

October 26, 2010

**Informed Consent Form – On-site focus group interview
Marketing Rural Communities to Attract and Retain Workers**

The purpose of this research is to gain understanding in how certain community images impact attraction of new residents. You will be asked to share your perceptions and opinions about these images to learn if the picture represents what is intended. The results of the research will benefit those communities marketing their community.

Your voluntary participation in the focus group interview will help document your insights as a new resident. Each group session will be made up of 6 -10 people, will take approximately 90 minutes and will be conducted at a public meeting room location in your community in Nebraska, North Dakota or South Dakota. Your responses will be digitally recorded at the time of the interview and later transcribed to assist the researchers in documenting your comments. After being transcribed, the tapes will be destroyed. The information shared that day will not be attributed to any specific individual in an effort to maintain complete confidentiality. The transcription will be kept confidential, stored in a locked location, maintained for three years and then destroyed. Research data will ultimately be presented in aggregate form, again assuring confidentiality. Due to the nature of a focus group, we will not be able to guarantee complete confidentiality. However, we will make efforts to ensure confidentiality by asking all participants to respect the other members of the focus group.

Participants in this interview must be 19 years of age or older. Participants were identified from their voluntary response invitation inserted in the new resident mail survey or were nominated by leaders in the community. There are no known risks with the interview. To compensate for transportation costs and your time, each participant will receive \$25 for their involvement in the focus group interview. A check will be sent to your mailing address following the completion of your participation in the focus group interview. You are free to decide not to participate in the interview at any time without adversely affecting your relationship with the investigators or University of Nebraska-Lincoln, North Dakota State University or South Dakota State University. Your decision will not result in any loss of benefits to which you are otherwise entitled.

You may ask questions concerning this research at any time and have those questions answered before agreeing to participate in the study. You may call the investigators at any

time Cheryl Burkhart-Kriesel (308) 632-1234 [cburkhartkriesel1@unl.edu] or Charlotte Narjes (402) 472-1724 [cnarjes1@unl.edu]. If you have questions concerning your rights as a research participant that have not been answered by the investigators or wish to report any concerns about the study, you may contact the University of Nebraska-Lincoln Institutional Review Board, telephone (402) 472-6965 and refer to the IRB # listed above.

Your signature certifies that you have decided to participate in the research having read and understood the information presented. A copy of this form and a business card will be given to you for future reference.

I agree to be audio taped.

(Signature of Participant)

(Date)

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Charlotte Narjes, UNL Center for Applied Rural Innovation Project Coordinator
Cheryl Burkhart-Kriesel, UNL Panhandle Research and Extension Center