

2017 International Cultural Engagement/Exchanges Programming Survey

1. Introduction

Thank you for your willingness to participate in a survey designed to gather information on the ability of arts and cultural organizations and individuals, in a professional capacity, to engage in international cultural engagement/exchanges programming. For the purpose of this survey, the term "*international cultural engagement/exchanges programming*" is used inclusively for international arts and cultural activities (including mobility and touring) that may be classified as cultural exchange, cultural diplomacy or cultural relations.

This survey builds on a [previous survey](#) fielded in the US in 2008 and is conducted by [Aimee Fullman](#) (University of Westminster, London, UK) and [Dr. Carla Figueira](#) (Goldsmiths University of London). There are ten required multiple choice questions, with eighteen optional questions about specific programming, capacity, audiences, the use of technology, challenges, evaluation and lessons learned. It is estimated that this survey will take about a half an hour for those that have participated in these types of initiatives. You should have the option to save and complete in more than one session. All participants will receive an overview of the final results.

All responses are confidential and individual or organization information will not be shared or published without prior approval. A PDF version of this survey is available [here](#) and all required questions are marked by an *. If you have any questions please contact Aimee Fullman at aimee.fullman@gmail.com.

Your response will help us to inform current and future higher education and field initiatives to support arts and cultural organizations and professionals in continuing this important work. We plan to close the survey on May 24, 2017 at 11:59 EST; please contact us as soon as possible if you need an extension. Thank you in advance for your participation!

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2. Organizational Information

Please give us basic organizational/individual information for comparative purposes. Responses will remain confidential and individual information will be not be shared or published without prior permission. All questions in this section are required.

* 1. Please list the name of your organization, address, website, telephone number, email and primary contact in the box below.

Organization Name

Country

Email

Website

Address (City,
State/Province)

Primary Contact Name (for
any follow-up questions)

Tel

* 2. Please indicate your "organization" type.

- Individual
- NGO (Nongovernmental organisation)/Nonprofit (US-501 c 3)
- Foundation
- Commercial/Business (commercial) organisations
- Federal state organisations (e.g. in the US or Germany)
- Regional arts or cultural organisations (e.g. in the US: state or province level)
- Regional humanities organisation (e.g. in the US: state or province level)
- Local or municipal-level arts or cultural organization
- National government subsidized organisations (e.g. Arts Council England)
- Regional state(government)-subsidized organisations
- Local/Municipal government-subsidized organisations
- Higher education institution
- Public-Private Partnership / Mixed organisations
- Other

Other (please specify)

* 3. We would like to know more about your area of work. Please indicate artistic discipline or cultural area in which you operate. Check all that apply and provide additional information if relevant.

Band or ensemble (please indicate specific type)

Choral

Crafts

Dance (please indicate specific type)

Design

Higher Education

Folk Arts

Gastronomy

Humanities

Literature

Media Arts (please indicate specialty)

Museum (please indicate specialty)

Music (other, please specify type)

Opera

Orchestra

Theater

Visual Arts (please indicate specific type)

Other (please specify as well as subcategory if relevant)

4. How many full time employees do you have?

- 0
- 1-2
- 3-5
- 6-10
- 11-25
- 26-50
- 51-100
- 100+

* 5. What has been your average annual budget over the past five years (2012-2017) in USD?

- 0
- \$1,000-\$4,999
- \$5,000-\$9,999
- \$10,000-\$24,999
- \$25,000-\$49,999
- \$50,000-\$99,999
- \$100,000-\$249,999
- \$250,000-\$499,999
- \$500,000-\$999,999
- \$1,000,000-\$4,999,999
- \$5,000,000-\$9,999,999
- \$10,000,000-\$24,999,999
- \$25,000,000-\$49,999,999
- \$50,000,000-\$100,000,000

6. What are your sources of revenue (check all that apply and indicate percentage)?

- Ticket sales (Earned Income)
- Individual sponsorship/donation (Contributed Income)
- Membership fees (Earned Income)
- Foundation or Corporate Grants (Contributed Income)
- Community (local) grants (Contributed Income)
- City grants (Contributed Income)
- State grants (Contributed Income)
- Federal grants (Contributed Income)
- International (foreign source) grants

Other (please specify)

* 7. How many international cultural engagement/exchanges does your organization sponsor, organize or participate in annually?

