

**OMB Control No. 0690-0030**

**Expiration Date: 6/30/17**

## **Procedure**

Individual, one hour, interviews will be conducted with three parts:

- :10 pre-session briefing on research goal
- :45 user specific questions
- :05 post-questions opportunity for closing comments

Group, two hours, interviews will be conducted in four parts:

- :10 participant introductions
- :15 pre-session briefing on research goals
- 1:30 user specific questions
- :05 post-questions opportunity for closing comments

Each interview, regardless of whether it is individual or group, will have a specified script. An example script is outline below:

*Hello my name is Jay and I'm with the Accenture Federal Services Digital Studio. The U.S. Census Bureau has asked me to ask your thoughts and discuss your experiences as a Decennial Census partner on their behalf to learn more about what content and functionality is important to you in a new set of online tools to assist partners.*

*Thank you for your help today.*

*May I record this conversation for research purposes?*

*The purpose of this interview is to learn more about you and your experiences. We would like to know what information is most important for your role as a partner and how they can better structure this content to improve your experience.*

*I will be asking some questions and I'd like you to be honest. You are the expert here and we are here to learn from you, so there are no right or wrong answers.*

*Your confidentiality is important and we will not release any information that could reveal the identity of you without your consent. The information that you provide can only be used to*

*produce statistics.*

*Your response will be collected, analyzed and used for internal statistical purposes and to produce reports to enable us to do this.*

## **Questions**

Potential questions include:

1. What is your interest or role in partnering with the U.S. Census Bureau on the 2020 Decennial Census?
2. Were you involved in the 2010 Decennial Census? (If YES) 2a. What was that experience like? 2b. Were you part of a Complete Count Committee?
3. Tell me about a successful professional partnership you've been part of, aside from the U.S. Census Bureau. What made this partnership successful?
4. Tell me about a professional partnership that was not successful. What made this partnership unsuccessful?
5. If you could describe your ideal professional partner relationship, what would that look like?
6. To be the most successful you can be as an ambassador / partner with U.S. Census Bureau what are we missing? What do you want to see that we have not discussed?
7. What would you like to have happen or suggest in order to improve the Partner experience for the 2020 Decennial count?
8. If you work with other Partners, how do you communicate and coordinate events with them?
9. What tools (i.e.: event schedules, ordering posters and marketing items, training of partners and collaboration tools) do you believe are the needed to be successful?
10. If the platform was online, how would you access the tools (mobile, tablet and or laptop)?
11. What are a successful Partner's most critical needs?

At the conclusion of the interview, the Facilitator/Moderator will thank the Participant(s) for volunteering and providing answers. There will then be time for any outstanding participant questions and then the contextual interviews will be complete.