

Email 1 - Prelaunch Email to All Museums

Please note, this communication is based on messaging from the pilot study and is modified following message testing in cognitive interviewing.

Subject line: Save the Date from IMLS: National Museum Survey Invitation Coming Soon!

Dear [Name/Colleague],

I am writing to you as the Acting Director of the [Institute of Museum and Library Services \(IMLS\)](#), the primary source of federal funding for museums and related cultural institutions in the United States.

We are pleased to announce that on January 27th **you will receive an emailed invitation for [MUSEUM NAME] to participate in the first federal data collection specifically designed for the museum field - the National Museum Survey (NMS)!** The NMS is confidential and focuses on museums' institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence.

Empowering all of the nation's museums through policy and research is a vital part of IMLS' mission. This includes zoos, aquariums, botanical gardens, arboretums, nature and science centers, academic museums, history museums and historic sites, art museums, children's museums, natural history museums and other museums like yours.

Your museum will benefit from participating by gaining access to:

- Reports on the survey's findings
- A dynamic data portal you can use to compare your data with your peers' summary results
- Comprehensive information that has never been previously available to help inform museum administrators, the public and policymakers about the vital role that museums play in society

For more information and for a reference guide that can help you prepare your responses, please visit <https://www.imls.gov/NMS>.

Thank you for your help in establishing this important national resource! Please don't hesitate to send any questions you may have about the survey to nms@imls.gov.

Note: If you don't think that you're the best person at your museum to answer our questions, please forward the link to the right person and copy nms@imls.gov so we can reroute future messages. Your participation in the NMS will not affect any current or future relationship with IMLS. Only researchers working on the survey will have access to individual institutions' responses—it will not be available to grant and policymakers.

Sincerely,

IMLS Acting Director signature block

Telephone 1 - Prelaunch Telephone Call to Specified Museums

Please note, this communication is based on messaging from the pilot study.

Email Not on File

Hello, my name is [NAME] and I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

On January 27th IMLS will be launching its National Museum Survey, which will be the first ever comprehensive national data collection focused on museums. Once the survey is complete [MUSEUM NAME] will have access to aggregated data about institutions like yours to help inform decision making. Further, policymakers, the public, and the museum field at large will be able to use the findings to learn more about the vital role that the nation's museums play in society.

We want to be sure we have the correct contact information for the best person to coordinate completing the survey for your organization. For most organizations, this would be an administrator, like a director or CEO. Are you the right person for us to contact?

YES -----Go to **YES 1**

DON'T KNOW/I'M NOT SURE-----Go to **DON'T KNOW 1**

NO-----Go to **NO 1**

YES 1----- Great! Can you please provide me with your first and last name, title, and email address?

[YES]: Thank you so much! Please watch for the survey invitation starting Monday, January 27th. If any questions come up, please visit www.imls.gov/NMS for additional information or contact us directly at nms@imls.gov. Thanks so much for taking the time to speak with us today! Have a nice day!

[NO]: Okay, no problem. The NMS requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. Can you please provide me with the name and email address of the person we should send the survey to in your organization?

[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

- o **[YES]:** Great, thank you so much! Please ask [NAME PROVIDED] to look for the survey invitation starting Monday, January 27th. Thanks so much for taking the time to speak with us today!
- o **[NO/DON'T KNOW]:** I'd like to be able to get in touch with someone else at your organization who could point us in the right direction. Is there someone else I can speak with?

- o **[YES]:** Great, thank you! *[Go to “Email Not on File” as needed to restart conversation with new person.]*
- o **[NO/DON’T KNOW]:** I understand, maybe you can pass along the information to someone else when they’re available. If you or anyone else at [MUSEUM NAME] has questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

DON’T KNOW 1 ----- The NMS requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. We are typically looking for responses from someone in an administrative role, like a CEO, director, head of finance, director of development, or director of communications to coordinate its completion. It might be one of those titles or a similar role at your [DISCIPLINE TYPE]. *[Caller will need to follow most logical step in script based on response to explanation. To be discussed more in training before calls are made.][IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]*

NO 1 ----- Okay, no problem. The NMS requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. Can you please provide me with the name and email address of the person we should send the survey to in your organization? *[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]*

