


PAPERWORK REDUCTION ACT CHANGE WORKSHEET

Baccalaureate and Beyond Longitudinal Study (B&B:08/12) Field Test YouTube Video
Experiment for Panel Maintenance Activity

Agency/Subagency U.S. Department of Education, Institute of Education Sciences		OMB Control Number 1850-0729 v.6
<i>Enter only items that change</i>		
	Current Record	New Record
Agency form number(s)	NA	NA
Annual reporting and record keeping hour burden		
Number of respondent	15,734	15,734
Total annual responses	15,734	15,734
Percent of these responses collected electronically	75%	75%
Total annual hours	9,416	9,452
Difference		36
Explanation of difference		
Program change		0
Adjustment		0
Annual reporting and record keeping cost burden (in thousands of dollars)		
Total annualized capital/startup costs	NA	NA
Total annual costs (O&M)	NA	NA
Total annualized cost requested	NA	NA
Difference		NA
Explanation of difference		
Program change		NA
Adjustment		NA
Other change**		
<p>The Baccalaureate and Beyond Longitudinal Study of 2008/2012 (B&B:08/12) is a study of recent college graduates. This change requests for OMB approval is to conduct an experiment on the effectiveness of a YouTube video in encouraging past study participants to update their contact information. This experiment would be conducted in addition to the already approved panel maintenance (locating) plan to send an address-update mailing to all sample members. All past study participants will receive an email and a folded-postcard mailing containing address-update instructions. For the randomly assigned treatment group, the mailing would contain instructions on how to access a short informational video designed to pique a sample member's interest in the B&B study and encourage him or her to confirm or update locating information. The video is intended to be entertaining while explaining why it is important for sample members to update their contact information and how to do so. Young adults, particularly recent college graduates, are traditionally difficult to locate because they move frequently; they have likely changed physical addresses several times between the base year and final interview, some marry and change their name in the process. The experiment will allow NCES to evaluate, whether using a YouTube video helps to increase response rates during the panel maintenance (locating) activity.</p>		
Signature of Senior Official or designee: 	Date: August 4, 2010	For OIRA Use _____

**This form cannot be used to extend an expiration date