

Information Request Analysis

December 2016

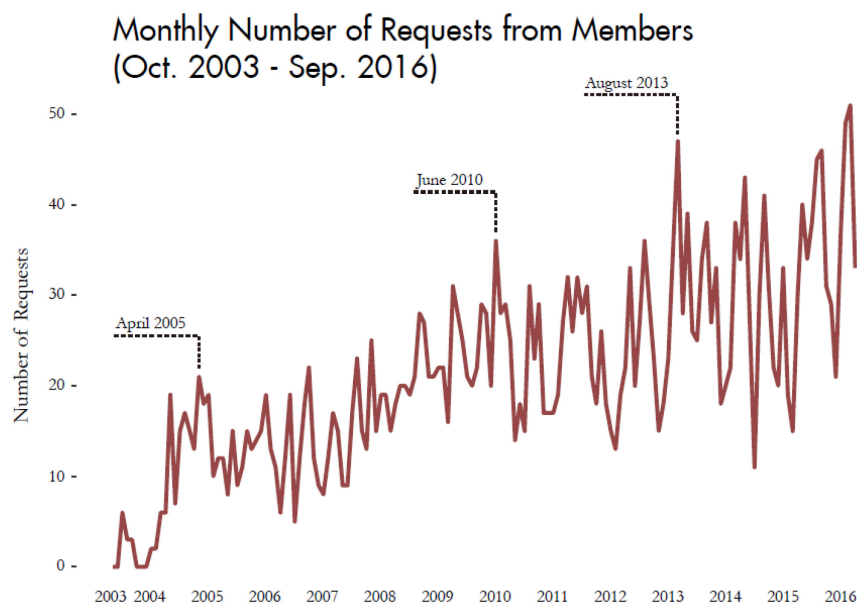
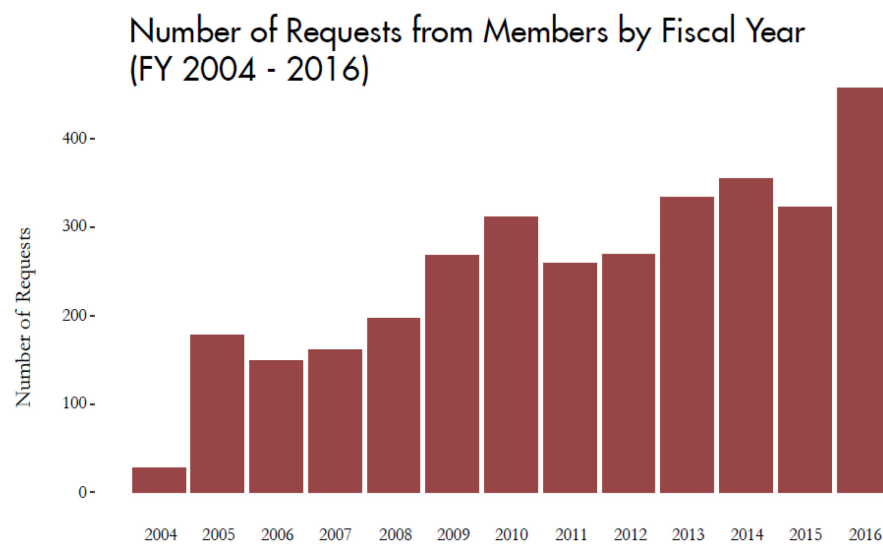
As part of a comprehensive planning effort, NASAA conducted a comprehensive review of data about our operating environment and the strategic trends that will affect our work in the years ahead. One important dimension of this assessment was an analysis of our on-call information services, to which NASAA devotes significant human and financial resources each year. Key questions about this aspect of NASAA's service portfolio include:

- **Has the volume of information requests changed over time?**
Volume trends will reflect the field's demand for NASAA's information services.
- **How do information requests ebb and flow throughout the year?** If patterns emerge, that could inform NASAA's operational planning.
- **Which members are the most and least active data users?**
Less active users might benefit from more outreach or orientation.
- **Which topics are increasing or declining in popularity?** Some broad category indicators can point us toward areas where more granular analysis of members' questions would be productive.