- o **[YES]:** Great, thank you so much! Please ask [NAME PROVIDED] to look for the survey invitation starting Monday, January 27th. Thanks so much for taking the time to speak with us today!
- o **[NO/DON’T KNOW]:** I’d like to be able to get in touch with someone else at your organization who could point us in the right direction. Is there someone else I can speak with?
 - o **[YES]:** Great, thank you! *[Go to “Email Not on File” as needed to restart conversation with new person.]*
 - o **[NO/DON’T KNOW]:** I understand, maybe you can pass along the information to someone else when they’re available. If you or anyone else at [MUSEUM NAME] has questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

Email on File

Hello, my name is [NAME] and I’m calling on behalf of the Institute of Museum and Library Services. May I speak to [POC NAME]?

[YES]: Go to “Respondent on Phone”

[NO, person isn’t available]: Go to “Respondent Not Available”

Respondent on Phone

I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

On January 27th IMLS will be launching its National Museum Survey, which will be the first ever comprehensive national data collection focused on museums. Once the survey is complete [MUSEUM NAME] will have access to aggregated data about institutions like yours to help inform decision making. Further, policymakers, the public, and the museum field at large will be able to use the findings to learn more about the vital role that the nation's museums play in society.

We want to be sure we have the correct contact information for the best person to coordinate completing the survey by your organization. For most organizations, this would be an administrator, like a director or CEO. Are you the right person for us to contact?

YES -----Go to **YES 2**

DON'T KNOW/I'M NOT SURE-----Go to **DON'T KNOW 2**

NO-----Go to **NO 2**

YES 2 ---- Okay, great! In that case, can you tell me if the following information is correct? Our records show an email of [EMAIL] (spell email out loud to confirm), is that correct? *[Confirm spelling of name and title as needed.]*

- o **[YES]:** Great, thank you so much for confirming. Please look for your survey invitation on Monday, January 27th. If any questions come up, please visit www.imls.gov/NMS for additional information or contact us directly at nms@imls.gov. Thanks so much for taking the time to speak with us today! Have a nice day!
- o **[NO]:** My apologies, can you provide me with your best contact information? *(Read it back to confirm the correct name and email address.)* Please look for your survey invitation on Monday, January 27th. If any questions come up, please visit www.imls.gov/NMS for additional information or contact us directly at nms@imls.gov. Thanks so much for taking the time to speak with us today! Have a nice day!

DON'T KNOW 2 ---- The NMS requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. We are typically looking for responses from someone in an administrative role, like a CEO, director, head of finance, director of development, or director of communications to coordinate its completion. It might be one of those titles or a similar role at your [DISCIPLINE TYPE]. *[Caller will need to follow most logical step in script based on response to explanation. To be discussed more in training before calls are made.]*

[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

NO 2 ---- Okay, no problem. The NMS requests high-level information about institutional characteristics,

facilities, finances, human resources, admissions and visitors, and digital presence. Can you please provide me with the name and email address of the person we should send the survey to in your organization or the best person for us to contact regarding this?

[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

- o **[YES]:** *[Read back name, email address, and title to confirm spelling as needed.]* Great, thank you so much! Please ask [NAME PROVIDED] to look for the survey invitation starting on Monday, January 27th. Thanks so much for taking the time to speak with us today!
- o **[NO/DON'T KNOW]:** I'd like to be able to get in touch with someone else at [MUSEUM NAME] who could point us in the right direction. Is there someone else I can speak with?
 - o **[YES]:** Great, thank you! *[Go to "Respondent on Phone"]*
 - o **[NO/DON'T KNOW]:** I understand, maybe you can pass along the information to someone else when they're available. If you have questions about the NMS, or want more information, please visit <https://www.ims.gov/NMS> or feel free to send us an email at nms@ims.gov. Thank you for your time today. Have a nice day!

Respondent Not Available

I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

Would you be able to direct me to their voicemail?

