

**Supporting Statement for Pilot Study of Participant Outcomes  
Survey for the Creative Forces®: NEA Military Healing Arts  
Network Community Arts Engagement Grant Program, Part B**

Last Updated: September 30, 2022

## **Table of Contents**

B.1 Respondent universe and sampling methods .....	3
B.2 Procedures for the collection of information.....	6
B.3 Methods to maximize the response rates and to deal with nonresponse .....	7
B.4 Test of procedures or methods to be undertaken.....	9
B.5 Individuals consulted on statistical aspects & individuals collecting and/or analyzing data.	12

## **Table of Attachments**

- Attachment A: Participant Outcomes Survey and other Instruments
- Attachment B: Participant Outcomes Survey Source Scales

## **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.**

For the pilot test of the Participant Outcomes Survey, data collection employing statistical methods consists of pre- and post-surveys of participants of community arts engagement programs, with a minimum of 350 participants across up to 10 grant projects. This section outlines the selection criteria that defines the sample for the study and describes the potential respondent universe and anticipated response rates.

### ***B.1.1 Sample for pilot testing: programs and participants***

The study's sample will be a purposive sample of grant recipients for the first cycle of the Creative Forces Community Engagement Grant Program. These grantees will be selected through a competitive panel process administered by the Mid-America Arts Alliance (M-AAA), acting as a cooperator for the National Endowment for the Arts. Grant applications are reviewed by an independent review panel coordinated by M-AAA consisting of arts professionals, including artists and creative arts therapists, targeted military-connected individuals, and laypersons, who reflect a wide geographic, ethnic, and minority representation as well as diverse aesthetic and cultural points of view. M-AAA will award approximately 25-30 matching grants for arts-based community engagement projects that engage targeted military-connected communities.

As noted in Supporting Statement Part A, the sample for this pilot test will consist of at least 350 participants across up to 10 grant projects. All participants in the selected programs will be asked to complete the survey at the beginning (pre) and end (post) of the program. Grant

projects will be selected for the pilot test based on the following criteria:

- Organization provides non-clinical arts engagement to one or more of the following military-connected populations exposed to trauma: active-duty service members, guardsmen, reservists, veterans, military and veteran families, caregivers, and health care workers providing care for military service members and veterans.
- Organization implements non-clinical arts engagement activities utilizing one of the following service delivery models:<sup>1</sup>
  - Ongoing Class/Other Ongoing Engagement: a class group, and/or ensemble that meets regularly for a distinct time period
  - Ongoing Drop-in Program: ongoing, drop-in programs, such as an open-studio, where participation may or may not be consistent
- Organization has planned activities during the pilot study implementation period (January through June 2023).
- Organization plans to collect enrollment data from participants in advance of the non-clinical arts engagement activities.

Funded activities may be in person, virtual, or offered through hybrid delivery and take place in a clinical, community, or virtual setting. Projects will be selected to ensure to the extent possible that a range of artistic disciplines and military populations (i.e., Active Duty Service Members, veterans, Guardsmen and/or reservists; military and veteran families; and caregivers and health care workers providing care for military service members and veterans) are represented within the pilot testing.

---

<sup>1</sup> These service delivery models are supported by the Community Engagement Grant Program.

### ***B.1.2 Response rates***

The target response rate for the pre survey is 60%, the threshold where potential biases are acceptably small. The research team will administer the survey to respondents of the pre survey at the time of their registration for the event or during the first session. Due to anticipated participant attrition from program activities and from the pilot study, response rates for the post survey are expected to be lower. There is little research from relevant programs to provide estimates of post-survey response rates. In a study of Creative Forces Community Projects,<sup>2</sup> response rates varied across sites, but several achieved rates of approximately 60%. We have chosen 50% as our estimated post-survey response rate. The pilot study design incorporates several specific strategies to help boost response rates (see section B3).

Other instruments are expected to have higher response rates. We anticipate that 83% of participants will grant permission for their enrollment form data to be shared with the contractor, and that 100% of grantee project directors will agree to participate in a follow-up discussion at the end of the survey administration period.

---

<sup>2</sup> Community Connections Projects study March 31, 2020, unpublished report. In this study of early Creative Forces community engagement projects, participants and program staff reported that participants are often reluctant to participate in surveys. The two main reasons were concerns about privacy and general survey fatigue among veterans and other military-connected individuals. However, participants also reported a high level of commitment to their Creative Forces community engagement program and strong relationships with staff and other participants. During the evaluation, some members of focus groups cited these two factors as their primary reasons for their participation in the focus group. Outreach methods take these concerns and factors into account.

