

ATTACHMENT A:
COMMUNICATION MATERIALS
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Web Survey Invitation Email

To: [Respondent Email]

From: [Dedicated Survey Email]

Subject: Invitation to Participate in NEA HBCU Research Study Survey

Dear [Name]:

The National Endowment for the Arts (NEA) is conducting a study to facilitate the engagement of Historically Black Colleges and Universities (HBCU) with federal and state grant opportunities in the arts. Recognizing the significant economic, cultural, and scientific contributions that HBCUs have made in the United States, the overall goal of the HBCU Research Study is to facilitate HBCU engagement with federal and state grant opportunities in the arts. The study defines arts and cultural assets at HBCUs as programs (academic and extra-curricular) and facilities that promote arts creation, arts participation, arts-related learning, and/or professional development involving the arts.

As part of this case study, 2M Research, the firm contracted by NEA to conduct the study, is conducting a web survey of HBCUs. **We are inviting two representatives from each HBCU to participate in a ~20 minute web survey.** The information we gather is vital to understanding the status of HBCU arts and cultural assets and to what degree are these assets positioning HBCU graduates to meet regional arts and cultural workforce needs, including in high-priority employment areas of the future.

The web survey is designed for faculty and staff of HBCUs with a knowledge of the arts and cultural assets on campus and in the community available to students. **If you have received this email and believe another person at your institution would be better positioned to complete the survey, please forward this email to that person, and let us know when you have done so.**

The survey is taken on the web, and we estimate it will take no longer than 20 minutes to complete. Your participation is completely voluntary and will not impact any present or future NEA grant applications, contract proposals, or cooperative agreement proposals.

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

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

Sincerely,

2M Team Member Name

[Dedicated Survey Email]

Web Survey Phone Call Script

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

YES (GO TO B ON PAGE 2)

NO (GO TO A BELOW)

NO LONGER WORKS AT INSTITUTION (GO TO RESPONDENT 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 2M Research for the National Endowment for the Arts research study. The web survey is designed for faculty and staff of HBCUs with a knowledge of the arts and cultural assets on campus and in the community available to students.

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 arts and cultural assets of HBCUs. **(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 arts and cultural assets of HBCUs. **(GO TO INTRODUCTION 3)**

Introduction 3

2M research is conducting a survey for a for a National Endowment for the Arts research study and we noticed that you haven't completed it 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 THE MOST APPROPRIATE PERSON (GO TO RESPONDENT CONTACT)

YES, FORWARDED THE SURVEY TO A MORE APPROPRIATE PERSON (GO TO UPDATE RESPONDENT CONTACT INFORMATION)

YES, REFUSE TO COMPLETE (GO TO D ON PAGE 3)

NO (GO TO VERIFY CONTACT INFORMATION)

Respondent Contact

The web survey is designed for faculty and staff of HBCUs with a knowledge of the arts and cultural assets on campus and in the community available to students.

Do you know a faculty or staff member that would be able to provide information about this topic?

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 to understanding the status of HBCU arts and cultural assets and to what degree are these assets positioning HBCU graduates to meet regional arts and cultural workforce needs, including in high-priority employment areas of the future.

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.

Web Survey Reminder Email

To: [Respondent Email]

From: [Dedicated Survey Email]

Subject line: Reminder: Please Take the NEA HBCU Research Study 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' HBCU Research Study 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!

2M Team Member

[Title]

[Dedicated Survey Email]

Web Survey Final Reminder Email

To: [Respondent Name]

From: [Dedicated Survey Email]

Subject line: Final Reminder: Please Take the NEA HBCU Research Study 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' HBCU Research Study web survey. **Our records indicate that you have not yet completed the survey and the survey will be closing within the week.** Your response to this study is important to understanding the status of HBCU arts and cultural assets and to what degree are these assets positioning HBCU graduates to meet regional arts and cultural workforce needs, including in high-priority employment areas of the future.

Please complete this important survey by [date]. Completing the survey is easy and should take no more than 20 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!

