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**Customized URL Links**

**for the AEP6 Audience Surveys**

**in Wake County**

The URL links (for use on tablet computers) to the electronic audience-intercept survey that has been customized specifically for Wake County can be found on **Page 3** of this document. Please read the important details below before using them.

**REMEMBER: There are TWO VERSIONS of each URL**.

1. **Any URL that includes** “**BIPOC-organizations**” must only be used to collect surveys from attendees to performances, events, exhibits, venues, and facilities that are hosted/sponsored by organizations that primarily serve a community of color. The AEP6 study defines a BIPOC arts and culture organization as an organization that has a **mission statement (or guiding principles, or primary purpose)** that is centered in advancing, creating, and/or preserving artistic and cultural traditions **rooted in communities of color**.

The AEP6 project team is relying on the United Arts Council of Raleigh and Wake County to identify the organizations and venues that meet these criteria. If you are concerned about the United Arts Council’s ability to identify organizations that meet the definition above, contact Dr. Genna Styles-Lyas, Director of AEP6 Community Engagement and Equity (202-371-2830 or [glyas@artsusa.org](mailto:glyas@artsusa.org)). *Genna can help you identify the specific organizations and venues where these surveys can be collected!*

1. **The other version of the URL** is intended for performances, events, exhibits, venues, and facilities hosted/sponsored by organizations that do not primarily serve a community of color.

**Both links provide access to the exact same survey experience**. The questions and formatting are exactly the same. The different links simply allow the researchers to track the source of each survey as having been collected from a BIPOC organization or a non-BIPOC organization according to the definition used for the AEP6 study.

**IMPORTANT THINGS TO CONSIDER**:

* **These links are designed for use on a tablet computer such as an Apple iPad or Google Chromebook**. They will also work on a laptop or desktop computer that could be set up at a table or booth in a high traffic area at a venue.
* The electronic versions of the survey require internet access—either an active wireless data plan, or access to a Wi-Fi network at the venue.
  + Americans for the Arts does not provide the hardware, nor the internet access required to use the electronic surveys.
* These links are designed in “kiosk-mode.” Each time an attendee completes the survey, the browser will refresh in 60 seconds back to the start of the survey.
  + If the next attendee is ready and waiting to fill out the survey, the interviewer (or the next survey participant) can simply **click the “Start New Response” button on the Thank You page, and the survey will immediately refresh back to the start**.
* The **surveys must be collected on-site**while audiences are attending an in-person activity.
  + **Do NOT** share a survey URL on **social media**.
  + **Do NOT** **email** a survey URL to audiences/attendees.
* **BE INTENTIONAL and use caution** when sharing your QR Codes with specific organizations.
* Americans for the Arts **cannot identify the specific organization or event** where each survey is submitted.
  + Each unique URL includes hidden programming that identifies the community to which it belongs, as well as whether or not the URL is intended for BIPOC organizations. **There is no method to identify the individual organization or event where a survey is collected**.
  + Coding errors that result from using the wrong URL will be very difficult—and perhaps impossible—to correct after the fact.
  + This process will not be perfect. Perfection is not real. **Simply be intentional, use caution, and do your best!**
* **Do not submit test responses. Ask the organizations that help you with this process not to submit test responses**. All responses will be considered valid responses.
* Technological errors are bound to occur from time to time.
  + There may be compatibility issues with older computers or operating systems.
  + An event may take place in a location that lacks internet access.
  + When possible, we recommend that paper surveys are available as a back-up.
* **The electronic survey includes English and Spanish translations only**. Each respondent can choose a preferred language by tapping the “globe” icon in the upper righthand corner of the survey. They can also toggle to a “larger-font” version.

Below are the customized URLs for your community. To use the URL, copy/paste (or carefully type) the appropriate link into a web browser’s internet address bar, and click enter.

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**Customized URLs for Wake County**

**For surveying attendees to BIPOC organizations**:

**https://surveys.americansforthearts.org/s3/NC-WakeCounty-BIPOC-organizations?\_\_output=kiosk**

**For surveying attendees to non-BIPOC organizations**:

**https://surveys.americansforthearts.org/s3/NC-WakeCounty?\_\_output=kiosk**

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**Customized URLs for the Town of Cary**

**For surveying attendees to BIPOC organizations**:

**https://surveys.americansforthearts.org/s3/NC-TownOfCary-BIPOC-organizations?\_\_output=kiosk**

**For surveying attendees to non-BIPOC organizations**:

**https://surveys.americansforthearts.org/s3/NC-TownOfCary?\_\_output=kiosk**