

## USDC Audience Survey

1. What best describes your role?

Middle School or High School Student

Undergraduate Student

Graduate Student

Middle School or High School Teacher

University Teacher or Administrator

Foreign Policy Practitioner

I work with an organization (i.e. tour, student, civic)

Other - Write In Please enter an 'other' value for this selection.

2. Select your State of residence.

3. How would you describe your knowledge of US diplomacy?

4. Which of the following best describes your interest level in learning more about US diplomacy?

Low

Medium

High

Comments

5. Describe your interest level in the following programming and content options at the United States Diplomacy Center.

1 - Very High    2       3       4       5 - Very Low

Physical artifacts and exhibits from the USDC archives

History of U.S. Diplomacy

Interactive Map with real examples of diplomatic activities around the globe

Video clips or movies about diplomacy

Soundscape recordings of diplomats and their stories

Diplomacy simulations to practice diplomacy on critical global issues

Interactive Workshops with practicing and retired diplomats

Talks / Lectures – public programming about diplomacy and the work of diplomats

Executive Education (personalized for federal employees)

Educator Resources (lesson plans, training)

6. Select the engagement styles you are most interested in.

Staff-Guided Tours

Self-Guided Tours (with physical panels and brochures)

Self-Guided Tours (with mobile app or podcast)

Virtual Tours (via the website or mobile app)

Group visits

Materials that support classroom learning

Other - Write In Please enter an 'other' value for this selection.

7. For each museum/ facility, indicate if you have visited, have not visited but plan to or do not plan to visit.

I have visited    I haven't visited but plan to    I don't plan to visit

Smithsonian American History Museum

National Archives

US Capitol Visitor

American History Museum

Presidential Libraries

Newseum

8. To what degree would the following factors influence a positive experience with the United States Diplomacy Center?

1 - High Impact    2    3    4    5 - Low Impact

Membership program with benefits

Quality and presentation of exhibits

Helps me plan my visit

Provides age-appropriate content

Supports classroom curriculum

Provides an experience appropriate for my family

Helps me to find information easily

Provides information about ongoing events and programs after my visit

Offers volunteer opportunities

Includes content and programs for visitors with disabilities

9. Would you use a mobile app to get information before, during or after a visit to the United States Diplomacy Center?

Yes

No

Comments

10. Have you visited the United States Diplomacy Center website?

Yes

No

Comments

10a. How satisfied were you with the website content ?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied?

11. How would you prefer to stay in contact with the United States Diplomacy Center?

Website

Blogs

Social Media (Facebook, Twitter)

Programs and Events

Mobile App

Newsletter

12. Do you follow the United States Diplomacy Center on social channels (Facebook, Twitter)

Yes

No

12a. How satisfied are you with the content on social channels?

Very Dissatisfied

Dissatisfied

Neutral

Satisfied

Very Satisfied

13. Which of the following personal devices do you own?

Smartphone

Tablet

Laptop

Desktop

Wearable Device (i.e. apple watch)

14. What type of mobile apps do you use?

Business

Education

Games

Health & Fitness

News

Music

Photography / Graphic Editing

Social Networking

Shopping

Sports

Travel

Weather

I don't use mobile apps

Other - Write In Please enter an 'other' value for this selection.

15. Is there anything else you would like us to know?

#### PRA Statement

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