

## Appendix C-1 Participant Survey Announcement to Cluster Administrators

Dear [cluster administrator],

Thank you again for taking the time to speak to us about the work your cluster accomplished during the first three quarters of [year]. As mentioned during these calls, Optimal is finalizing this year's survey deployment process, which is very similar to the one implemented last year. Attached please find a memorandum that details the survey implementation protocols for this year. Below are the important dates for this year's data collection period:

- **[insert date]:** Optimal will send each cluster the cluster administrator survey in the format of a Microsoft Excel spreadsheet.
- **[insert date]:**
  - Cluster administrators will return to Optimal a partially complete version of the cluster administrator survey that contains a roster of large organizations (in the Large Organization Info tab) and small businesses (in the portion of the Small Business Info tab with blue headers) in the cluster. These rosters will constitute the basis upon which two participant surveys will be deployed. ***Please note that the remainder of the cluster administrator survey does not need to be completed and returned to Optimal until [insert date].***
  - Cluster administrators will also submit (1) a customized cover letter for the large organization survey and the small business survey; (2) the full name and e-mail address that Optimal will use to deploy the surveys, which belongs to either the cluster administrator or another cluster administrator staff member who is easily recognized by the cluster participants as a cluster representative; and (3) an updated cluster logo to be used on online surveys. ***Templates for the survey setup documents are attached to this e-mail.***
  - Cluster administrators will send a prenotification e-mail to their participants about the forthcoming survey and its purpose.
- **[Insert date]:** Optimal will send the appropriate survey to active small business participants and large organizations in the cluster via the online survey portal.
- **[Insert date]:** Optimal will make available the PDF smart forms of the small business survey and large organization survey to those clusters that expressed interest in deploying them.
- **[Insert date]:** Optimal will close the online surveys; cluster administrators will be responsible for submitting all completed PDF smart forms of the small business survey and large organization survey they have deployed.
- **[Insert date]:** Cluster administrators will submit their completed cluster administrator survey to Optimal.

Thank you very much for your assistance, and please feel free to contact us via e-mail at [clusters@optimalsolutionsgroup.com](mailto:clusters@optimalsolutionsgroup.com) or by telephone at (301) 918-7318 if you have any questions about the process described in this message.

Best regards,