

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g. establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

The purpose of this research exercise is to gather the input/feedback of a small, non-statistically significant sample of MBDA clients/stakeholders. The potential response universe is 5.8 million (the number of minority-owned businesses in the United States), and our objective is to gather a small number of responses from clients/stakeholders via two methods as follows:

- a. Phone interviews: Our sample size for this portion of the project is 25 respondents
This represents .04% of the universe

The individuals selected for the in-depth interviews would come from MBDA's client/stakeholder databases and consist of:

- 12 minority entrepreneurs
- 4 thought leaders (academics, policy makers, business journalists)
- 4 influential business leaders (minority chamber officials, corporate supplier diversity executives, mainstream business trade association representative)
- 3 MBDA grant recipients
- 2 MBDA staff

MBDA's Executive Order defines a minority as a member of a list of ethnic groups (I can get the list if necessary). An entrepreneur is the owner of a business enterprise. The EO does not specify equity ownership percentages.

Thought leader and influential business leader are terms of art that refer to people who have distinguished themselves either through academia, publication and/or by virtue of their business success. The broad categories are included on the document. We will stratify to ensure diversity.

MBDA will use its client/stakeholder database, select up to the desired number of interviewees that first meet the following criteria (taking into consideration several variables, including, ethnic origins, industries, geographic locations). Collect info to get a better understanding of their perceptions of MBDA brand, understanding of current strategic position, and where MBDA is vs. where it could/should be.

1. Entrepreneurs (12 interviews)
 - i. California (4 interviews)
 1. Hispanic: 2 interviews
 - a. Technology / IT sector (Silicon Valley OR Los Angeles)
 - b. Finance sector (San Francisco OR Los Angeles)
 2. Asian: 1 interview

- a. Green technology (San Diego OR Los Angeles)
 - 3. African American: 1 interview
 - a. Technology / IT sector (San Francisco OR Los Angeles)
- ii. Texas (2 interviews)
 - 1. Hispanic: 1 interview
 - a. Technology / IT sector (Austin OR Houston OR Dallas OR San Antonio)
 - 2. Asian: 1 interview
 - a. Green technology (Austin OR Houston OR Dallas OR San Antonio)
- iii. New York (2 interviews)
 - 1. Hispanic: 1 interview
 - a. Medical / health care / biotech (New York City metro area)
 - 2. Asian: 1 interview
 - a. Financial services (New York City metro area)
- iv. Florida (2 interviews)
 - 1. Hispanic: 1 interview
 - a. Engineering/construction (Miami/South Florida metro area)
 - 2. African American: 1 interview
 - a. Medical/health care /biotech (Miami/South Florida metro area)
- v. Illinois (2 interviews)
 - 1. African American OR Hispanic: 1 interview
 - a. Green / clean technology (Chicago metro area)
 - 2. Asian: 1 interview
 - a. Technology / IT sector (Chicago metro area)
- 2. Thought Leaders (4 interviews)
 - i. Elected official
 - ii. Business press representative (i.e. Forbes magazine)
 - iii. Academia representative (i.e. university professor)
 - iv. Entrepreneurial organization representative
- 3. Influential Groups (4 interviews)
 - i. U.S. Chamber of Commerce representative
 - ii. Hispanic Chamber of Commerce or Asian Chamber of Commerce representative
 - iii. Procurement department representative for a fortune 500 company (1)
 - iv. Procurement department representative for a Fortune 500 company (2)
- 4. Strategic Partners (3 interviews)
 - i. Minority Business Enterprise Center representative
 - ii. Minority Business Opportunity Center representative
 - iii. Native American Business Enterprise Center representative
- 5. Other Stakeholders (2 interviews)
 - i. MBDA internal stakeholders
 - ii. Any other person that MBDA consider relevant for the purpose of this research project

- b. Online survey: Our sample size for this portion of the project is no more than 750
- This represents .012% of the universe
 - We expect a response rate of .03% to .05%, which means we will be sending out up to 15,000 survey invitations.

The survey will be sent in the form of a hyperlink in the body of an email and the link will redirect survey takers to a unique Zoomerang Web address. We anticipate distributing the on-line survey to a representative cross-section of approximately 7,000 - 10,000 MBDA clients/stakeholders (e.g. minority firms with revenues exceeding \$1.0 million from a variety of industry sectors and geography along with representatives from business trade associations, business reporters, corporate supplier diversity partners, grant recipients) and another 5,000-7,000 general business owners from a third party database for a return of 500 to 750 completed surveys.

The survey has a screener question 'None of the options above describe me (thanks and screen out).' If chosen, survey will end. This will ensure surveying the appropriate respondents.

This is the first time this collection has been conducted, so there is no historical data regarding past response rates.

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

The sample size for this exercise is not statistically significant. The purpose of the exercise, again, is to collect the views and opinions of a small number of MBDA clients/stakeholders. Therefore, no particular methodology was utilized in establishing the sample, and it's not necessary to establish a degree of accuracy for the exercise.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

For phone interviews: Potential participants will be contacted by MBDA prior to the interview to inform them of the purpose and scope of the project. We are confident that most clients/stakeholders will accede to the interview.

Non-response: Our intent is to contact each potential participant only once. We will only contact them a second and final time if they are not available for interviewing the first time. After the second attempt, we will desist.

For the online survey: The online survey will be sent to a large enough number of potential respondents (about 15,000) in order to collect the 3% to 5% of desired responses.

Non-response: The online survey will be sent out a second and final time only to those potential respondents that fail to open the email the first time.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.

Not Applicable.

5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

MBDA is overseeing the development and administration of the information gathering.
The contact is:

Bridget Gonzales Young
Chief, Office of Legislative, Education & Intergovernmental Affairs
Minority Business Development Agency
U.S. Department of Commerce
Phone: (202) 482-3774
Email: bgonzales@mbda.gov

Quijote Corporation/Sensis Agency is the consultant on the statistical aspects of the design and will both collect and analyze the information for MBDA. The contact at Quijote Corporation/Sensis Agency is:

Ramiro Padilla
Strategy Lead
SENSIS
Email: rpadilla@sensisagency.com
Phone: (213)341-0171 x 718