

Attachment 3

Proposed 2010 SDR Mailing Materials

Draft 2010 SDR Contact Letters (on customized NSF/SDR letterhead)

Prenotice #1: Past Respondents

Prenotice #2: Past Refusers

Prenotice #3: New Sample Members

Notice Email #1: Web start mode

Cover Letter #1: Past Respondents

Cover Letter #2: Past Refusers

Thank you/Reminder Postcard: All Sample Members

Follow-up Cover Letter: All Sample Members

Prenotice Letter #1: Past SDR Respondents

September 22, 2010

Dr. [FIRST NAME] [MI] [LAST NAME]

[STREET ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Dr. [LAST NAME],

In a few days, we will be requesting your participation in the 2010 Survey of Doctorate Recipients (SDR), sponsored by the National Science Foundation and the National Institutes of Health. In the past, you contributed to this unique study of science and engineering doctorate holders. Thank you - your answers provided government, business, and academic institutions with crucial information concerning the availability of highly educated personnel in a variety of fields.

The SDR has been conducted biennially since 1973 and is the only source of data on the careers of science and engineering doctorate holders from U.S. academic institutions. The value of the information obtained over the years with the help of respondents like you is immeasurable. **Your participation in this research helps to ensure the validity and accuracy of the survey results.** Results from earlier studies are available at the NSF website listed below.

We will be sending you the questionnaire in the mail and will ask you to complete the 2010 SDR at that time. Because of their experience in directing studies of this type, we have asked the University of Chicago's National Opinion Research Center (NORC) to conduct this survey for us. The letter accompanying the questionnaire will explain more about this survey and our reasons for contacting you.

If you do not receive a questionnaire within two weeks or have any questions regarding this survey, please contact NORC via the toll-free number or e-mail address listed below. Staff are available from 9 a.m. to 9 p.m. (Central Time) to assist you.

I would greatly appreciate your continued participation in this significant research effort.

Sincerely,

Cora Marrett

Acting Director

Prenotice Letter #2: Past Refusals

September 22, 2010

Dr. [FIRST NAME] [MI] [LAST NAME]

[STREET ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Dr. [LAST NAME],

I am requesting your participation in the 2010 Survey of Doctorate Recipients (SDR), sponsored by the National Science Foundation and the National Institutes of Health.

The SDR is the only source of data on the careers of science and engineering doctorate holders from U.S. academic institutions. This survey provides government, business, and academic institutions with crucial information concerning the availability of highly educated personnel in a variety of fields. As such, your response is needed whatever your current employment status or occupation. **Because you were scientifically selected for this study, we cannot substitute any other person for you.** Your participation in this research will help to ensure the validity and accuracy of the survey results. Results from earlier studies are available at the NSF website listed below.

We will be sending you the questionnaire in the mail and will ask you to participate in the 2010 SDR at that time. Because of their experience in directing studies of this type, we have asked the University of Chicago's National Opinion Research Center (NORC) to conduct this survey for us. The letter accompanying the questionnaire will explain more about this survey. All information you provide will be kept strictly confidential and safeguarded in accordance with the Privacy Act of 1974 and the Confidential Information Protection and Statistical Efficiency Act of 2002.

If you do not receive a questionnaire within two weeks or have any questions regarding this survey, please contact NORC via the toll-free number or e-mail address listed below. Staff are available from 9 a.m. to 9 p.m. (Central Time) to assist you.

I would greatly appreciate your cooperation in this important research effort.

Sincerely,

Cora Marrett

Acting Director

Prenotice Letter #3: New Sample Members

September 22, 2010

Dr. [FIRST NAME] [MI] [LAST NAME]

[STREET ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Dr. [LAST NAME],

I am requesting your participation in the 2010 Survey of Doctorate Recipients (SDR), sponsored by the National Science Foundation and the National Institutes of Health. This survey of people who have earned science and engineering doctorates in the United States has been conducted biennially since 1973. The survey, and the information it obtains, provides government, business, and academic institutions with crucial information concerning the availability of highly educated personnel in a variety of fields. **The Survey of Doctorate Recipients is the only source of data on this important population.**

You were scientifically selected from a database that contains the name and degree information for all individuals earning a research doctorate in the U.S. **As such, we cannot substitute any other person for you.** Your participation in this study will help ensure the validity and accuracy of the survey results. Results from earlier studies are available at the NSF website listed below.

