

OMB control number:
Expiration date:

APPENDIX 8 – Invitation to Corporate Supplier Diversity Managers

Dear [Name]:

The National Women's Business Council (NWBC) is sponsoring a research study focused on how women-owned businesses can grow through increased access to the corporate market and partnership with corporate supplier diversity programs. As part of the research for this study, we would like to interview you about your company's supplier diversity program. We are collaborating with WBENC to undertake this research, and they recommended we speak with you about [company name's] exemplary supplier diversity program. Your participation is completely voluntary and you may decline to provide an interview.

NWBC is a non-partisan federal advisory council created to serve as an independent source of advice and counsel to the President, Congress, and the U.S. Small Business Administration on economic issues of importance to women business owners. Its mission is to promote initiatives, policies, and programs designed to support women's business enterprises at all stages of development in the public and private sector marketplaces—from start-up to success. One of NWBC's research priorities in 2014–15 is to explore and understand women's participation in corporate supplier diversity programs.

This research initiative is the first time the federal government has undertaken a study to recognize the vital role of the corporate market in supporting the growth of women-owned businesses. The study is a three-part effort comprised of a national survey of women business owners; focus groups that will be conducted in Washington, D.C., New York City, Chicago, and Los Angeles; and interviews with supplier diversity leaders and procurement executives.

We will be conducting interviews Monday through Friday, from [April ___–April ___, 2015], between 8:00 a.m. and 6:00 p.m. EST. The interviews will be conducted by telephone and will take one hour. If you are available and willing to be interviewed, we ask that you complete a brief questionnaire about your company's supplier diversity program and provide three dates that you would be able to speak with us.

Once you have confirmed your participation, we will provide you with a specific date and time for the interview and the name of the researcher who will conduct your interview. We will also provide you with a copy of the questions that will be asked during the interview.

To confirm your participation, please call or e-mail [admin asst.] no later than [date]. She may be reached at _____.

I have attached a brief overview of the research project, for your information. If you have any questions or would like additional information about the study, please feel free to contact me by return e-mail or by phone at _____.

Sincerely,

This study has been reviewed and approved by the federal Office of Management and Budget (OMB); without OMB's approval, the session could not be conducted.
Data collected on behalf of the National Women's Business Council under contract number SBAHQ-14-M-0124.