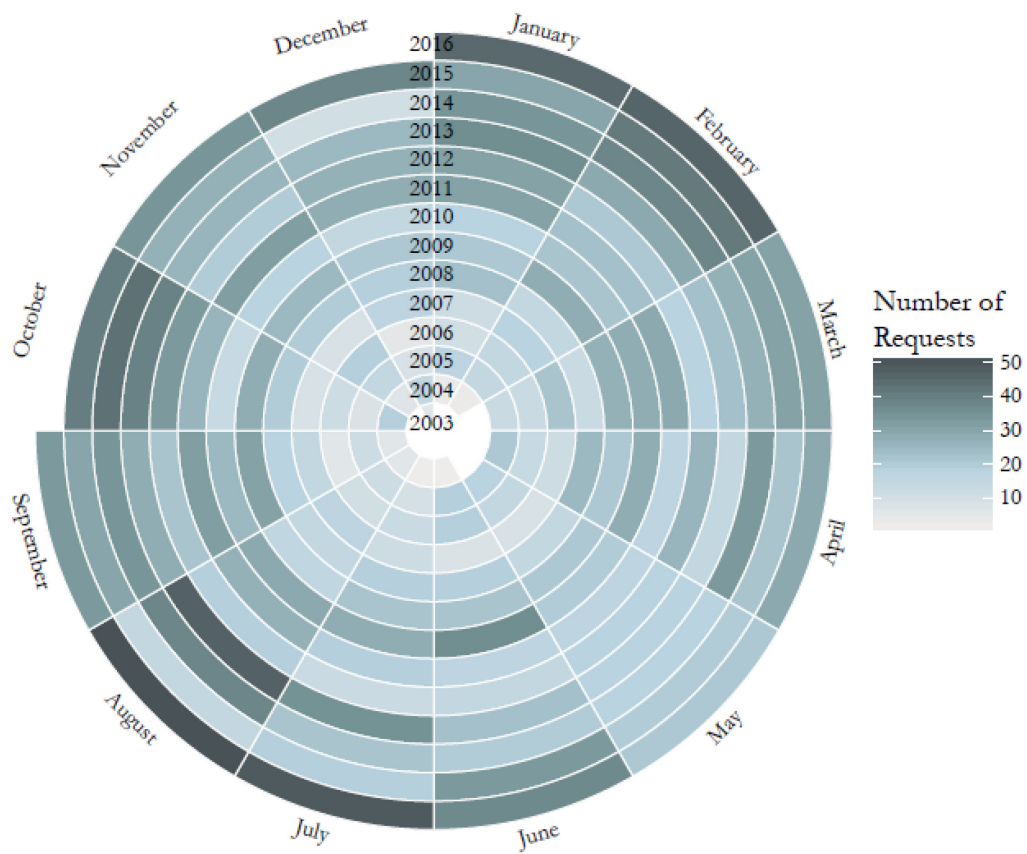
To gain insights into these questions NASAA conducted a study of 3,716 information request transactions completed by NASAA between October 2003 and September 2016. The analysis was conducted by Claire Chang Liu, NASAA Research Intern, using the R statistical computing platform, under the supervision of NASAA Research Director Ryan Stubbs. The findings are summarized below.

In addition to these trend highlights, NASAA compiles detailed reports of information requests received on a semi-annual basis. These reports illuminate hot topics and provide examples of requests received during each six month period. The latest iteration of this summary may be found in the [Ask NASAA](#) section of our website.

I. Overall Trends

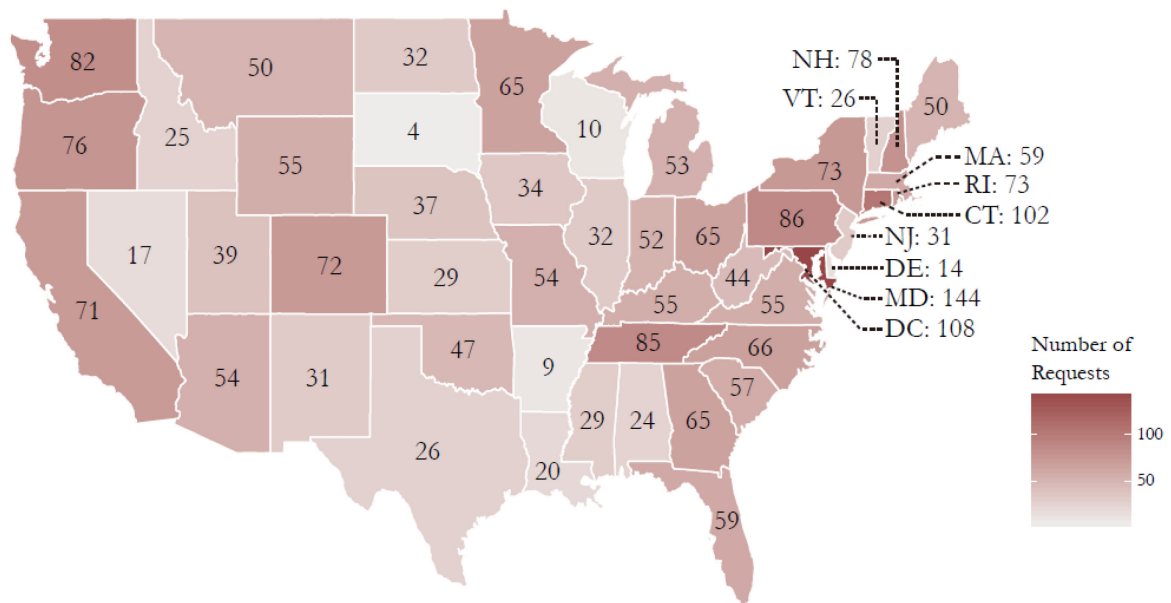


Monthly Number of Requests from Members (Oct. 2003 - Sep. 2016)