We will be sending you the questionnaire in the mail and will ask you to participate in the 2010 SDR at that time. Because of their experience in directing studies of this type, we have asked the University of Chicago's National Opinion Research Center (NORC) to conduct this survey for us. The letter accompanying the questionnaire will explain more about this survey and our reasons for contacting you. **All information you provide will be kept strictly confidential and safeguarded in accordance with the Privacy Act of 1974 and the Confidential Information Protection and Statistical Efficiency Act of 2002.**

If you do not receive a questionnaire within two weeks or have any questions regarding this survey, please contact NORC via the toll-free number or e-mail address listed below. Staff are available from 9 a.m. to 9 p.m. (Central Time) to assist you.

I would greatly appreciate your cooperation in this important research effort.

Sincerely,

Cora Marrett

Acting Director

Notice Email #1: Web Start Mode

October 1, 2010

Dear Dr. [LNAME],

I am requesting your participation in the 2008 Survey of Doctorate Recipients (SDR), sponsored by the National Science Foundation (NSF) and the National Institutes of Health. In the past, you contributed to this unique study of science, engineering and health doctorate holders. Thank you for your past participation. Your answers provided government, business, and academic institutions with crucial information concerning the availability of highly educated personnel in a variety of fields. Results from earlier studies are available at the NSF website listed below.

To access the 2010 SDR survey, please go to the following URL address:

<https://websurvey.norc.org/2010sdr>

Because this format is secure and confidential, you'll need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address.

Your unique PIN and Password are...

PIN: [WEBPIN] Password: [WEBPWD]

The data you provide will be kept strictly confidential and safeguarded in accordance with the Privacy Act of 1974 and the Confidential Information Protection and Statistical Efficiency Act of 2002. Because we were not certain that this e-mail address was still active, we have also sent online survey access information to your mailing address.

Your response to the 2010 SDR is needed whether you are working in or out of your doctoral field, are seeking employment, are retired or are in another situation. Important measures from this study include how many doctorate holders are working, what field they are working in, and how career patterns change over time. We can only learn this from you.

If you have any questions regarding the survey or the Internet format, please contact NORC toll-free at 1-800-685-1663 or respond to this e-mail. Staff are available from 9 a.m. to 9 p.m. (Central Time) to assist you. Or you can link to the SDR Frequently Asked Questions at:

http://www2.norc.org/sdr/sdr_faq.asp

Thank you in advance for contributing to the SDR. We look forward to receiving your online questionnaire within the next 2 weeks.

Sincerely,

Karen H. Grigorian
SDR Project Director
National Opinion Research Center
University of Chicago

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For assistance completing the survey:  
Call NORC at 1-800-685-1663, e-mail [SDR@norc.uchicago.edu](mailto:SDR@norc.uchicago.edu) or visit  
[www.norc.uchicago.edu/sdr](http://www.norc.uchicago.edu/sdr).

For more information about the survey:  
Visit [www.nsf.gov/statistics/srvydoctoratework](http://www.nsf.gov/statistics/srvydoctoratework) or write NSF at 4201 Wilson Blvd, Suite 965, Arlington, Virginia  
22230

**Cover Letter #1: First Questionnaire Mailing to Past Respondents**

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October 1, 2010

Dr. [FIRST NAME] [MI] [LAST NAME]

[STREET ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Dr. [LAST NAME],

**Thank you for your participation in the 2008 Survey of Doctorate Recipients (SDR).** Your responses helped academic and government institutions anticipate shortages or surpluses in personnel and make decisions about graduate student support and research and development funding. The information you provided has also proven valuable for students who want to learn about the relationship between graduate education and careers.

**At this time, we are asking for your participation in the 2010 SDR.** The SDR is being conducted on behalf of the National Science Foundation (NSF) and the National Institutes of Health by the University of Chicago's National Opinion Research Center (NORC). Regardless of your employment situation—whether you are working in or out of your doctoral field, are seeking employment, are retired, or are in another situation—your response is vital. Important measures from this study include the number of doctorate holders working, what fields they are working in, and how their career patterns change over time. We can only learn this from you. Results from earlier studies are available at the NSF website listed below.

**Please complete the enclosed questionnaire** and return it in the postage-paid envelope to the University of Chicago's National Opinion Research Center (NORC) within two weeks.

If you have any questions about the survey, please contact NORC via the toll-free number or e-mail address listed below. Staff are available from 9 a.m. to 9 p.m. (Central Time) to assist you.

Thank you for your continued participation. We look forward to receiving your completed survey within the next two weeks.

Sincerely,

Lynda T. Carlson, Ph.D.

