

Federal Reserve Banks' Small Business Credit Survey Roles and Responsibilities of Distribution Partners and Policy on Partnering with Private Sector Organizations

Thank you for agreeing to work with the Federal Reserve Banks on their annual Small Business Credit Survey. The Federal Reserve Banks of Atlanta, Boston, Chicago, Cleveland, Dallas, Kansas City, Minneapolis, New York, Philadelphia, Richmond, St. Louis, and San Francisco (the "Reserve Banks," "us," "we") conduct an annual Small Business Credit Survey (the "Survey"). The Survey provides policymakers, business representatives, and service providers with timely information about business financing and credit conditions. To administer the Survey, the Reserve Banks partner with organizations ("Distribution Partners") across the nation to reach potential survey participants. The roles and responsibilities of a Distribution Partner are listed below.

1. Share the Survey invitation and link provided by us with your members and small business contacts during the time period specified by us.
2. Promote the Survey on your website and social media channels; and send email messages, alerts and newsletters, including reminders as requested by us in keeping with your regular communications practices.
3. In distributing the Survey invitation, please do not suggest that any of Reserve Banks endorse your organization, as this is inconsistent with the nature of the survey. You may describe our relationship as a "partnership to conduct the *"Small Business Credit Survey."* The Reserve Banks will use this language to describe the relationship and will not imply any endorsement of the Survey by our Distribution Partners.
4. We appreciate your assistance in promoting the Survey. When any Reserve Bank releases a report based on the Survey data, or press releases or other communications through its website, social media or other channels, the Reserve Bank may name you as a Distribution Partner.
5. The Reserve Banks plan to publish reports and findings using Survey data; the reports will be shared publicly and with the Distribution Partners. We cannot promise to provide Distribution Partners advance notice of releases or copies of reports.
6. If the Survey yields a sufficiently high number of completed surveys from participants who responded to an invitation that they received from your organization, we will provide you with analytics based on those responses.
7. As the owner of the Survey and all of the responses, the Federal Reserve Banks will maintain all of the raw Survey responses/data. In the future and if the Survey continues to yield a sufficiently high level of meaningful responses, we may make anonymized Survey data available qualified researchers to support research and analysis on the small business sector.

Policy on Partnering with Private Sector Organizations

In an effort to receive a large and diverse sample of survey responses, the Federal Reserve Banks will partner with certain national private sector organizations that count small businesses as their customers. The potential survey distribution partner should be able to reach businesses beyond our current network and 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.

Partnering with private sector distribution partners will be conducted on a pilot basis. The SBCS survey team will determine the usefulness of the additional data and any adverse effects on the dataset following the collection of responses. 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 the survey to diversify the collected responses by geography, age, and industry--as well as minority business ownership.

The Small Business Credit Survey team of the Federal Reserve Banks will not solicit partnerships with organizations that are currently regulated by the Federal Reserve, OCC, or FDIC or may be regulated by federal regulatory agencies in the future.