Focus Group Evaluation of the Espanol Web Site
2007 Tax Forum Focus Groups
Screener's Guide

Hello, my name is ______________________. I work for the IRS and I am recruiting tax professionals to participate in a focus group. May I please speak to you for a few minutes?

The IRS is working to provide products and services, including outreach and education, to Limited English Proficient (LEP) taxpayers. Working towards this goal, the IRS has developed a web site to assist Spanish speaking LEP taxpayers understand their tax responsibility.

The purpose of this study is to seek comments and suggestions from tax professionals who are familiar with the Espanol web site.

If you are interested in participating, I need to ask you some qualifying questions.

These questions should take no more than three minutes of your time. If you are eligible and wish to participate, the discussion and viewing of the web site will take approximately two hours.

1545-1349

If you would like, I can give you a name and address where you can send comments and questions regarding this time estimate. The Paperwork Reduction Act requires that the IRS display an OMB control number on all public information requests. The OMB Control Number for this study is . Also, if you have any comments regarding the time estimates associated with this study or suggestions on making this process simpler, please write to:

Internal Revenue Service,
Tax Products Coordinating Committee,
SE:W:CAR:MP:T:T:SP,
1111 Constitution Ave. NW,
Washington, DC 20224**.**

Are you interested in participating? (*If yes, continue with questions*)

1. **Which of the following best describes the type of returns you prepare most frequently?**

   [ ] Individual………………………………...Yes
   [ ] Business…………………………………Thank them and let them go. If they ask tell them we are only looking for preparers who service individuals because the product we are testing is for individual taxpayers.

2. **Because this web site is geared towards Spanish speaking individuals, we would like to obtain feedback from tax professionals whose client base is mostly Spanish speaking. Are the majority of your clients Spanish speaking?**

[ ] Yes……………………………………….Go to Question #3
[ ] No………………………………………. Thank them and let them go. If they ask tell them we are only looking for preparers who service Spanish speaking individuals because the product we are testing is for individual Spanish speaking taxpayers.

3. **Are you bilingual? Do you speak Spanish?**

[ ] Yes……………………… Go to Question #4
[ ] No……………………… Thank them and let them go. If they ask tell them we are only looking for preparers who service Spanish speaking individuals because the product we are testing is for individual Spanish speaking taxpayers.

4. **Have you used the Espanol web site?**
[ ] Yes……………………………………….Extend invitation to participate
[ ] No………………………………………. Thank them and let them go. If they ask tell them we are only looking for preparers who have used the Espanol web site.

When invitation to participate is extended, please restate that they will be participating with other tax professionals.

After securing respondent agreement to participate, record information below and give the participant a reminder card.

Participant's First Name (first name only) ___________________________________

Reminder Card

Focus Group: Evaluation of the IRS Espanol Web Site

*Date of Focus Group Session*____

*Time of Focus Group Session*____

*Location of Focus Group Session*____

Recruiters: Please use this box to tally the attempts to recruit practitioners. At the completion of the project, we must report to OMB the number of requests or attempts to recruit practitioners for the focus group. After recruiting is completed, give the tally to the moderator of your focus group. The moderator will total the recruit attempts at this forum.

TALLY ATTEMPTS TO RECRUIT PRACTITIONERS FOR FOCUS GROUP

Moderator’s Guide
Project 2-07-27-2-014N
Focus Group Evaluation of the Espanol Web Site

INTRODUCTION

Hello! My name is ____________and I am a focus group moderator for the Internal Revenue Service. _________________ will be taking notes of the session. I am conducting a series of focus group interviews with tax professionals who prepare tax returns for Spanish speaking clients. I am talking with tax professionals at the 2007 IRS Tax Forums. The purpose of this focus group is to get your input on the Espanol web site. First, you will navigate the web site, which should take about half an hour. Then, we will ask for your comments on how to make it more understandable and user friendly.

This discussion is being held with tax professionals in different cities across the country.

We appreciate you taking the time to participate in this discussion. Your comments are very important to us and will be used to make any necessary improvements to the web site.

WHAT ARE FOCUS GROUPS?