Director, Division of Science Resources Statistics

National Science Foundation

**Cover Letter #2: First Questionnaire Mailing to Past Refusers**

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October 1, 2010

Dr. [FIRST NAME] [MI] [LAST NAME]

[STREET ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Dr. [LAST NAME],

**We are requesting your participation in the 2010 Survey of Doctorate Recipients (SDR).** The SDR is being conducted on behalf of the National Science Foundation (NSF) and the National Institutes of Health by the University of Chicago's National Opinion Research Center (NORC).

**The SDR is the only source of data on the careers of science, engineering and health doctorate holders from U.S. academic institutions.** Regardless of your employment situation—whether you are working in or out of your doctoral field, are seeking employment, are retired, or are in another situation—your response is vital. Important measures from this study include the number of doctorate holders working, what fields they are working in, and how their career patterns change over time. We can only learn this from you.

**All information you provide will be kept strictly confidential** and safeguarded in accordance with the Privacy Act of 1974 and the Confidential Information and Statistical Efficiency Act of 2002. The data collected will be aggregated and used to prepare scientific reports, articles, and statistical summaries, but any information released publicly will maintain the confidentiality of all participants. Results from earlier studies are available at the NSF website listed below.

**Please complete the enclosed questionnaire** and return it in the postage-paid envelope to the University of Chicago's National Opinion Research Center (NORC) within two weeks.

If you have any questions about the survey, please contact NORC via the toll-free number or e-mail address listed below. Staff are available from 9 a.m. to 9 p.m. (Central Time) to assist you.

Thank you in advance for your participation. We look forward to receiving your completed survey within the next two weeks.

Sincerely,

Lynda T. Carlson, Ph.D.

Director, Division of Science Resources Statistics

National Science Foundation



***Thank You/Reminder Postcard: All Sample Members***

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October 8, 2010

About a week ago we asked for your help with an important national study. The SDR is being conducted on behalf of the National Science Foundation (NSF) and the National Institutes of Health (NIH) by the University of Chicago's National Opinion Research Center (NORC). Many thanks to you if you have already participated and submitted the questionnaire.

If you do not have the materials necessary to complete the survey, or if you have questions about the study, please call NORC's toll-free number at 1-800-685-1663 between 9 a.m. and 9 p.m. (Central Time), visit their website at [www.norc.uchicago.edu/sdr](http://www.norc.uchicago.edu/sdr), or send an e-mail to [SDR@norc.uchicago.edu](mailto:SDR@norc.uchicago.edu). If you received the survey information but have not yet had time to complete it, please do so as soon as possible. Your participation is important for the success of this study.

With appreciation,

Lynda T. Carlson, Ph.D.  
Director, Division of Science Resources Statistics  
National Science Foundation

**Follow-up Cover Letter #1: All Sample Members**

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December 1, 2010

Dr. [FIRST NAME] [MI] [LAST NAME]

[STREET ADDRESS]

[CITY], [STATE] [ZIP CODE]

Dear Dr. [LAST NAME],

**We recently sent you the 2010 Survey of Doctorate Recipients (SDR) questionnaire to complete.** The SDR is being conducted on behalf of the National Science Foundation and the National Institutes of Health by the University of Chicago's National Opinion Research Center (NORC). We have not yet received your completed survey, but hope that you will respond. Your participation will have a significant impact on the overall accuracy of the results and the ultimate usefulness of this research.

**Your response is needed** wherever you live, and whether you are working in or out of your doctoral field, are seeking employment, are retired, or are in another situation. Since you were scientifically selected for the SDR, we cannot substitute any other person for you.

Please take a few minutes to complete this important survey. We are offering three different ways by which you may participate.

1. **Paper:** If you prefer to complete a paper version of the survey, please call 1-800-685-1663.
2. **Telephone:** If you prefer a telephone interview, please contact us at 1-800-685-1663.
3. **Web:** If Internet access is convenient for you, we invite you to complete this survey online.

Please go to the following URL address: <https://websurvey.norc.org/2008sdr>

To ensure security, please use the unique *Personal Identification Number (PIN)* and *Password* below to access the survey after you have gone to the URL address.

**PIN:** [WEBPIN]      **Password:** [WEBPWD]

If you have any questions regarding the survey, please contact NORC via the toll-free number or e-mail address listed below. Staff are available from 9 a.m. to 9 p.m. (Central Time) to assist you.

**Thank you in advance for your cooperation in this important research effort.**

Sincerely,

Karen H. Grigorian  
SDR Project Director  
National Opinion Research Center  
University of Chicago