**Exhibit 1. Estimated Number of Entities and Respondents for Pilot Survey and Other Instruments**

<b>Data Source</b>	<b>Timing of Data Collection</b>	<b>Respondents</b>	<b># Participating Organizations</b>	<b>Anticipated # of Respondents</b>	<b>Response Universe</b>	<b>Estimated Response Rate</b>
Enrollment Form	Prior to the beginning of the program	Community Engagement Program Participants	10	290	350	83%
Participant Outcomes Survey – Pre	Just after the beginning of the program	Community Engagement Program Participants	10	210	350	60%
Participant Outcomes Survey – Post	Just prior to the end of the program	Community Engagement Program Participants	10	175	350	50%
Interview Protocol	After end of survey administration period	Grantee Project Director	10	10	10	100%

**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 pilot study of the Participant Outcomes Survey is a one-time data collection using a web-based survey. The survey has a pre/post design matched at the individual level. As described in the previous section, the sample will be selected at the grantee organization level and will be based on a set of selection criteria described earlier. Information about grantees organizations will be obtained from grant applications and the Mid-America Arts Alliance (M-AAA), the agency’s cooperator. Contact and demographic information about participants will be collected through a program enrollment form administered by grantee organizations and shared

with the contractor provided the participant provides explicit permission to do so.

### **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.**

Multiple methods will be used to maximize response rates for the pilot study.

1. Require organizational commitment to the pilot test: As part of the Creative Forces Community Engagement Grant Program guidelines, grant recipients are required to participate in a robust structure of technical assistance provided by Creative Forces and M-AAA to facilitate project-level capacity building, including for monitoring, evaluation, and learning and data collection. Grant recipients are also required to utilize/complete participant/audience surveys developed and provided as part of the grant program. Participation in the pilot study is voluntary, however, and project directors will be invited to participate and asked to commit their organization to the six-month study period in advance of any data collection.
2. Directly support the role of program directors: Several steps will be taken to encourage maximum engagement of program directors. Before the pre-survey, directors will be invited to attend a remote training session led by the external evaluator at which they will receive a description of the origins and future use of the survey, learn about the purpose and process for the pilot testing, learn how to recruit participants and administer the enrollment form prior to participants' engagement in activities, and have an opportunity to ask questions. One researcher will be assigned to each organization to provide continuity in the collaboration and cultivate support for the project. The research team will be available to the directors throughout the study.

3. Manage survey administration externally: Although directors provide support and participants' enrollment data, they will not be responsible for administering the survey. The survey will be fully conducted by the research team rather than site-level staff to reduce burden to the staff, streamline the data collection process, and ensure confidentiality of responses.
4. Customize outreach and administration to program design: Outreach and implementation plans will be customized for each project, taking into consideration the service delivery model (i.e., ongoing class/other ongoing engagement, ongoing drop-in program) and timeframe. Programs will vary in length and may run at any time between January and June 2023. Rather than conducting the post survey on a common date, the post survey will occur immediately prior to the end of each program before contact with the participant is lost.
5. Use direct participant recruitment with ease of survey access: Individuals participating in the pilot study will be contacted individually by the research team via email and will be provided with a personalized link to the survey. Contact and demographic information on participants will be collected through an enrollment form provided to participating grant projects.
6. Provide email reminders to participants: Participants will receive at least three email reminders for both the pre and post survey according to the timeline for each project.
7. Monitor survey completion rates by program: Follow up with directors to troubleshoot issues (e.g., program dropout) to minimize low response rates.
8. Provide high levels of privacy and confidentiality: For respondents attending program activities requiring pre-enrollment, the invitation to the survey and the introduction in the survey will explain that an individual's survey access code is unique to this survey. When



the link is used, individual responses are entered into a database that does not include participants' names but links the responses made on surveys at the beginning and end of the program. Only the contract researchers have access to the database and responses. The connection between individuals and the unique link is kept in a separate, password protected file that only the researchers can access. No person associated with an individual's program or Creative Forces will be able to see an individual's survey or even know whether they participated in this study.

9. Inform respondents of the nature of the items: The survey includes arts-related items, as well as items pertaining to non-arts outcomes, such as social connectedness. Based on the results of cognitive testing, the introduction now alerts respondents to non-arts items related to other aspects of their lives.<sup>3</sup>
10. Avoid survey fatigue: The survey is estimated to take about 10 minutes, and items that share the same response scales are grouped to increase ease of responding to a subject area.
11. Show association with Creative Forces and the National Endowment for the Arts: The Creative Forces and National Endowment for the Arts logos will be used on communications with program staff and participants and on the survey. This will confer the significance and legitimacy of the survey.

#### **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**

---

<sup>3</sup> During cognitive testing of the survey, two of the nine interviewees raised concerns when the survey shifted from arts-related items to those reflecting the target outcomes. They recommended informing respondents of this shift in the introduction; otherwise, they might discontinue the survey. Adding the following statement appeared to reduce concerns for the remainder of the interviews: *People who have participated in community arts programs sometimes report that the program affects other areas of their lives not directly related to making art, such as their health, how connected they feel to other people, how they feel about themselves, or how they handle challenges. Thirty-two items focus on these things.*

**more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.**

In October 2021, the pilot survey underwent cognitive testing with 9 members of the military-connected population who were also involved in community arts engagement programs as staff members. The objectives of the testing were to detect issues of usability, clarity, and readability in the survey instrument. Changes were made to the survey instrument following the completion of cognitive testing.

