

Library Survey Non-Response

Telephone Contacting Script

1. Hello. My name is _____, and I'm calling from RTI International, a research firm, on behalf of the Consumer Financial Protection Bureau (or C-F-P-B).

Privacy Act Statement

5 U.S.C. 552(a)(e)(3)

The information you provide through your responses to RTI will assist the survey sponsor, the Consumer Financial Protection Bureau (CFPB), in providing feedback to assess and improve the CFPB libraries program.

A federal law called the Privacy Act directs how the CFPB collects, keeps and shares your personal, private information- including the personal information contained in your answers to these questions. Your participation is completely voluntary, and is subject to the CFPB privacy policy that can be found on our website, consumerfinance.gov.

May I speak with [NAME]?

<1> [NAME] NOT AVAILABLE – GO TO 1A

<2> TRANSFERRED TO ANSWERING MACHINE – GO TO 1B

<3> NO ONE BY THAT NAME HERE – GO TO 1C

<4> REACHED [NAME] – GO TO 2

- 1A. When would be a better time to reach [NAME] or can (he/she) be reached at another number? [RECORD INFORMATION IN RECORD OF CALLS] May I also leave a toll-free phone number with you for [NAME] to call me back? It is 1-XXX-XXX-XXXX. Thank you for your help.

- 1B. Hello, I am calling regarding a recent e-mail you should have received about a library study being conducted by the Consumer Financial Protection Bureau. My name is _____. Please return my call toll-free at 1-XXX-XXX-XXXX. Thank you.

- 1C. Is this phone number for [NAME OF LIBRARY]?

IF NO: Thank you. I will remove this number from our records.

IF YES: Our records show that [NAME] is the [JOB TITLE]. Can you tell me who would be better for me to speak with and how I can reach (him/her)? [RECORD INFORMATION IN RECORD OF CALLS] Thank you for your help.

2. We recently sent you an e-mail inviting you to participate in a survey about your library's use of CFPB financial education resources. RTI International and CFPB, a federal government agency, are conducting this study with libraries across the county. I'm calling

to see if you'd like to complete the survey now. You can either complete the survey online, and I can help you log-in, or I can conduct the survey right now over the phone. Your participation in this study is important to help CFPB continue to expand and improve the libraries program, and we hope you will choose to participate. As a thank you for completing the brief survey, your library will receive a customized report detailing your library's use of financial education resources and comparing it to other libraries like yours. The information in this report should be helpful in the development of your library programs and outreach strategy.

Are you interested in completing the survey now?

YES – GO TO 3

NO – GO TO 4

- 3.** This survey is part of a research study to find out about your library's experiences with the CFPB Libraries Program. The goal of the study is to find out how libraries are using the resources provided by CFPB, and how those resources might be improved to better serve libraries. The survey should take about 10 minutes to complete.

There are a few more things you should know before starting the survey. This survey is completely voluntary. You do not have to answer any questions you do not want to, and you are free to end the survey at any time. All information you provide will be kept private and your name will not be associated with research findings from this study.

If you have any questions about the research or your rights as a survey participant, please contact: 1-XXX-XXX-XXXX.

Although your participation is completely voluntary, your responses are very important. Your opinions and experiences will help CFPB plan future programs for libraries.

Can we get started now?

YES – LAUNCH WEB SURVEY FOR THIS CASE

NO – GO TO 4

- 4.** Is there another time that would be better for me to contact you to complete the survey?
If yes: Note the time for a call-back.

If no: Thank you for your time. If you should change your mind, please contact us toll-free at 1-XXX-XXX-XXXX.

Frequently Asked Questions

- 1. Who is conducting this survey?** The Consumer Financial Protection Bureau (CFPB), a federal government agency, has contracted with RTI International, a non-profit research organization, to conduct this survey with libraries.
- 2. Why is this survey being conducted?** This survey is part of a research study to find out about your library's experiences with the CFPB Library Program. The goal of the study is to find out how libraries are using the resources provided by CFPB, and how those resources might be improved.
- 3. What types of questions will be asked?** Questions included in the survey ask about the types of CFPB materials your library has used; the types of CFPB trainings programs you or other staff have participated in and have found useful; financial education programming your library has conducted; partnering your library has done to provide financial education; and any impacts the CFPB programs have had on your library's ability to provide financial education resources to patrons.
- 4. How long will the survey take?** The survey will take, on average, about 10 minutes or less to complete.
- 5. Can I complete the survey online?** Yes. I can help you to log into your web survey. [ASSIST WITH PROVIDING URL AND ACCESS CODE. WAIT WHILE RESPONDENT LOGS IN TO ENSURE HE/SHE SUCCESSFULLY ACCESSES WEB SURVEY.]

[IF RESPONDENT DOESN'T WANT YOU TO PROVIDE LOGIN INFORMATION OVER THE PHONE, OFFER TO EMAIL THE INFORMATION.]
- 6. What is the closing date to complete the survey?** November XX, 2017. However, we urge all respondents to complete the survey as soon as possible to avoid receiving additional invitation emails and follow-up calls.
- 7. Will my name and information be kept private?** Yes. All information collected will be kept private. The identity of specific respondents will not be released in any manner. Results of the study will be published using only aggregated (or combined) data that will not allow identification of any individual.
- 8. Is participation voluntary? Is this survey mandatory?** Your participation in this survey is voluntary, but will assist greatly in helping to understand how libraries are using the resources provided by CFPB, and how those resources might be improved.

9. How was my library chosen to be included in this study? You have been selected to take part in this survey because at some point you have had contact with the CFPB libraries program, likely either:

- by attending a webinar or training,
- ordering materials through the CFPB website, or
- by signing up at an information booth at a conference.

10. Will I be compensated for my time? No financial compensation will be provided. However, once you complete the survey we will provide your library with a customized report that will allow you to compare your library's financial education programming to others like yours. The information in this report should be helpful for planning your financial education library programs and outreach strategy.

11. Can I take this survey over the phone? Yes, we can conduct the survey with you now or at another time that is convenient for you. Or you can call us toll-free at 1-800-xxx-xxxx when you have time to take the survey.

12. Will the results of this survey be published? No. We will provide customized reports to library participants that shows how your library's programming compares to other libraries like yours. The overall results of the survey will be used by CFPB to identify opportunities to improve and expand their products and services to libraries.