YES -----Go to **YES 3**

NO-----Go to **NO 3**

YES 3 ---- Great, thank you. *[Go to "Voicemail"]*

NO 3 ---- Ok, maybe you can help me. On January 27th IMLS will be launching its National Museum Survey, which will be the first ever comprehensive national data collection focused on museums. We have listed here that the best contact for [MUSEUM NAME] is [POC NAME]. Can you confirm they are the most appropriate person to coordinate the completion of a survey about the institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence of [MUSEUM NAME]?

- o **[YES]:** Great, thank you so much! Please ask [POC NAME] to look for the survey invitation starting on Monday, January 27th. Thanks so much for taking the time to speak with us today!
- o **[NO/DON'T KNOW]:** Ok. Can you please provide me with the name and email address for the person we should send the survey to in your organization?
 - o **[YES]:** Great, thank you! *[Take down name, email, and tile of person provided. Read back information provided.]*
 - o **[NO/DON'T KNOW]:** I understand, maybe you can pass along the information to someone else when they're available. If you or anyone else at your

institution has questions about the NMS, or want more information, please visit <https://www.ims.gov/NMS> or feel free to send us an email at nms@ims.gov. Thank you for your time today. Have a nice day!

Voicemail

Hello, I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

On January 27th IMLS will be launching its National Museum Survey, which will be a national data collection focused on museums. Once the survey is complete [MUSEUM NAME] will have access to aggregated data about institutions like yours to help inform decision making. Further, policymakers, the public, and the museum field at large will be able to use the findings to learn more about the vital role that the nation's museums play in society.

I am hoping to connect with [POC NAME] OR the executive director or CEO of [MUSEUM NAME] to let them know that on January 27th, they will be receiving an official invitation to take this survey. I have [EMAIL ADDRESS] as the email address for [POC NAME].

If you have any questions about the survey, please visit www.ims.gov/NMS. If you do not feel you are the best person to answer the survey or if we have the wrong email address to reach you, please send an email to nms@ims.gov so that we can adjust our records in advance of the launch of the survey. Thanks, and have a great day!

Mail 1 - Prelaunch Mailed Postcard to Limited Subset of Museums

Dear Colleague,

The Institute of Museum and Library Services, commonly known as IMLS, is the primary source of federal funding for the nation's museums and is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.

Be sure to receive your invitation to IMLS's National Museum Survey (NMS), the first ever federal data collection specifically designed for the museum field! Once the survey is complete you will have access to aggregated data about institutions like yours to help inform decision making. Findings will help the museum field, policymakers, and the public to learn more about the vital role that the nation's museums play in society.

Make sure your museum is counted—please update your institution's contact information below!

To complete the requested information, please visit:

www.imls.gov/NMS

OR

Scan this QR code

Just point your cell phone camera at the QR code and click on the link that appears to access the form.

QR code
placeholder

Sincerely,

IMLS Acting Director signature block

Email 2 - Launch Email to All Museums

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Subject line: Invitation from IMLS: National Museum Survey (NMS)

Dear [Name/Colleague],

As promised, the [Institute of Museum and Library Services \(IMLS\)](#) is excited to invite [MUSEUM NAME] to complete the National Museum Survey (NMS)!

Please take the survey here: [<unique survey link>](#).

We need to hear from [MUSEUM DISCIPLINE]s like yours to make the survey a success! **The survey deadline is Friday, March 7th, 2025**, and it should take **less than an hour** - *including* any time needed to check institutional records.

The NMS requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. **Once data gathering is complete, you'll gain access to a dashboard of summary results and reporting tools.** Responding is an opportunity to ensure your institution's story is part of the national narrative.

For more information and for a reference guide that can help you prepare your responses, please visit <https://www.imls.gov/NMS>. If you have any questions, don't hesitate to send an email to nms@imls.gov.

Your participation in the NMS will not affect any current or future relationship with IMLS. Only researchers working on the survey will have access to individual institutions' responses—this will not be available to grant and policymakers.

Note: If you don't think that you're the best person at your museum to answer our questions, please forward the link to the right person and copy nms@imls.gov so we can reroute future messages.

