

## **Attachment A**

### **Transcript of Video Dialogue**

## **1: Intro--> B&B Title**

Intro freeze-frame

*Scene: Ed turning to camera*

Narrator: "In a world where college graduates change addresses, one man makes sure their surveys reach them."

*Black Screen: "Coming Soon: "*

Narrator: "Coming soon..."

*Scene: Ed answers phone*

Ed: "Hello?"

Voice on phone: "Ed, we need you. Not everyone has updated their addresses for us. We've got to find the B&B survey participants."

Ed: "I'm on it."

*Title Screen: "Baccalaureate and Beyond"*

Narrator: "...it's Ed in Baccalaureate and Beyond"

## **2: The searches**

*Scene: Montage of Ed underwater, in the jungle, in the desert, on the moon.*

Narrator: "Searching the deepest oceans... the thickest jungles... the driest deserts... and the mooniest moons,

## **3: Study member's (SM's) house greeting**

Narrator: until finally...

*Scene: Ed walks up to the house, dialogue ensues*

SM: "Hello?"

Ed: "I'm Ed from the U.S. Department of Education. I'm glad I found you. We're updating contact information for Baccalaureate and Beyond survey participants."

S.M.: "Why?"

Ed: "We're going to do a follow-up survey in 2011 to ask you more questions about what you've been doing since graduation."

## **4: Just prior to moving truck --> Map**

S.M.: "Good thing you got here today [*scene changes to moving van*] I'm moving to Maine tomorrow for a new job."

Ed: "Then the Department of Education definitely needs you to update your contact information."

*Scene: Shot of S.M. talking*  
S.M. "How do I do that?"

*Scene: Shot of Ed talking*

Ed: We'll be contacting everyone via mail or email with instructions so they can confirm their contact information, or in cases like yours, provide us with a new address.

*Scene: U.S. map from above*

Ed: "We understand how common it is to move in the years after you graduate. People move for jobs or for family. They may move across the country or across town. We need you to update your contact information so we can include you in the B&B survey in 2011. If we can't find you, we won't know what has happened to you since graduation."

*Scene: Ed from overhead*

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

*Display contact screen with URL for study website (TBD?)*

Narrator: "Make Ed's job easier by updating your contact information. You can do this online at this website or by returning the update form that you will be receiving soon by mail."

## **Attachment B**


### **Web-based Address Update Forms**


# Control Group Address Update Form

Update Address

https://edsurveys.rti.org/bb\_student/pages/login\_addr.aspx

Mozilla Firefox Start P... Google SQL 2005-code Other bookmarks

 **BACCALAUREATE AND BEYOND LONGITUDINAL STUDY**

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Institute of Education Sciences

Sponsored By: National Center for Education Statistics, U.S. Department of Education

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Provide Address Update

### Update Your Contact Information

Study ID number:

First name:

Middle name:

Last name:

Suffix:

Maiden name (If applicable):

Address 1:

Address 2:

City:

State:

Zip code:

Home phone:

Work phone:


Cell phone:

Primary e-mail address:

Secondary e-mail address:

Would you like us to send a text message on the cell phone listed above when data collection is about to begin?  yes  no  
(Please note: standard text messaging rates apply.)

National Center for Education Statistics, Institute of Education Sciences  
U.S. Department of Education  
1990 K Street, NW, Washington, DC 20006 USA





# Treatment Group Address Update Form

Update Address

https://edsurveys.rti.org/bb\_student/pages/login\_addr.aspx

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Provide Address Update

### Update Your Contact Information

Study ID number: 99900101

First name:

Middle name:

Last name:

Suffix:

Maiden name (If applicable):

Address 1:

Address 2:

City:

State:

Zip code:

Home phone:

Work phone:

Cell phone:


Primary e-mail address:

Secondary e-mail address:

Would you like us to send a text message on the cell phone listed above when data collection is about to begin?  yes  no  
(Please note: standard text messaging rates apply.)

Did you watch the B&B informational video, featuring Lego figures?  yes  no

National Center for Education Statistics, Institute of Education Sciences  
U.S. Department of Education  
1990 K Street, NW, Washington, DC 20006 USA




## **Confidentiality Statement**

*Your participation, while voluntary, is critical to the study's success. Federal law requires that we protect your privacy. Your information will be secured behind firewalls and will be encrypted during Internet transmission. Your information will be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose, except as required by law (P.L. 107-279, Title I, Part E, Sec. 183).*

## Attachment C

### Address Update Postcards and Instructions

#### Control Group Postcard



## Baccalaureate and Beyond Longitudinal Study

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### Updating Our Files...


Thank you for your past participation in the Baccalaureate and Beyond Longitudinal Study (B&B). Data collection for the next B&B study will begin in Summer 2011. The results of this study will help researchers evaluate the outcomes of higher education, immediately after college and several years later.

To ensure that we have the most accurate, recent contact information for you, we request that you take a few moments to log on to the B&B website and update your current contact information.

If you have additional questions or concerns about the study, please contact me toll-free at 1-866-662-8227 (e-mail: [jennifer@rti.org](mailto:jennifer@rti.org)), or Ted Socha, National Center for Education Statistics, 1-202-502-7383 (email: [ted.socha@ed.gov](mailto:ted.socha@ed.gov))

Access the contact information update page by logging on to our secure website  
<https://surveys.nces.ed.gov/bbstudy/>

OMB# 1850-0729      Your study ID number: «caseid»





## Treatment Group Postcard

# Baccalaureate and Beyond Longitudinal Study

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To ensure that we have the most accurate, recent contact information for you, we request that you take a few moments to log on to the B&B website and update your current contact information.

<<A brief and entertaining video has been created to answer any questions you may have about the study. You can view the video on YouTube at [www.XXXXXXX](http://www.XXXXXXX).>>

If you have additional questions or concerns about the study, please contact me toll-free at 1-866-662-8227 (email: [jennifer@rti.org](mailto:jennifer@rti.org)), or Ted Socha, National Center for Education Statistics, 1-202-502-7383 (email: [ted.socha@ed.gov](mailto:ted.socha@ed.gov))

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