

ATTACHMENT B:
COMMUNICATION MATERIALS
Last updated 5.27.20

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Pilot Test Invitation Letter (Original, February 2020)

To: [Respondent Email]

From: [NEA Representative]

RE: Invitation to Pilot Test a Web Survey for USArtists International

Dear [Name]:

The National Endowment for the Arts (“the Arts Endowment”) and its partners are developing and testing a survey of past USArtists International (USAI) grantees to learn about USAI’s impacts on artists’ careers. **The Arts Endowment is inviting artists like you to participate in a 5–8-minute web survey** to test the survey before we begin our full data collection. The information we gather will be used to improve the web survey, which will later be used to measure the impacts of the USAI program on artists’ careers.

The web survey is designed for artists that were sponsored by USAI to travel to international festivals or arts marketplaces. **If you have received this email and are not an artist that used USAI funds to travel abroad to an international festival or arts marketplace, please forward this email to one artist that did use the USAI funds to travel abroad for that artist’s review and consideration, and let us know when you have done so.** You and your organization’s input is valuable to the program’s overall and continued success in supporting artists’ professional growth.

The Arts Endowment has selected researchers from [2M Research](#) to conduct the pilot test of the web survey. A representative from 2M Research will reach out to you shortly under a separate email with more instructions about the web survey.

The survey is taken on the web, and we estimate it will take no longer than 8 minutes to complete. Your participation is completely voluntary and will not impact any present or future Arts Endowment grant applications, contract proposals, or cooperative agreement proposals.

We sincerely hope that you will volunteer to participate in this important survey. Please do not hesitate to contact us with any questions.

Sincerely,

Guiomar Ochoa

International Grants Specialist

National Endowment for the Arts

400 7th Street SW | Washington, DC 20506

ochoag@arts.gov

Pilot Test Invitation Letter (Revised May 2020)

To: [Respondent Email]

From: [NEA Representative]

RE: Invitation to Pilot Test a Web Survey for USArtists International

Dear [Name]:

The National Endowment for the Arts (“the Arts Endowment”) and its partners are developing and testing a survey of past USArtists International (USAI) grantees to learn about USAI’s impacts on artists’ careers. **The Arts Endowment is inviting artists like you to participate in a 5–10-minute web survey** to test the survey before we begin our full data collection. **You were initially invited to participate in March 2020; however, we recently re-opened the survey to allow more artists to participate.** The information we gather **is vital to the continuation of the program and** will be used to improve the web survey, which will later be used to measure the impacts of the USAI program on artists’ careers.

The web survey is designed for artists that were sponsored by USAI to travel to international festivals or arts marketplaces. **If you have received this email and are not an artist that used USAI funds to travel abroad to an international festival or arts marketplace, please forward this email to one artist that did use the USAI funds to travel abroad for that artist’s review and consideration, and let us know when you have done so.** You and your organization’s input is valuable to the program’s overall and continued success in supporting artists’ professional growth.

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Sincerely,

Guiomar Ochoa

International Grants Specialist

National Endowment for the Arts

400 7th Street SW | Washington, DC 20506

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Web Survey Phone Call Script (Added May 2020)

Hello, my name is [YOUR NAME]. I'm calling from 2M Research on behalf of the National Endowment for the Arts to follow up on an email we recently sent to [RESPONDENT'S NAME]. Would that be you?

- YES (GO TO B ON PAGE 2)
- NO (GO TO A BELOW)
- NO LONGER WORKS AT ORGANIZATION (GO TO ARTIST CONTACT IN SECTION B ON PAGE 2)

A. RESPONDENT NOT AVAILABLE

Does [he or she] have a direct line I can call?

- YES (RECORD THE NUMBER IN THE SPACE BELOW; ENTER THIS NUMBER IN THE MESSAGE FIELD AT THE END OF THE CALL)

RESPONDENT'S DIRECT PHONE NUMBER: _____
(GO TO D ON PAGE 3)
- NO (CONTINUE BELOW)

The email we sent to [RESPONDENT] linked to a questionnaire from the National Endowment for the Arts. The web survey was designed to be completed by artists that were sponsored by USArtists International to perform at international festivals or arts marketplaces.

Do you know whether [RESPONDENT] might have given it to someone else to complete?

- YES, KNOWS NAME OF NEW PERSON
May I have the name, title, and contact information for that person? (ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD)

Contact: _____ (GO TO D ON PAGE 3)

- NO, DOES NOT KNOW NAME OR WHETHER GIVEN TO SOMEONE ELSE
(CONTINUE BELOW)

Would you please leave a message for [RESPONDENT] mentioning that I called about the survey?
(GO TO D ON PAGE 3)

B. SCRIPT FOR WHEN RESPONDENT IS ON THE PHONE:

Introduction 1: IF SPEAKING TO RESPONDENT ON INITIAL CONTACT

The letter was an invitation to complete a survey about the USArtists International grant you received. **(GO TO INTRODUCTION 3)**

Introduction 2: IF TRANSFERRED

Hello, my name is [NAME] and I'm calling from 2M Research. We recently sent you an email invitation to complete a survey for the National Endowment for the Arts about the USArtists International grant you received to perform at an international festival. **(GO TO INTRODUCTION 3)**

Introduction 3

2M Research is conducting this survey on behalf of the National Endowment for the Arts. We noticed that you haven't completed this survey yet, so we just wanted to be sure that you received the email invitation and link to the survey.