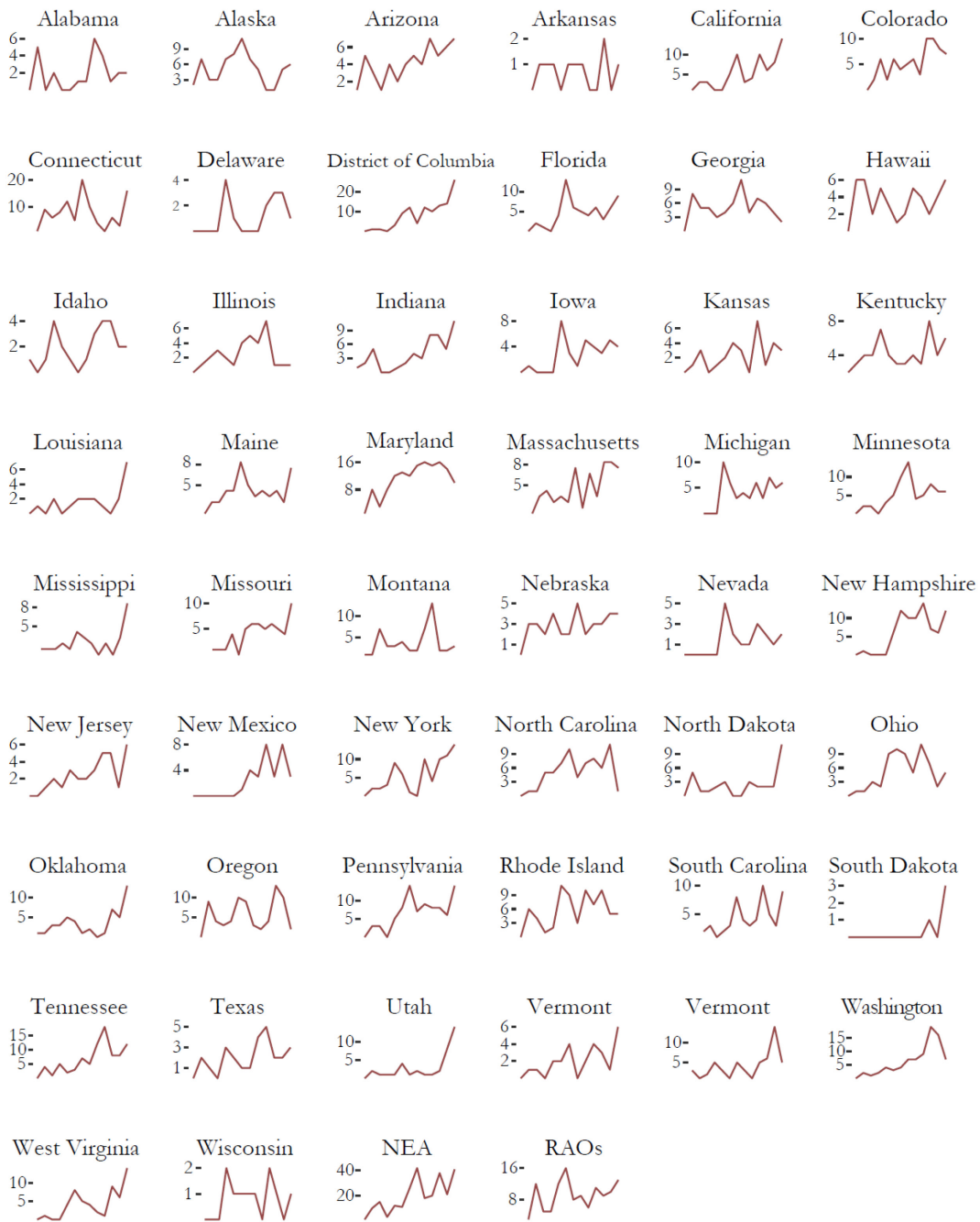


II. Geographic Patterns

Total Number of Requests from Members by State
(FY 2004 -2016)