Sincerely,

Laura Huerta Migus
Deputy Director
Office of Museum Services
Institute of Museum and Library Services
P: 202-653-4717

Email 3 – Reminder Email

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Subject line: IMLS's NMS Reminder for [MUSEUM NAME]

Dear [Name/Colleague],

On Monday, January 27th the Institute of Museum and Library Services (IMLS) launched the National Museum Survey (NMS), the first federal data collection specifically designed for the museum field!

Please complete this survey at your earliest opportunity by clicking here [<unique survey link>](#). It should take less than an hour (including any time needed to check institutional records) and is due by Friday, 3/7. When you take part in this survey you make a big difference in our understanding of the scope, scale and nature of museums' impact on the country.

For more information and for a reference guide that can help you prepare your responses, please visit <https://www.imls.gov/NMS>.

About IMLS:

The Institute of Museum and Library Services mission includes empowering museums through policy and research. IMLS serves as the primary source of federal funding for the nation's museums and related cultural institutions and is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.

Thank you in advance for your time. If you have any questions, don't hesitate to send an email to nms@imls.gov.

Sincerely,
Laura Huerta Migus
Deputy Director
Office of Museum Services
Institute of Museum and Library Services
P: 202-653-4717

Telephone 2 - Telephone Reminder Call to Specified Museums

Intended for harder to reach museums.

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Hello, my name is [NAME]. I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

I am trying to reach [POC NAME], are they available?

[YES]: Go to "Respondent on Phone"

[NO, person isn't available]: Go to "Respondent Not Available"

Respondent on Phone

Hello, I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums.

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

IMLS recently launched the National Museum Survey, which is the first ever federal data collection for [DISCIPLINE TYPE]s like yours. On Monday, January 27th, we emailed [MUSEUM NAME] an invitation to take the National Museum Survey, do you recall receiving it?

YES -----Go to **YES 1**

DON'T KNOW/I'M NOT SURE-----Go to **DON'T KNOW 1**

NO-----Go to **NO 1**

YES 1 ----- Great, I'm glad to hear that! This survey is very important and will provide [MUSEUM NAME] with national level data to help you make decisions. It will also help inform the museum field, policymakers, and the public about the vital role that the nation's museums play in society. It doesn't look like [MUSEUM NAME] has completed the survey as of yet, will you be able to complete it soon?

- o **[YES]:** Great! If you have questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!
- o **[NO]:** This survey is very important, is there another person that may be able to be sure [MUSEUM NAME] completes the NMS?
 - o **[YES]:** Great! Can you provide me with their best contact information? *[Read it back to confirm the correct name and address.]* Please let them know to be on the lookout for the survey link. If any questions come up, please visit www.imls.gov/NMS for

additional information or contact us directly at nms@imls.gov. Thanks so much for taking the time to speak with us today! Have a nice day!

- o **[NO]:** I understand but we hope you'll be able to complete the survey soon. If you or anyone else at your institution has questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

DON'T KNOW 1 ----- The NMS requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. We are typically looking for responses from someone in an administrative role, like a CEO, director, head of finance, director of development, or director of communications to coordinate its completion. It might be one of those titles or a similar role at your [DISCIPLINE TYPE]. *[Caller will need to follow most logical step in script based on response to explanation. To be discussed more in training before calls are made.]*

[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

NO 1 ----- My apologies, let me check the contact information I have for you. *[Read it to confirm the correct name and address. Make any necessary corrections. Offer to resend if our information is correct and tell them to check spam/junk folder.]* Once you receive your link to the NMS, will you be able to complete the survey soon?

- o **[YES]:** Great! If you have questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!
- o **[NO]:** This survey is very important, is there another person at [MUSEUM NAME] that may be able to complete the NMS?

[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

- o **[YES]:** Great! Can you provide me with their best contact information? *[Read it back to confirm the correct name and address.]* Please let them know to be on the lookout for the survey link. If any questions come up, please visit www.imls.gov/NMS for additional information or contact us directly at nms@imls.gov. Thanks so much for taking the time to speak with us today! Have a nice day!
- o **[NO]:** I understand, but we hope to receive a response from [MUSEUM NAME] soon. If you or anyone else at your institution has questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

Respondent Not Available

I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours. IMLS is currently conducting the National Museum Survey, the first ever national federal survey for [DISCIPLINE TYPE]s like [MUSEUM NAME].