- None
- One
- 2-5
- 5-10
- 10-25
- 25-50
- 50-100
- 100+

Please specify

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3. Program Information

This section seeks specific information about the types of international cultural engagement and cultural exchanges that arts and cultural organizations and individuals are engaged in. Question 9 is required.

8. Please provide your organization's or individual mission statement below.

* 9. Have you (as an individual arts/cultural professional) or your organization ever participated in international cultural engagement/exchanges?

- Yes
- No (If no skip to Question 13)

10. What kind of international cultural engagement/exchanges have you or your organization participated in? Check all that apply.

	Annually	Biannually	3-5 times per year	over 10 times annually
International Festival	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Residency	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabled (or participate in) hosting an international guest artist/performer/lecturer in home country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabled (or participate in) visit abroad of international guest artist/performer/lecturer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabled (or participate in) hosting international exhibition/performance/touring in home country	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enabled (or participate in) exhibitions/performance/touring abroad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intercultural Collaboration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Educational workshops	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People to people exchange	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Annually	Biannually	3-5 times per year	over 10 times annually
Arts and Cultural Management capacity building	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Arts in Embassies (US program)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural Envoy (US program)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
IPAM (US program)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twinning/Sister Cities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online engagement (please specify in other/comments section)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable (or participate in) language studies programmes or institutions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enable (or participate in) country studies programmes (e.g. Asian Studies, American Studies.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sponsored (or participated in) ERASMUS or Fulbright programme	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please specify for "other" and/or indicate any specific programs.

11. What is your average budget for international cultural engagement/exchanges in USD?

- \$0 or Not Applicable
- Less than \$25,000
- \$25,000-\$50,000
- \$50,000-75,000
- \$75,000-\$100,000
- \$100,000-\$250,000
- \$250,000-\$500,000
- \$500,000-\$1,000,000
- \$1,000,000-\$2,500,000
- Greater than \$2,500,000

Please indicate if this is an annual or by project figure

12. Why does your organization engage in international cultural engagement/exchanges? Please check all that apply.

- Mission related
- Source of Income
- Staff Training
- Development of art and or artists/participants
- Promotion
- Increased cultural and or mutual understanding
- In support of /raise awareness of specific social justice or policy issues
- Other (please specify)

13. If you or your organization has not participated in international cultural engagement/exchanges, please indicate why not below by checking all that apply.

- Lack of funding
- Lack of staff resources
- Withholding of taxes on foreign artists
- Logistical barriers
- Not interested
- Not a key audience
- Not enough information on opportunities
- Not in Mission
- Other local agency fills this role
- Visas

Other (please specify)

14. What challenges have you encountered in organizing and participating in international cultural engagement/exchanges? Please check all that apply.

- Not financially viable
- Visas
- Logistical Barriers
- Too difficult to coordinate
- Not enough information about opportunities

Other (please specify)

15. If you have participated in international cultural engagement/exchanges, please list which regions and countries you have engaged with as well as frequency:

16. Which countries and/or regions have been most difficult to engage with and why?

17. Which countries and/or regions have been easy to engage with and why?

18. What do you wish you had known before engaging in international cultural engagement/exchanges?

- Importance of language skills
- Challenges of financial sustainability
- More information to support logistics and travel
- How complicated it would be
- More expertise on visas
- More expertise on foreign taxes
- Importance of political connections
- Require payment for international touring upfront

Other (please specify)

19. What have you learned from participating in international cultural engagement/exchanges?

20. Do you think there is a need for specific education/professional training to support the development of international cultural engagement/exchanges?

- Yes
- No
- Comment field

21. What skills/knowledge would you value most learning or practicing in preparation for international cultural engagement/exchanges?

22. How does your organization primarily learn about international cultural engagement/exchanges?

- Create opportunities
- Newsletters and mailings
- Conferences
- Social Media (please specify below in comments)
- Personal Contacts
- Research
- Field visits
- Professional service organization/network (e.g. ENCATC, AAAE, American Association of Museums, Sound Diplomacy, IFACCA, IETM, Culture Action Europe etc.-please specify below in comments)
- National level arts and/or cultural agency/ministry (e.g. NEA, Arts Council England, DCMS etc.)-please specify below in comments
- National level cultural relations organization (e.g. British Council, Alliance Francaise, Goethe Institut etc.)- please specify below in comments
- National level foreign affairs agency (e.g. Ministry of Foreign Affairs)-please specify below in comments
- Supra-national organizations (e.g. EU, UNESCO etc.) -please specify below in comments
- Other (or please specify as directed above)

