# The Continued Digitization of the Blue Book for the Worcester Community Connections Coalition: <u>Supplemental Materials</u>

An Interactive Qualifying Project submitted to the Faculty of
WORCESTER POLYTECHNIC INSTITUTE
In partial fulfillment of the requirements for the degree of Bachelor of Science/Arts.

by:
Yu Him Au (Mike),  *ymau@wpi.edu*
Angelo M. Ruggeri, *amruggeri@wpi.edu*

Date:

30th June 2021

Report Submitted to:

Anne Bureau

Worcester Community Connections Coalition

Professor Laura Roberts

Worcester Polytechnic Institute

# Table of Contents

**Interview Guides and Consent Scripts:**

**Verbal Consent Script for Parent Users of The Digital Blue Book**

As a group of students from Worcester Polytechnic Institute (WPI) in Massachusetts, we would like to invite you to participate in an interview for our research to learn more about the important features in a digital Blue Book from which users would benefit. The purpose of our research is to improve the usability of the Worcester Community Connections Coalition's (WCCC's) Blue Book website. The kind of information that we aim to get from the interview is feedback, and input for the features that we will implement for the Blue Book website. We anticipate that the interview will be 45 minutes or under.

This is a collaborative project between the WCCC and WPI, and your participation is greatly appreciated. Information from our project will be published in a publicly available academic document at the end of our term and we can share a copy of our results if you are interested. No names or identifying information will appear in any of the project reports or publications unless you give us consent to do so.

Your participation in this interview is completely voluntary and you may withdraw at any time. This also means that you can skip any questions that you want. Do you have any questions for us about this interview?

For more information about this research and the rights of research participants, you may contact us by email through gr-WCCC_E-BlueBook@wpi.edu or the Institutional Review Board (IRB) Chair (Dr. Kent Rissmiller, Tel. 508-831-5019, Email: kjr@wpi.edu) or Human Protection Administrator (Gabriel Johnson, Tel. 508-831-4989, Email: gjohnson@wpi.edu). Thank you very much!

**Interview Guide for Parent Users of The Digital Blue Book**

1. Could you tell us how the WCCC runs? Based on our research, the organization was created, and run by parent leaders. Our team would love to hear how the organization has grown to the size that it is today.
2. Has there been a surge in demand for a digital Blue Book from your clients?

3. What features do you feel are missing from the Digital Blue Book?

4. Are there any features or aspects of the Digital Blue Book that are difficult to find or use?

5. What recommendations do you have for improving the current version of the Digital Blue Book?

6. How often do you use the Blue Book? And how do you use it?

7. In your opinion, how will a digital Blue Book be an improvement over the current Blue Book?

8. How do you think a digital Blue Book will benefit users?

9. Do you have any thoughts on how to "spread the word" when the Blue Book is completely digital?

10. Does your organization have a network of sponsors that we can contact in terms of "spreading the word" of the existence of a digital Blue Book?

**Verbal Consent Script for Social Workers**

As a group of students from Worcester Polytechnic Institute (WPI) in Massachusetts, we would like to invite you to participate in an interview for our research to learn more about how social workers can benefit from a Blue Book website. The purpose of our research is to learn about website features that are most useful in the field of social work. The kind of information that we aim to get from the interview is how to improve the current Blue Book website. We anticipate that the interview will be 45 minutes or under.

This is a collaborative project between the Worcester Community Connections Coalition (WCCC) and WPI, and your participation is greatly appreciated. Information from our project will be published in a publicly available academic document at the end of our term and we can share a copy of our results if you are interested. No names or identifying information will appear in any of the project reports or publications unless you give us consent to do so.

Your participation in this interview is completely voluntary and you may withdraw at any time. This also means that you can skip any questions that you want. Do you have any questions for us about this interview?

