

## **Blue Star Museums Participant Email to Invite to Respond**

Dear Colleagues,

Thank you for participating in the Blue Star Museums program. We truly appreciate the museum experiences you have made possible this summer for active duty military personnel and their families. To help us improve the program, please complete a short survey by [DATE].

Please click here to begin the survey.

Thank you for making the [YEAR] summer fantastic!

**Wendy Clark**

Director Museums, Visual Arts & Indemnity

National Endowment for the Arts

400 7th Street SW | Washington DC 20506

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## **Blue Star Museums Participant Email to Invite to Respond – Reminder Email**

Dear Colleagues,

Thank you for participating in the Blue Star Museums program. We truly appreciate the museum experiences you have made possible this summer for active duty military personnel and their families. This is a friendly reminder to complete a short survey by [DATE]. Please disregard this reminder if you have already completed the survey.

To begin the survey, please click here.

Thanks for your participation!

### **Wendy Clark**

Director Museums, Visual Arts & Indemnity

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## Blue Star Museums Participant Annual Survey

Thank you for participating in the Blue Star Museums (BSM) program in [YEAR]. The National Endowment for the Arts (NEA) invites you to complete this survey to help the NEA improve the program, our customer service for participating museums, and understand the impact of this program on institutions/museums, active duty military personnel and their families, and the NEA. Please complete this form and submit by [DATE].

Your participation is voluntary. You will not receive any compensation for responding to the survey. You may decline to answer any questions you wish. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid Office of Management and Budget (OMB) control number. The OMB control number for this survey is OMB No. 3135-0130 (expires XX/XX/XXX).

The time required to provide responses to the survey questions is estimated to be approximately 5 minutes. Please contact Alexzandra Fogle, Program Analyst, NEA (foglea@arts.gov) if you have any questions regarding the estimated time burden or any other aspect of this data collection.

**Q1.** Institution: \_\_\_\_\_  
 Institution Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_  
 Zip: \_\_\_\_\_

**Q2.** What is the estimated number of active duty military personnel (including National Guard and Reserve) and their families that took part in the Blue Star Museums Program this year? \_\_\_\_\_

**Q2a.** If your museum was a repeat participant in the program, was this an increase from last year? **Yes/No**

**Q3.** Did you have any special activities for the active-duty military families other than free admission this year? **Yes/No**

*IF YES:*

**Q3a.** Please describe any special activities for active-duty military families other than free admission: \_\_\_\_\_

**Q4a.** Please rate the degree to which the Blue Star Museums PR Toolkit, including the marketing materials (downloadable logo, ads, and postcard), was helpful in your outreach to media this year.

- 1) **Not at all helpful**
- 2) **Somewhat helpful**
- 3) **Very helpful**

**Q4b.** Please rate the degree to which the Blue Star Museums PR Toolkit, including the marketing materials (downloadable logo, ads, and postcard), was helpful in your outreach to your military community this year.

- 1) **Not at all helpful**
- 2) **Somewhat helpful**
- 3) **Very helpful**

**Q5.** Did you find the e-newsletter with promotional tips helpful this year? **Yes/No**

**Q6.** Are there any promotional tips or materials that we should change or add to the PR Toolkit to help you promote Blue Star Museums more effectively in the future?

**Yes/No**

**Q6a.** If yes, please describe: \_\_\_\_\_

**Q7.** Did you use any of the following social media platforms to promote your participation in Blue Star Museums this year (select all that apply)?

- Twitter**
- Instagram**
- Facebook**
- Other, please explain** \_\_\_\_\_

**Q7a.** Were there any barriers that kept you from using social media to promote your participation in Blue Star Museums this year? **Yes/No**

Please explain \_\_\_\_\_

**Q8.** Does your institution have year-round opportunities for active-duty military personnel and their families? **Yes/No**

**Q8a.** If you answered yes, is your institution interested in being listed on the [Blue Star Museums “off-season” map](#) on the NEA website? The map will link to your website for more information and details. **Yes/No**

**Q9.** Can you share any quotes or testimonials from active-duty service members who have benefitted from a visit to your museum this year? *Do not include names or other personally identifiable information in your response.* \_\_\_\_\_

**Q10.** Did the Blue Star Museums program help your museum develop a better relationship with the local military community this year? **Yes/No**

Comments \_\_\_\_\_

**Q11** Does your institution offer free or discounted admission for veterans (i.e. former or retired military personnel) this year?

**Yes-free**

**Yes-discounted**

**No**

**Q12.** Would you be interested in sponsoring a special military family event with our partner organization, Blue Star *Families*, in the coming season? **Yes/No**

**Q13.** Please tell us why your museum chose to participate in the program this year. (select all that apply)

**1. To show appreciation for those who are serving in the military and their families.**

**2. To connect with new audiences.**

**3. To increase media coverage of our museum.**

**4. Other, please explain: \_\_\_\_\_**

**Q14.** Are you planning to participate again next year? **Yes/No**

**Q14a.** If no, why not? \_\_\_\_\_

**Q15.** Is there anything else you would like to let us know?