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Email subject line:

Minority Business Development Agency (MBDA) Survey Invitation

Email body copy:

Dear [participant]:

You have been identified as a key stakeholder for participant in our organization's survey. The purpose of this survey is to gain stakeholders' perspectives on MBDA's ability to conduct effective outreach through its marketing and collateral materials, and to provide value-added services through its positioning and programs.

Below is a link to the online survey. Your participation is voluntary and your responses will be kept completely confidential. The survey is web-based and conducted by a third party vendor. Your name will not be attached to any results, and to ensure your anonymity we will not report any results that have less than three respondents. The survey is user-friendly and you should be able to complete it within 15 minutes or less.

We appreciate your willingness to participate and value your feedback. Our hope is this process will help us refine our outreach and improve our services.

To begin, please click the survey URL below:

Survey URL:

<http://www.zoomerang.com/survey>

Thank you again for your participation,

Minority Business Development Agency (MBDA)

Screener Questions:

- I. Of the options below, please select the one that best describes you:
 - a. I'm a minority-owned business owner or manager (go to question II)
 - b. I'm a minority-owned business advocate (go to question V)
 - c. I'm a business press analyst and/or writer and/or reporter (go to question V)
 - d. I'm a university and/or graduate school professor and I teach/have taught business (go to question V)
 - e. I'm a C-level executive for a U.S.-based corporation (go to question V)
 - f. I'm an elected official (go to question V)
 - g. I represent or work for a minority business center affiliated with MBDA (go to question V)
 - h. None of the options above describe me (thank and screen out)

- II. What state is your company located in?
 - a. (Drop down menu that will include all U.S. states) – (then go to question III)

- III. Of the options below, please select the one that best describes the size (in terms of revenue) of your company:
 - a. Below \$1 million (go to question IV)
 - b. Over \$1 million (go to question IV)

- IV. Of the options below, please select the one that best describes best matches your company's industry: (participant will then be taken to question V)
 - a. Arts
 - b. Accommodation and food services
 - c. Administrative and Support
 - d. Agriculture, mining
 - e. Construction
 - f. Clean energy
 - g. Entertainment and recreation
 - h. Education
 - i. Finance

- j. Government
- k. Health care
- l. Information
- m. Insurance
- n. Internet
- o. Manufacturing
- p. Other services (except Public Administration)
- q. Professional, scientific and technical services (please specify)
- r. Real Estate
- s. Retail, wholesale
- t. Social assistance
- u. Transportation, warehousing
- v. Communications
- w. Nonprofit
- x. Waste management and remediation services

- V. Of the options below, please select the one that best reflects your familiarity with the Minority Business Development Agency (MBDA):

I understand what the Minority Business Development Agency (MBDA) does and what services it offers to its clients/stakeholders.

- a. Strongly disagree (go to VI)
- b. Disagree (go to VI)
- c. Agree (go to 1)
- d. Strongly agree (go to 1)

- VI. The following is a brief description of the Minority Business Development Agency (MBDA) and its services:

The Minority Business Development Agency (MBDA) is the only federal agency dedicated exclusively to promoting the growth and competitiveness of minority-owned businesses. The Minority Business Development Agency (MBDA) is part of the U.S. Department of Commerce. MBDA is an entrepreneurially focused organization committed to wealth creation in minority communities. The Agency's mission is to actively promote the growth and competitiveness of large, medium and small minority business enterprises (MBEs). MBDA actively coordinates and leverages public and private-sector resources that facilitate strategic alliances in support of its mission. The vision is to function as an entrepreneurial organization serving entrepreneurs. (send respondent to questions 8,9,10,11 then exit the survey)

Survey Part 1: Program Services

To what extent do you agree/disagree with the following statements? (select one)

1. Please provide a brief explanation of your understanding of what MBDA does and the services it offers. (open-ended)

2. Below you will find a list of “strengths” that may or may not be characteristic of MBDA. Please express to what extent you agree that these specific strengths pertain specifically to MBDA.

Strengths	Strongly disagree	Disagree	Agree	Strongly agree
Strength 1*				
Strength 2*				
Strength 3*				
Strength n*				

*Note: Responses to questions 4,5,8 and 10 will be obtained from the in-depth interviews (qualitative research), which will take place before the survey is deployed.

- a. Can you think of other strengths that are unique to MBDA that are not listed above? (open-ended)

3. Below you will find a list of “areas of improvement” or “areas of opportunity” that may or may not be characteristic of MBDA. Please express to what extent you agree that these specific areas of improvement pertain specifically to MBDA.

Areas of improvement	Strongly disagree	Disagree	Agree	Strongly agree
Area of improvement 1*				
Area of improvement 2*				

Area of improvement 3*				
Area of improvement n*				

*Note: Responses to questions 4,5,8 and 10 will be obtained from the in-depth interviews (qualitative research), which will take place before the survey is deployed.

