

# SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW EDUCATION

Typographical conventions: *italics for programmer notes*, ALL CAPS FOR ITEMS NOT READ OR INSTRUCTIONS TO THE INTERVIEWER.

## Introduction

Intro1. Hello. My name is \_\_\_\_\_. I am calling on behalf of the Bureau of Labor Statistics. I'm calling in reference to a new data initiative being undertaken by BLS. It would be very helpful to BLS if we could talk to you about your firm's various offerings. Would you be able to answer questions about your firm's revenues and employment by class or research project?

- YES → GO TO INTRO2.
- NO → Do you know who at your firm would be able to answer those questions for us?

Name: \_\_\_\_\_

Position/Department: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Thank you for your time. (HANG UP AND CONTACT NAME GIVEN).

## Continue with correct respondent

Intro2. BLS routinely asks businesses questions that help collect the best data possible, so we are contacting a small sample of respondents to discuss an important new data initiative that we are very excited about. We recently mailed you a letter about this. Did you receive our letter?

- YES
- NO → Can I can fax or email you a copy of that letter now?  
What is your fax number/email address?  
Would you like me to call you back once I've sent you the fax/email or would you rather schedule for another time?

CALL ME RIGHT BACK → CONFIRM NAME AND PHONE  
NUMBER, HANG UP  
RESCHEDULE

When would be a good time to call you back?

## APPOINTMENT INFORMATION:

APPT DAY: \_\_\_\_\_ TIME OF DAY: \_\_\_\_\_

NAME: \_\_\_\_\_ PHONE #: \_\_\_\_\_

Intro3. I realize you are very busy, but would you have some time now to answer a few questions? The questions usually take about 20 minutes.

- YES, HAVE TIME
- NO → When would be a good time to call you back?

APPOINTMENT INFORMATION:

APPT DAY: \_\_\_\_\_ TIME OF DAY: \_\_\_\_\_

Intro4. I called [*Phone number*]. Is this the best phone number to use to reach you?

- YES
- NO → CORRECT THE INFORMATION HERE: \_\_\_\_\_

### Questionnaire Script

BLS has been asked to produce measures of employment in U.S. industries that produce green goods and services. Before we can do this, we need to better understand how businesses track information regarding their variety of services or projects. The questions I will ask you today will help BLS collect the most accurate and reliable data possible.

Before we begin, let me assure you that the purpose of this call is strictly for informational and statistical purposes. The information you provide will help BLS better understand business record-keeping and will aid in designing a new survey. Your participation is completely voluntary and you can decline to answer any question at any time. Information related to this study is confidential and will not be released to the public in any way that would allow identification of individuals or establishments except as prescribed under the conditions of the Privacy Act Notice. This interview is approved by the Office of Management and Budget, number 1220-0181, which expires on September 30, 2010.

### NAICS index item mapping questions

1. Do you have the introductory letter that we sent to you available, so you can refer to it?
  - YES
  - NO
2. Are you familiar with the concept of NAICS, which is the North American Industry Classification System?
  - YES
  - NO → Briefly, the North American Industry Classification System (NAICS) was developed and is used by the US, Canada, and Mexico. NAICS is the standard in classifying business establishments based on their production process for the collection, tabulation, presentation, and analysis of data describing the North American economy. Use of the standard provides uniformity and comparability in the presentation of these statistical data.

3. Please look at the list of major activities at the end of the letter. This list reflects the NAICS code that BLS has assigned to your worksite (READ WORKSITE NAME AND ADDRESS) listed on the same sheet. Does this list provide an accurate description of your **primary** business activity at that worksite? If you do not have the list, I can read these items for you. (IT MIGHT BE ON THE BACK SIDE – IF RESPONDENT DOESN'T HAVE LETTER READ OFF ACTIVITIES TO THEM).

- YES → GO TO QUESTION 4
- NO

3a. Can you tell me about your primary business activities at that location?

JUST GET A BASIC DESCRIPTION (COLLEGE, JR COLLEGE, ETC.)

### Education questions

4. As I said, we are interested in information about the different types of classes or research projects <NAME OF FIRM> is involved in. How many different types of classes or degree programs do you typically engage during the course of a year? By different types of classes or degrees I mean categories such as English classes or chemistry degree, etc. I am not asking about individual classes.

- ONE → GO TO QUESTION 27
- MORE THAN ONE →  
What are some of those different offerings?

LIST: \_\_\_\_\_

GO TO QUESTION 5

### Revenue by product

5. Do you track revenue by different types of classes? For example, could you provide total annual revenues for your English classes, your chemistry classes, your math classes?

- YES →  
What about for your degree programs?
  - YES → GO TO QUESTION 6
  - NO → GO TO QUESTION 6

- NO →  
What about for your degree programs?
  - YES → GO TO QUESTION 6
  - NO → GO TO QUESTION 8

6. Does your firm have multiple worksites?

- YES → GO TO QUESTION 7 FLAG THIS RESPONSE FOR REFERRAL
- NO → GO TO QUESTION 9 FLAG THIS RESPONSE FOR REFERRAL

7. BLS does not intend to publish information about classes, degree programs or revenue. Would you be able to provide revenue by class or degree programs for your individual locations?
- YES FOR BOTH → GO TO QUESTION 9
  - YES ONLY FOR A CLASS → GO TO QUESTION 9
  - YES ONLY FOR DEGREE PROGRAMS → GO TO QUESTION 9
  - NO → Why not? \_\_\_\_\_ GO TO QUESTION 9

8. How do you track revenue? \_\_\_\_\_

GO TO QUESTION 13A

### Time period

9. a. Do you track revenue for your classes or degree programs by different time periods?
- YES → GO TO QUESTION 9B
  - NO → How do you track revenue? \_\_\_\_\_ → GO TO QUESTION 10

9b. If yes, by what time periods?

