HMRF Grant Recipient Survey on Tracking Outreach and Recruitment

Email Notifications and Survey Questions

1. Initial Email Invitation to Participate in Survey

SUBJECT: How do you track HMRF outreach and recruitment? Share with us!

Hello! ACF and the nFORM 2.0 team are interested in understanding how HMRF grant recipients collect and use information on outreach and recruitment of potential applicants, before applicant information is entered into nFORM. We want to hear from programs that currently collect this type of information before enrolling clients in nFORM, as well as programs that do not currently collect this data. Please <click here> to complete this short survey about outreach and recruitment information that is or could be useful for your HMRF program. You may skip any question you do not wish to answer, but we hope that you will answer all questions. Your responses will inform potential nFORM enhancements.

Thank you!

The nFORM 2.0 Team

2. Email Reminder to Participate in Survey

SUBJECT: Please share with us! How do you track HMRF outreach and recruitment?

Hello! We emailed a week ago to invite you to participate in a survey about collecting and using information on outreach and recruitment of potential HMRF applicants. We want to hear from programs that currently collect this information before enrolling clients in nFORM, as well as programs that do not currently collect outreach and recruitment data. Please <click here> to complete this short survey about what outreach and recruitment information is or could be useful for your HMRF program. You may skip any question you do not wish to answer, but we hope that you will answer all questions. Your responses will inform potential nFORM enhancements.

Thank you!

The nFORM 2.0 Team

3. Survey

Thanks for taking a moment to complete an HMRF grant recipient survey about collecting and using information on outreach and recruitment activities to support your HMRF program. Currently, programs collect limited information in nFORM on clients' referral source and reasons for enrolling on the applicant characteristics survey and client application. Using the program operations survey, they also report to ACF experiences and challenges with advertising, recruitment, and referrals from other organizations. The questions below aim to help us better understand how nFORM could be enhanced in the future to expand tracking of outreach and recruitment of potential HMRF program applicants. Capturing this type of information in nFORM could help grant recipients and ACF monitor and address challenges in recruiting and retaining HMRF clients.

This survey has been sent to all nFORM 2.0 users. If you are affiliated with more than one program, please consider all the grant recipients you work with in your responses. Your participation in this survey is voluntary and your answers will be kept private. Your responses will inform potential nFORM enhancements.

PAPERWORK REDUCTION ACT OF 1995 (Pub. L. 104-13) STATEMENT OF PUBLIC BURDEN: The purpose of this information collection is to support program monitoring and improvement activities for Healthy Marriage and Responsible Fatherhood programs. Public reporting burden for this collection of information is estimated to average 15 minutes per response, 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 0970-0531 and the expiration date is 09/30/2025. If you have any comments on this collection of information, please contact Hannah McInerney at nform2helpdesk@mathematica-mpr.com.

1. Does your program currently collect information about outreach and recruitment of potential HMRF applicants, before they are enrolled in nFORM?

☐Yes
☐No → *Go to question 4*

[ASK IF QUESTION 1=YES]
2. How do you store and access this information? Check all that apply.

☐Paper
☐Spreadsheets or online forms (i.e. Microsoft, Google, or similar tools)

☐Management information system (i.e. Salesforce, Bonterra Case Management [formerly known as Apricot], etc.)
☐Other (specify)

[ASK IF QUESTION 1=YES]

3. What types of outreach and recruitment information does your program collect before enrolling clients in nFORM? Check all that apply.

☐Potential applicant name/contact information
☐Potential applicant demographic information (e.g. age, sex, relationship status, parenting status)
☐Potential applicant service location
☐Services for potential applicants (e.g. substantive service contacts, information sharing)
☐Referral organizations
☐Recruitment events
☐Marketing materials (e.g. social media, newspaper ads, flyers, billboards, etc.)
☐Other (specify)

4. What types of outreach and recruitment information would your program like to collect that you do not currently collect? Check all that apply.

☐Potential applicant name/contact information
☐Potential applicant demographic information (e.g. age, sex, relationship status, parenting status)
☐Potential applicant service location
☐Services for potential applicants (e.g. substantive service contacts, information sharing)
☐Referral organizations
☐Recruitment events
☐Marketing materials (e.g. social media, newspaper ads, flyers, billboards, etc.)
☐Other (specify)

5. How would your program like to use information on outreach and recruitment of potential applicants? This can include ways you currently use information if applicable. Check all that apply.

☐Follow up with potential applicants
☐Plan/track services for potential applicants
☐Coordinate with referral organizations
☐Plan/track recruitment events
☐Plan/track marketing approaches
☐Monitor outreach/recruitment progress

☐Continuous quality improvement
☐Evaluation
☐Budget/resource allocation
☐Reporting to ACF and other key audiences
☐Other (specify)

6. Which nFORM data tools would you like to use to review information on outreach and recruitment? Select all that apply.

   ☐Query tool
   ☐Operational reports
   ☐Data export
   ☐QPR/PPR

7. What best describes your role at your program?

☐Project director/project leadership
☐Data manager
☐Case manager
☐Local evaluator
☐Other program staff

8. If you would be interested in participating in a follow-up discussion to share your experiences and perspectives on collecting and using information on HMRF outreach and recruitment, please provide the information below.

Separate fields to be programmed: Grant recipient name; First name; Last name; Phone; Email address