Can you think of other areas of improvement that apply to MBDA that are not listed above? (open-ended)

4. If you had to synthesize in one phrase or line what MBDA has to offer its clients/stakeholders (its unique value proposition), what would you say? (open-ended)

5. Please provide your opinion on the following strategic positioning-related statements as they pertain to MBDA:
 - a. MBDA focuses on minority-owned firms positioned for high growth and job creation (vs. small, home-based, or sole-proprietorship businesses)
 - a. Strongly disagree (go to question 7b)
 - b. Disagree (go to question 7b)
 - c. I neither agree nor disagree (go to question 7b)
 - d. Agree (go to question 7b)
 - e. Strongly agree (go to question 7b)

 - b. Please provide a brief explanation of why you think MBDA should or should not focus on minority-owned firms positioned for high growth and job creation (open-ended)

 - c. MBDA continues to service all industries, but pays special attention to emerging sectors such as technology, alternative energy, green tech, medical/biotech, etc.).
 - a. Strongly disagree (go to question 7d)
 - b. Disagree (go to question 7d)
 - c. I neither agree nor disagree (go to question 7d)
 - d. Agree (go to question 7d)
 - e. Strongly agree (go to question 7d)

- d. Please provide a brief explanation of why you think MBDA should or should not pay special attention to emerging sectors such as technology, alternative energy, green tech, medical/biotech, etc. (open-ended)
- e. MBDA is a high-touch consulting partner that provides in-depth, customized business services to firms in high-growth and high job creation sectors.
 - a. Strongly disagree (go to question 7f)
 - b. Disagree (go to question 7f)
 - c. I neither agree nor disagree (go to question 7f)
 - d. Agree (go to question 7f)
 - e. Strongly agree (go to question 7f)
- f. Please provide a brief explanation of why you think MBDA should or should not be a high-touch consulting partner that provides in-depth, customized business services to firms in high-growth and high job creation sectors. (open-ended)

6. MBDA has served a large number of minority-owned companies in the past. Below you will find a list of ideas on how MBDA can leverage its alumni network. Please express to what extent you agree how much each of these specific ideas are applicable to MBDA.

Ways to leverage alumni network	Strongly disagree	Disagree	Agree	Strongly agree
Idea 1*				
Idea 2*				
Idea 3*				
Idea n*				

*Note: Responses to questions 4,5,8 and 10 will be obtained from the in-depth interviews (qualitative research), which will take place before the survey is deployed.

Can you think of other ways to leverage MBDA's alumni network that are not listed above? (open-ended)

7. To what extent do you agree/disagree with the following statements?
- a. MBDA has built significant recognition over time.
 - a. Strongly disagree
 - b. Disagree
 - c. Agree
 - d. Strongly agree

 - b. MBDA's current strategic position may cause the organization to lose some recognition it has built over time.
 - a. Strongly disagree
 - b. Disagree
 - c. Agree
 - d. Strongly agree

Communications and Outreach

Note: Sensis will create a staged web page that will feature MBDA's logo, screen grabs of the website, and scans of collateral and marketing materials.

Please open [this link](#) (link to the staging site), examine MBDA's logo, website and marketing materials, and then answer the following:"

8. From the list of adjectives below, please select all that apply to MBDA' logo, website, collateral, marketing materials, etc.
- a. Adjective 1*
 - b. Adjective 2*
 - c. Adjective 3*
 - d. Adjective n*

*Note: Responses to questions 4,5,8 and 10 will be obtained from the in-depth interviews (qualitative research), which will take place before the survey is deployed.

- a. a. Can you think of other adjectives that apply to the MBDA logo, website, collateral and marketing materials that are not listed above? (open-ended)
9. To what extent do you agree/disagree with the following statements? (select one)
- a. MBDA's logo, color palette, marketing materials, etc. communicate well what MBDA has to offer to the companies it serves.
 - a. Strongly disagree
 - b. Disagree
 - c. Agree
 - d. Strongly agree
10. In your opinion, how should the MBDA brand look and feel in order to better communicate what its strengths are and what it has to offer to the companies it serves? (open-ended)
11. Please give three examples of brands you like and that do a good job at communicating their strengths and the unique value they have to offer to its customers (i.e. Apple) through their logo, tagline, collateral, and marketing materials. Why do you think they do a good job?
- a. Company 1
 - i. Reason company 1 does a good job at communicating strengths and unique value proposition
 - b. Company 2
 - ii. Reason company 1 does a good job at communicating strengths and unique value proposition
 - c. Company 3
 - iii. Reason company 1 does a good job at communicating strengths and unique value proposition

MBDA Continuing Research Panel

12. Thank you for participating. MBDA wants to recruit an online panel of select client/stakeholders to participate in future surveys and provide input regarding marketing and communications efforts. Would you be interested in being part of this panel?
- a. Yes (go to contact form)
 - b. No (finish)