

## APPENDIX E.

### Recruitment and scheduling materials for in-depth participant interviews

E1. RECRUITMENT TEMPLATES

E2. SCHEDULING TEMPLATES

E3. CONFIRMATION TEMPLATES

E4. REMINDER TEMPLATES

E5. THANK YOU TEMPLATES

### General instructions for interviewers

Use these materials to guide your outreach and communication with pilot participants for in-depth interviews. 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.

#### Text

Hi [PARTICIPANT FIRST NAME], I'm [RECRUITER FIRST NAME] from Mathematica, texting on behalf of [TANF PROGRAM/PILOT NAME]. [TANF PROGRAM/PILOT NAME] is part of the TANF Pilot Evaluation that Mathematica is conducting for the U.S. Department of Health and Human Services. [TANF PROGRAM/PILOT NAME] gave us your name because [REASON FOR SELECTION, i.e. you recently left the program, you participated in [ACTIVITY], etc.]. We would like to hear about your experiences with [TANF PROGRAM/PILOT NAME] to help us understand what worked well for you and what could have been better.

You will receive a \$60 GIFT CARD to thank you for your participation. Are you interested? Spots are limited. Text 'YES' to learn more and to set up a date and time for the conversation.

**OMB # / Expiration Date: xx/xx/20xx.** Text 'STOP' to end messages at any time. Standard msg & data rates may apply.

#### Email (only use if we have their email address and participants did not consent to texts)

Subject: Share your experience with [TANF PROGRAM/PILOT NAME] (\$60 gift card)

Hi [PARTICIPANT FIRST NAME],

I'm [RECRUITER FIRST NAME] from Mathematica. I'm reaching out to hear about your experiences with [TANF PROGRAM/PILOT NAME]. [TANF PROGRAM/PILOT NAME] is part of the TANF Pilot Evaluation that Mathematica is conducting for the U.S. Department of Health and Human Services. [TANF PROGRAM/PILOT NAME] gave us your name because [REASON FOR SELECTION, i.e. you recently left the program, you participated in [ACTIVITY], etc.]. The evaluation will help us learn about how TANF programs can serve people better.

You will receive a \$60 GIFT CARD to thank you for your participation. To reserve your spot, please respond to this email with your availability for a phone call on the following dates. We will email you to confirm the date and time of your conversation and include a video conference meeting link.

[LIST OF DATE/TIME OPTIONS]

If you have any questions, please call us toll-free at 833-678-3825. You can also send us an email at [TANFPilotEval@mathematica-mpr.com](mailto:TANFPilotEval@mathematica-mpr.com). Thank you in advance for participating in this important study!

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

### **Text (if participant responds yes)**

Hi [PARTICIPANT FIRST NAME], thank you for agreeing to talk about [TANF PROGRAM/PILOT NAME]! We will be conducting the discussions virtually over [videoconferencing platform]. We have the following times available [INSERT CURRENTLY AVAILABLE DAYS AND TIMES]. Which option is best for you?

Could I please have your email so I can send you a meeting link?

### **Phone call (if no response to scheduling text)**

ASK: Hi, is [PARTICIPANT FIRST NAME] there?

→ IF NO:

- o Can you tell me how I can reach him/her?*
- o Is this the best number to reach them? Would you be able to share a better phone number?*

→ IF THE PERSON WHO ANSWERS SAYS IT'S THE WRONG NUMBER:

- o I was given this number for [NAME OF PARTICIPANT]. Do you know them? I am calling regarding a research study.*

→ If VOICEMAIL (CELL PHONES ONLY):

- o Hi [PARTICIPANT FIRST NAME], my name is [NAME] and I am calling from Mathematica. We would like to talk to you about your participation in [TANF PROGRAM/PILOT NAME], as part of an evaluation that the program is participating in. If you are interested in participating, please call me back at [RECRUITER PHONE NUMBER] for more details. Thank you. I look forward to hearing from you.*

→ IF PARTICIPANT ANSWERS:

- *Hi, [PARTICIPANT FIRST NAME]. My name is [NAME] and I am calling from Mathematica. We sent you a text recently about talking with us about your experiences with the [TANF PROGRAM/PILOT NAME] and you let us know you were interested in learning more. I'm following up to tell you more about the conversation. Is now a good time?*
- *IF YES: My organization, Mathematica, is doing a study of TANF programs to learn about how the programs help people find jobs and become financially independent. The study will help us learn whether there are ways to make [TANF PROGRAM/PILOT NAME] better. You may have completed or been invited to complete a survey – that is one part of the study. For this second part, we are hoping to have one-on-one phone calls with people who have been involved in the program to learn about their experiences. The conversation should last about 60-90 minutes and you will receive a \$60 gift card to thank you for your participation. Are you interested in scheduling a time?*
- *IF NOT AVAILABLE: When would be a good time to call back? We're glad that you're interested in speaking with us.*
- *If the participant agrees to speak later, note the preferred time.*
  - o Thank you for your time. I will call you back at [DATE/TIME].*
- *IF NO: If the participant declines, listen carefully and try to respond to their expressed concerns. You might say something like,*
  - *"Do you have any concerns that I can address?"*

- *"I understand your concern,"* and address the particular issue.