Has anyone here ever participated in a focus group? **(Ask for a show of hands. State number for recording).**

A focus group is simply a group discussion with the purpose of obtaining a diversity of views, ideas and opinions on a particular topic. IRS uses information from focus groups to make decisions on new products and services and ways to improve our current products and services.

WHAT IS A MODERATOR?

My job as moderator is to:

- Help guide the flow of conversation
- Make sure everyone’s comments are heard
- Ensure that questions about various aspects of the topic are covered

You'll see me referring to this outline during our session. The outline includes all issues I need to raise with the group, and helps me keep the discussion on track. It is important that we cover all of the issues. Therefore, I may at times have to break off the conversation in order to move on to another area on the guide.

Disclosures

1. **Confidentiality.** Everything that you say here will be kept strictly confidential. We will use first names only and names will not be used in the report. You will remain anonymous to the IRS and are free to tell me what you think.

2. **Voluntary Participation**. Your participation in this group is entirely voluntary. You do not have to answer any questions that you do not wish to answer but keep in mind; there are no wrong answers.

3. **Time.** I will be watching our time and directing our conversation. We will be here for about 2 hours. A formal break has not been scheduled but if you need to stretch, go to the restroom, or walk around a little, please feel free to do so but please come back quickly. Your comments are very important to us.

4. **OMB.** We are required by law to report to you the OMB control number for this public information request. That number is **XXXX-XXXX**.

5. **Audio taping-** Because it is hard to listen and capture all your comments on notes, we are audio taping this session so I can write an accurate report later. Your name will not be used in the report but the tapes will help me to remember the valuable input you give me to share with the Service. (**Note to moderator: if anyone voices concern also mention to them that the note taker can't write as fast they speak nor can they remember everything after traveling to the 3 different cities over a three month period.)**

6. **Thanks.** Thank you for arranging your schedule to be here for this session today. We appreciate your time and your contributions to this study.

The following are ground rules about how the discussion should work:

Ground Rules

1. Please talk one at a time in a voice as loud as mine.

2. Avoid side conversations with your neighbors.

3. We would like to hear from everyone in the course of the discussion, but you don't have to answer every question.

4. Feel free to respond directly to someone who has made a point. You don't have to address your comments to me.

5. Say what is true for you. We are not looking for consensus opinions, but are expecting to hear diverse perspectives.

6. We will observe the no smoking rule during this session.

7. As I mentioned earlier, I am an employee of IRS. However, I am not a tax expert and I am unable to assist you with specific tax issues. So please refrain from specific tax issue discussions or questions during this session.

Group Introductions

Icebreaker:

Please introduce yourself to the group by telling us:
- Your first name
- What city you practice in
- What motivated you to come talk to the IRS

"Focus Group Evaluation of the Espanol Web Site"

Note to moderator: Prior to logging on to the Espanol web site, distribute a pad of paper and pencil to each participant. Thank everyone for coming again and restate purpose below:

Before we get started with viewing the web site, I'd like to remind all of you that the purpose of this focus group is to get your honest feedback on this web site. We really value your opinion at the IRS. We believe that obtaining your opinion will help us design a better product for both you and the taxpayer. We'd like you to give us specific feedback about design, content, and visual concepts from your perspective. Let us know if you think any of the images that appear on the web site are or might be construed as offensive, derogatory or stereotypical in any way. We would like to target taxpayers who are recent immigrants, new to the tax system, as well as those that have been in the US for awhile and may, due to language barriers not be as familiar with the tax system and the filing system as they could or should be. We are soliciting your opinions as practitioners because most of these taxpayers are clients and/or potential clients to you. Since you interact with them on a one to one basis you can truly assist in identifying your needs for tax information/education.

