

Focus Group/Electronic Bulletin Board
Discussion Guide

1. What kind of correspondence do you regularly receive from government agencies or private companies regarding your accounts with them?
2. By a show of hands, how many of you have had to change your address with government agencies?
3. For those who raised their hands, how was that experience?
4. Did you get any kind of confirmation the address change had been made?
Probe: Was that satisfactory?
Did you expect something else?
5. Have any of you changed your address with the Social Security Administration?
Probe: Did you receive feedback from the agency?

As you answer the following questions, please draw from your past experiences receiving notifications when making changes to your various accounts, i.e., bank, credit card, benefits, etc.

6. What are the various methods a company or organization could contact you to confirm or verify changes to your account?
7. How do you prefer being contacted when you make changes to your accounts?
Probe: What is it about that method that makes it favorable for you?
8. By a show of hands, how many of you prefer to get a verification/confirmation letter?
9. By a show of hands, how many prefer to get a verification/confirmation email?
10. By a show of hands, how many prefer to get a verification/confirmation phone call?
11. What other methods can you think of to ensure an organization can verify/confirm that it was you who requested the changes to your account?
Probe: Please explain further.

Pass out copies of Change of Address Notification Letter

12. What do you think is the purpose of the letter?
13. Was that clear to you as soon as you looked at it?
Probe: What feature of the letter led you to that conclusion?
14. What was your first reaction when you looked at this letter?
15. Tell me your thoughts on the content and structure of the letter?
*Probe: Subject matter/concept
Length
Language/legalese
Format*
16. What does the letter say to do if you did actually request an address change?
*Probe: Was this information hard to figure out?
If so, what can be done to make it easier for the reader?*
17. Did anything in the letter lead you to believe that you should contact SSA?
Probe: Tell me what lead you to believe you had to take this action?
18. If you feel you need to contact SSA about the letter, how would you contact us?
Probe: Are you aware of the various ways to contact SSA?
19. What did the letter say would happen with all the letters you get from SSA in the future?
20. Did you notice that the letter did not display your Social Security number (SSN)?
Probe: Do you feel a level of comfort that we did not display your SSN in this notice?
21. How do you feel about SSA putting SSNs on all SSA letters?
22. How do you feel about the fact that SSA is now sending letters regarding a change of address?
*Probe: Is this a positive change?
Does it matter to you?*
23. How would you improve this notice?

Pass out copies of envelope prototypes

24. Upon first glance, is there one you like better than the other?
Probe: Please explain your choice.
25. Which do you think would make you more prone to open it?
Probe: Please explain your choice.

Display or read to participants:

Paperwork Reduction Act Statement – This information collection meets the requirements of 44 U.S.C. §3507, as amended by section 2 of the Paperwork Reduction Act of 1995. You do not need to answer these questions unless we display a valid Office of Management and Budget control number. We estimate that it will take about 90 to 180 minutes to complete this survey. You may send comments on our time estimate above: SSA, 6401 Security Blvd., Baltimore, MD 21235-6401. Send only comments relating to our time estimate to this address.

Social Security Administration
Supplemental Security Income
Important Information

Suite 100
5 Park Center Court
Owings Mills, Maryland 21117
Date: April 12, 2012

Dorothy Gale
488 Yellow Brick Rd
Emerald City FL 20014

Thank you for notifying us about your change of address. We have updated your Supplemental Security Income (SSI) record. We are sending this letter to the address we previously had on file. We are doing this so we can make sure that you were the one who reported the address change. We will send any future letters to the new address. If you reported an address change, you **do not** need to respond to this letter.

If You Did Not Change Your Address

If you did not request this recent address change, please call or visit any Social Security office right away.

If You Have Questions

If you have any questions, please:

- Visit our website at www.socialsecurity.gov to find general information about SSI;
- Visit our website www.socialsecurity.gov to find the law and regulations about SSI eligibility and payments;
- Call us toll-free at 1-800-772-1213 or call your local office at 410-123-4567. We can answer most questions over the phone. If you are deaf or hard of hearing, our toll-free TTY number is 1-800-325-0778; or
- Write or visit any Social Security office. If you plan to visit an office, you may call ahead to make an appointment. The office that serves your area is located at:

123 SECURITY BLVD
BALTIMORE, MD 21244

Please have this letter with you if you call or visit an office. If you write, please include a copy of the first page of this letter. It will help us answer your questions. We are busiest early in the week and early in the month. If your business can wait, it is best to call or visit at other times.

Social Security Administration

SOCIAL SECURITY ADMINISTRATION
6401 SECURITY BLVD
BALTIMORE MD 21235

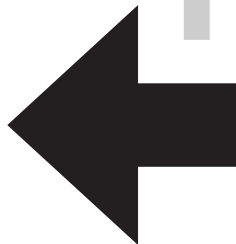


OFFICIAL BUSINESS

FIRST-CLASS MAIL
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ADMINISTRATION
PERMIT NO. X-XX

RETURN SERVICE REQUESTED

DRAFT



**OPEN
IMMEDIATELY FOR
AN IMPORTANT
MESSAGE FROM
THE SOCIAL
SECURITY
ADMINISTRATION**



Read Me.

Don't throw me away.

DRAFT

SOCIAL SECURITY ADMINISTRATION
6401 SECURITY BLVD
BALTIMORE MD 21235



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BUSINESS**

Please read.

Important information enclosed.

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