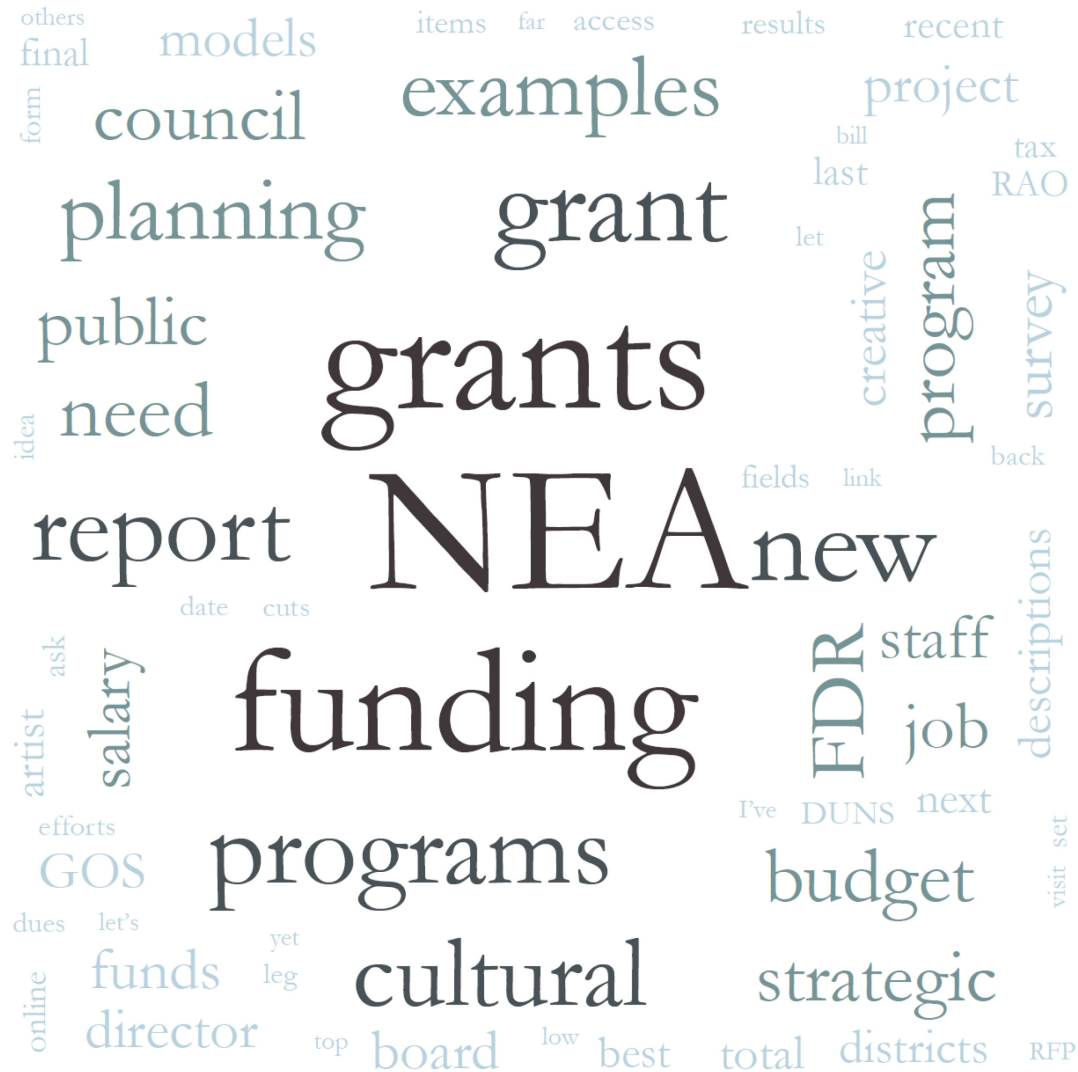


Number of Requests by State (FY 2004 - 2016)