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities]

Would you be able to direct me to their voicemail?

YES -----Go to **YES 2**

NO-----Go to **NO 2**

YES 2 ---- Great, thank you. *[Go to "Voicemail"]*

NO 2 ---- We are trying to reach them concerning the completion of the National Museum Survey, which requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. The deadline for completing it is quickly approaching. Can you tell me, do you think [POC NAME] is the best person to complete the survey for [MUSEUM NAME]? *[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]*

- o **[YES]:** Great, thank you so much! Can you please confirm we have the right email address for [POC NAME]? *[Read email and make corrections as needed. If we had wrong email, say we will resend or tell them to check email for the survey link.]* Please ask [POC NAME] to look in their email for the survey and complete it soon. Thanks so much for taking the time to speak with us today!
- o **[NO]:** Ok, maybe you can help me. Is there someone you think might be better suited to complete this survey?
 - o **[YES]:** Great, thank you. Could you provide me with their name, email address, and title? *[Read provided information back to confirm spelling as needed.]* Please ask [NAME PROVIDED] to look in their email for the survey and complete it soon. Thanks so much for taking the time to speak with us today!
 - o **[NO]:** I understand, maybe you can pass along the information to someone else when they're available. If you or anyone else at your institution has questions about the NMS, or want more information, please visit <https://www.imls.gov/NMS> or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

Voicemail

Hello, I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

IMLS is currently running its National Museum Survey, which is the first ever comprehensive national data collection focused on museums. Once the survey is complete [MUSEUM NAME] will have access to aggregated data about institutions like yours to help inform decision making. Further, policymakers, the public, and the museum field at large will be able to use the findings to learn more about the vital role that the nation's museums play in society.

I am calling to let you know that on January 27th you should have received an official invitation to take this survey. I have [EMAIL ADDRESS] as the email address where the invitation was sent.

If you have any questions about the survey, please visit www.ims.gov/NMS. If you do not feel you are the best person to answer the survey or if we have the wrong email address to reach you, please send an email to nms@ims.gov so that we can adjust our records for future messages. Thanks, and have a great day!

Email 4 – Reminder Email

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Subject line: Reminder! IMLS's National Museum Survey

Dear [Name/Colleague],

On Monday, January 27th the IMLS launched the National Museum Survey, the first national federal survey of [DISCIPLINE TYPE]s like yours.

Please complete this important survey before Friday, 3/7 by clicking this [unique survey link](#)!

[MUSEUM NAME]'s participation is not only impactful but also confidential. By contributing your insights, **you're helping to shape a comprehensive picture of museums** while your privacy remains protected. Your response allows us to provide access to a dashboard of summary results and reporting tools after data gathering is complete. *For more information, <click here> to learn about the NMS data portal.*

For more information and for a reference guide that can help you prepare your responses, please visit <https://www.imls.gov/NMS>. If you have any questions, don't hesitate to send an email to nms@imls.gov.

Sincerely,
Laura Huerta Migus
Deputy Director
Office of Museum Services
Institute of Museum and Library Services
P: 202-653-4717

Email 5 – Reminder Email

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Subject line: Complete IMLS's NMS Before the Deadline!

Dear [Name/Colleague],

IMLS needs to hear from [MUSEUM NAME]! Complete the National Museum Survey (NMS) before Friday, March 7th, 2025 by clicking this [unique survey link](#)!

The survey should take less than an hour to complete, *including* any time needed to check institutional records. For more information and for a reference guide that can help you prepare your responses, please visit <https://www.imls.gov/NMS>.

History of the NMS

Through a pilot of this survey in 2023, IMLS incorporated the input of hundreds of museums to ensure it meets the needs of institutions like yours. It was well received for being easy to complete and offering value to the field. For more information about the NMS pilot on the IMLS webpage, please [click here](#).

If

you have any questions, don't hesitate to send an email to nms@imls.gov.

Note: If you don't think that you're the best person at your museum to answer our questions, please forward this message to the right person and copy nms@imls.gov so we can reroute future messages.