Please feel free to take notes as you navigate the web site, if you feel it will help you remember more details about what you would like to share with us. (Moderator: emphasize that note-taking is strictly voluntary, if anyone voices concern)

Navigate the Web Site

1. Let's talk about the web site you've just navigated. Tell me what your first impressions are:

- **Probe**: **Does the web site provide all the information needed for you to assist your clients in complying with their tax responsibility?**
    - **Is there too much information? If so, what should be removed?**
    - **Should additional information/topics be added?**
    - **Which topics are most useful?**
    - **Do you feel the web site content is too complicated?**
    - **Do you feel the web site is practical?**

2. Is the web site easy to navigate?

- **Probe**
  - **Are the navigation buttons easy to use/find?**
  - **Is it easy to navigate through the screens?**
  - **Did you have any problems going from one screen to the next?**
  - **Does the web site direct you where to go for additional tax information? Tax assistance? Tax Forms/Publications? Refunds?**

3. Tell me what you think about the screen design?

- **Probe**
  - **Is it easy to read? Is the font large enough for a person who has difficulty seeing to see and understand it?**
  - **How about the colors used on the screens? Are the visually pleasing or are they distracting from the message?**
  - **Are the titles informative/too short?**

4. Is the language easy to understand?

- **Probe**
  - **Is it too technical? Are there too many technical words?**
  - **What do you think about the tone of the language?**
  - **Are there words/terms that are used that are inappropriate?**

5. We are going to complete a very quick exercise. Using the blank paper we distributed earlier, please take a moment to rate the web site using a letter grade for example “A” is excellent and “F” is poor.

Give them a minute. Starting on my left and going round the table, tell me the grade you gave the web site and why.

Probe: Depending on the grades, if all As don’t bother, but if there are Bs or Cs or lower… Ask ..What can we do to make the web site an “A”?

6. Do you have any other suggestions for improving the web site?

Thank you for sharing your ideas with me today. Your feedback will be used to make the web site more user-friendly and understandable. Thanks again!

2007 Survey on LEP Vital Documents at the Tax Practitioner Forums

Intended Audience for Survey Questionnaire: Attendees at 2007 Tax Forums

Note to Reviewers of Survey Questionnaire

Purpose of Survey

--To capture qualitative data on documents that Tax Forums Attendees deem vital for translation.

--Data will be considered along with other qualitative and quantitative data to determine whether the documents should be or continue to be designated as vital for translation.

Survey Development

--Demographic questions 1-4 were developed based on analytical requirements such as size of non-English speaking clientele, language preference, location of survey participant, etc. (Space for demographic data collection is constrained due to the number of documents the survey wants the participant to consider) – Based on lessons learned from previous survey administration survey is being confined to one page.

--Categories were identified based on findings of prior surveys and focus groups with tax practitioners and other external stakeholders. Public use documents have been associated with each topic. Respondents are being asked to rank a specific number of documents under each category.

Attachment 1

Administrative Instructions for the Questionnaire Administrator
Nationwide Tax Forum 2007 Booth Survey
on LEP Vital Documents

Thank you for being a Questionnaire Administrator. The responses from this questionnaire will help the IRS in deciding which vital documents may be translated. Please distribute as many questionnaires as possible at your Tax Forum. The IRS values the Tax Forums attendees' opinions about which documents are vital for translation. It is important for us to gather as much information as possible from the attendees on the survey at the Tax Forums. You should follow step-by-step instructions below for administering this questionnaire.

Distribution and Administration of Questionnaire Forms

When placing blank questionnaire forms on the table counter at the booth:

1. Initially, for distribution to attendees, place the questionnaire forms in a large group, numbered 1 through 300, on the table counter at the booth.
2. Limit one questionnaire form to one questionnaire participant.
3. Brief the potential questionnaire participant about the purpose of the questionnaire – it is to gather Tax Forums attendees opinions on which IRS documents should be translated. Ranking of the documents for translation is essential.
4. Screen questionnaire participants by asking Question 1 on survey, "Do you have clients who have difficulty speaking or understanding English?" If the answer is no, the questionnaire does not need to be completed by that participant.
5. Help questionnaire participants as needed on how to complete the questionnaire. Remind ranking of documents is essential.
6. As questionnaires are completed and handed in, Thank participant and do a quick review of the questionnaire form to make sure that it has been completed, if completed put in questionnaire collection envelope. If not complete, ask questionnaire participant to complete. If they refuse to complete for any reason, don't push, just say Thank you and let them go and put questionnaire form in questionnaire collection envelope. Attendee comments may be entered on back of questionnaire.
7. Once the initial group of questionnaire forms is exhausted, place additional questionnaire forms, in groups of 50, on the table counter at the booth, repeat this process until no more participants need questionnaire forms.
8. Return **all** questionnaires in the questionnaire collection envelope provided; including incomplete forms, left over forms, etc. and submit within 1 day at the end of the Tax Forum return to the office of the IRS W&I survey reviewer, Sharese Stevens, Policy Analyst, MLISO, New Carrollton Federal Building, 5000 Ellin Road, Lanham, MD 20706-1348.