Statistical analyses for this pilot data collection will include response analysis, item and scale analysis, and exploratory outcomes analysis, including by subgroup (i.e., military connected population, service delivery model) provided the participant count exceeds 50 for any subgroup.

#### ***B.4.1 Response and Item Analysis***

The steps listed above to increase response rates will help minimize nonresponse bias. Overall response rate will be calculated for each grantee organization and for each survey by dividing the number of pre and post survey respondents by the number of participants reported by the organization. To test for nonresponse biases, the demographics (age group, military connection, race/ethnicity, gender) of participants collected through the enrollment form will be compared with demographics of pre and post survey respondents. If statistically significant differences arise between respondents to the pre-survey and those who complete the post-survey, weighting will be employed in the outcomes analyses. Other potential sources of nonresponse bias, such as service delivery model and level of participation, will also be considered, and item-level response rates and patterns will be calculated. Depending on the results of these analyses, statistical procedures will be used to mitigate the impact of biases and missing data.

#### ***B.4.2 Scale Analysis***

The existing scales for *Social Connectedness*, *Resilience*, and *Independence and Successful Adaptation to Civilian Life* have established psychometric properties, must remain intact, and therefore require limited psychometric analyses. Cronbach's alpha will be calculated for those scales to determine whether the pre-existing, validated scales maintain the psychometric properties within the population and program context. Cronbach's alpha will also be used to test the internal consistency of the *Creative Expression* pilot items and which items do not contribute to the scale.

#### ***B.4.3 Outcomes Analysis***

To assess changes in the four outcome areas, change scores will be calculated from the post to pre for each of the subscales and two stand-alone items that address general health and well-being. We propose paired t-tests to analyze pre/post change, assuming the data meets the psychometric criteria. Outcomes will also be disaggregated and analyzed by demographic and program variables to determine whether change over time differs for subgroups or program features.

#### ***B.4.4 Implementation procedures and methodology***

The pilot study will also test the following procedures and methodology:

1. Coordination with program directors: This study and the future data collection will require coordination with program directors to access participants through enrollment form data. In both cases, funding agreements will require cooperation with the survey. During the pilot study, the contractor will provide information and instructions to guide program director involvement. At the end of the study, feedback from directors about the process will be obtained through an interview.
2. Method of matching pre and post survey responses: Enrollment data will provide the

contract researcher with contact information for participants, including an email address. Individual, unique codes will be generated for individual participants to access the survey. The unique code will allow the contract researcher to link the pre and post survey data.

3. Survey technology: The survey will be administered electronically and will be formatted for administration on mobile devices and computers.
4. Administration of the survey across multiple programs that use different implementation models and timeframes: The survey methodology needs to be flexible enough to accommodate different program models and timeframes, while protecting the survey’s statistical integrity. The pilot study will document these program variables and impacts on administration.

**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.**

The Arts Endowment contracted ProgramWorks to develop the Participant Outcomes Survey and to conduct cognitive testing. Veritas Management Group is contracted to conduct the pilot testing of the survey.

**Exhibit 2. Individuals Consulted**

Name	Title (Project Role)	Organizational Affiliation and Address	Phone Number
<b>Parties doing the data collection and analysis for the development of the survey and cognitive testing.</b>			
Shawn Bachtler	Project manager	ProgramWorks; 8155 13th Ave SW, Seattle, WA 98106	206-595-5878
Candace Gratama	Co-project manager	ProgramWorks; 8155 13th Ave SW, Seattle, WA 98106	206-229-8530
Kari Peterson	Statistical expertise and analysis	ProgramWorks; 8155 13th Ave SW, Seattle, WA 98106	206-697-1473

Name	Title (Project Role)	Organizational Affiliation and Address	Phone Number
<b>Parties doing the data collection and analysis for the Participant Outcome Pilot Survey.</b>			
Debra Holden	Project director	Veritas Management Group; 970 Autumn Close Alpharetta, GA 30004	919-824-0369
Gal Hal-Miller	Technical Assistance Plan Lead	Veritas Management Group; 970 Autumn Close Alpharetta, GA 30004	919-824-0369
Uduak Bassey	Project Management and Evaluation Support Implementation Plan Lead	Veritas Management Group; 970 Autumn Close Alpharetta, GA 30004	919-824-0369
National Endowment for the Arts staff consulted			
Patricia Moore Shaffer	Deputy Director   Research and Analysis	National Endowment for the Arts 400 7th Street SW   Washington DC 20506	202-682-5535
Melissa Menzer	Program Analyst   Research & Analysis	National Endowment for the Arts 400 7th Street SW   Washington DC 20506	202-682-5548