

DRAFT  
Script for B&B Non-Respondent Video  
1/14/10

Sample member (SM) goes to the mailbox and gets out a letter:

SM: "Another letter about the Department of Education's B&B survey. Why do they keep bugging me? This is going in the trash..."

Helicopter with Ed on the side:

"Ed: Sounds like I'm needed!"

Ed lowers into view:

Ed: "Before you throw that away, I've got a few things I'd like to tell you."

SM: "Who are you?"

Ed: "I'm Ed, from the U.S. Department of Education. We want you to take our survey because we want to learn more about what students do after they finish college. "

SM: "What kind of things will you ask me about?"

Scenes progress from a college graduate to a teacher in a classroom, an astronaut, a policeman, travel in a foreign country, life changes (marriage, children), and receiving financial incentive:

Ed: "We're interested in what you've been doing since graduation. Did you become a teacher, or go back to school yourself? Did you become an astronaut? A policeman?"

Have you moved here from another country, or learned a foreign language?

Have you had any life changes, like getting married or having kids?

We can also offer you \$30 to thank you for your time.

Scene back in front of house:

SM: "Well, I'm pretty busy..."

Scenes progress from using a phone to using a computer to a home visit:

Ed: "We make it easy for you. You can do the B&B interview by phone, or on the web using your own computer. It won't take long. In some parts of the country we can even send someone to your house!"

Scene back in front of house:

SM: "OK, but one more question. How do I know my answers will stay confidential?"

Lego policeman closes a vault/safe

Ed: "Federal law requires that we protect all data collected. Protecting your data is our number one concern."

SM: "That sounds pretty good, I'll do it!"

Ed turns and talks to the camera:

Ed: "You, too, can help us make the B&B study a success!"

Cut to scene of Lego people appearing, holding hands, and swaying back and forth:

Ed: As a recent college graduate, you are in a special position to provide us vital information on your experiences after graduation. With your help we can develop better programs that help students like you find success in college and beyond.

Back in front of house.

SM: "Thanks, ED!!"

Ed: "Thank you for taking our surveyyyyyyyyyyyyyyy!"

Display contact screen:

ED (speaking over the final "credit" slide with the info below typed on it):

"Call us toll free at 1-877-262-4440 to complete your interview today! "

"And don't forget to check your e-mail for more information about your participation in this study."