1. Do you have clients who have difficulty communicating in English?
__NO (STOP) __YES **# of Clients w/English Difficulty __________**

***2.* IF YES, What language(s) do you service?**
__ Spanish # Clients __<100 __101-200 __201-500 __500+
__ Other_____________ # Clients __<100 __101-200 __201-500 __500+
__ Other_____________ # Clients __<100 __101-200 __201-500 __500+

3. Office Zip Code ___________ City_______________________________

4. Are you one of the following?
__LITC Director/Clinician __VITA Coordinator __ Software Vendor __ Tax Practitioner __ Other___________________________________

5. **Are you an Electronic Return Originator (ERO)?** ____YES ____NO

Review the documents listed (1-41), then at the end of this form, list in priority order the corresponding number of each document critical to you being able to service your clients.

Identification Numbers

1. Form W7 Application for IRS Individual Taxpayer Identification Number
2. Publication 1915 Understanding Your IRS Individual Taxpayer ID Number
3. Form SS-4 Application for Employer Identification Number
4. Publication 1635 Understanding Your EIN
5. Form W-9 Request for Taxpayer Identification Number & Certification

Tax Return Preparation

6. Publication 17 (579SP) How to Prepare the Federal Tax Return
7. Form 1040/1040A/1040EZ Federal Income Tax Return
8. Form 1040 Instructions
9. Schedules A&B Itemized Deductions
10. Schedules A&B Instructions

EITC

11. Form W-5 Earned Income Credit Advance Payment Certificate
12. Schedule EIC Earned Income Credit Advance Payment Certificate
13. Form 8862 Information to Claim EITC after Disallowance
14. Form 8867 Paid Preparers Earned Income Tax Checklist
15. Publication 596 Earned Income Credit

Dependents

16. Form 2441 Child and Dependent Care Expenses
17. Publication 972 Child Tax Credit
18. Form 8812 Additional Child Tax Credit
19. Pub. 501 Exemptions, Standard Deductions, and Filing Status

OMB# 1545-1349

Education

20. Publication 8863 Education Credits (Hope and Lifetime Learning Credits)
21. Publication 970 Tax Benefits for Education

Tax Payment

22. Form W4 Employee's Withholding Certificate
23. Form 9465 Installment Agreement Request
24. Form 1040 ES Declaration of Estimated Income Tax for Individuals
25. Publication 505 Tax Withholding and Estimated Tax

Self-Employment

26. Schedule SE Self-Employment Tax
27. Publication 583 Starting a Business and Keeping Records
28. Schedule C Profit or Loss from Business
29. Schedule C Instructions
30. Publication 587 Business Use of Your Home
31. Publication 334 Tax Guide for Small Business

Taxpayer Rights & Remedies

32. Publication 1 Your Rights as a Taxpayer
33. Publication 5 Your Appeal Rights & How to Prepare A Protest
34. Publication 971 Innocent Spouse Relief
35. Publication 1660 Collection Appeal Rights
36. Form 656 Offer in Compromise
37. Form 8379 Injured Spouse

Other

38. Form 4506 Request for Copy of Transcript or Tax Form
39. Form 4868 Application for Automatic Extension of Time To File
40. Form 2848 Power of Attorney and Declaration of Representative
41. Form 8821 Tax Information Authorization

Prioritized List of Critical Documents to Translate for Service to Your Clients

Priority 1 _______
Priority 2 _______
Priority 3 _______
Priority 4 _______
Priority 5 _______
Priority 6 _______
Priority 7 _______
Priority 8 _______
Priority 9 _______
Priority 10_______