Appendix A-1 Yearly Project Schedule

The following project schedule is based on the program start and end dates, assuming the same program start and end dates across future years of the evaluation.

Intake Survey	
The official SBA introduction e-mail	June 21, 2023
The invitation e-mail from Optimal	June 22, 2023
Survey Reminders	June 27, 2023 - July 19, 2023
Program Start	July 5, 2023
Survey data collection completed	July 19, 2023
Module Feedback Form	
Module Feedback Form data collection	July 5, 2023 - November 1, 2023
Feedback Survey	
The official SBA introduction e-mail	December 14, 2023
Program End	December 15, 2023
The invitation e-mail from Optimal	December 15, 2023
Survey Reminders	December 20, 2023 - January 12, 2024
Survey data collection completed	January 12, 2024
Follow-up Survey (For previous 3 cohorts)	
The official SBA introduction e-mail	April 10, 2024
The invitation e-mail from Optimal	April 11, 2024
Survey Reminders	April 14, 2024 - May 14, 2024
Survey data collection completed	May 14, 2024

Note: April data collection will improve the validity of responses about business revenue and employment due to this information being readily available to respondents during the tax period.