

ATTACHMENT C:
COGNITIVE TESTING REPORT

Survey of HBCUs and the Arts: Web Survey Instrument Cognitive Testing Report

Purpose

From April 24, 2024, to May 3, 2024, 2M Research (2M) performed cognitive testing of the HBCU Research Study web survey with five respondents. The purpose of the cognitive testing was to detect issues with the clarity and readability of the items in the web survey, as well as to estimate the average time to complete the survey. This report summarizes the comments of the five HBCU representatives and the suggested revisions to the survey based on the comments.

Sample

To identify cognitive testing respondents, 2M consulted with NEA and our Subject Matter Expert (SME) and developed the following criteria:

- Representatives from HBCUs that differed in size
- Representatives from geographically diverse HBCUs
- Representatives from HBCUs with similar roles to those who will complete the survey

2M selected three HBCUs for cognitive testing based on our sampling criteria. The HBCUs selected were Howard University, Spelman College, and Xavier University of Louisiana. 2M utilized our SME and two TWG members to identify individuals at each institution who would be willing to participate. 2M also offered participants a \$50 stipend for their time.

Description of Data Collection Process

Simulating the full web survey data collection, which will prepopulate the web survey with asset information from 2M's completed asset mapping matrix, 2M customized the draft web survey for each of the HBCUs selected using information from the completed asset mapping matrix. Then, 2M scheduled a 60-minute Teams interview with each respondent. Prior to the interview, 2M sent each respondent a customized copy of the survey for their institution and asked the respondents to write notes as they took the survey to record any issues with comprehension, clarity, and usefulness, as well as other thoughts. In addition to respondent notes, 2M assessed the amount of time the respondents spent on the entire survey.

2M conducted the interview by Microsoft Teams to review the completed survey and respondents' notes and to discuss any issues that arose with specific questions during the survey. The interview also included general questions about the clarity of the survey questions and interpretation of the phrasing. 2M asked respondents to elaborate on specific items (i.e., questions, format, or responses) they found unclear so that 2M could compare respondents' perceptions to the intent of the questions and discuss any suggestions for improved clarity.

2M conducted interviews with two representatives from Howard University and Xavier University of Louisiana and one representative from Spelman College. Representatives were either faculty members in the department of academic affairs or faculty members in the arts department at each institution.

Modifications to the Web Survey Instrument

The cognitive testing respondents generally agreed the survey posed relevant, clear, and important questions. All respondents were able to complete the survey within 20 minutes. Respondents indicated that they were able to answer the questions from their position and perspective, but others at the institution could answer certain questions with more accuracy given their role and visibility. For example, an arts department faculty member was able to comprehensively answer the questions about academic arts programs and partnerships but was not as aware of campus-wide extracurricular activities at the institution. To address this issue, 2M will send the survey to at least one respondent in a leadership position (for example, a dean or assistant dean) at each HBCU that will be more likely to know about these types of activities (2M plans to send the survey to two representatives at each HBCU). Respondent comments are summarized below.

Table 1. General Comments on the Web Survey

Comments
<ul style="list-style-type: none">▪ All respondents felt the survey was of an appropriate length.▪ The average time spent on the survey was approximately 15 to 20 minutes.▪ All respondents felt positive about the survey overall and felt it was capturing salient information about HBCUs and the arts.▪ All respondents agreed that the survey is very relevant and easily understood.▪ One respondent recognized a small typo in the survey instructions which we have updated.▪ Respondents' ability to answer questions comprehensively varied by role and will inform our sampling and recruitment strategy for the web survey.

No other revisions were suggested indicating the current form of the survey is sufficient for the research study. Once we receive clearances, 2M will then program the survey into Qualtrics and will work with NEA, our SME, and TWG to identify representatives at each HBCU to invite to participate in the study.