➔ IF UNCERTAIN: Ask about their concerns and try to respond to them.

If the participant agrees, proceed to the "IF YES" section below.

If the participant does not agree, let them know they can call you to learn more about the study, and leave your name and number in case the person changes her mind.

- *"I understand, thank you for your time. If you change your mind or have questions feel free to get back in touch with me."* Provide your name and Mathematica phone number.

➔ IF YES: continue script and schedule the discussion.

- *That's great! We're glad that you're interested in speaking with us. My colleagues [INTERVIEWERS NAMES] will be conducting the discussions virtually, over a videoconferencing platform, on [POTENTIAL DATES]. We have the following times available [INSERT CURRENTLY AVAILABLE DAYS AND TIMES]. What option is best for you?*
- *We will send you a confirmation text before the discussion to remind you of the date and time,. Could I please have your email so I can send you a meeting link?*

**Text**

Hi [PARTICIPANT FIRST NAME], thank you for agreeing to join us for a one-on-one conversation about your experiences in [TANF PROGRAM/PILOT NAME]!

DATE: [DATE OF INTERVIEW]

TIME: [TIME OF INTERVIEW]

We have sent you a meeting link over email. Please plan to arrive a few minutes before your scheduled conversation. Text 'CALL' if you need to get in touch with us about the discussion. Thank you!

**Email (use only if participants indicate they want an email)**

Subject: [TANF PROGRAM/PILOT NAME] discussion confirmation

Hi [PARTICIPANT FIRST NAME],

Thank you for agreeing to join us for a one-on-one conversation about your experiences in [TANF PROGRAM/PILOT NAME]!

DATE: [DATE OF INTERVIEW]

TIME: [TIME OF INTERVIEW]

You can access the meeting by clicking the green “Guest Join” button or using the call-in information below. Please plan to arrive a few minutes before your scheduled conversation. If you have any questions, please call [RECRUITER NAME] at [RECRUITER PHONE NUMBER].

## **Text**

### *Day Before Discussion*

Hi [PARTICIPANT FIRST NAME]! We look forward to seeing you for our discussion about [TANF PROGRAM/PILOT NAME] tomorrow at [TIME]. You will receive \$60 as a thank you. Text 'CALL' if you need to get in touch with us.

We have sent you a meeting link over email.

### *Day Of Discussion*

Hi [PARTICIPANT FIRST NAME]! We look forward to seeing you for our discussion about [TANF PROGRAM/PILOT NAME] today at [TIME]. You will receive \$60 as a thank you. Text 'CALL' if you need to get in touch with us.

We have sent you a meeting link over email.

## **Email (use only if participants indicate they want an email)**

### *Day Before Discussion*

Subject: [TANF PROGRAM/PILOT NAME] discussion reminder

Hi [PARTICIPANT FIRST NAME],

We look forward to seeing you for our discussion about [TANF PROGRAM/PILOT NAME] tomorrow at [TIME]. You will receive a \$60 gift card as a thank you. If you need to get in touch with us, please call [RECRUITER NAME] at [RECRUITER PHONE NUMBER].

You can access the meeting by clicking the green "Guest Join" button or using the call-in information below.

### *Day Of Discussion*

Subject: [TANF PROGRAM/PILOT NAME] discussion final reminder

Hi [PARTICIPANT FIRST NAME],

We look forward to seeing you for our discussion about [TANF PROGRAM/PILOT NAME] today at [TIME]. . You will receive a \$60 gift card as a thank you. If you need to get in touch with us, please call [RECRUITER NAME] at [RECRUITER PHONE NUMBER].

You can access the meeting by clicking the green "Guest Join" button or using the call-in information below.

## **Text**

### *Day After Discussion*

Hi [NAME], thank you so much for taking the time to speak with us and share your experiences with [TANF PROGRAM/PILOT NAME]. We really appreciate your participation and your insights. Your feedback will help us understand how programs can serve people better. Please don't hesitate to reach out if you have any additional thoughts to share. Your \$60 gift card will be sent to your email.

Thank you again for your time.

## **Email** (use only if participants indicate they want an email)

### *Day After Discussion*

Subject: Thank you

Hi [NAME],

Thank you so much for taking the time to speak with us and share your experiences with [TANF PROGRAM/PILOT NAME]. We appreciate your willingness to participate and to tell us about what worked well for you and what could have been better.

Your perspective is important and will help us better understand how TANF programs can support people.

Please don't hesitate to reach out if you have any additional thoughts to share. Your \$60 gift card will be sent to your email.

Thanks again,

[NAME]