

Appendix F: Partnership Program Interview Questionnaire

INTRODUCTION

Thank you for agreeing to talk to me today. I greatly appreciate your time and participation.

As we mentioned at our initial contact with you, ICF will be interviewing representatives from a number of Census Partner organizations. At the end, we will assemble everything we have learned from all our interviews into a report that will be provided to the Census Bureau.

Ask

Would it be helpful if I reviewed the program with you?

If yes, introduce the information below:

(Explain Partnership Program) - The Census Bureau established the Partnership Program as an integral component of the communications campaign. The 2010 Census Partners delivered to members of their community a message that the Census is safe and essential to serving local needs. At one point over 4,000 partnership personnel across the country were working to establish national, state, local, and tribal partnerships with trusted third party voices such as governments, businesses, non-profits, and faith-based institutions, among others.

The goal of this interview is to better understand what will work, what will not work and ways that the Partnership Program can be enhanced and be made more engaging. You are in an excellent position to help us with that because you can inform us about your organization's experience as a Census Partner. Your perspectives are of great value to us no matter how involved your organization was compared to other organizations.

(Voluntary Participation/Privacy Act) - Your participation is voluntary – if you choose not to participate, or if you don't wish to answer a question, there won't be any negative consequences to you. Also, everything you say remains confidential. No data or response will be linked to any individual by name. If we quote something you said in our report, we will not identify you or your specific organization as the source of the quote. We will analyze your responses as part of a group, such as a group of non-profit organizations, or a group of mid-sized for-profit businesses.

Please note that we cannot conduct this interview unless the protocol displays a valid OMB Control Number. Furthermore, you do not need to participate unless the protocols and forms have a valid OMB Control Number displayed. The OMB Control Number is: 0607-XXXX. The collection expires September 30, 2011.

I will read some questions throughout this call, but please feel free to expand beyond these specific questions in your answers.

QUESTIONS AND PROMPTS

Note: *Throughout the questions, we'll substitute the actual name of the participant's organization for "your organization." So, for example, we'd say "about how Target became involved..."*

1. We'd like to start by talking about how organizations can become involved in the Partnership Program – the decision process organizations may go through to sign up as a Partner. How might organizations become aware of the program, what would prompt you to sign up, and how do you see the program in the overall context of your organization's marketing and publicity program? Let's talk about awareness first:

1a. Awareness – How can organizations become aware of the program?

1b. Decision – I am going to read a list of some factors that may prompt organizations to participate (read to respondent). Which of these is important for you? (record response) Of all of them, which would you say is the most important? (re-read factors as necessary)

- To make people more aware of the importance or significance of the Census
- To ensure a fair representation of a target population (a population of particular interest to your organization)
- To ensure a fair share of federal funding for a target population (a population of interest to your organization)
- To build the perception of your organization as a good public citizen
- To gain exposure or press attention for your organization
- To further your organization's goals for community networking
- Other factors?

1c. Context – How do you see the program fitting into your organization's overall marketing and publicity program?

2. Now we'd like you to provide us with general comments on being a Partner.

2a. General - What is your general feeling about being a Partner?

2b. Communication - Representatives from the Census may do some or all of these things: answer your questions, provide suggestions, review your efforts and provide feedback, and provide instructive tips from other organizations. I am going to read a list of questions, and I'd like your thoughts on them:

- Do you think feedback from representatives will be useful to partners?
- How can partners use the feedback?
- Do you think that direct access to a Census representative will be helpful? If so, what type of communication modes do you prefer? For example, do you prefer personal contact via telephone or via email?

2c. What materials or processes do you think are necessary for the Partnership Program to be a success?

2d. Materials - The materials provided by the Census Bureau for Partners are a key part of the program. I am going to read a list of questions. After I read each question, I would like to know your response:

- What types of materials should be developed
- What do you think is the best way for Partners to obtain these materials?

- Which materials do you think will be the most useful or most popular
- Which will be less useful or less popular?
- Do you think you or your organization will design any materials of your own?
 - o How well do you think that will work?

2e. Other support - Other than financial support, materials, or assistance from your partnership representative, is there any additional support that the Census can provide that may assist the Partners in the program?

2f. Community response – I am going to read a list of questions about your target group or target community reaction to your partnership efforts. After each, I would your hear your thoughts

- How do you think your target population group or target community will react to your Partner activities?
- Do you think the their views of your organization will change as a result of your Partner activities?
- Do you think their views of the Census will change as a result of your Partner activities?

2g. Staff response – Now I will read a list of questions about the impact of Partner activities in your own organizations. After each, I would like your response.

- How widely do you think individual participation will spread through your organization?
- How will the staff members involved in Partner activities at your organization feel about participating?
- Will it add a burden to their normal work?
- Will they enjoy the activities?
 - o Can you give us some examples?

3. Now let's pull all these things together and talk about how the Census can continue to develop a strong and successful program. In your answers to these questions, we hope to find creative suggestions for ways to attract and engage Partners in the years leading to the next Census, with the understanding that financial support may not be feasible as a mainstay. Keeping this in mind:

3a. As Partners, what do you think is necessary for the Partnership Program to be a success?

3b. Has your organization used any Census data in anyway? How may the CB help you utilize the vast amount of diverse census data from the 2010 Census and hundreds of other ongoing data programs?

3c. Are you interested in continuing your partnership with Census during the intercensal years and through 2020? If so, what mode of communications – such as websites, listserv group list, social network sites, etc. do you like to use?

5. If we've missed any topics today, do you have anything to add?

CONCLUSION

This concludes our interview. Thank you for taking the time to share your opinions and experiences with us. Your thoughts are valuable to our efforts to inform the Partnership Program on these matters.