23. What criteria do you or your organization use to select international cultural engagement/exchanges?

- Potential for long-term exchange
- Historical significance
- Security factors
- Ability to enhance international profile
- Personal Interest
- Mission-related
- Geographic Region
- Appropriateness of partner or institution, venue, and audience
- Artistic Merit
- Financial Viability
- Diversity
- Experience of Partner
- Political Factors
- Other

Other (please specify)

24. Are you required by your funders and or governance structure to evaluate your international cultural engagement/exchanges?

- Yes
- No
- Sometimes (please comment)

Please specify if other

* 25. How do you evaluate the success of your international cultural engagement/exchanges?

- Anecdotes and Testimonials
- Audience/Visitor metrics
- Outreach and Publicity
- Level of artist participation/student enrollment
- Program Evaluations
- Reviews (audience and critical)
- Experience of the Participants
- Financial Indicators (Ticket sales, accounting)
- Repeat Invitations or Replication of Program Model
- Achievement of Artistic Goals
- Partner Feedback
- Number of partnerships
- Establishment of good will and long term relationships
- Fulfillment of established goals
- Artwork created
- Impact on artists
- Do not evaluate
- Other (please specify)

4. Audience Engagement

This section seeks to gather information about domestic and international audience engagement and response to programming.

26. Who are your target audiences abroad and at home?

	At Home	Abroad
Children (under 18)	<input type="radio"/>	<input type="radio"/>
Youth (18-25)	<input type="radio"/>	<input type="radio"/>
General Public	<input type="radio"/>	<input type="radio"/>
Women	<input type="radio"/>	<input type="radio"/>
Adults	<input type="radio"/>	<input type="radio"/>
Elites	<input type="radio"/>	<input type="radio"/>
Students	<input type="radio"/>	<input type="radio"/>
Museums	<input type="radio"/>	<input type="radio"/>
Art appreciators	<input type="radio"/>	<input type="radio"/>
Arts and Culture Professionals	<input type="radio"/>	<input type="radio"/>
Non-Culture Professionals	<input type="radio"/>	<input type="radio"/>
University Community	<input type="radio"/>	<input type="radio"/>

Other (please specify)

5. Use of Technology

This section is designed to gather information on the types of technology that arts and cultural organizations and individuals use both in their creative process, performances and to promote and disseminate their work. Question 25 is required.

* 27. What kinds of technology do you use to promote or disseminate your work?

- Organizational website
- Other websites
- Podcasts
- Blogs
- Wikis
- Photos/Images
- Video
- MP3 files
- Social Networking Sites (MySpace, Facebook, Twitter, Instagram etc.) - please specify in comments section.
- Online video sites (e.g. Youtube, Vimeo, Weibo)
- Don't use technology to promote or disseminate work

Other (please specify)

6. Cultural Diplomacy

Please let us know your thoughts on the relationship of arts organizations to cultural and public diplomacy efforts. Question #26 is required.

* 28. Do you feel that artists, arts/cultural managers and arts/cultural organizations have an important role to play in cultural diplomacy (government-sponsored activities) or cultural relations (building relationships through mutual trust and collaboration) efforts? Please comment below if you check "yes", "maybe" or "other".

Yes

No

Maybe

Clarify yes or maybe response

29. Have you or your organization's international cultural engagement/exchanges ever been directly supported by any of the following entities as part of a governmental-sponsored cultural diplomacy initiative or exchange?

	YES	NO
Your national/federal government (e.g. Foreign Ministry, Cultural Agency, British Council)	<input type="radio"/>	<input type="radio"/>
Another national government	<input type="radio"/>	<input type="radio"/>
International organization (e.g. UNESCO)	<input type="radio"/>	<input type="radio"/>
Supranational regional governmental organization (e.g. EU, ASEAN)	<input type="radio"/>	<input type="radio"/>
State or Provincial Level Government	<input type="radio"/>	<input type="radio"/>
Local level/municipal city or county government	<input type="radio"/>	<input type="radio"/>
Other (please specify)		
<input type="text"/>		

* 30. May we contact you further about your responses to this survey?

- Yes
- No

31. Final Thoughts, Comments or Questions.