
NA-2023 Request for Approval

1 message

NA-2023 Request for Approval <janice.hodson@nara.gov>

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Reply-To: surveys@nara.gov

To: surveys@nara.gov

Submitted on Wed, 04/20/2022 - 12:36

Submitted by: Janice Hodson

Submitted values are:

Submitter Information

Submitter Name

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Information Collection

Survey Title

On-site audience survey at JFK Presidential Library and Museum

Survey Purpose

To evaluate the interpretive effectiveness of the 30 yr old permanent exhibits by obtaining feedback from visitors. Info will be used to help reconsider content of the exhibits.

Survey Audience

On-site museum visitors

Start Date

06/04/2022

End Date

08/21/2022

Survey Question(s)

- **Question:** Is this your first visit to the JFK Library & Museum? (yes, no)
- **Question:** Where do you live? (city & state, or country)
- **Question:** How many people are in your group today? (# women, 18+, # men, 18+, # teens or children and their ages)
- **Question:** Your age? (check off categories by decade: 18-29, 30s, 40s, 50s, 60s, 70s, 80-99)
- **Question:** Your ethnic heritage? (check off categories, multiple answers allowed: African American, American Indian, Asian American, Hispanic/Latinx, Irish, white/Caucasian, another: specify)
- **Question:** How would you rate your experience here today, on a scale of 1 to 10? '1' means not at all interesting, '10' means extremely interesting, or any number in between? (a number from 1 to 10)
- **Question:** Can you tell me 1 or 2 things you really liked about the exhibits? (open end ed)
- **Question:** Did anything here connect with you personally, or not really? (yes, not really; if Yes: open-ended)
- **Question:** What feeling would you tell other people that these exhibits leave you with? (open ended)

- **Question:** What is your main “take away” about JFK and his Presidency? [if needed: “most memorable”?] (open ended)
- **Question:** Did these exhibits change your view of JFK and his administration, or not really? (yes, not really) In what sense? (open ended)
- **Question:** Which 2 themes were strongest in the exhibits? [after answers: Which 2 were less prominent or effective?] a: JFK accomplishments, b: Humanizing JFK, c: Convey feeling for 1960s, d: JFK’s views on human rights, e: Foreign relations, f: Inspiring people
- **Question:** These are some themes that you may or may not have seen here. For each one, tell me how good a job the exhibits did in communicating the idea. a: JFK accomplishments, b: Humanizing JFK, c: JFK on human rights, d: Inspiring people
- **Question:** Which of these would you prioritize for improvements (choose your top 3 or 4)? a) reduce crowding , b) not enough seating, c) out-of-date narratives, d) more cultural diversity, e) physical condition of exhibits, f) interactives, g) connections to today
- **Question:** There are several parts to the whole sequence of exhibits. (list, photo board) Let me ask about the campaign section. How would you rate that on a scale of 1 to 10(1: not at all interesting, 10: extremely interesting) Was the message there?
- **Question:** Did you ever feel like you were “in” the White House, or not really? Do you remember what gave you that sense of being there? How would you rate that area on a scale of 1 to 10?
- **Question:** Did you see the Cuban Missile Crisis theater? How would you rate that on a scale of 1 to 10?
- **Question:** Was there something memorable about the legacy and review of accomplishments at the end, or was it all kind of overwhelming at that point? What was memorable to you? How would you rate that area on a scale of 1 to 10?
- **Question:** For each of these, tell me if you thought it was Great, Good, Fair, or Didn’t See It. A: Campaign/Main St, B: Inauguration, C. White House corridor, D. Press room, E. Space Race, F. Peace Corps, G. Oval Office, H. Mrs. Kennedy area.
- **Question:** Which areas would you need to spend more time in to better understand them?

Additional Information

To obtain as much depth of understanding of the diversity of visitor perspectives as possible, while at the same time not over-burdening visitors with too many questions, two forms with variations of an interview format will be used. More than half of the questions will be the same on the two forms, but some questions will be asked in two ways (ex. Did anything here connect with you personally, or not really? And in what sense? vs. What feeling would you tell other people that these exhibits leave you with? Why?).

The ideal time for sampling visitors will be the summer months, because we suspect that there is more diversity in the summer months (higher proportions of families and a broader array of visitor types during summer, compared to during the school year). Therefore, we would like to begin the interview process in early June, and complete it by mid-August.

PII Collected

No

Incentives Provided

No

Requires OMB Approval

Yes

OMB Request for Approval under the Generic Clearance

Type of Information Collection

Customer Satisfaction Survey

Individuals or Households

400

Private Sector

400

State, Local, or Tribal Governments

0

Federal Government

0

Participation Time

7

Burden Hours

93

Federal Cost

\$0

Statistical Methods

Yes

Targeted Respondents

No

Sampling Plan

This on-site research will seek information from randomly-selected adults (age 18+) exiting the exhibits. The sampling unit will be visitor groups (adult parties of 1 or more people, families, no school/camp groups), and only one adult per visitor group will be sampled. The adult approached will be the first adult of the group to emerge from the exhibits. An introductory explanation will be given to the visitor, and interviewers will ask for their cooperation (e.g., May I ask you some questions to help us make decisions about the exhibits?). Preliminary testing of logistics (location for the interviewer to stand, where to have an easel with a photo board, etc.) suggests that we are likely to get a rate of 80-90% cooperation from visitors. The total sample size goal will be 400 visitor groups.

Administration of the Instrument

In-person

Interviewers

Yes

Certification

Yes

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