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Focus Groups

Initial Recruitment Email (Faculty/Staff)

To: Faculty & Staff

[From: Respective MSA Offices]

Subject: Invitation for CTTF Evaluation Focus Group

BLUF: Request faculty/staff members to participate in a 90-minute focus group discussing CTTF evaluation efforts. Please contact CTTFeval@norc.org to express your interest in participating by [DATE] or reach out directly to <POCs at MSA>, also by [DATE].

PURPOSE: The focus groups' purpose is to understand how the MSA POAMs are being implemented and the role of faculty and staff in supporting efforts to increase protective factors. Participation is voluntary and confidential. Findings will be aggregated and de-identified.

BACKGROUND: In 2023, USMA, USNA, and USAFA were directed to develop Plans of Action and Milestones (POAMs) related to the prevention of sexual assault and other harmful behaviors. Each POAM outlines action steps to respond to the immediate, intermediate, and long-term recommendations identified in the 2023 MSA On-site Installation Evaluation (OSIE) report. As a result of the OSIE, a central MSA Command Climate Transformation Task Force (CTTF) was established, and each MSA established an MSA-specific CTTF. Now that actions have been carried out, DoD's OFR OCCWI is evaluating the CTTF activities across the three MSAs. DoD has contracted NORC at the University of Chicago to help carry out the evaluation.

Sincerely,

[Insert Respective MSA POC/Offices Signature]

Recruitment Script to be Announced by Leadership (e.g., Group Commander)

- Good morning/afternoon. The DoD and <United States Military Academy, United States Naval Academy, OR United States Air Force Academy> have partnered with NORC at the University of Chicago, an objective, nonpartisan research organization, to evaluate MSA's POAMs and Climate Transformation Task Force efforts.
- As part of the evaluation, the DoD invites faculty and staff to a 90-minute focus group discussion of CTTF efforts. Your participation is voluntary, confidential, and much appreciated. Findings will be aggregated and de-identified.
- You [should have received OR are receiving] an invitation email — please respond by [DATE] if you're interested or reach out directly to <POCs at MSA>, also by [DATE].
- Thank you very much.

Initial Recruitment Email (Current Parents)

To: Parent Groups/Emails

From: TBD

Subject: Invitation to participate in a MSA Current Parent Focus Group

Greetings [Name],

We are seeking parents of current cadets/midshipmen at USMA, USNA, and/or USAFA to participate in a focus group to discuss their perceptions of the MSA's efforts to create an environment free of harmful behaviors, including increasing protective factors and minimizing risk factors.

The DoD contracted with NORC at the University of Chicago to conduct these focus groups. NORC is a non-partisan independent research organization.

Please note that your participation is **voluntary**. The information you share will be confidential between you and the research team. Our findings will be aggregated, and you will not be able to be identified.

Please select scheduling options to participate in the focus groups:

[NORC will provide a scheduling link]

The link will direct you to norc.org, a non-government website, to complete the schedule.

If you need additional information, please email CTTFeval@norc.org

Sincerely,

[NORC team]

Initial Recruitment Email (Alumni)

To: Alumni

From: [Respective MSAs Academy of Graduates (AOGs)]

Subject: Invitation for CTTF Evaluation Focus Group

Dear [Name],

BLUF: We are contacting you to invite you to a 90-minute focus group to discuss the Climate Transformation Task Force (CTTF) efforts. Please see scheduling options to participate:

[NORC will provide a scheduling link]

The link will direct you to norc.org, a non-government website, to complete the schedule. Please note that your participation is **voluntary**. The information you share will be confidential between you and the research team. Findings will be aggregated, and you will not be able to be identified.

Purpose: This evaluation aims to understand the MSA POAMs and understand how alumni can support efforts to increase protective factors and reduce risk factors of harmful behaviors.

Background: In 2023, USMA, USNA, and USAFA were directed to develop Plans of Action and Milestones (POAMs) related to the prevention of sexual assault and other harmful behaviors. Each POAM outlines action steps to respond to the immediate, intermediate, and long-term recommendations identified in the 2023 MSA On-site Installation Evaluation (OSIE) report. As a result of the OSIE, a central MSA Command Climate Transformation Task Force (CTTF) was established, and each MSA established an MSA-specific CTTF. Now that actions have been carried out, DoD's OFR OCCWI is evaluating the CTTF activities across the three MSAs. DoD has contracted NORC at the University of Chicago to help carry out the evaluation.

If you need additional information, please email CTTFeval@norc.org

Sincerely,

[NORC team]

Focus Group Reminder Emails (few days prior and day of)

To: Participant

From: CTTFeval@norc.org

Subject: Reminder for 90-Minute Focus Group to discuss MSA climate activities

Dear XX,

This is a friendly reminder that you are scheduled to participate in a 90-minute focus group on [Insert date from [XX: XX] to [XX: XX] am/pm]/today [Insert date] from [XX: XX] to [XX: XX] am/pm to discuss Climate Transformation Activities at the Military Service Academies.

[INSERT LOCATION]

We look forward to seeing you.

If you have any questions, please don't hesitate to contact CTTFeval@norc.org.

Sincerely,

[NORC team]

Ad/social media (recruitment)

Calling for <MSA> Recent Graduates (2010-Present)

<MSA> is looking for <MSA> graduates to participate in focus groups and contribute to discussions of <MSA>'s climate transformation efforts.

Please reach out to CTTFeval@norc.org for scheduling information.

If you have any questions, please contact your <MSA POC>

Scan the QR code or visit the URL below to be directed to norc.org, a non-government website, to view scheduling options.

[INSERT QR CODE]

Your participation is **voluntary**.