III. Keyword Analysis

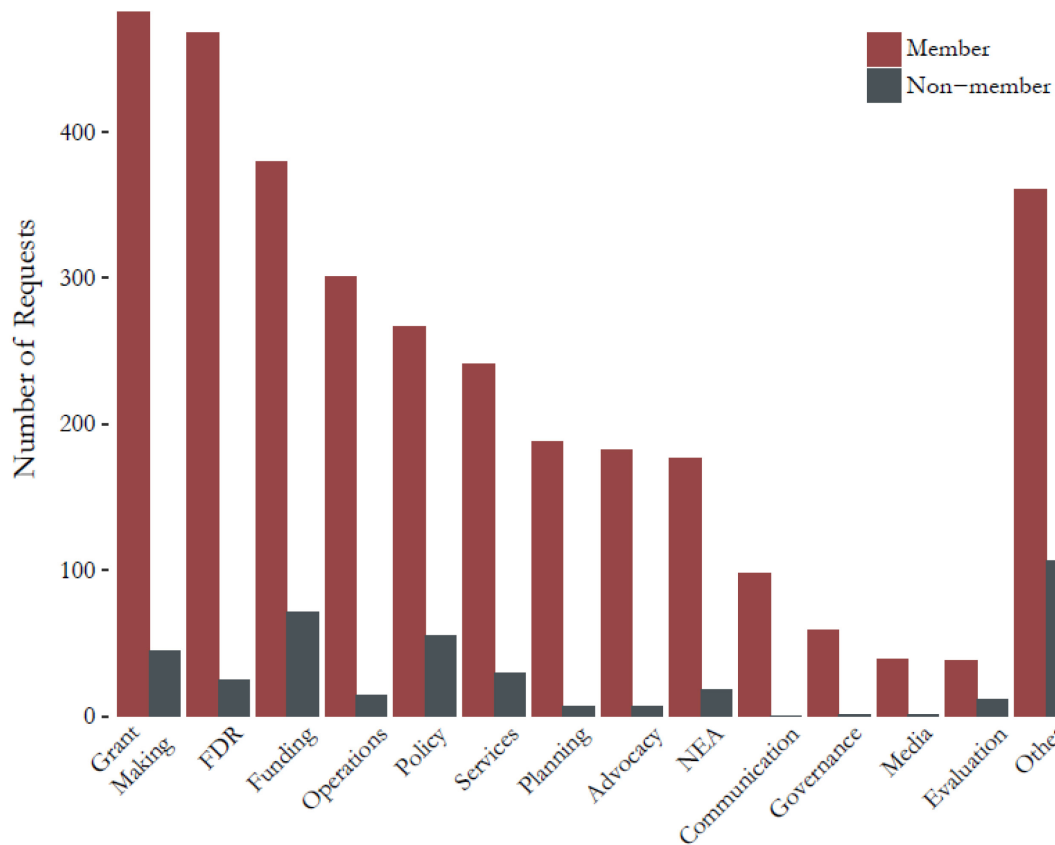
Requests from Members



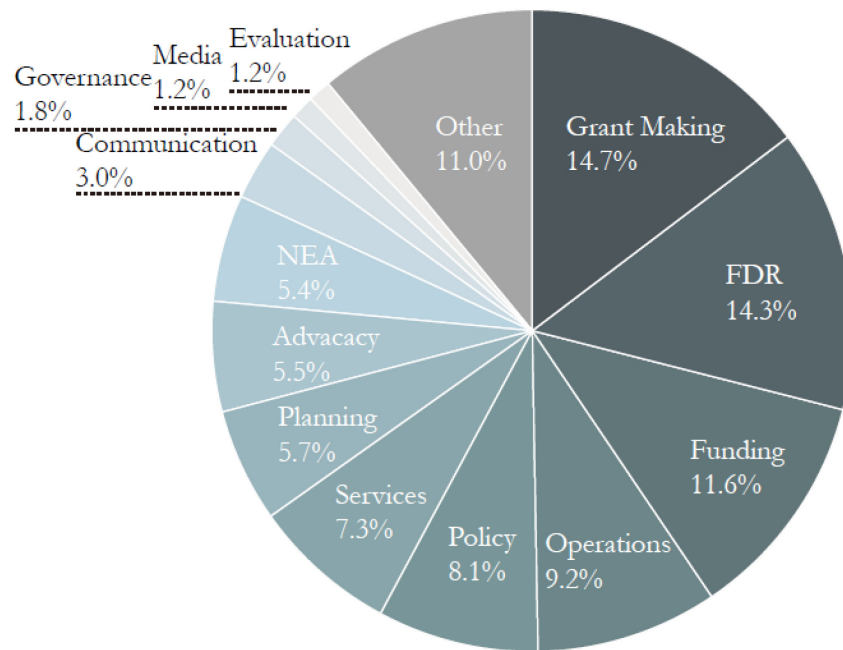
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IV. Topical Category Classifications

