

## About the Project and Your Participation

Thank you for showing interest in our city's first Community Asset Map designed specifically for our community members who identify as gay, lesbian, bisexual, and/or transgender, and their family and friends.

You are invited to participate in an applied project designed to assess the strengths and resources (assets) that currently exist in our city for community members who are gay, lesbian, bisexual, transgender, and their friends and family. This study is being conducted by Dr. Amie McKibban, assistant professor of community psychology at the University of Southern Indiana, and her student research assistants (Zack Litherland, Dustin McDaniel, and Tim Iorio). Dr. McKibban can be reached by phone (812-465-1222), email ([armckibban@usi.edu](mailto:armckibban@usi.edu)) or mail (8600 University Blvd, Evansville IN, 47712).

This study will take place in two parts. The first part will ask you, the representative of your business/organization, to complete an online assessment. This online assessment will take approximately 45 minutes to one hour to complete assuming all documentation needed is available. Based on these results, you may be contacted for a follow-up interview (the second phase of the project). The purpose of the interview is verification of answers to this web-based assessment and will not be published or made public.

Throughout the online assessment, you will be asked to complete a series of questions about your organization or business in four areas:

- (1) Equal employment opportunity and benefits (you will need to have access to your organization's policies).
- (2) Employee climate (you will need information about diversity trainings, hiring practices, incident reporting practices, and how company forms assess demographic data).
- (3) Employer public engagement (you will need to have access to your organizations philanthropic efforts and advertising/promotional efforts).
- (4) Consumer climate (you will need to have a general awareness of your customer base and data on any complaints filed by customers that may involve sexual orientation or gender identity).

In order to facilitate efficient completion of the questions, you may download the questions prior to completing the assessment to assist in information gathering.

Your decision to participate or decline participation in this assessment is completely voluntary and you have the right to terminate your participation at any time. You may skip any questions you do not wish to answer.

Your participation in this assessment will be completely confidential. As described in the "about" section of the project website, you may have the opportunity to have your organization or business featured in our Community Asset Map Resource Guide based on the results of this assessment. If you do not wish to be featured, the information collected on this assessment will be available for you to keep and will not be used for this project.