

Request for Approval under the “Generic Clearance for the Collection of Qualitative Feedback on SBA Service Delivery” (OMB Control Number: 3245-0398)

TITLE OF INFORMATION COLLECTION: Outreach to and Engagement of Women by FAST and GAFC awardees [interviews]

PURPOSE:

To understand the extent to which two Small Business Administration (SBA) programs, the Federal and State Technology (FAST) Partnership Program and the Growth Accelerator Fund Competition (GAFC), successfully engage women entrepreneurs. Both the FAST and GAFC programs fund organizations to provide varying levels of training and outreach to potential applicants and awardees of the Small Business Innovation Research (SBIR) and the Small Business Technology Transfer (STTR) programs. Both FAST and GAFC funding announcements include language on supporting women entrepreneurs. Interviews will be conducted with personnel from both programs to collect data, information, and best practices regarding outreach to and engagement of women entrepreneurs with a specific focus on involvement with the SBIR/STTR programs. These interviews will be used as a research tool to obtain insights about efforts to engage women entrepreneurs that complements a quantitative analysis on the participation of women in the SBIR/STTR programs.

DESCRIPTION OF RESPONDENTS:

1. Program managers or relevant personnel from FAST and GAFC awardees

TYPE OF COLLECTION: (Check one)

- | | |
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| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software) | <input type="checkbox"/> Small Discussion Group |
| <input type="checkbox"/> Focus Group | <input checked="" type="checkbox"/> Other: Interviews |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: _____

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? Yes No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? Yes No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? Yes No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
FAST Program Managers	15	60 minutes each	15 hours
GAFC Program Managers	15	60 minutes each	15 hours
Totals	30		30 hrs

FEDERAL COST: The estimated annual cost to the Federal government is \$13,842 which is attributed to the contractor that will be leading the discussions.

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
 Yes No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Response:

Interviews will be conducted on behalf of the U.S. Small Business Administration by its contractor Dawnbreaker. Organizational participants (SBA resource partners FAST and GAFC) will be recruited for the interview by SBA OII personnel who have extensive knowledge of the organizations and their likelihood to participate and add value to the interviews.

Using a purposive sampling method, SBA will work with the contractor to develop a categorized, prioritized list of prospective research participants, with the expectation of 10 organizations from each type of resource partner to be represented, with 10 to 15 personnel to show from each respondent group, as noted below.

Stakeholder Group	Sampling Methodology
Group 1. FAST Program Managers and/or Marketing	The team will select 10 FAST awardee organizations. Some organizations may have specialized marketing personnel responsible for outreach that will participate in the interview along with the program manager, leading to potentially 10-15 individuals representing these 10

Stakeholder Group	Sampling Methodology
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Personnel

organizations. Ideally up to half the sample will have had an expressed interest in engaging actual and potential women entrepreneurs. Data on the number of women entrepreneurs that each of these organizations served will be requested, as well as insights into their programs and outreach methods.

Group 2. GAFC Program Managers and/or Marketing Personnel

The team will select 10 GAFC awardee organizations. Some organizations may have specialized marketing personnel responsible for outreach that will participate in the interview along with the program manager, leading to potentially 10-15 individuals representing these 10 organizations. Ideally up to half the sample will have had an expressed interest in engaging actual and/or potential women entrepreneurs. Data on the number of women entrepreneurs that each of these organizations served will be requested, as well as insights into their programs and outreach methods.

The SBA, through its contractor, will contact the selected candidates (FAST and GAFC program managers) by email to elicit their participation. If candidates do not respond to up to three attempts to contact them, we will select additional candidates using the same criteria described above. Once individuals are recruited, the team will schedule the interview. Prior to the interview, we will share the appropriate discussion guide with the participants.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

- Web-based or other forms of Social Media
- Telephone
- In-person
- Mail
- Other, Explain

2. Will interviewers or facilitators be used? Yes No

Please make sure that all instruments, instructions, and scripts are submitted with the request.

Attachments:

- Email Invitation
- Discussion Guide