

8/17/2021
Survey Summer 2021

Blue Star Museums Participant Email to Invite to Respond

Dear Colleagues,

Thank you for participating in the 2021 Blue Star Museums program. We truly appreciate the museum experiences you have made possible this summer for active duty military personnel and their families. To help us improve the program, please complete a short survey by October 13, 2021.

Please [click here to begin the survey](#).

Thank you for making the 12th summer fantastic!

Wendy Clark

Director Museums, Visual Arts & Indemnity

National Endowment for the Arts

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Survey Summer 2021

Blue Star Museums Participant Email to Invite to Respond – Reminder Email

Dear Colleagues,

Thank you for participating in the 2021 Blue Star Museums program. We truly appreciate the museum experiences you have made possible this summer for active duty military personnel and their families. This is a friendly reminder to complete a short survey by October 20, 2021. Please disregard this reminder if you have already completed the survey.

To begin the survey, please [click here](#).

Thanks for your participation!

Wendy Clark

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Blue Star Museums Participant Survey Summer 2021

Thank you for participating in the Blue Star Museums (BSM) program in 2021. The National Endowment for the Arts (NEA) invites you to complete this survey to help the NEA improve the program, our customer service for participating museums, and understand the impact of this program on institutions/museums, active duty military personnel and their families, and the NEA. Please complete this form and submit by October 13, 2021.

Your participation is voluntary. You will not receive any compensation for responding to the survey. You may decline to answer any questions you wish. Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid Office of Management and Budget (OMB) control number. The OMB control number for this survey is OMB No. 3135-0130 (expires 02/29/2024).

The time required to provide responses to the survey questions is estimated to be approximately 20 minutes. Please contact Erin McKenna, Operations Research Analyst, NEA (mckennae@arts.gov) if you have any questions regarding the estimated time burden or any other aspect of this data collection.

Q1. Institution:
Institution Name: _____
Street Address: _____
City: _____
State: _____
Zip: _____

Q2. What is the estimated number of active duty military personnel (including National Guard and Reserve) and their families that took part in the Blue Star Museums Program? _____

Q2a. If your museum was a repeat participant in the program, was this an increase from last year? **Yes/No**

Q3. Did you have any special activities for the active-duty military families other than free admission? **Yes/No**

IF YES:

Q3a. Please describe any special activities for active-duty military families other than free admission: _____

- Q4a.** Please rate the degree to which the Blue Star Museums PR Toolkit, including the marketing materials (downloadable logo, ads, and postcard), was helpful in your outreach to media.
1) Not at all helpful
2) Somewhat helpful
3) Very helpful
- Q4b.** Please rate the degree to which the Blue Star Museums PR Toolkit, including the marketing materials (downloadable logo, ads, and postcard), was helpful in your outreach to your military community.
1) Not at all helpful
2) Somewhat helpful
3) Very helpful
- Q5.** Did you find the e-newsletter with promotional tips helpful? **Yes/No**
- Q6.** Are there any promotional tips or materials that we should change or add to the PR Toolkit to help you promote Blue Star Museums more effectively? **Yes/No**
- Q6a.** If yes, please describe: _____
- Q7.** Did you use any of the following social media platforms to promote your participation in Blue Star Museums (select all that apply)?
☐ **Twitter**
☐ **Instagram**
☐ **Facebook**
☐ **Other, please explain** _____
- Q7a.** Were there any barriers that kept you from using social media to promote your participation in Blue Star Museums? **Yes/No**
- Please explain _____
- Q8.** Does your institution have year-round opportunities for active-duty military personnel and their families? **Yes/No**
- Q8a.** If you answered yes, is your institution interested in being listed on the [Blue Star Museums “off-season” map](#) on the NEA website? The map will link to your website for more information and details. **Yes/No**
- Q9.** Can you share any quotes or testimonials from active-duty service members who have benefitted from a visit to your museum? *Do not include names or other personally identifiable information in your response.* _____

Q10. Did the Blue Star Museums program help your museum develop a better relationship with the local military community? **Yes/No**

Comments _____

Q11 Does your institution offer free or discounted admission for veterans (i.e. former or retired military personnel)?

Yes-free

Yes-discounted

No

Q12. Would you be interested in sponsoring a special military family event with our partner organization, Blue Star *Families*, in the coming season? **Yes/No**

Q13. Please tell us why your museum chose to participate in the program. (select all that apply)

- 1. To show appreciation for those who are serving in the military and their families.**
- 2. To connect with new audiences.**
- 3. To increase media coverage of our museum.**
- 4. Other, please explain: _____**

Q14. Are you planning to participate again next year? **Yes/No**

Q14a. If no, why not? _____

Q15. Is there anything else you would like to let us know?