confidentiality provided to respondents.**

The web survey includes the festival name, country of the festival, and the year of the festival for each respondent. The survey introduction and email communications include a statement to respondents that all data for the survey will be kept confidential and that data will only be analyzed and reported in aggregate. Moreover, the communications and survey include a statement that answers will not affect any present or future grant applications, contract proposals, or cooperative agreement proposals with the Arts Endowment or its partners. The Arts Endowment will provide all respondents with a description of the importance of the survey and a notification that their response to the survey is voluntary.

**A11. Justification for any questions of a sensitive nature.**

**Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.**

The survey does not contain any questions of a sensitive nature.

**A12. Estimates of the hour burden of the collection of information.**

**Provide estimates of the hour burden of the collection of information. Indicate the number of respondents, frequency of response, annual hour burden, and an explanation of how the burden was estimated.**

Table 2. Burden Estimates for 2021 to 2023

<b>Participant Description</b>	<b>Instrument or Activity</b>	<b>Average Hours per Response</b>	<b>Number of Responses per Person</b>	<b>Total Responses</b>	<b>Estimated Burden (Hours)</b>
USAI Grantees, traveling between October 1, 2019 and September 30, 2020	Web Survey	0.13	1	75	9.75
USAI grantees traveling between October 1, 2020 and September 30, 2021	Web Survey	0.13	1	75	9.75
USAI grantees traveling between	Web Survey	0.13	1	75	9.75

October 1, 2021 and September 30, 2022					
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The total estimated burden for web surveys to be conducted in Spring 2021, Spring 2022 and Spring 2023 is 9.75 hours each, based on the estimate of 8 minutes per respondent, as supported by the findings from the cognitive testing of the survey instrument.

**A13. Estimates of other total annual cost burden.**

**Provide an estimate for the total annual cost burden to respondents or recordkeepers resulting from the collection of information.**

Web survey participants do not incur any costs other than their time spent responding.

**A14. Provide estimates of annualized costs to the Federal Government.**

The total one-time contracted cost to the Federal Government for the pilot testing was \$17,873.56.

Based on experience gained during the pilot test phase, it is estimated that implementation of the survey and reminders will involve approximately 22 hours of staff time, or about \$910 annually (22 hours x \$41.37/hour).

**A15. Explain the reasons for any program changes or adjustments reported on the burden worksheet.**

The burden worksheet was updated from the estimated burden for the pilot test to reflect the burden estimate for an annual web survey planned for Spring 2021, Spring 2022, and Spring 2023. We estimate to 9.75 hours each year based on the estimate of 8 minutes per respondent as supported by the findings from the cognitive testing and pilot testing of the survey instrument.

**A16. Plans for tabulation, and publication and project time schedule.**

**For collections of information whose results will be published, outline plans for tabulation and publication. Address any complex analytical techniques that will be used. Provide the time schedule for the entire project, including beginning and ending dates of the collection of information, completion of report, publication dates, and other actions.**

The purpose of this clearance package is to obtain full clearance for the Arts Endowment to conduct annual data collection among grantee artists who participated in the USAI program. A

pilot test was conducted after OMB approval to test the feasibility and reliability of the survey composite scores and identify any issues with implementation. The pilot test was administered to all USAI grantees who received funding from 2014 to 2018 and who did not participate in prior focus groups or the survey cognitive testing, and who are not part of the respondent universe for the planned 2021 data collection ( $N = 183$ ). The pilot test was implemented in two phases in order to achieve a satisfactory response rate contingent on Office of Management and Budget (OMB) approval. 2M and the Arts Endowment limited communication with survey respondents during phase 1 to email and implemented the data collection during a period of 2 weeks. The overall response rate from phase 1 was 20 percent. 2M implemented a phase 2 of the pilot test, in which 2M extended the data collection period to 5 weeks to include phone calls and the sending of several emails to respondents, based on suggestions provided by OMB. The overall response rate from phase 2 was 60 percent. The frame for the survey pilot test was 2014 to 2018 artist grantees ( $N = 183$ ). The frame for the annual survey includes USAI artist grantees from the year preceding the survey implementation ( $N = 75$ , per year).

After obtaining final clearance, the Arts Endowment will conduct annual data collection based on an estimated timeline presented below. The Arts Endowment will report descriptive statistics on the survey items in annual publications.

Table 3. Project Schedule

<b>Activity</b>	<b>Expected Activity Period</b>
Arts Endowment implements web survey of USAI grantees traveling between October 1, 2019 and September 30, 2020	Spring 2021
Arts Endowment implements web survey of USAI grantees traveling between October 1, 2020 and September 30, 2021	Spring 2022
Arts Endowment implements web survey of USAI grantees traveling between October 1, 2021 and September 30, 2022	Spring 2023

**A17. Displaying the OMB Approval Expiration Date.**

**If you are seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display would be inappropriate.**

The Arts Endowment will display the expiration date of OMB approval and the OMB approval number on all instruments associated with this information collection, including forms and questionnaires.

**A18. Exceptions to the certification statement identified in Item 19.**

**Explain each exception to the topics of the certification statement identified in Certification for Paperwork Reduction Act Submissions.**

No exceptions are necessary for this information collection. The agency is able to certify compliance with all provisions under Item 19 of OMB Form 83-I.