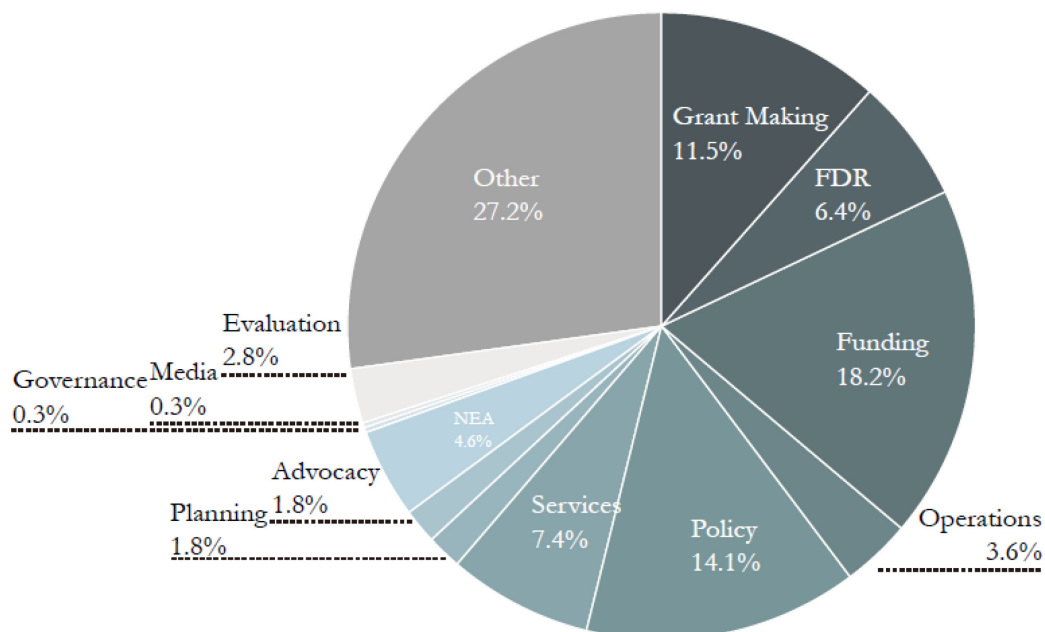
Requests by Category and Membership Status
(FY 2004 - 2016)



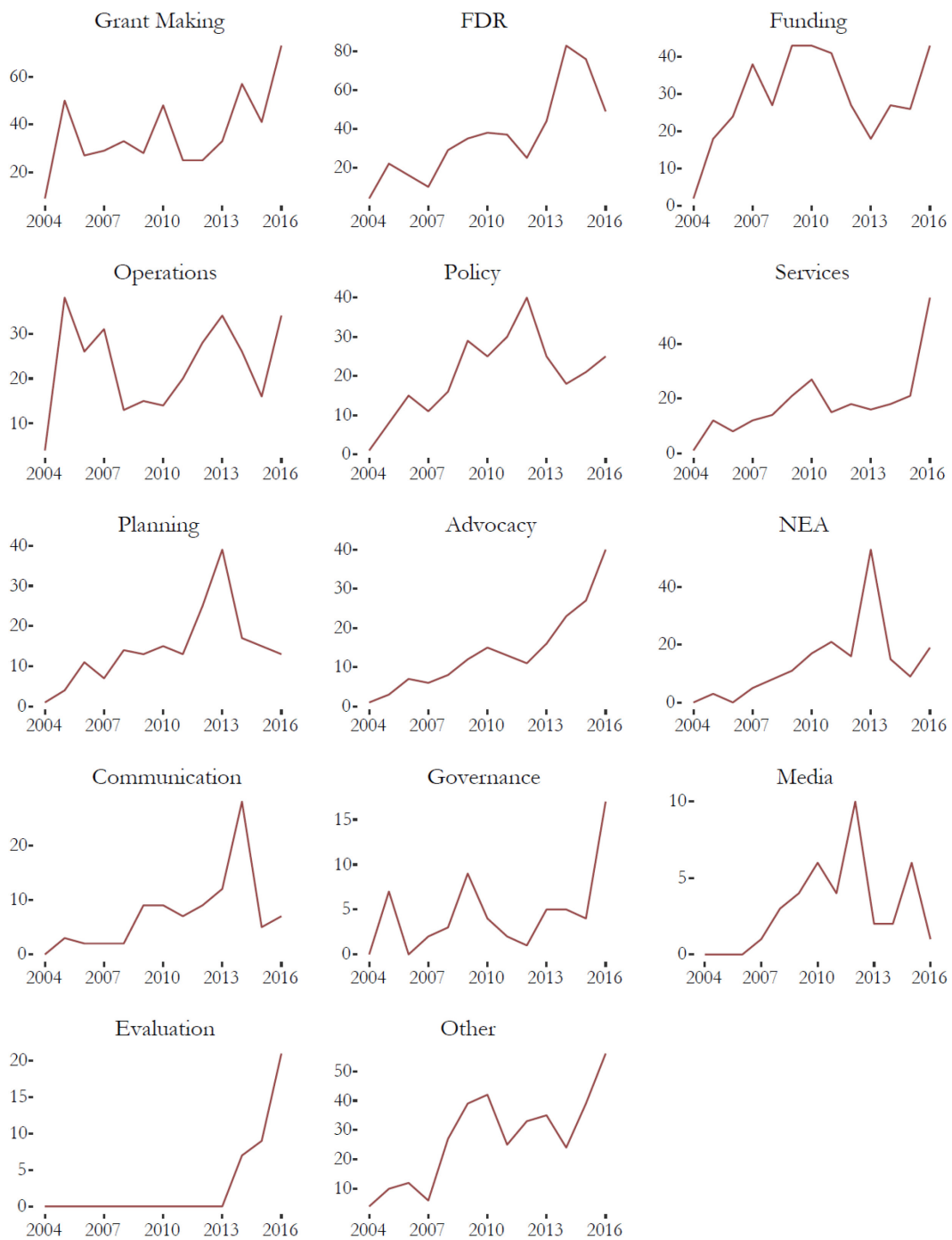
Percentage of Requests from Members by Category
(FY 2004 - 2016)