For more information about this research and the rights of research participants, you may contact us by email through gr-WCCC_E-BlueBook@wpi.edu or the Institutional Review Board (IRB) Chair (Dr. Kent Rissmiller, Tel. 508-831-5019, Email:  kjr@wpi.edu) or Human Protection Administrator (Gabriel Johnson, Tel. 508-831-4989, Email: gjohnson@wpi.edu). Thank you very much!

**Interview Guide for Social Workers**

1. As we begin the interview, our team would love to hear how the Blue Book is used in your field of work?
2. How often do you refer to the Blue Book when working?
3. How long have you or your colleagues referred clients to the Blue Book as a resource guide?
4. Do you think there is a demand/ need for a digital Blue Book?
5. Do you think a majority of your clients would like to know that there is a digital Blue Book?
6. What features of the Digital Blue Book do you utilize most when helping your clients?
7. Have you had any usability problems with the Digital Blue Book? Is there any particular aspect that is difficult to use or navigate?
8. What would you like to be added to the Digital Blue Book that would help you with your job?

**Verbal Consent Script for Anne Bureau**

As a group of students from Worcester Polytechnic Institute (WPI) in Massachusetts, we would like to invite you to participate in an interview for our research to learn more about working with the Worcester Community Connections Coalition (WCCC). The purpose of our research is to learn how to build and combine the WCCC Blue Book website into the Seven Hills Foundation Website. The kind of information that we aim to get from the interview are methods and resources that we can use to better work with the WCCC to build the Blue Book website. We anticipate that the interview will be 45 minutes or under.

This is a collaborative project between the WCCC and WPI, and your participation is greatly appreciated. Information from our project will be published in a publicly available academic document at the end of our term and we can share a copy of our results if you are interested. No names or identifying information will appear in any of the project reports or publications unless you give us consent to do so.

Your participation in this interview is completely voluntary and you may withdraw at any time. This also means that you can skip any questions that you want. Do you have any questions for us about this interview?

For more information about this research and the rights of research participants, you may contact us by email through gr-WCCC_E-BlueBook@wpi.edu or the Institutional Review Board (IRB) Chair (Dr. Kent Rissmiller, Tel. 508-831-5019, Email: kjr@wpi.edu) or Human Protection Administrator (Gabriel Johnson, Tel. 508-831-4989, Email: gjohnson@wpi.edu). Thank you very much!

**Interview Guide for Anne Bureau**

1. As we begin the IQP, we would love to understand the expectations that you have from our group.
2. Could you provide us the list of IT technicians from the Seven Hills Foundation, and WCCC parent leaders and Social Workers that are willing to meet with our group?
3. Could you describe what the parent leaders of the WCCC do for the organization? In a previous interview, you stated that the organization was founded, and run by parents - how does this work?

**Interview Data:**

**Doreen Samuels Interview Questions and Answers:**
Our team asked Doreen Samuels for permission to record the interview, and she gave us consent.
**Note:** The following transcript contains paraphrasing, and some responses are not direct quotes.

Mike: As we begin this interview, can you tell us how long you have either been with the WCCC (Worcester Community Connections Coalition), or how you were affiliated with them?

Doreen: In 2001, I was a member that had a meeting every month. Community discussed what the community needs. Target audience is low income, and the goal of the WCCC is to dismantle the stigma of seeking help as a "crime". Overall, the WCCC wanted to develop a community that helps each other with governmental agencies (i.e. paying for gas, electricity, etc). WCCC believes that a resource book is helpful for their target audience, "little bible/ dictionary" for the community.

Phil: Could you tell us how the WCCC runs? Based on our research, the organization was created, and run by parent leaders. Our team would love to hear how the organization has grown to the size that it is today

Doreen: Overall, parents can become employees of other organizations based from their experience at the WCCC.

Angelo: Would you say that there has been a surge in demand for a digital Blue Book from your clients?

Doreen: There is definitely an increase in demand for a Blue Book, I believe that there is an increase in computer usage, therefore a demand for a Blue Book website is useful. Having both options is really important for all [target audiences].

