

Focus Group– Head Tellers/Orderors/Managers, \$1 Presidential Coins

Moderator Guide

[Location]

September __, 2007

Moderator: _____

Groundrules and Introduction

- ✓ Thank respondents for taking time out of their schedules
- ✓ Explain purpose of discussion
- ✓ Tell them how long group will last
- ✓ No right or wrong answers
- ✓ Goal is to hear a variety of viewpoints, not to reach consensus
- ✓ Confidentiality assurance, inform of audio taping, observers, notes
- ✓ Speak as loudly as moderator, and speak one at a time
- ✓ Warn talkative and quiet people that everyone gets a chance to speak
- ✓ Observe common courtesy
- ✓ Logistical information on drinks and bathroom use

Introductions: State your first name, what you get paid to do, and how long you have worked at your bank/financial institution/retail establishment?

(READ:) This collection has been approved by the Office of Management and Budget and if you would like, I can provide you with more information about that approval. The valid OMB control number for this survey is 1525-0012-XX.

According to the Paperwork Reduction Act of 1995, you are not required to respond to a survey like this one unless you are given a valid OMB control number.

I. General discussion

- A. WRITTEN EXERCISE: What is the first thing that comes to mind when I say “Presidential \$1 coin”? Discuss.
- B. In your role at your bank, what have your experiences been so far with the Presidential \$1 coin?
 - a. To what extent is it being integrated with the other currencies you order & carry at your financial institution?

II. Coin Flow Process

- A. For the next few minutes, we are going to talk about the distribution of the \$1 Presidential coin from the US Mint all the way into and through the hands of your

customers. After we talk about the distribution of the \$1 presidential coin, we are going to discuss what gets in the way of the distribution or flow at each of these steps. Finally, we will brainstorm ways that you think we could get around any of these barriers or road blocks.

- a. For the first part, the distribution flow itself, let's chart the flow of the coins from the US Mint all the way to your customers and ultimately through their hands to be spent. It doesn't have to be perfect, just what you think it is from your vantage point. We will work from this diagram, picture, or set of words for our next two steps.
- B. Let's talk through what happens at each point—i.e. how does it get from one point to the next (automatic, ordering, etc.) and label each one of the points on the distribution and give it a name so that we can refer back. (Moderator writes labels on each point) If we need to add or move points on the distribution as we talk through this, that's fine. (Listen for quantities needed, order forms, armored carrier requirements, Fed forms)

III. Barriers to coin flow process – each step

- A. What are some of the barriers that could happen at each point of this process? (Moderator goes through, using previously-assigned names, and provokes barriers. Writes them down as mini-lists on separate flip chart.)
- B. We will now go through each barrier, and see if you can come up with any suggestions for the people from the US Mint or your own bank, that could help break down the barrier. (Moderator points to each barrier and listens to answers. If no answers, can probe with “You can use statements that start with “I wish... or “How to....”)

IV. Where do you get information about coins/money?

The next part of our conversation will be about just your bank--- how do you get your information about coins and money both within your bank and outside.

1. How, in general, does your branch/bank get information about new issues of coins or bills? From whom? How timely is it? Are there materials to accompany the instruction? Is it hands on or classroom? Computer based? What form of information or training works best for you?
2. Who, within or outside of your organization, generates this information or instruction? Do you know how they get the information?
3. What information is actually communicated to you?
4. What else do you wish you would find out?
5. How do you learn about ordering your coins or bills? Are the requirements easy or difficult? What would help the process?
6. How do you make decisions about how much coin to order? Are there specific standards that you need to adhere to?

7. How is the information about the accompanying program shared with you? What are the other elements of the program that you know about? Unaided

V. Who makes decisions about the coins and the program

Let's switch gears to discuss who makes the decisions about what happens in your banks with respect to coins and accompanying programs.

- A. Who, in your own institution, makes the decision about whether or not to intentionally bring a certain unit of money into your banks?
 - a. How does that decision come about? Do the decisions change or is there some sort of an appeal process if you or your tellers have a different request?
- B. How do you make decisions about how much coin to order? Are there specific standards that you need to adhere to?
- C. Is the decision about programmatic support a separate decision for your bank or is does it happen at the same time as the decision to carry a denomination or coin?
- D. How are programs rolled out in your bank? How well are they adopted? How do you know?
- E. Talk a bit about the \$1 Presidential coin specifically. What was the decision to carry the coins upon release? How do you accomplish ordering them? What sort of support has your bank given to the release, if any? Why or why not?
- F. What's worked about the decisions that have been made about the \$1 Presidential coin and what hasn't? Why?

VI. Explore attitudes about coins

A. I'd like to ask you what you think about the \$1 presidential coins yourselves. For each topic, I'd like you to give me a thumbs up, thumbs down or neutral (flat palm wave) for each overall topic about the coins – I'll count how many of each – than then discuss why you said that. (Do we want to bring a bunch of the coins with us so they can hold onto one as they are evaluating it?) (MODERATOR: Be sure to count OUT LOUD so the tape records the tallies)

Overall Appearance

Size

Weight

Color

Availability

Locations to put them in your drawer

Information or training that you were given about them

Where you can spend them

Retailer acceptance

Vending machine acceptance

Interacting with your armored car carrier and the coins

Perception of your customers about the coins

The overall program for all of the \$1 presidential coins

Why do you give this rating? What could make you change your mind?

VII. Explore knowledge of coins

- A. How much communication have you received about the \$1 Presidential coins?
 - i. Where has this information come from (your bank, the US Mint, etc.)
 - ii. What has been the most helpful information for you as a teller?
- B. What would you like to know about the actual coins that you don't know right now?
- C. What would you like to know about the coin program that you don't know right now? (LISTEN FOR: the dissemination, the plans for release, where to get them, brochures that are available, website, etc.)
- D. What is the most effective way to communicate with tellers about the Presidential \$1 coin?

VII. Closing

- A. To close, let's go around the room, and have each of you share one piece of advice that you would give to the U.S. Mint about how they could make it easier for banks to accept and dispense the \$1 Presidential Coin.
- B. Thanks!