
MEMORANDUM

TO: Shelly Wilkie Martinez, OMB
FROM: Ted Socha, NCES
SUBJECT: Contact Materials non-Substantive Change Request for B&B:09,
OMB# 1850-0729
DATE: January 27, 2010
THROUGH: Kashka Kubzdela, NCES

The National Center for Education Statistics (NCES) requests a revision to the contact materials for the 2009 Baccalaureate and Beyond Longitudinal Survey (B&B:09), which is currently being conducted. The NCES received full-scale clearance by OMB for B&B:09 on May 5, 2009 (OMB No. 1850-0729, expires 2/28/2011).

This request is for clearance for contacting B&B:09 survey nonrespondents using a stop-frame informational video. The primary forms of contact have been email, mail, and phone calls. This video contains OMB-approved information used in these more traditional forms of contact.

We are attempting to convert our last 3,000 nonrespondents to the study. Because they are sample members who have not responded to repeated contact, we would like to engage their interest in an innovative way. We are proposing the distribution of the video created by RTI. We hope that it is well-suited to the B&B respondent population we're trying to engage. Among young adults, videos of this sort are hugely popular, for example, on YouTube.

This request reflects no change in burden to B&B sample members. Further, this request does not propose any change to data collection materials previously approved by OMB.

Attachments

- Video
- Video transcript
- Two emails about the video to survey non-respondents