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## Research Projects Awarded to Keith King & Associates

### Keith King & Associates SIN and NAICS Codes:

Special Item Number	SIN Codes	NAICS Codes
Advertising Agencies	541-1	541810
Advertising Material Distribution Service	541-5	541870
Direct Mail Advertising	541-1	541860
Graphic Design Services	541-4F	541430
Marketing Consulting Services	541-5	541613
<b>Marketing Research and Public Opinion Polling</b>	<b>541-4A</b>	<b>541910</b>
Media Buying Agencies	541-1	541830
Other Services Related to Advertising	541-1000	541890
Public Relations Agencies	541-2	541820
Motion Picture and Video Production	541	512110



### GSA Schedule Contract GS-23F-0368P

#### Advertising and Integrated Marketing Solutions (AIMS):

**SIN 541-1**                    **Advertising Services**  
**SIN 541-2**                    **Public Relations Services**  
**SIN 541-4A**                **Market Research and Analysis**  
**SIN 541-5**                    **Integrated Marketing Services**  
**SIN 541-1000**              **Other Direct Costs**

Keith King & Associates submitted protocols and was awarded our contract with the U.S. National Guard Bureau by meeting the security standards of the US Army Accessions Command (USAAC) Institutional Review Board (IRB) Protocol for Human Research Behavioral and Social Sciences. (See National Guard Bureau details below). [Keith is a \(USAAC/IRB\) certified Principal Investigator.](#)

## **Veteran Affairs, National Center for Patient Safety:**

***Project Name: Patient Safety Officers, Focus Group study***

The Department of Veterans Affairs National Center for Patient Safety (NCPS) is the premier organization promoting patient safety and reducing adverse events to veteran patients in the VA Health Care system. In evaluating its effectiveness, NCPS sought the services of a vendor that could review NCPS provided questions, moderate two focus groups, analyze NCPS approved questions and provide an Executive Report and detailed report of its findings.

Participants are Patient Safety Officers representing 21 geographical regions, which further represent 163 VA Medical Centers and Hospitals. The service required was to include the following: a pre-event face to face or teleconference coordination meeting; review and recommend revisions to the NCPS provided questions/concepts; facilitate two 90 minute focus groups conducted simultaneously on November 3, 2004 and provide oral debrief to NCPS leadership within 30 days after conducting focus groups and provide written report to include Executive Summary.

### **Contracting Officer:**

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## **U.S. Army National Guard Bureau: (including National Guard, Active Army and Army Reserve soldiers)**

***Project Name: "National Guard Bureau: Basic Combat Training (BCT) Recruit Sustainment Program (RSP)/Delayed Entry Program (DEP) Optimization Study"***

Keith King & Associates was selected by the U.S. Army National Guard to conduct a research study and to make recommendations to reduce "pipeline training losses". The Army National Guard, active Army and the Army Reserve spend millions of dollars every year in recruiting and training of Soldiers that fail to pass Basic Training and they wanted to know was there a way to review social, educational and other demographic information to help them reduce "Pipeline training Losses". We were hired to travel to various bases around the country to conduct our Research Study to identify the traits, qualities, and characteristics of both the best performing and underperforming (training

base discharges) of the Active and Reserve Component recruits at Basic Combat Training (BCT). The study determined the attributes leading to increased training performance for the AC/RC Soldier during Initial Entry Training (IET) and to focus the efforts of Recruit Indoctrination and Training within the ARNG Recruit Sustainment Program (RSP).

The objective was to identify the traits, qualities, and characteristics of both the best performing and underperforming (training base discharges) of the Active and Reserve Component recruits at Basic Combat Training (BCT). The study will determine the attributes leading to increased training performance for the AC/RC Soldier during Initial Entry Training (IET) to focus the efforts of Recruit Indoctrination and Training within the ARNG Recruit Sustainment Program (RSP).

The study provided a framework **for the Active Army and Army Reserve Delayed Entry Program (DEP)** which is their equivalent of the ARNG RSP to focus and train preparatory Soldier skills to recruits prior to shipping to IET in order to ensure a baseline of knowledge, military understanding, and physical fitness. The desired end state is to determine what prerequisite training and preparation is necessary to send higher caliber, mentally prepared, administratively correct, and physically fit recruits to IET in order to increase the throughput and reduce the training pipeline losses for all components.

The study began with review of current IET and TPL data comparing the training history and levels/types of preparation between those who excel at training (i.e. are the honor graduates) and those who fail to complete the training and/or were injured because a lack of preparation for training. Next the study reviewed the training preparation provided through the RSP and DEP to determine what areas of the training should be sustained and what should be improved.

Training pipeline losses in the Army National Guard, Active Army, and Army Reserve average 25%-30% annually. The commonalities / characteristics of the BCT honor graduates and losses during IET are not well known. Because of the cost and effort required to recruit applicants and train these Soldiers, the Army must mitigate the loss on investment and opportunity cost while promoting a viable return on investment. **This study identified the short-comings to focus pre-shipping training for both the National Guard RSP and the Army/Army Reserve DEP.**

The level of training and time in the RSP or DEP is indicative of the success at IET. Recruits who do not adequately prepare are susceptible to fail IET. The RSP and DEP are under-resourced and under-manned thereby handicapping the recruits' success at training before the training begins.

**COTR:**

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## **Veterans Affairs: Post 9-11 GI Bill**

### ***Project Name: Survey Measuring Effectiveness of Post-9/11 GI Bill Communication & Training***

In June 2008, President Bush signed a law which created educational benefits for U.S. Veterans with at least 90 days or more of service following September 10, 2001. The Bill, also known as Chapter 33, provides funding for tuition, fees, educational supplies and housing allowances. The Department of Veterans Affairs (VA) is currently implementing the Communication Strategy and Plan (*June '09*) developed for this program, targeting both State Approving Agencies (SAAs) as well as School Certifying Officials (SCOs) to ensure accurate understanding and communication as well as compliance with the policies and eligibility guidelines as outlined under this Bill.

The following research study was implemented by Keith King & Associates in August 2009, for the purpose of measuring and benchmarking the effectiveness of communications and training initiatives to State Approving Agencies and School Certifying Officials of the Post 9/11 GI Bill. (A second, a follow-up measurement is to be conducted in six months to track changes as a result of subsequent and/or refined communications strategies.)

The on-line survey was implemented between July 31, 2009 and August 11, 2009. A pre-alert by the Department of Veteran Affairs Education Services and subsequent e-mail invitation from Keith King & Associates was successfully sent to 205 SAAs and 3,948 SCOs. A total of 1,328 completed responses were received representing 51% of SAAs and 31% of SCOs. (Based on these response rates, the statistical reliability of the segmented results are +/- 6.8% (SAAs) and +/- 2.3% (SCOs) at 95% confidence).

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