Percentage of Requests from Non-Members by Category
(FY 2004 - 2016)



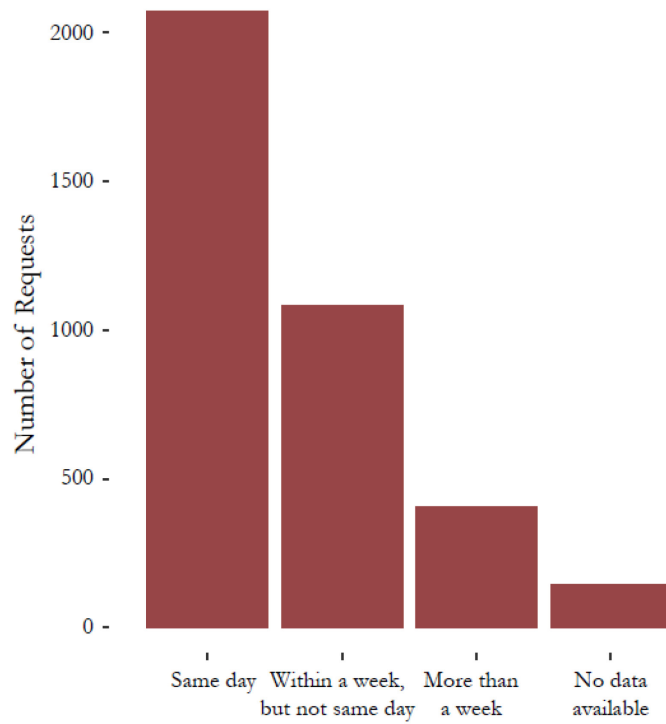
Number of Requests from Members by Category and Fiscal Year (FY 2004 - 2016)



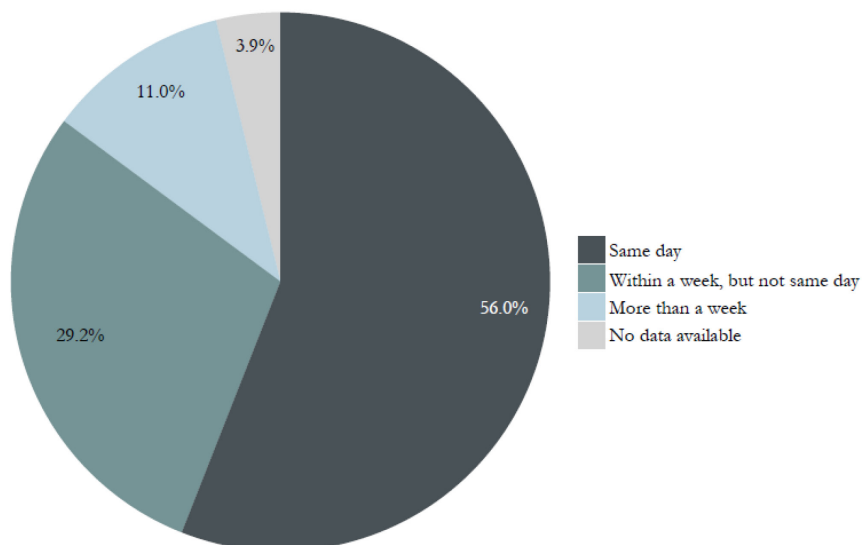
Note: "Evaluation" was added as a new category in 2013.

