

Recruitment of DA Civilian Branding/Marketing Focus Group Participants

Good morning/afternoon. My name Altagracia Ramos, and I am a researcher with Prizma Market Research. I am here today as part of research being carried out by the RAND Corporation, a non-profit research institution. We have been asked by the Army Marketing and Research Group to conduct research about employment and careers. As part of this study, we are conducting focus groups to learn more about what is important to people in their careers and their attitudes towards different types of employers.

RAND will use the information from the focus group for research purposes only. Your identity will not be connected to your responses in any way. With the exception of the research team and others participating in the focus group, your responses will not be known to others. Any quotations or other focus group data included in the final report will be identified only by generic descriptors.

The focus group should take about 90 minutes. Participation is voluntary. If you would like to hear more about the study and to offer information about your views and experience, please stay. Otherwise, you are free to leave. There will be no consequences for leaving, now or at any time after this point.

Thank you.