

Attachment A: B2B Interview Recruitment Email

Official SBA Interview Introduction Email

To:

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

Subject: Evaluation of Boots to Business Virtual Training – Interview 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 to participate in a voluntary phone interview that will take approximately 30 minutes. The interviews will not be recorded, and no personally identifiable information will be requested. Your responses will be kept strictly confidential, and your name will never be used in any reports produced from this study. All responses will be aggregated and stored as de-identified information and these data will be provided to the SBA.

Optimal Solutions Group will contact you to ask for your participation in a brief interview 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 interview is estimated at 30 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.