

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: Boots to Business Virtual Delivery Instructor Interview

PURPOSE:

The Small Business Administration (SBA) implements Boots to Business (B2B) program, an entrepreneurship program for servicemembers transitioning to civilian life. Due to the COVID-19 pandemic, in FY 2020 B2B shifted from an in-person, two-day classroom course to an instructor-led virtual offering to continue serving service members transitioning to civilian life. This change in format delivery allowed the continued service and increased access to those otherwise underserved by removing barriers to the physical location and in-person requirements of the course. This formative data collection effort will help the SBA better understand the instruction service delivery within the virtual environment from the instructor’s perspective. The SBA will also conduct a survey, and the findings from this interview data collection along with the findings from the Boots to Business Virtual Delivery Instructor Survey data collection will contribute to the program’s continuous improvement efforts and inform effort to increase the effectiveness of the B2B virtual training.

DESCRIPTION OF RESPONDENTS:

Respondents are B2B instructors who are employed by the SBA or by SBA grantees, such as Veterans Business Outreach Centers, Small Business Development Centers, Women’s Business Centers, SCORE, and the Institute for Veterans and Military Families.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <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: <u>Interview</u> |

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 aggregate results may be disseminated as part of the evaluation report.
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: Kate Aaby *Katherine Aaby*

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 (hours)
Individual	18	30 min	9.0
Totals	18	30 min	9.0

FEDERAL COST: The estimated annual cost to the Federal government is \$22,026.45, which includes 40 hours for a GS-14 evaluator, 5 hours for a GS-15 manager, and \$19,330 for an independent third-party contractor.

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?

Eighteen of the approximately 2,000 instructors who have taught B2B curriculum in the past two years will be purposively selected to participate in an interview. Selection and recruitment efforts will consider the number of courses and modules taught, program knowledge, availability, and willingness to participate. The diversity of respondents across instructor types (SBA employee and SBA grantee groups) and geographic locations will also be considered.

Two B2B instructors were consulted to pretest the interview instrument. The pretest participants provided additional information on aspects of the data collection instrument including the clarity of questions and additional data elements to record. Both responded positively to the overall nature and purpose of the data collection effort.

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

- Attachment A: B2B Interview Recruitment Email
- Attachment B: B2B Semi-Structured Interview Guide
- Attachment C: B2B Interview Thank You Email