

Appendix B2. WBC Initial Email



To: [ALL ELIGIBLE WBCS]

From: [SBA]

Subject: Information Request for Women's Business Center Survey

[ATTACHMENT: APPENDIX B3. WBC CLIENT DATA TEMPLATE]

Dear [WBC ADMINISTRATOR NAME],

Your Women's Business Center (WBC), [WBC NAME] is an important resource partner of the U.S. Small Business Administration (SBA), and together, we strive to improve our programs and deliver meaningful assistance. Each year, we want to know if our programs and services help entrepreneurs and the broader economy by providing useful information about starting and managing businesses and whether they eventually help businesses grow. [WBC NAME] has been selected to participate in a survey about business assistance.

We know that you are busy, which is why we want this process to be as seamless as possible. We have enclosed a spreadsheet for you to complete, which includes specific instructions on how to generate the requested information. All information collected will be used for research purposes only and kept private to the extent provided by law. The information collected will not affect program benefits for any WBCs. In order to meet the survey objectives, we respectfully request your assistance with the following:

- (1) Please provide the full list of clients who received any amount of counseling or training assistance from your WBC in calendar year 2017.
- (2) Ensure that the client contact information, specifically phone number, email address, and mailing address, is clearly identified. Please also include clients whose contact information is not available (e.g., missing, incomplete), so we can produce an accurate estimate of all clients served.
- (3) Please include the client's business phase (pre-venture versus in-business) as it appears in your database.

The time required to complete this information collection is estimated to average 60 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. To limit the burden on your clients, we will not be surveying all of them; instead, we will be randomly selecting a group to complete a brief online survey. Participation in the survey is voluntary. Although SBA cannot provide you the results from your specific clients due to confidentiality protection, you will receive the final report after the data collection is complete.

Please email the completed spreadsheet back to me by [DATE].

If you have any questions or concerns when submitting your client list, please contact me at [PHONE NUMBER] or [EMAIL ADDRESS].

We thank you in advance for your cooperation.

[CONTACT NAME]

U.S. Small Business Administration