IRB Approved at the Study Level

Dec 10, 2024

#41276217.1

**Recruiting, Retaining, and Promoting Servicemembers who Identify as Hispanic or Latino/Latina**

**Tab C: Virtual Focus Group Recruitment Instructions**

[DATE]

Dear [Service POC]:

Thank you for your assistance in recruiting eligible participants for the focus groups included in our “Recruiting, Retaining, and Promoting Servicemembers who Identify as Hispanic or Latino/Latina” research study. The goal of this study, sponsored by Office of the Under Secretary of Defense for Personnel and Readiness (OUSD P&R) Office for Civil Rights & Equal Opportunity Policy (OCREOP), is to a gain better understanding of the challenges that Servicemembers face in their recruitment, retention, and promotion, especially for those who identify as Hispanic. The results from this study will be used by OUSD P&R OCREOP and the Services to develop strategies on how to tackle these challenges through changes to policies, processes, and programs, and to ensure that Servicemembers are supported through appropriate and needed resources.

As part of this study, CNA will be conducting Service-specific virtual focus groups with Active Duty Service members from various locations. Per our email/phone discussion, we need your help in identifying eligible focus group participants, so we are asking that you please send the attached pre-drafted “recruitment email” to eligible personnel (i.e., [LIST SERVICE AND OTHER ELIGIBILITY CRITERIA, SUCH JUNIOR ENLISTED SERVICE MEMBERS OR RECRUITERS]). Please note that some separate sessions will be held for Servicemembers who identify as Hispanic. In addition to ensuring that your list of eligible Servicemembers includes a good mix of Hispanic and non-Hispanic personnel, we would also greatly appreciate your effort in ensuring that the list also includes a good mix of personnel of different races and genders.

The recruitment email asks interested personnel to email CNA to be assigned to a specific virtual focus group, and CNA will communicate with eligible personnel after that point. If CNA does not hear from enough interested personnel by a certain point, we will request that you please also send the pre-drafted “follow up recruitment email” to potentially garner more interest. When emailing potential and/or confirmed focus group participants, please be sure to email each of them separately or blind carbon copy (BCC) all of the email addresses to protect the identities of the individuals.

Participation in the focus groups is completely voluntary, and no one should be forced to participate.

If you have any questions, or need additional information, you can contact me at [PHONE NUMBER] or [EMAIL ADDRESS]. Thank you again for your willingness to assist us with these important focus groups. We sincerely appreciate your help.

Very respectfully,

[NAME]

[ELECTRONIC SIGNATURE]