

# **Cognitive Interview Research on the Enrollment Question for American Indians and Alaska Natives**

Proposed Recruitment Plan  
04/01/16

## **Geographic Representation**

The contractor will set up 63 cognitive interviews in the United States, including Alaska, but excluding Hawaii. The contractor will arrange for 12 interviews to be conducted in Alaska with Alaska Native participants. The contractor will also arrange for 51 interviews to be conducted in the lower 48 states with American Indian participants, as well as indigenous Mexican, Central, and South American Indian participants in the U.S. As with the focus groups – whose results informed enrollment question development for the cognitive test – the information received from the cognitive interviews will need to be with a diverse group of American Indians and Alaska Natives. Therefore, the contractor will ensure that the cognitive interview sites cover two of the 12 BIA regions that were not covered by the focus group sites (i.e., the Navajo and Southern Plains regions). The remaining cognitive interview sites will be different from the sites selected for the focus groups. The overall twelve BIA regions are: Alaska, Eastern, Eastern Oklahoma, Great Plains, Midwest, Navajo, Northwest, Pacific, Rocky Mountains, Southern Plains, Southwest, and Western. They are shown on the following map:

<http://www.bia.gov/cs/groups/public/documents/text/idc013422.pdf>.

The contractor will propose the locations, with the final locations decided by the Census Bureau after consultation with the contractor. See the Appendix for a list of the proposed cognitive interview sites, as well as the sites of the focus groups conducted in January through February, 2016.

## **Recruitment Plan**

The contractor will recruit participants from the following AIAN subcategories:

- American Indian participants from federally-recognized tribes (n = 15)
- American Indian participants from state-recognized tribes (n = 15)
- American Indian participants from non-recognized tribes (n = 15)
- Alaska Native participants from an Alaska Native tribe, village, or corporation entities (n = 12) and
- American Indian participants from indigenous Mexican, Central American, or South American tribes (n = 6)

The contractor will implement the same communication and outreach plan used for the focus groups, with the addition of special efforts to recruit and include non-enrolled American Indian and Alaska Native participants. The contractor will identify local newspaper and other media outlets at each cognitive interview site. The contractor will develop a one-page flier that can be used for publication in print ads, online ads, Craigslist, and social media posts through American Indian organizations (i.e. Facebook, Twitter, etc.). The contractor will also reach out to local Native organizations to secure a point of contact (POC) who would be willing to circulate the recruitment fliers and post them in local American Indian or Alaska Native community gathering places and public venues. The flier will include the basic description that we seek to interview participants who identify as American Indian or Alaska Native. The flyer will also explain that we are recruiting those who are enrolled and those who are not enrolled in a tribe, village, or corporation, as the group of participants will be stratified partly on that variable. The recruitment materials for the indigenous participants will be in Spanish.

The contractor will ensure enough diversity to include the following:

- Representation from at least four different tribes in each AIAN subcategory;
- Participants from “on” and “off” a reservation;
- Participants who are and are not enrolled in an American Indian tribe (for the American Indian cognitive interviews);
- Participants who are and who are not enrolled in a tribe, village, or corporation under the Alaska Native Claims Settlement Act (ANCSA) (for the Alaska Native Cognitive Interviews);
- Varying levels of tribal engagement;
- Diverse educational backgrounds;
- Diverse age groups, except that all will be over the age of consent (18 years); and
- Gender balance

No participants from the focus groups will be permitted to participate in the cognitive interviews.

The contractor will recruit cognitive interview participants using the recruitment screener provided by the Census Bureau. The contractor will provide the Census Bureau with a table of the screener responses for each recruit at least five working days prior to scheduled cognitive interview to confirm compliance with the agreed upon recruitment criteria. The Census Bureau will decide which recruits to invite to each cognitive interview.

APPENDIX – List of Focus Group and Proposed Cognitive Interview Locations

City	Focus Groups	Cognitive Interviews	BIA Region	Type
Juneau, AK	X		Alaska Region	Alaska Natives
Anchorage, AK	X		Alaska Region	Alaska Natives
<b>Fairbanks, AK</b>		<b>X</b>	<b>Alaska Region</b>	
Seattle, WA	X		Northwest Region	Non-Recognized Tribes
Los Angeles, CA	X		Pacific Region	Federally Recognized Tribes
Billings, MT	X		Rocky Mountain Region	Federally Recognized Tribes
Minneapolis, MN	X		Midwest Region	Federally Recognized Tribes
<b>Rapid City, SD</b>		<b>X</b>	<b>Great Plains Region</b>	
<b>Detroit, MI</b>		<b>X</b>	<b>Midwest Region</b>	
<b>Phoenix, AZ</b>		<b>X</b>	<b>Western Region</b>	
<b>Window Rock, AZ</b>		<b>X</b>	<b>Navajo Region</b>	
Albuquerque, NM	X		Southwest Region	Federally Recognized Tribes
Oklahoma City, OK	X		Eastern Oklahoma Region	Federally Recognized Tribes
<b>Kansas City, KS</b>		<b>X</b>	<b>Southern Plains Region</b>	
Pembroke, NC	X		Eastern Region	State Recognized Tribes
Arlington, VA	X		Eastern Region	State Recognized Tribes
Sacramento, CA	X		Pacific Region	Non-Recognized Tribes