Mike: We would like to show you the current format of the Blue Book website [through the screen share feature on Zoom], and we would like your input on features that are currently missing

Doreen: [After reviewing all features through Zoom], Overall, I think you should continue to use the current format [made by the previous IQP team], and perhaps emphasize alphabetical ordering of all services.

Phil: Are there any features or aspects of the Digital Blue Book that are difficult to find or use?

Doreen: The paper version of the Blue Book does not have any issues, so mimicking the easy to use would be good moving forward.

Angelo: What recommendations do you have for improving the current version of the Digital Blue Book?

Doreen: I think that an app would be really useful!

Mike: How often do you use the Blue Book? And how do you use it in your line of work?

Doreen: I recall I would utilize the Blue Book 3-4 times a day. Substance abuse, donations, and other resources. Clinics/ hospitals use the Blue Book to help their patients. If a social worker is present, and they want to help their client, they will refer to the Blue Book. Even after separating from the WCCC, I use the Blue Book to help her clients, and she recommends an email address for each resource guide.

Phil: In your opinion, how will a digital Blue Book be an improvement over the current Blue Book?

Doreen:  I think that I would recommend email addresses for the resource organizations - make easier to access for the users.

Mike: Do you have any thoughts on how to "spread the word" when the Blue Book is completely digital?

Doreen: Letting people know that the website of Blue Book is gonna launch is enough. I believe that the community will understand the release without a big advertisement. [Email blast for the launch is sufficient]. Seven Hills, community organizations that work with parents, DDS, multicultural organizations, social worker organizations are useful organizations that could help spread the word. Finding email for these organizations will be useful for the "launch". Make the launch a "bang"!

The interview then concluded with [Mike] thanking her for her time, and honesty when answering all the questions.


**Karina Wallace Interview Questions and Answers:**

Our team asked Karina Wallace for permission to record the interview, and she gave us consent.
**Note:** The following transcript contains paraphrasing, and some responses are not direct quotes.

Mike: As we begin this interview, can you tell us how long you have either been with the WCCC (Worcester Community Connections Coalition), or how you were affiliated with them?

Karina: I worked with the WCCC for around 7 years. Even now [2021], I often refer families to the WCCC. Currently, I am a part of 2-3 parent groups in Worcester (where she runs them as the primary leader). I am also the leader of the Parent Hope organization.

Phil: Could you tell us how the WCCC runs? Based on our research, the organization was created, and run by parent leaders. Our team would love to hear how the organization has grown to the size that it is today

Karina: Unsure of origins, however - there are two agencies (community coalition, and then family resource). For me, it is the "parent center" in Worcester. Parent groups, food insecurity groups, disability groups where parents can help individual groups. I really like the Blue Book, and like many people in the area, I refer to it as the little "bible".

Angelo: Would you say that there has been a surge in demand for a digital Blue Book from your clients?

Karina: I do not think that it is used as a reference frequently. However, the book is attached to her brochures. I prefer paperback, but acknowledge the benefits of the Digital Blue Book - i.e. saves printing cost, and accommodates tech users.

Mike: We would like to show you the current format of the Blue Book website [through the screen share feature on Zoom], and we would like your input on features that are currently missing?

[Angelo shares screen and visually walks through the website]

Karina: [After reviewing all features through Zoom], I think that an app would be better (for younger parents).

Phil: Are there any features or aspects of the Digital Blue Book that are difficult to find or use?

Karina: The website should not have too much information (don't overwhelm users) - have tabs, i.e. housing tab, daycare tab. If using graphics, include all types of culture.

Angelo: What recommendations do you have for improving the current version of the Digital Blue Book?

Karina: Logos could be added for each provider to encourage use.

Mike: How often do you use the Blue Book? And how do you use it in your line of work?

Karina: I think I used it often. Since my time is limited, I often refer to the appendix. Current design reflects the appendix.

