

Prenotification Letter

Dear :

REL Midwest and Public Agenda would like to invite you to become part of a select group of educators, education experts and other stakeholders to participate in a survey designed to understand your views on the challenges faced by school districts in your state. The results of this survey will be used to help gain a fundamental understanding of which education programs, practices, policies and approaches are effective.

The survey is brief; your responses are completely confidential and will be combined and reported in statistical form only.

To take the survey online, please go to [INSERT WEB ADDRESS]

If you prefer to be interviewed by telephone, please call our interviewing center toll-free at 1-888-310-0547

In order to ensure that each person takes the survey once you will be asked for the ID code below:

ID CODE: [INSERT ID CODE]

REL Midwest is part of a federally funded network of 10 regional educational laboratories, and exists to bring the latest and best research and proven practices into school improvement efforts. Serving the seven states of Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, and Wisconsin, REL Midwest provides policymakers and practitioners with resources based on the highest quality evidence as defined by scientifically valid research principles. You can find out more at www.learningpt.org

Public Agenda has over 30 years of experience in engaging the public in productive and meaningful dialogue, conducting qualitative and quantitative public opinion studies, and producing high quality citizen education materials. Over the last decade, Public Agenda has acquired an unmatched understanding of the viewpoints different groups bring to public school reform and our reputation for fairness, balance, and quality has stood the test of time. Our research is cited by groups with very different perspectives on reform ranging from The American Enterprise Institute, Manhattan Institute and Fordham Foundations to the American Federation of Teachers, Public Education Network (PEN) and Learning First. You can find out more information about Public Agenda at www.publicagenda.org

We hope you will take a few minutes to share your perspectives and respond to our questions. Your participation in our survey is completely voluntary. If you have any questions about Public Agenda or this research project, please contact Jon Rochkind at 212-686-6610, ext. 43 or send an email to jrochkind@publicagenda.org. If you have technical questions or have difficulty with the web form, please call Samantha Daugherty at 1-888-310-0547 or e-mail her at samantha.daugherty@princetondatasource.com.

Sincerely:

Letter of Encouragement

Dear :

Recently, REL-Midwest and Public Agenda contacted you to become part of a select group of educators, education experts and other stakeholders to participate in a survey designed to understand your views on the challenges faced by school districts in your state.

We understand that your time is very valuable, yet we hope that you can participate in this important project; the results of which will be used to help gain a fundamental understanding of which education programs, practices, policies and approaches are effective.

The survey is brief; your responses are completely confidential and will be combined and reported in statistical form only.

To take the survey online, please go to [INSERT WEB ADDRESS]

If you prefer to be interviewed by telephone, please call our interviewing center toll-free at 1-888-310-0547

In order to ensure that each person takes the survey once you will be asked for the ID code below:

ID CODE: [INSERT ID CODE]

REL Midwest is part of a federally funded network of 10 regional educational laboratories, and exists to bring the latest and best research and proven practices into school improvement efforts. Serving the seven states of Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, and Wisconsin, REL Midwest provides policymakers and practitioners with resources based on the highest quality evidence as defined by scientifically valid research principles. You can find out more at www.learningpt.org

Public Agenda has over 30 years of experience in engaging the public in productive and meaningful dialogue, conducting qualitative and quantitative public opinion studies, and producing high quality citizen education materials. Over the last decade, Public Agenda has acquired an unmatched understanding of the viewpoints different groups bring to public school reform and our reputation for fairness, balance, and quality has stood the test of time. Our research is cited by groups with very different perspectives on reform ranging from The American Enterprise Institute, Manhattan Institute and Fordham Foundations to the American Federation of Teachers, Public Education Network (PEN) and Learning First. You can find out more information about Public Agenda at www.publicagenda.org

We hope you will take a few minutes to share your perspectives and respond to our questions. Your participation in our survey is completely voluntary. If you have any questions about Public Agenda or this research project, please contact Jon Rochkind at 212-686-6610, ext. 43 or send an email to jrochkind@publicagenda.org If you have technical questions or have difficulty with the web form, please call Samantha Daugherty at 1-888-310-0547 or e-mail her at samantha.daugherty@princetondatasource.com.

Sincerely:

NCREL Regional Needs Assessment Budget

Staff - % of annual salary	2006
<u>Permanent Full-Time Project Staff</u>	
Director of Research	25%
Research Associate	25%
Executive Editor/Web master	13%
Technology Manager	13%
Assistant Editor	13%
Director, Education Insights	8%
Director of Public Engagement	25%
Manger of Public Engagement	25%
Vice President of Communications	4%
Director of Communications/Writer	4%
President	8%
Executive Assistant	8%
Administrator/Contract Manager	17%
Receptionist	<u>8%</u>
Sub-total	194,872
Benefits at 25%	<u>48,718</u>
Total	243,590
Consultants @ \$1,000 per day	
Regional Manager	30,000
Research consultant	10,000
Copy editor/proofreader	3,000
Online research consultant	<u>5,000</u>
Sub-total	48,000
Focus Groups	
Focus Groups @ \$3,000 per	27,000
Transcribing @ \$260 per	4,160
Roper	<u>500</u>
Sub-total	31,660
Survey	
Survey	10,000
Software	<u>5,000</u>
Sub-total	15,000
Travel @ \$1,500 per trip	13,500
Production and Publication	10,000
Interactive Online Distribution	10,000

Miscellaneous	1,000
Sub-total direct costs	372,750
Overhead @ 20% of direct costs	74,550
Rent/Utilities/RE taxes* @ 17% of annual budget	35,000
Technology* @ 17% of annual budget	7,000
Total	489,300

*This percentage represents the ratio of the project budget to the annual rent and technology budgets.