2M Team Member

[Title]

[Email Address]

Focus Group POC Invitation Email

Subject: Invitation to Participate in NEA HBCU Research Study Case Study

Dear [NAME],

The National Endowment for the Arts (NEA) is conducting a study to facilitate the engagement of Historically Black Colleges and Universities (HBCU) with federal and state grant opportunities in the arts. Recognizing the significant economic, cultural, and scientific contributions that HBCUs have made in the United States, the overall goal of the HBCU Research Study is to facilitate HBCU engagement with federal and state grant opportunities in the arts. The study defines arts and cultural assets at HBCUs as programs (academic and extra-curricular) and facilities that promote arts creation, arts participation, arts-related learning, and/or professional development involving the arts.

2M Research has been contracted by NEA to conduct 3 in depth case studies as part of this research study. Your institution has been selected as one of the three case study institutions, and we hope that you could serve as our point of contact for coordinating our virtual site visit.

This site visit involves a series of virtual focus groups with representatives from your institution and surrounding community to provide (1) a more in-depth examination of the current state of arts and transdisciplinary programs and arts and cultural assets at the HBCUs, and (2) an improved understanding of the value of these assets to the surrounding community, including the social, cultural, and economic opportunities for residents and workers.

2M will conduct up to seven virtual focus groups (with up to five people in each group) at each site. These focus groups are designed for participants with a knowledge of the arts and cultural assets on campus and in the community available to students and could include:

- Faculty.
- Leadership (college and associate deans).
- Student representatives.
- Alumni representatives.
- Staff at LAAs, SAAs, and RAOs.
- Community arts leaders and partners.
- Representatives from regional workforce development boards.
- Community organizers.

We will send \$50 after completion of each focus group to each participant as a thank you.

If you are willing to serve as our point of contact to help coordinate this site visit, please reply to this email with your general availability, and we will set up a call to discuss focus group recruitment and outreach.

Thank you,

2M Research Team

Focus Group Recruitment Email

Subject: NEA HBCU Research Study Focus Group Opportunity

Dear [NAME],

The National Endowment for the Arts (NEA) is conducting a study to facilitate the engagement of Historically Black Colleges and Universities (HBCU) with federal and state grant opportunities in the arts. The overall goal of the HBCU Research Study is to facilitate HBCU engagement with federal and state grant opportunities in the arts. The study defines arts and cultural assets at HBCUs as programs (academic and extra-curricular) and facilities that promote arts creation, arts participation, arts-related learning, and/or professional development involving the arts.

[INSERT INSTITUTION'S NAME] has been selected as one of three HBCUs for an in-depth case study. As part of this case study, 2M Research, the firm contracted by NEA to conduct the study, is conducting a series of virtual focus groups. I thought you would be interested in this opportunity.

The focus group is focused on gathering your perspectives on the status of our arts and cultural assets and to what degree these assets positioning graduates to meet regional arts and cultural workforce needs, including in high-priority employment areas of the future.

The conversation will last approximately 90 minutes. 2M Research will send \$50 after completion of the focus group as a token of appreciation for your time and participation. If you are willing to participate, please reply to this email with your general availability, and we will coordinate a focus group discussion that you can attend.

Thank you,

POC

CC: 2M Research Lead

Focus Group Initial Confirmation Email

Subject: RE: NEA HBCU Research Study Focus Group Opportunity

[NAME],

Thank you for your willingness to participate in the focus group opportunity. Based on the availability of other participants and the general availability you shared, we are inviting you to participate in a focus group on [INSERT DATE AND TIME].

Please reply to this email confirming that this date and time works for you. We will then send you an invitation with the link to the focus group. As a reminder, we will send \$50 after completion of the focus group as a token of appreciation for your time and participation.

Thank you,

2M Team Member Name

Focus Group Time and Date Confirmation Email

Subject: NEA HBCU Research Study Focus Group Date and Time

[NAME],

Thank you for confirming your availability to participate in the focus group scheduled for [INSERT DATE AND TIME]. As a reminder, during the focus group we hope to discuss your perspectives on the status of your institution's arts and cultural assets and to what degree these assets positioning graduates to meet regional arts and cultural workforce needs, including in high-priority employment areas of the future.

If you have any questions before the focus group or any changes to your availability, please let us know.

Thank you again for your participation. We look forward to speaking with you soon,

2M Team Member Name

Focus Group Thank You Email

Subject: Thank You

[NAME],

Thank you for participating in the interview yesterday. Your insights were very helpful and informative. If you think of anything else that might be helpful for us to know, please feel free to email us at any time. We will be sending additional instructions to claim your token of appreciation for your participation.

Thank you again,

2M Team Member Name