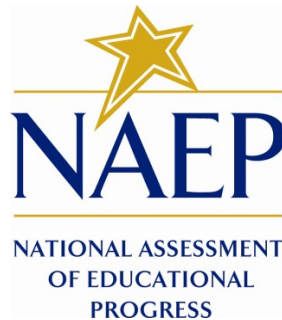


NATIONAL ASSESSMENT OF EDUCATIONAL PROGRESS

Appendix E-F Student Recruitment

NAEP Study of First-Year Texas Postsecondary Students 2010 Pilot Test



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Appendix E: Template of Recruitment Letter to Selected Students

NAEP Study of First-Year Texas Postsecondary Students 2010 Pilot Test

(Intended for Signature of School President on School Letterhead)

Dear (name of student):

I have exciting news. It's my pleasure to notify you that you've been chosen to represent thousands of other new college students across Texas in the *National Assessment of Educational Progress (NAEP) Study of First-Year Texas Postsecondary Students 2010 Pilot Test*.

NAEP is the largest and best source of information about what students across the United States know and can do in subjects like mathematics, reading, and science. NAEP is widely known as "*The Nation's Report Card*" because it provides vital information about which parts of America's educational system are working well, and which parts need improvement.

The goal of this study is to learn more about how high schools prepare students for college, and to find ways to improve the experience of students entering college for the first time. As I think you'll agree, any new insights this research provides could lead to a better future for college students all over the country.

Your part will be to attend a NAEP session along with other selected first-year students, and fill out a randomly-assigned booklet of math or reading questions, plus several background questions. The entire process lasts about one hour and 15 minutes. You don't need to study or prepare anything in advance – just pop in and take a seat. Your results and all other personal information about you will be kept strictly confidential, and your grades will not be affected in any way.

After you have completed the NAEP assessment, (*name of college*) may provide the following types of academic records to the National Center for Education Statistics (NCES) and Westat, a research contractor working for the U.S. Department of Education, to support the goals of this study: your high school transcripts, high school GPA, Texas Assessment of Knowledge and Skills (TAKS) scores, college-entrance test scores, course schedules, and selected demographic information such as age, gender, and race/ethnicity.

Participation in this study is voluntary and confidential (in accordance with the Confidential Information Protection provisions of Title V, Subtitle A, Public Law 107-347). The decision to take part is completely up to you. If you do participate, you will be making an important contribution to efforts to improve the educational system in America. Without your help, the study will be less accurate, because every student selected represents thousands of others who could not be included. This is a rare opportunity to make a difference through your individual actions.

In the next few days, a member of the NAEP research team will contact you to formally invite you to join in this study. Meanwhile, feel free to contact the NAEP team directly at x-xxx-xxx-xxxx, or e-mail them at _____, if you have any questions.

Signed by President,
Participating Postsecondary Institution

Appendix F: Script for Scheduling Call to Sampled Students

1. Hello, this is (NAEP REPRESENTATIVE NAME) from Westat, a national research company working with the U.S. Department of Education. I'm calling to follow-up with you about the letter you received recently regarding the National Assessment of Educational Progress (NAEP) Study of First-Year Texas Postsecondary Students. This research is being conducted with the help of (NAME OF COLLEGE/UNIVERSITY) to learn more about how high schools prepare students for college, and to find ways to improve the experience of students who are, like you, entering college for the first time.

You have been chosen at random to represent thousands of other new college students across Texas. Your participation in this study is voluntary. If you join in this study, your part will be to attend an on-campus NAEP session and fill out a randomly-assigned booklet of math or reading questions, plus several background questions. The entire process lasts about one hour and 15 minutes. You don't need to study or prepare anything in advance – just pop in and take a seat. Your results and all other personal information about you will be kept strictly confidential, and your grades will not be affected in any way.

2. Do you have any questions?

(RESPOND TO QUESTIONS.)

3. Can we count on you take part in this important study?

Yes (CONTINUE TO Q4)

No (RESPOND TO OBJECTIONS)

4. The NAEP sessions will be held at (name of college) during the week of (dates) at (locations). For your convenience we've scheduled several sessions each day so you can choose the time that's easiest for you to attend. Please tell me which of the following would work best for you:

(READ ASSESSMENT DATES/TIMES AND LOCATIONS AND SCHEDULE STUDENT. ASK TO MAKE SURE THE STUDENT IS FAMILIAR WITH THE TEST LOCATION AND PROVIDE DIRECTIONS AS NEEDED.)

5. We'd like to send you a reminder the day before your NAEP session. What is your preferred e-mail address? May I also have your preferred phone number?

E-MAIL: _____

PHONE NUMBER: _____

Thanks for your time. If you have any questions, or if you need to change your NAEP session, please call me at _____ or e-mail me at _____.