

**Supporting Statement for the HBCU Research Study, Part B**

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## **Table of Contents**

B.1 Respondent universe and sampling methods .....	3
B.2 Procedures for the collection of information.....	5
B.3 Methods to maximize the response rates and to deal with nonresponse .....	6
B.4 Test of procedures or methods to be undertaken.....	8
B.5 Individuals consulted on statistical aspects & individuals collecting and/or analyzing data...	8

## **Table of Attachments**

Attachment A: Communication Materials  
Attachment B: Web Survey Instrument  
Attachment C: Cognitive Testing Report  
Attachment D: Focus Group Discussion Guide  
Attachment E: IRB Notice of Review and Exemption  
Attachment F: Public comment

## **B.1 Respondent universe and sampling methods**

**Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

There are 103 historically black colleges and universities (HBCUs) identified by the U.S. Department of Education as currently in operation. The National Endowment for the Arts' (NEA) contractor, 2M Research (2M), conducted a scan of all 103 HBCU websites and identified leadership (deans, associate deans, faculty) at arts departments in each school. These individuals will serve as the primary point of contact (POC) at each HBCU. For HBCUs that lack arts-related programs and majors of focus, the contractor will work with a technical working group (TWG) comprising working artists, researchers and experts with knowledge of HBCUs' cultural contributions, and state and local funders of the arts to identify best POCs. The contractor will use these POCs to identify respondents for both the HBCU web survey and virtual focus groups.

To develop the survey respondent universe, the contractor will email and, if necessary, call, the POCs from each of the 103 HBCUs and ask them to recommend two HBCU-employed individuals who are best suited to take the survey. The POCs will be able to recommend themselves as a respondent if they feel they are best able to respond. The total number of respondents for the survey is 206 HBCU faculty and staff (2 representatives from each of the 103 institutions). The target response rate for the survey is 60 percent. The contractor will implement a data collection strategy using email reminders and phone calls to non-respondents to increase the likelihood of this response rate. NEA has not conducted the web survey previously.

To develop the focus groups respondent universe, the contractor will work with the POCs

from up to three HBCUs selected as case studies and the TWG to identify HBCU faculty; HBCU leadership (deans and associate deans); student representatives; alumni representatives; staff of local arts agencies (LAAs), state arts agencies (SAAs), or regional arts organizations (RAOs) that fund or partner with the HBCU; community arts leaders and partners; representatives from regional workforce development boards; and community organizers. The contractor will select the case studies in consultation with the TWG and NEA. The contractor will utilize a purposeful sampling strategy to ensure the three selected HBCUs are likely to provide rich, detailed and comprehensive data, are interested in participating the case study and commit to supporting focus group recruitment efforts. Arts and cultural asset data collected from a web scan and survey data will be utilized to identify HBCUs that have a rich number of arts and cultural assets (including arts-based academic programming) compared to other HBCUs to ensure the chosen sites will yield relevant information for the study. The contractor will also consider recommendations for inclusion from the study technical working group. Each of the three HBCUs selected as case studies will minimally include at least one arts-related program or major and each will come from different regions of the United States. The three HBCUs will also vary in terms of student populations. The contractor will conduct up to seven virtual focus groups with up to five respondents in each for each of the three case studies (105 respondents total). The target response rate for the focus groups across all three case studies is 60 percent. The contractor will send email reminders and call potential focus group participants to increase the likelihood of this response rate.

Table 1. Data Collection Respondents

<b>Data Source</b>	<b>Respondents</b>	<b># of HBCUs</b>	<b>Anticipated # of Respondents</b>	<b>Response Universe</b>	<b>Estimated Response Rate</b>
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HBCU Web Survey	HBCU leadership, faculty, and staff	103	123	206	60%
Case Study Focus Groups	HBCU faculty, HBCU leadership, student representatives, alumni representatives, LAA/SAA/RAO staff, community arts leaders and partners, representatives from regional workforce development boards, and community organizers	3	63	105	60%

**B.2 Procedures for the collection of information**

**Describe the procedures for the collection of information, including**

- **statistical methodology for stratification and sample selection,**
- **estimation procedure,**
- **degree of accuracy needed for the purpose described in the justification,**
- **unusual problems requiring specialized sampling procedures, and**
- **any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

The information collection for the HBCU Web Survey is a one-time data collection using a web-based survey. The survey is intended for all HBCUs and therefore does not utilize sampling. The information collection for the Case Study Focus Groups is a one-time data collection consisting of up to seven focus groups at each of the three HBCUs using virtual meeting software. To select the case studies, the contractor will utilize a purposive sampling strategy using the following criteria:

1. The HBCUs have a rich number of arts and cultural assets based on information collected during a web scan of HBCU websites, the web survey, and recommendations from the study Technical Working Group.
2. The HBCUs are in different geographic regions of the country.
3. The HBCUs each have at least one arts-related program or major.

4. The HBCUs have varying numbers of enrolled students so that the case studies include a smaller HBCU, a mid-sized HBCU, and a larger HBCU.

