

Appendix B. Coding Scheme

Table B.1. Coding Scheme for Qualitative Analysis of Case Study Interviews and Focus Groups

Code ID	Code Name	Description/Definition
01.0	State	These are document-level attributes. Assign one to each full document when you import it into NVivo. This will allow us to sort by state or audience.
01.1	TX	—
01.2	NYC	—
01.3	MS	—
01.4	MA	—
01.5	KY	—
02.0	Audience	These are document-level attributes. Assign one to each full document when you import it into NVivo. This will allow us to sort by state or audience.
02.1	SNAP participant (focus group)	—
02.2	State SNAP Director	—
02.3	State MCS lead	—
02.4	Frontline staff	—
02.5	IT staff	—
02.6	Community org	—
03.0	MCS Type	—
03.1	Text messaging	If response is about text/SMS messaging
03.2	Mobile-optimized website	If response is about mobile-optimized website
03.3	Mobile app	If response is about mobile app
03.4	Third party (non-State) MCS	If response is about third-party mobile communication tool
03.5	Other MCS	—
04.0	Background	—
04.1	Staff roles	Interviewee description of their role in implementing MCS
04.2	Goals	Initial goal/motivation of implementing MCS
04.3	Funding and resources	How MCS was funded
04.4	Target audience	Who MCS was designed for
04.5	Popularity_Uptake	How popular is the MCS
04.6	MCS Champion	Identification of leaders/champions of making MCS happen
04.7	Other_History	Other historical background information not captured in other 4.0 nodes
05.0	Stakeholder involvement	Involvement of community partners
05.1	Community partners	Community based organizations and nonprofits
05.2	Other partners	Other organizations that contributed (e.g., consulting firms)
06.0	Functional Components	—
06.1	Functions available	Which functions are in place for each MCS

Code ID	Code Name	Description/Definition
06.2	Evolution of functions	How components have evolved, plans for the future
06.3	Use of non-SNAP MCS in State	Are MCS used in other parts of the state (e.g., Medicaid, TANF), if so, how is it integrated
06.4	Case management	Changes in how case management is conducted because of the use of MCS
06.5	Limitations	Limitations of the MCS or specific functions within the MCS
06.6	Structure_Process	Descriptions of how MCS are structured internally including roles of different stakeholders (e.g., state IT maintains user data and a vendor updates the software etc)
06.7	Other functional components discussion	Other topics discussed in this section of the interview not listed in 6.1-6.6
07.0	Data security and privacy	Data security provisions and/or participation concerns
08.0	Data collection and evaluation	—
08.1	Monitoring and evaluation activities	What sites are doing to monitor the use and effectiveness of their MCS. Including any discussion of findings or results from those activities.
08.2	Other data collection and evaluation	Other topics discussed in this section of the interview not listed in 8.1 and 8.2
09.0	User perceptions (Focus Groups)	—
09.1	Awareness of functionality	Participant awareness of MCS and its functions (double code with MCS type 03.0 codes)
09.2	Ease of use	—
09.2.1	Easy to use	Participant perspectives on easy aspects of MCS use (double code with MCS type 03.0 codes)
09.2.2	Use challenges	Participant perspectives on challenges of MCS (double code with MCS type 03.0 codes)
09.3	Reasons to use or avoid	Participant feedback on reasons to use or avoid MCS (double code with MCS type 03.0)
09.4	Benefits	Participant perspectives on benefits of each MCS (double code with MCS type 03.0 codes)
09.5	Suggestions for improvement	Participant suggestions for improvement (double code with MCS type 03.0 codes)
09.6	Most used functions	Participant activity – most used functions (double code with MCS type 03.0 codes)
09.7	Overall MCS experience	Participant overall experience with MCS (double code with MCS type 03.0 codes)
10.0	User experience (Interviews)	—
10.1	Awareness_Outreach	Participants' level of awareness of various MCS and functions, and outreach about MCS
10.2	Customer satisfaction	What were participants most satisfied with and what was missing
10.2.1	Satisfied	—
10.2.2	Dissatisfied	—
10.3	Other use experience	Other topics discussed in this section but not listed in 10.1 and 10.2

Code ID	Code Name	Description/Definition
11.0	Challenges, Successes, Lessons Learned	—
11.1	Implementation challenges	Major challenges and mitigating solutions with implementation and maintenance of MCS
11.2	Lessons learned	What other states should know, sustainability and scalability; Includes any best practices and advice for other states. Will likely be double coded with specific topic areas above.
11.3	Effects of MCS on State operations	Whether sites saw a change in workload or efficiency in SNAP office operations after implementing MCS
11.4	Additional resources	Suggestions for additional resources or suggested changes to how resources are allocated from state or federal entities
12.0	Misc	—
12.1	Good quote	Flag any illustrative quotes we can use in the reports
12.2	Unknown	Any text that seems useful but does not have a relevant code – this flags it for discussion later