Sincerely,
Laura Huerta Migus
Deputy Director
Office of Museum Services
Institute of Museum and Library Services
P: 202-653-4717

Telephone 3 - Telephone Reminder Call to Specified Museums

Intended for those not included in telephone 2 reminder calls.

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Hello, my name is [NAME]. I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

I am trying to reach [POC NAME], are they available?

[YES]: Go to "Respondent on Phone"

[NO, person isn't available]: Go to "Respondent Not Available"

Respondent on Phone

Hello, I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums.

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

IMLS recently launched the National Museum Survey, which is the first ever federal data collection for [DISCIPLINE TYPE]s like yours. On Monday, January 27th, we emailed [MUSEUM NAME] an invitation to take the National Museum Survey, do you recall receiving it?

YES -----Go to **YES 1**

DON'T KNOW/I'M NOT SURE-----Go to **DON'T KNOW 1**

NO-----Go to **NO 1**

YES 1 ----- Great, I'm glad to hear that! This survey is very important and will provide [MUSEUM NAME] with national level data to help you make decisions. It will also help inform the museum field, policymakers, and the public about the vital role that the nation's museums play in society. It doesn't look like [MUSEUM NAME] has completed the survey as of yet, will you be able to complete it soon?

- o **[YES]:** Great! If you have questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email to nms@imls.gov. Thank you for your time today. Have a nice day!
- o **[NO]:** This survey is very important, is there another person that may be able to be sure [MUSEUM NAME] completes the NMS?
 - o **[YES]:** Great! Can you provide me with their best contact information? *[Read it back to confirm the correct name and address.]* Please let them know to be on the lookout for the survey link. If any questions come up, please visit www.imls.gov/NMS for

additional information or contact us directly at nms@imls.gov. Thanks so much for taking the time to speak with us today! Have a nice day!

- o **[NO]:** I understand but we hope you'll be able to complete the survey soon. If you or anyone else at your institution has questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

DON'T KNOW 1 ----- The NMS requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. We are typically looking for responses from someone in an administrative role, like a CEO, director, head of finance, director of development, or director of communications to coordinate its completion. It might be one of those titles or a similar role at your [DISCIPLINE TYPE]. *[Caller will need to follow most logical step in script based on response to explanation. To be discussed more in training before calls are made.]*

[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

NO 1 ----- My apologies, let me check the contact information I have for you. *[Read it to confirm the correct name and address. Make any necessary corrections. Offer to resend if our information is correct and tell them to check spam/junk folder.]* Once you receive your link to the NMS, will you be able to complete the survey soon?

- o **[YES]:** Great! If you have questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!
- o **[NO]:** This survey is very important, is there another person at [MUSEUM NAME] that may be able to complete the NMS?
[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

- o **[YES]:** Great! Can you provide me with their best contact information? *[Read it back to confirm the correct name and address.]* Please let them know to be on the lookout for the survey link. If any questions come up, please visit www.imls.gov/NMS for additional information or contact us directly at nms@imls.gov. Thanks so much for taking the time to speak with us today! Have a nice day!
- o **[NO]:** I understand, but we hope to receive a response from [MUSEUM NAME] soon. If you or anyone else at your institution has questions about the NMS, or want more information, please visit www.imls.gov/NMS or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

Respondent Not Available

I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours. IMLS is currently conducting the National Museum Survey, the first ever national federal survey for [DISCIPLINE TYPE]s like [MUSEUM NAME].

[IF NEEDED FOR INTERVIEWER: IMLS is a sister agency to the National Endowment for the Arts and the National Endowment for the Humanities.]

Would you be able to direct me to their voicemail?

YES -----Go to **YES 2**

NO-----Go to **NO 2**

YES 2 ---- Great, thank you. *[Go to "Voicemail"]*

NO 2 ---- We are trying to reach them concerning the completion of the National Museum Survey, which requests high-level information about institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence. The deadline for completing it is quickly approaching. Can you tell me, do you think [POC NAME] is the best person to complete the survey for [MUSEUM NAME]?

[IF NEEDED FOR INTERVIEWER: The pilot NMS was run during the summer of 2023 and was well received by museum administrators for its ease of completion and value to the field.]