V. Response Time

Response Time for Request Fulfillment
(FY 2004 - 2016)

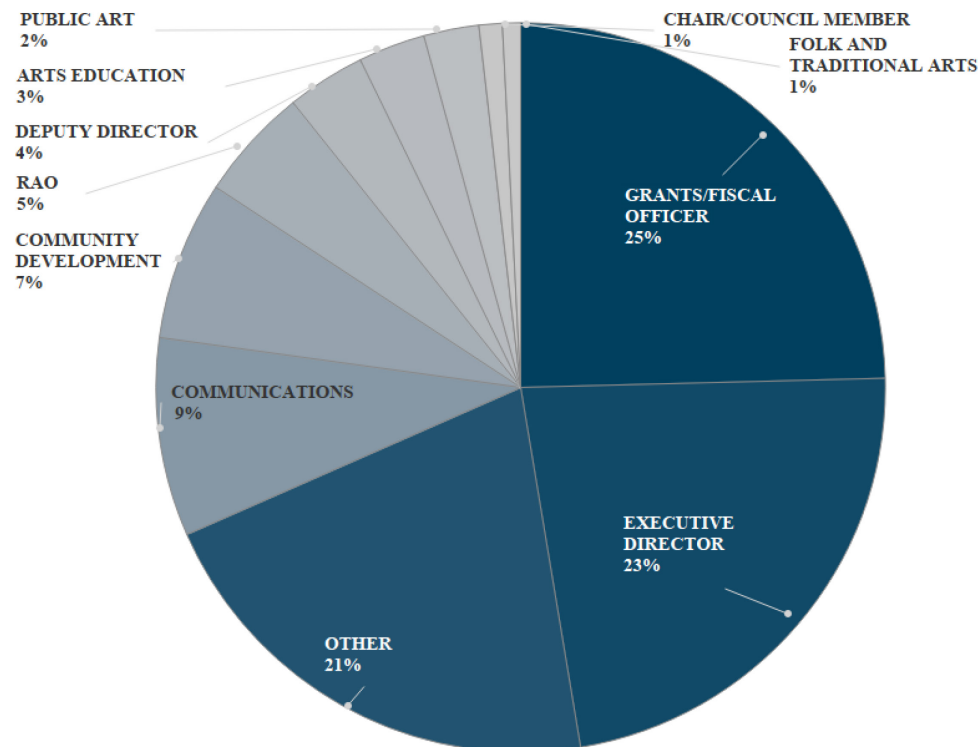


Response Time for Request Fulfillment
(FY 2004 - 2016)



V. Requests by State Arts Agency Job Function

Percentage of Total Requests by Job Function
(FY2004-FY2016)



Individuals in SAAs often hold multiple positions. "Other" includes a variety of administrative and programmatic positions including executive assistants, administrative managers and accessibility coordinators.

Percentage of Total Requests by Job Function and Category
(FY2004-FY2016)

FUNCTION	ADV	COMM	EVAL	FDR	FUND	GOV	GRANT	MEDIA	NEA	OPS	OTHER	PLAN	POLICY	SERV
ARTS EDUCATION	0.06%	0.06%	0.06%	0.73%	0.11%		0.45%		0.22%	0.28%	0.56%	0.11%	0.17%	1.24%
CHAIR & COUNCIL MEMBER	1.52%	0.17%	0.06%		0.96%	0.22%	0.28%		0.28%	0.51%	0.45%	0.51%	0.56%	0.22%
COMMUNICATIONS	0.79%	0.22%	0.06%	0.17%	1.74%	0.11%	0.84%	0.17%	0.45%	0.39%	0.90%	0.62%	0.62%	0.79%
COMMUNITY DEVELOPMENT	0.22%	0.67%	0.11%	0.62%	0.39%	0.11%	0.62%	0.06%	0.11%	0.22%	0.84%	0.06%	0.62%	0.62%
DEPUTY DIRECTOR		0.22%	0.11%	0.51%	1.12%		0.51%			0.67%	0.39%	0.22%		0.22%
EXECUTIVE DIRECTOR	3.04%	0.51%	0.28%	0.73%	4.33%	0.96%	3.77%	0.34%	2.19%	4.05%	3.93%	3.09%	3.60%	3.09%
FOLK AND TRADITIONAL ARTS		0.17%		0.06%					0.06%	0.06%				0.22%
GRANTS & FISCAL OFFICER	0.11%	0.67%	0.34%	11.24%	1.41%	0.17%	4.83%		0.96%	0.84%	1.52%	0.62%	0.67%	0.45%
OTHER STAFF	0.22%	0.45%	0.17%	1.85%	1.07%	0.17%	3.15%	0.17%	0.22%	1.01%	1.29%	0.22%	0.79%	1.24%
PUBLIC ART	0.06%			0.11%	0.11%	0.06%	0.17%		0.06%		0.11%	0.06%	0.73%	0.22%
RAO	0.06%	0.06%	0.06%	0.11%	0.17%	0.06%	0.06%	0.06%	0.06%	0.17%	0.22%			