Phil: In your opinion, how will a digital Blue Book be an improvement over the current Blue Book?

Karina: Utilize images so that all ages can utilize the Blue Book. Image that is more reflective of a community (community photo including all races and cultures)

Mike: Do you have any thoughts on how to "spread the word" when the Blue Book is completely digital?

Karina: [Similar to the previous interview with Doreen Samuels], an email blast to inform should be good enough. Promotions on newspapers at low cost could be an option.

The interview then concluded with [Mike] thanking her for her time, and honesty when answering all the questions.

**Kendall Molina Interview Questions and Answers:**

Our team asked Kendall Molina for permission to record the interview, and he gave us consent. **Note:** The following transcript contains paraphrasing, and some responses are not direct quotes.

Mike: As we begin this interview, can you tell us how long you have either been with the WCCC (Worcester Community Connections Coalition), or how you were affiliated with them?

Kendall: I am a full engagement officer. I have worked with the MA rehab system, quinsig college, Worcester Housing Authority, and Worcester Community Action Council on many issues such as job search, training, and connecting people to the proper agencies.

Phill: How often do you refer to the Blue Book when working?

Kendall: I refer to BlueBook a lot since during orientations (depending on the client's goal), the book is referred to, and the Blue Book is given to the client. Not necessarily just for the worker, but clients are given it. The number 211 is referred to (or 211.org), which is similar to the Blue Book. 211 covers all of MA unlike Blue Book.

Angelo: How long have you or your colleagues referred clients to the Blue Book as a resource guide?

Kendall: Since the Blue Book first existed. I have been with the department for 7 years, and have always been handing it out to people. All staff have the Blue Book since it contains a lot of information. For instance, I just picked up 50 of them prior to this meeting. SNAP workers that are dealing with "food stamps" might refer them to the Blue Book - SNAP (Supplemental nutrition assistance program).

Mike: Do you think there is a demand/ need for a digital Blue Book?

Kendall: Moving forward, the demand for a Blue Book is high - especially because of the Pandemic. Since the reliance on digital communication has increased due to the Pandemic, a digital Blue Book is important. Orientations help clients learn about DTA, and there are virtual orientations that help individuals that have applied/ approved for cash benefits (i.e. SNAP). People that get "re-evaluated" for cash benefits are directed to the orientation to learn about cash benefits, and to empower them for employment. The ability to digitize any of the resources (such as the Blue Book is extremely helpful).

Angelo: Do you think a majority of your clients would like to know that there is a digital Blue Book?

Kendall: Yes, I believe that some online version would be helpful. I do not think that it will be a problem for it to become known once it is publicly available and fully working, though. For example, colleagues and I frequently use online resources like TAFD and EAEDC and Mass.gov for SNAP and DTACONNECT.gov, which are all well known in my kind of work. I think you should look to these sites as examples to help you with finishing yours!

Phil: What features of the physical Blue Book do you utilize most when helping your clients?

Karina: The features should be based on individual client needs, I.E. clothing, food, shelter, mental health, etc. There are presenters in DTA orientations… There are many organizations that help individual clients with customized help. For example, for younger parents, there is an organization that helps them (YPP).

Mike: Have you had any usability problems with the Digital Blue Book? Is there any particular aspect that is difficult to use or navigate?

[Angelo shares screen and visually walks through the website]

Kendall: Basic and simple is a benefit. Basic design accounts for all education levels. When picking symbols, stick to neutral symbols without gendered connotations.  Younger generations are "better" at tech, so simple designs help people of lower tech proficiency with using the website.

Mike: Do you think there is a good method to "spread the word" for the release of a Blue Book?

Kendall: Email blasting, and knowing the people of the agencies that utilize social workers. Social workers will spread the existence of the Blue Book easily.

The interview then concluded with [Mike] thanking him for his time, and honesty when answering all the questions.

**Final Survey Monkey Deliverable Link:**

https://www.surveymonkey.com/r/5ZS8QCV