

## **Small Business Credit Survey Distribution Partner Policy**

To recruit survey respondents, the Federal Reserve Banks collaborate with nonprofit business and community organizations that serve small businesses. In an effort to reach a more diverse and representative sample, the Reserve Banks are introducing a pilot partnership program with private sector organizations to complement the existing distribution network.

In 2017, the Reserve Banks will partner with certain national private sector organizations that count small businesses as their customers. Reserve Banks will select partners that enable the Banks to expand their current distribution network: potential survey distributors should have national scope (business lists that include firms in 50 states and the District of Columbia). Distribution partners must distribute the survey to their entire small business portfolio and not select businesses to receive the survey based on their success as a business or as a customer of the national distribution partner. Distribution partners that garner a sufficient number of responses will receive a report comparing the responses of firms in their networks with national benchmarks.

Partnering with private sector distribution partners will be conducted on a pilot basis for one year. The SBCS survey team will evaluate the usefulness of the additional data and any adverse effects on the dataset following the collection of responses in 2017. As a result, responses from new partner organizations may or may not be included in public reports if it is determined that the volume of additional data materially altered the survey results.

Potential national distribution partners will be prioritized by those that can help to diversify the collected responses across several dimensions: geography, age of firm (especially early stage firms), industry, minority owned businesses, and women owned businesses.

The Small Business Credit Survey team of the Federal Reserve Banks will not solicit partnerships with banks regulated by state or federal agencies.