### **B.3 Methods to maximize the response rates and to deal with nonresponse**

**Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.**

#### ***HBCU Web Survey***

Once the contractor has identified the respondents for the HBCU Web Survey recommended by the POCs, the contractor will send an introductory email to respondents with a unique link to the programmed web survey. To maximize response rates, the email will explain the importance of the web survey and note that the POC recommended them as a respondent. In addition, the contractor will send a reminder email each week throughout the six-week data collection period. After the first reminder, the contractor will make phone calls to non-respondents to request their participation. This call provides an opportunity to answer any questions the respondents may have; confirm that the contractor has the right contact information; and make any corrections as needed. This step also serves as a verbal reminder to complete the survey. The contractor will continue with email reminders until the data collection period ends. Throughout the data collection period, the contractor will operate a help desk with staff who are ready to respond to inquiries through a dedicated toll-free phone number and email inbox. The contractor will also offer a \$20 token of appreciation to each survey participant in the form of a prepaid debit card upon completion of the survey.

The contractor will conduct a non-response bias analysis to ensure the survey respondent sample is representative of the entire population of HBCUs on key characteristics, including geographic region (NEA arts regions); type of institution; enrollment; average tuition cost;

campus setting (using locale information as defined by the National Center for Education Statistics) ; and percentage of HBCUs with at least one arts-related or transdisciplinary program/major. Table 2 provides more detail on each characteristic that will inform the non-response bias analysis. If the contractor finds the survey respondents differ from the universe of all HBCUs on any of these key characteristics, the contractor will develop a survey weight to account for any bias present in the sample and apply the weight to the data prior to conducting any analysis.

Table 2. Key Characteristics of HBCUs Included in Nonresponse Bias Analysis

<b>Characteristic</b>	<b>Measurement</b>	<b>HBCU Percentage</b>
Geographic region	Arts Midwest, includes OH.	2%
	Mid-America, includes AR, MO, OK, and TX.	17%
	Mid-Atlantic, includes DE, DC, MD, PA, VA, WV, and VI.	18%
	South Arts, includes AL, FL, GA, KY, LA, MS, NC, SC, and TN.	64%
Institution type	2-year, private.	1%
	2-year, public.	10%
	4-year, private.	49%
	4-year, public.	41%
Enrollment	Small, less than 1,000 students.	33%
	Medium, 1,000 to 5,000 students.	48%
	Large, more than 5,000 students.	19%
Average tuition cost	Low, less than \$10,000.	26%
	Medium, \$10,000 to \$15,000.	40%
	High, more than \$15,000.	34%
Campus setting	City (inside a principal city in an urbanized area).*	67%
	Suburb (outside a principal city but inside an urbanized area).*	8%
	Town (inside an urban cluster).*	18%
	Rural (outside urbanized areas and urban clusters).*	7%
HBCUs with an arts-related program/major	No	9%**
	Yes	91%**

\*For more information on locale information as defined by the National Center for Education Statistics, please see: <https://nces.ed.gov/programs/edge/Geographic/LocaleBoundaries>.

\*\*The contractor determined this number during a web scan of HBCU websites.

Source: College Navigator.

### ***Case Study Focus Groups***

The contractor will begin with an outreach email to the POC followed by a call in which the contractor Task Lead will introduce the study; respond to any questions or concerns; and begin to work with the POC to develop a list of respondents. The contractor will work with the POC throughout the site visit process and rely on their networks to determine the best people to recruit. The contractor will maintain a list of alternates should the original respondents be unavailable or unresponsive. Additionally, the contractor will pay a \$50 token of appreciation per participant in each focus group.

#### **B.4 Test of procedures or methods to be undertaken**

**Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.**

The contractor tested the HBCU web survey with five representatives from three HBCUs. All five representatives completed a 30-minute cognitive interview after testing the survey. The objectives were to detect issues of usability, clarity, and readability in the survey instrument, and to estimate the average time necessary to complete the survey. The Cognitive Testing Report can be found in Attachment C.

The contractor did not perform testing of the focus group discussion guide.

#### **B.5 Individuals consulted on statistical aspects & individuals collecting and/or analyzing data**

**Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.**



Table 3. Individuals Consulted

Name	Title (Project Role)	Organizational Affiliation and Address	Phone Number
<b>Persons doing the data collection and analysis for the HBCU Web Survey and Case Study</b>			
James Murdoch	Project Manager	2M Research, 1521 North Cooper Street, Suite 600, Arlington, TX 76011	817-856-0869
Matthew Malone	Assistant Project Manager; Case Study Focus Group Task Lead	2M Research, 1521 North Cooper Street, Suite 600, Arlington, TX 76011	814-330-6830
Paul Ruggiere	HBCU Web Survey Task Lead	2M Research, 1521 North Cooper Street, Suite 600, Arlington, TX 76011	817-856-0871
William Vaughn	Analyst	2M Research, 1521 North Cooper Street, Suite 600, Arlington, TX 76011	817-856-0880
Kowther Elqutob	Research Assistant	2M Research, 1521 North Cooper Street, Suite 600, Arlington, TX 76011	817-856-0901
<b>National Endowment for the Arts staff consulted</b>			
Patricia Moore Shaffer	Deputy Director   Office of Research & Analysis	National Endowment for the Arts 400 7th Street SW, Washington, DC 20506	202-682-5535
Kathryn Zickuhr	Social Science Analyst   Office of Research & Analysis	National Endowment for the Arts 400 7th Street SW, Washington, DC 20506	202-682-5563