

ABOUT THIS STUDY

You are being asked to participate in a research study. This form describes the purpose, procedures, benefits, risks, discomforts and precautions of the study. It also describes your right to withdraw from the study at any time. A member of the study staff is available to read through the form with you and discuss all the information, if you wish.

Why is this study being done?

This study is being done to hear about your opinions regarding brand positioning statements about civilian careers in the Department of Defense (DoD).

What do I need to know about this study?

College students will be participating in this study. The study will take place in August of 2018. Focus groups will be 70-minutes and will include 8 participants. Participants will be asked to interact with a moderator to discuss their thoughts and opinions about different brand positioning statements. The session will be audio recorded for reporting purposes and any audio files will be destroyed after the reports are finalized. Individuals' names will not be used in any description of findings.

What are the potential risks of being in the study?

There are minimal risks associated with this study. Participants will discuss their opinions and feedback in reaction to various questions related to the topic. You do not have to answer any questions that you don't want to answer and you can stop participating in this study at any time.

Does being in this study provide any benefit?

There is no direct benefit to you. If you decide to be in this study, you will be paid \$40 for a 70-minute session as a token of appreciation for your participation.

Will it cost me anything to be in this study?

There are no costs for you to participate in the study, other than transportation to and from the facility.

Do I have to be in this study?

Your participation is voluntary. There are no penalties associated with refusal to participate; however, your participation is encouraged so the study will be complete and represent a wide variety of college students.

Who will have access to this study and/or contact information?

We will be very careful to let only members of the research team see your information. There is a small risk that others might find out what you say, despite all of our best efforts. In the case of a breach of confidentiality, appropriate steps will be taken to notify participants.

Privacy: Who will see the results of this study?

Everything you say during the focus group can be heard by the moderator and study staff. The focus group will also be audio recorded for reporting purposes. All audio files will be destroyed upon finalization of the report.

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Only researchers from the Fors Marsh Group team will have access to your responses. Your name and other personal information will not be linked your responses. This means that no one outside of the research team will know what you said. Everything you share will be kept private to the extent allowed by law. This means that we will not share anything you provide with anyone outside the study unless it is required to protect you, or if required by law. However, if you show a direct threat of harm to yourself or others, we have the right to take action out of concern for you and concern for others.

All of the information we collect, including data collected during screening, will be kept for three years. The information will be stored on a password-protected computer and/or in locked cabinets that only the research team can access. The audio recordings of the sessions will be immediately destroyed upon finalization of the reports. After three years, all remaining data will be destroyed by securely shredding documents or by permanently deleting electronic information.

Participation and Withdrawal:

Participation in this study is completely voluntary. You may withdraw at any time. You do not have to answer any questions that you do not want to. You will receive the incentive for your time in the focus group even if you choose not to answer some questions.

Who do I contact if I have questions about the study?

If you have questions or concerns about the study, you can contact Brian Griepentrog, Fors Marsh Group by email at pi@forsmarshgroup.com and reference the Civilian Careers Study

Please keep a copy of this sheet for your reference.

OMB CONTROL NUMBER: 0704-0553

OMB EXPIRATION DATE: 04/30/2019

AGENCY DISCLOSURE NOTICE

The public reporting burden for this collection of information, 0704-0553, is estimated to average 70 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or burden reduction suggestions to the Department of Defense, Washington Headquarters Services, at whs.mc-alex.esd.mbx.dd-dod-information-collections@mail.mil. Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a currently valid OMB control number.