

Attachment A: B2B Survey Recruitment Email

SBA Introduction Email to Instructors

To:

cc: shay.meinzer@sba.gov; ourdapilleta@optimalsolutionsgroup.com;
dgluck@optimalsolutionsgroup.com

Subject: Evaluation of Boots to Business Virtual Training – Survey Invitation

Dear < Name of the instructor / recipient >

You are receiving this letter because you are or were an instructor for or associated with the U.S. Small Business Administration's (SBA) Boots to Business (B2B) Program. The SBA has hired a small business research organization Optimal Solutions Group (Optimal) to conduct the evaluation of this program.

The objective of this evaluation is to examine the implementation and quality of the Introduction to Entrepreneurship course. The evaluation will inform future virtual delivery of the course.

This email provides advanced notice of a forthcoming request for your voluntary participation in a survey that will take less than 10 minutes. The survey is anonymous, and no personally identifiable information is requested. All survey responses will be identified as aggregated statistics in the form of averages, percentages, and frequency counts. If written survey responses have the potential to identify you, the responses will be stored as de-identified information before providing the data to the SBA.

Optimal Solutions Group will contact you to ask for your participation in a Web survey regarding your experiences with B2B.

- For questions about this study, please contact Shay Meinzer at SBA, (202) 539-1429 or shay.meinzer@sba.gov.
- If you have any questions or concerns about your participation in this study, please contact Optimal at (301) 306-1170 Ext. 709 or ourdapilleta@optimalsolutionsgroup.com or dgluck@optimalsolutionsgroup.com.
- For more information about B2B, please visit: <https://www.sba.gov/sba-learning-platform/boots-business>.

Thank you for your time and cooperation.

Sincerely,
Mark Williams, Boots to Business Program Manager

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information (such as this survey) unless it displays a valid OMB control number. The control number for this information collection is 3245-0398 (Expires April 30, 2024). The time required to read this email is estimated to average 3 minutes (0.05 hours). However, the total time required for your participation in the survey is estimated at 10 minutes. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to U.S. Small Business Administration, Director, Records Management Division, 409 3rd St., S.W., Washington, DC 20416 and Desk Officer for the Small Business Administration, Office of Management and Budget, New Executive Building, Room 10202, Washington, DC 20503.