- FISCAL YEAR → How long after the fiscal year is this information available? \_\_\_\_\_  
When is this information available? \_\_\_\_\_
- CALENDAR YEAR → When is this information available? \_\_\_\_\_
- OTHER:(SPECIFY) \_\_\_\_\_  
When is this information available? \_\_\_\_\_

10. If you were asked to provide information about revenue on a survey form for a given reference period, for example, fiscal year, calendar year, most recent 4 quarters, how long do you think it would take you to compile the information about the amount of revenues generated by:

10a. different classes (for example, math or English classes)?

- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: \_\_\_\_\_
- OTHER/COMMENT: \_\_\_\_\_

10b. each degree program (for example, chemistry degree or certificate for a specific job)?

- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: \_\_\_\_\_
- OTHER/COMMENT: \_\_\_\_\_



13d. Is there anyone else who would be able to compile that information?

IF YES: Name: \_\_\_\_\_  
Position/Department: \_\_\_\_\_  
Phone: \_\_\_\_\_

## Employment

14. a. BLS is considering using revenue by class type or degree program to estimate the number of employees associated with that area of study. We want this employment estimate to account for all employee types, including teachers, administrative employees, sales and marketing employees, etc.

Do you think the amount of revenue could reasonably represent the employment associated with a particular class type? (FOR EXAMPLE, MY FIRM DOES BOTH I.T. AND ENVIRONMENTAL TRAINING. 70% OF THE REVENUE IS FROM ENVIRONMENTAL CLASSES, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH ENVIRONMENTAL CLASSES.)

- YES
- NO
- DON'T KNOW

14b. Please explain why you answered this way \_\_\_\_\_

15. a. Would revenue for a particular degree program reasonably represent employment associated with that program?

- YES
- NO
- DON'T KNOW

15b. Please explain why you answered this way \_\_\_\_\_

16. a. (IF QUESTION 6 IS YES, OTHERWISE GO TO 17) Would revenue by class and/or degree program also be available for each office location?

- YES
- NO
- DON'T KNOW

16b. Please explain why you answered this way \_\_\_\_\_

17. BLS does not intend to publish information about classes, degrees or revenue. If BLS asked you to provide the amount of total revenues accounted for by a class or degree program, would you share this information?

- YES
- NO → Would you be willing to tell us why not? \_\_\_\_\_
- DON'T KNOW/NOT SURE → Would you be willing to explain? \_\_\_\_\_

## Number of jobs by timeframe

18. a. If you were asked to estimate the percentage of your employees, including sales, marketing, administrative employees associated with each class/degree program (I.T. DEGREES, ENVIRONMENTAL DEGREES) for a **given reference period such as your fiscal year or the calendar year**, would you be able to provide that information?

- YES → In what month of the year would that information be available?

\_\_\_\_\_ (FISCAL YEAR ONLY) How long after the reference period is that?

\_\_\_\_\_

- NO → Why not? \_\_\_\_\_ GO TO QUESTION 22A

18b. Could you do this for each degree program?

- YES → In what month of the year would that information be available?

- NO → Why not? \_\_\_\_\_

19. a. (IF QUESTION 6 AND 18A OR 18B IS YES) Would you be able to do this for each office location?

- YES
- NO
- DON'T KNOW

19b. Why is that so? \_\_\_\_\_

20. How long do you think it would take you to compile this information if asked in a survey?

- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: \_\_\_\_\_

21. a. Which of the following would be easier for you, providing the annual revenue generated by a class or degree program or providing the employment associated with a class or degree program?

- REVENUE
- EMPLOYMENT
- BOTH EASY
- BOTH DIFFICULT

21a. Why is that so? \_\_\_\_\_

SKIP TO QUESTION 27

## Job compile

22. a. If you don't track the percentage of employees associated with a class or degree, including sales, marketing, administrative employees, would that information be something you would be able to compile if asked?

- YES
- NO → GO TO QUESTION 22C





- YES → A. All of your degrees or just certain ones?
  - ALL
  - JUST CERTAIN DEGREES
- NO → GO TO QUESTION 30
- DON'T KNOW → GO TO QUESTION 30

31. a. What are those topics or green jobs?

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32. If BLS were to ask for revenue shares just for degrees or certificates that dealt with one of those environmental topics or green jobs training, would you be able to provide that information? For example, what percent of revenue is represented by degrees issued for environmental law or studies?

- YES
- NO
- DON'T KNOW

33. If BLS were to ask for employment shares for classes or degree programs dealing with the environment or green jobs, would you be able to provide that information?

- YES
- NO
- DON'T KNOW

34. If BLS were to ask for the percentage of degrees or certificates you issued for a given reference period for programs dealing with the environment or green jobs, would you be able to provide that information?

- YES → A. Do you think the percentage of degrees issues on a certain topic could reasonably represent the employment, including support and administrative staff, associated with that topic?
  - YES → WHY? \_\_\_\_\_
  - NO → WHY NOT? \_\_\_\_\_
- NO → GO TO QUESTION 30
- DON'T KNOW → GO TO QUESTION 30

35. I'm done with my questions. As I've mentioned before, BLS is trying to find the best approach to measure the number of jobs involved in green goods and services. Do you have any suggestions as to how BLS can best capture this information in your firm or industry?

IF ANY QUESTIONS ABOUT GREEN DEFINITION, PLEASE DIRECT THEM TO [www.bls.gov/green](http://www.bls.gov/green) WEBSITE.

### Closing

Those are all the questions I have for you. Thank you for your time. The information you have provided is very useful.