

Appendix B TDI Outreach Phone Script for Stakeholder Interviews

For a phone call:

Hello, this is [name] calling from [institution]. Have I reached [name]?

How are you? ... Did I catch you at a good time? ...

Great! I'm calling as part of a team implementing a new project supported by ACF/HHS called TANF Data Innovation (TDI), which aims to support state and local TANF agencies as they use data for decision-making. In order to help us best meet the needs of TANF agencies and the field at large, we plan to survey TANF staff about their current practices, priorities, challenges, and perceived areas of need. We are also conducting interviews with a broader set of stakeholders to document the national context shaping how TANF and other human services data are used in program administration. Given your background and expertise, we think you could provide a valuable perspective.

If you're interested, I'd like to set up a time to tell you more about the project and conduct a short interview.

If "no thank you...":

I understand how busy things can be. Thanks again for your time.

If "yes...":

Great, thank you so much. Would you like to get something scheduled now or would you prefer that I follow-up via email to find a time?

If they ask for more detail about the project by phone:

The TANF Data Innovation (TDI) project is an investment to expand the integration, analysis, and use of TANF data to improve program administration, payment integrity, and outcomes for participants. Launched in 2017, TDI is sponsored by the Office of Planning, Research and Evaluation (OPRE) in collaboration with the Office of Family Assistance (OFA), in the Administration for Children and Families (ACF), U.S. Department of Health and Human Services (HHS). The project will build long-term staff capacity at the state and federal levels, while also making immediate contributions to the quality of TANF data. By institutionalizing modern data integration strategies and supporting efforts in the human services community to use data analysis for program improvement, the project will provide a lasting benefit to the TANF evidence base.

If they ask more about the interview goals:

In particular, we would like to ask you about: *(select all that apply for interviewee)*

- your perceptions of states' current capacities and needs with regard to the use of administrative data to improve TANF program outcomes and payment integrity

- notable uses of TANF data to understand/improve TANF program outcomes and payment integrity
- common barriers faced by stakeholders in using administrative data to understand and/or improve TANF
- current policy or programmatic challenges facing the TANF program

In closing: Thanks again for your time. I look forward to speaking more about the project soon.

For a message machine:

Hello, this is message is for [name]. I'm [name] calling from [institution].

I'm calling as part of a team implementing a new project supported by ACF/HHS called TANF Data Innovation (TDI), which aims to support state and local TANF agencies as they use data for decision-making. As part of an initial need assessment, we'll be conducting interviews with stakeholders to document the national context shaping how TANF and other human services data are used in program administration. Given your background and expertise, we think you could provide a valuable perspective.

If you're interested, I'd like to set up a time to tell you more about the project and conduct a short interview. I will also follow-up via email shortly to propose a few dates and times, but you can also reach me by phone at [phone number].

Thanks, and hope we can connect soon.