- o **[YES]:** Great, thank you so much! Can you please confirm we have the right email address for [POC NAME]? *[Read email and make corrections as needed. If we had wrong email, say we will resend or tell them to check email for the survey link.]* Please ask [POC NAME] to look in their email for the survey and complete it soon. Thanks so much for taking the time to speak with us today!
- o **[NO]:** Ok, maybe you can help me. This survey asks questions about the institutional characteristics, facilities, finances, human resources, admissions and visitors, and digital presence of [MUSEUM NAME]. Is there someone you think might be better suited to complete this survey?
 - o **[YES]:** Great, thank you. Could you provide me with their name, email address, and title? *[Read provided information back to confirm spelling as needed.]* Please ask [NAME PROVIDED] to look in their email for the survey and complete it soon. Thanks so much for taking the time to speak with us today!
 - o **[NO]:** I understand, maybe you can pass along the information to someone else when they're available. If you or anyone else at your institution has questions about the NMS, or want more information, please visit <https://www.imls.gov/NMS> or feel free to send us an email at nms@imls.gov. Thank you for your time today. Have a nice day!

Voicemail

Hello, I'm calling from ICF on behalf of the Institute of Museum and Library Services, commonly known as IMLS. IMLS is the primary source of federal funding for the nation's museums, including [DISCIPLINE TYPE]s like yours.

IMLS is currently running its National Museum Survey, which is a national data collection focused on museums. Once the survey is complete [MUSEUM NAME] will have access to aggregated data about institutions like yours to help inform decision making. Further, policymakers, the public, and the museum field at large will be able to use the findings to learn more about the vital role that the nation's museums play in society.

I am calling to let you know that on January 27th you should have received an official invitation to take this survey. I have [EMAIL ADDRESS] as the email address where the invitation was sent.

If you have any questions about the survey, please visit www.ims.gov/NMS. If you do not feel you are the best person to answer the survey or if we have the wrong email address to reach you, please send an email at nms@ims.gov so that we can adjust our records for future messages. Thanks, and have a great day!

Email 6 – Reminder Email

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Subject line: NMS Closes Soon for [MUSEUM NAME]!

Dear [Name/Colleague],

The National Museum Survey (NMS) closes **March 7th, 2025!**

Complete the survey – which should take less than an hour – before the deadline by clicking this [<unique survey link>](#).

Once complete, [MUSEUM NAME] will benefit from the NMS by having access to **the best museum data in the country**. That data will help inform the museum field, policymakers, and the public about the impact and reach of institutions like yours.

Your participation in the NMS is confidential and will not affect any current or future relationship with IMLS. Grant makers will not have access to any individual institution's answers.

For more information and for a reference guide that can help you prepare your responses, please visit <https://www.imls.gov/NMS>. If you have any questions, don't hesitate to send an email to nms@imls.gov.

Thank you for your participation. We need your help establishing this vital resource!

Sincerely,
Laura Huerta Migus
Deputy Director
Office of Museum Services
Institute of Museum and Library Services
P: 202-653-4717

Email 7 – Final Reminder Email

Please note, this communication is based on messaging from the pilot study and is modified based results from message testing in cognitive interviewing.

Subject line: Hurry—the NMS Deadline is FRIDAY!

Dear [Name/Colleague],

The last day to complete the National Museum Survey (NMS) is this Friday, **March 7th, 2025!**

Complete the NMS before the deadline by clicking this [unique survey link](#)!

Completing the survey is confidential and should take less than 1 hour, including any time needed to check institutional records.

The NMS will give [MUSEUM NAME] comprehensive national data on [DISCIPLINE TYPE]s like yours for the first time ever.

By contributing your insights, you're helping to shape our understanding of the scope and scale of museums across the country. Your participation in the NMS will not affect any current or future relationship with IMLS and grant makers will not have access to any individual institution's answers.

For more information and for a reference guide that can help you prepare your responses, please visit <https://www.imls.gov/NMS>. If you have any questions, don't hesitate to send an email to nms@imls.gov.

Sincerely,
Laura Huerta Migus
Deputy Director
Office of Museum Services
Institute of Museum and Library Services
P: 202-653-4717