

APPENDIX B.

Recruitment and scheduling materials for pilot staff discussions

B1. OUTREACH TEMPLATE TO LEADERS ABOUT SITE VISITS

B2. OUTREACH TEMPLATE TO LEADERS OR STAFF TO SCHEDULE
INTERVIEWS

B3. SAMPLE BODY OF CALENDAR/WEBEX INVITE TO
RESPONDENTS

B4. SAMPLE REMINDER EMAIL

B5. SAMPLE THANK YOU EMAIL

General instructions for interviewers

Use these materials to guide your outreach and communication with pilot staff for in-person or virtual discussions. Tailor the templates as needed based on the state's TANF program and pilot, the timing of the interview, information available from other sources, and the respondent.

From: State recruiter

Subject: Planning for a TANF Pilot Evaluation site visit with Mathematica

Dear [NAME OF STATE/LOCAL OFFICE LEADER],

As you may know, [STATE TANF PROGRAM] is participating in the TANF Pilot Evaluation. Mathematica and its partners, The Adjacent Possible and the American Public Human Services Association, are conducting this evaluation under contract with the Administration for Children and Families at the U.S. Department of Health and Human Services. The TANF Pilot Evaluation will help policymakers, program administrators, and researchers learn more about measuring program performance in TANF programs.

We are reaching out to you because you [DESCRIPTION OF ROLE] with [TANF PROGRAM/PILOT NAME]. *[IF NEEDED: [POINT OF CONTACT NAME] passed your name on to me as someone who has been involved with the pilot, etc.]* As part of our study, we are conducting a [LENGTH OF STATE/LOCAL AREA VISIT, E.G. 2-day] site visit to your program in [TIMELINE].

We would like to schedule a phone call to discuss the study and a site visit in more detail.

The site visit will help us learn about how the TANF Pilot was designed and is being implemented in [STATE] and how it is contributing to changes in [STATE TANF PROGRAM]. During the visit, members of our research team will conduct discussions with program staff and any relevant partners, observe relevant program activities, and interview select program participants.

During a phone call, we can also answer any questions you have about the study, identify potential respondents, and discuss the logistics of our visit. Following the phone call, we will provide a sample agenda for our visit and coordinate to determine dates that work best for our visit.

Please respond to this email with your availability on the following dates:

[LIST OF DATE/TIME OPTIONS]

If you have any questions or concerns, please contact me at [EMAIL] or [PHONE]. We look forward to hearing from you and learning more about your program!

Sincerely,

[RECRUITER NAME]

PAPERWORK REDUCTION ACT OF 1995 (Public Law 104-13) STATEMENT OF PUBLIC BURDEN: Through this information collection, ACF is gathering information to learn more about measuring program performance in TANF programs. Public reporting burden for this collection of information is estimated to average [60/90] minutes per respondent, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. This is a voluntary collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act of 1995, unless it displays a currently valid OMB control number. The OMB # is 0970-0XXX and the expiration date is XX/XX/XXXX. If you have any comments

B1. Outreach template to leaders about site visits

on this collection of information, please contact Quinn Moore at QMoore@mathematica-mpr.com.

From: State recruiter

Subject: Scheduling an interview with Mathematica for the TANF Pilot Evaluation

Dear [NAME],

As you may know, [STATE TANF PROGRAM] is participating in the TANF Pilot Evaluation. Mathematica and its partners, The Adjacent Possible and the American Public Human Services Association, are conducting this evaluation under contract with the Administration for Children and Families at the U.S. Department of Health and Human Services. The TANF Pilot Evaluation will help policymakers, program administrators, and researchers learn more about measuring program performance in TANF programs.

We are reaching out to you because you [DESCRIPTION OF ROLE] with [TANF PROGRAM/PILOT NAME]. *[If needed: (Point of contact's name) passed your name on to me as someone who has been involved with the pilot, etc.].*

As part of the pilot, we would like to schedule a [60 OR 90 MINUTE] [VIRTUAL OR IN-PERSON] interview with you on [DATE OR DATE RANGE]. Your experiences as a [ROLE] will help us understand [FILL IN RELEVANT TOPIC].

Please respond to this email with your availability on the following dates and times:

[LIST OF DATE/TIME OPTIONS]

[IF VIRTUAL: Once we confirm a time, I can provide a WebEx conference link and send you a meeting invitation to hold the time in your calendar.]

[IF IN-PERSON: We will hold the discussions at [LOCATION].]

If you have any questions or concerns, please contact me at [EMAIL] or [PHONE]. We look forward to hearing from you and learning more about your program!

Sincerely,

[RECRUITER NAME]

PAPERWORK REDUCTION ACT OF 1995 (Public Law 104-13) STATEMENT OF PUBLIC BURDEN: Through this information collection, ACF is gathering information to learn more about measuring program performance in TANF programs. Public reporting burden for this collection of information is estimated to average 60 minutes per respondent, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. This is a voluntary collection of information. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information subject to the requirements of the Paperwork Reduction Act of 1995, unless it displays a currently valid OMB control number. The OMB # is 0970-0XXXX and the expiration date is XX/XX/XXXX. If you have any comments on this collection of information, please contact Quinn Moore at QMoore@mathematica-mpr.com.

Hello,

Thank you for scheduling an interview as part of the TANF Pilot Evaluation. We look forward to speaking with you and learning more about [EDIT DEPENDING ON RESPONDENT, i.e. the services you provide, your partnership/relationship with [SITE], individuals you serve]. The interview has been scheduled for **[DATE] at [TIME]**. [IF VIRTUAL: You can access the meeting by clicking the green "Guest Join" button or using the call-in information below.] [IF IN-PERSON: We will meet at [LOCATION/ROOM.]] Please let us know if you have any questions or concerns.

We look forward to speaking with you soon.

[Instructions for sender: send 2 business days prior to scheduled interview date]

Hi [NAME],

I look forward to speaking with you on [DATE] at [TIME] for our interview as part of the TANF Pilot Evaluation.

[IF VIRTUAL: You can connect to the interview by clicking this link [HYPERLINK] or dialing [PHONE NUMBER] and entering [PASSCODE.]

[IF IN-PERSON: We will meet at [LOCATION/ROOM] for the interview.]

If anything comes up and you need to reschedule, please contact me at [EMAIL] or [PHONE].

Thanks,

[NAME]

[Instructions for sender: send 1 business day after scheduled interview date]

Hi [NAME],

Thank you again for taking the time to speak with us as part of the TANF Pilot Evaluation. We truly appreciate you sharing your experiences and insights with our team.

Your input has been very valuable helping us understand [EDIT DEPENDING ON RESPONDENT: the services you provide, your role in the pilot, your partnership with the program].

If you have any additional thoughts or questions, please don't hesitate to reach out. Thank you again for your time and participation.

Best regards,

[NAME]