- YES, PLANNING TO COMPLETE **(GO TO VERIFY CONTACT INFORMATION)**
- YES, BUT NOT AN ARTIST THAT TRAVELED ABROAD **(GO TO ARTIST CONTACT)**
- YES, FORWARDED THE SURVEY TO AN ARTIST THAT TRAVELED ABROAD **(GO TO UPDATE RESPONDENT CONTACT INFORMATION)**
- YES, REFUSE TO COMPLETE **(GO TO D ON PAGE 3)**
- NO **(GO TO VERIFY CONTACT INFORMATION)**

Artist Contact

The web survey was designed to be completed by artists that were sponsored by the USArtists International program to perform at international festivals or arts marketplaces.

Do you know an artist that traveled abroad to perform using the funds from your most recent USArtists International grant?

- YES, KNOWS NAME OF NEW PERSON **(GO TO UPDATE RESPONDENT CONTACT INFORMATION)**
- NO **(GO TO D ON PAGE 3)**

Update Respondent Contact Information

May I have the name, title, and contact information for that person? **(ENTER THE CONTACT INFORMATION IN THE MESSAGE FIELD)**

Contact: _____

(GO TO D ON PAGE 3)

Verify Contact Information

The email address we have for you is [email]. Is that correct? *(Update if necessary and confirm the login information will be sent right away.)*

Respond to Questions or Concerns

Have you been able to access the survey? Do you have any questions about the study? *(Answer questions using FAQ and encourage participation)*

[IF NO:] Did you have trouble with the link to the survey?

[IF YES:] Have you been able to log in and start the survey?

Resend Link

If you don't have any other questions, would you like for me to send you another link to the web survey?

[IF YES:] I'll get that email to you shortly. **(CONTINUE TO C BELOW)**

C. REMINDER AND THANK YOU

Your response to this study is important for improving the web survey which will be later used to measure the impacts of the USArtists International program on artists careers.

Therefore, let me encourage you to complete the study by [date]. Please let us know if there is any way we can help you. The survey help line is [number (toll-free)], or you can send us an email at [dedicated survey email].

D. END OF CALL

Thank you for your time. Goodbye.

Follow-up Email to Pilot Test Invitation (Original, February 2020)

To: [Respondent Email]

From: [Dedicated Survey Email]

Subject line: USArtists International Web Survey Instructions

Dear [Name]:

As the National Endowment for the Arts representative mentioned in her introductory email, the Arts Endowment and its partners have contracted with [2M Research](#) to develop and test a survey of past USArtists International (USAI) artist grantees to learn about USAI's impacts on artists' careers.

You will complete the survey online, and we anticipate that the survey will take approximately 8 minutes to finish.

Your input is valuable to the continued success of USAI in supporting artists' professional growth. We sincerely hope that you will volunteer to participate in this important survey. Your participation is completely voluntary and will not impact any present or future Arts Endowment grant applications, contract proposals, or cooperative agreement proposals.

To access the survey, please use this [\[link\]](#). Please complete the survey by [\[date\]](#).

Please note, 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 that meets these criteria, please forward the survey link to an artist who did use USAI support to travel to an international festival or arts marketplace.**

Thank you!

2M Representative

USArtists International Web Survey Research Analyst

2M Research (www.2mresearch.com)

Follow-up Email to Pilot Test Invitation (Revised May 2020)

To: [Respondent Email]

From: [Dedicated Survey Email]

Subject line: USArtists International Web Survey Instructions

Dear [Name]:

As the National Endowment for the Arts representative mentioned in her introductory email, the Arts Endowment and its partners have contracted with [2M Research](#) to develop and test a survey of past USArtists International (USAI) artist grantees to learn about USAI's impacts on artists' careers. We recently re-opened the survey to allow more artists to participate. We hope that you will consider participating in this important study.

You will complete the survey online, and we anticipate that the survey will take approximately 10 minutes to finish.

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. We sincerely hope that you will volunteer to participate in this important survey. Your participation is completely voluntary and will not impact any present or future Arts Endowment grant applications, contract proposals, or cooperative agreement proposals.

To access the survey, please use this [\[link\]](#). Please complete the survey by [\[date\]](#).

Please note, 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 that meets these criteria, please forward the survey link to an artist who did use USAI support to travel to an international festival or arts marketplace.**

Thank you!

Esther Galadima

USArtists International Web Survey Research Analyst

2M Research (www.2mresearch.com)

Reminder Email to Complete the Pilot Test (No changes)

To: [Respondent Email]

From: [Dedicated Survey Email]

Subject line: Reminder: Please Take the USArtists International Web Survey

Dear [Name]:

I am writing to confirm that you received my previous email with instructions for taking the National Endowment for the Arts' USArtists International web survey. Our records indicate that you have not yet completed the survey. Your participation in this survey is important.

Please complete this important survey by [date]. Let us know if there is any way we can help you. For assistance with the web survey or any questions about the survey, please contact me by email at [dedicated survey email].

To access the survey, please use this link: [link].

Thank you!

Esther Galadima

USArtists International Web Survey Research Analyst

2M Research (www.2mresearch.com)

Final Reminder Email to Complete the Pilot Test (Added May 2020)

To: [Respondent Name]

From: [Dedicated Survey Email]

Subject line: Final Reminder: Please Take the USArtists International Web Survey

Dear [Name]:

I am writing to confirm that you received my previous email with instructions for taking the National Endowment for the Arts' USArtists International web survey. **Our records indicate that you have not yet completed the survey and the survey will be closing within the week.** Your participation in this survey is important to the continuation of the USArtists International program.

Please complete this important survey by [date]. Completing the survey is easy and should take no more than 10 minutes. We strongly urge you to complete the survey and thank you in advance for your contributions.

If you have any questions or concerns, please do not hesitate to contact us. For assistance with the web survey or any questions about the survey, please contact me by email at [dedicated survey email].

To access the survey, please use this link: [link].

Thank you!

Esther Galadima

USArtists International Web Survey Research Analyst

2M Research (www.2mresearch.com)