

APPENDIX D

Survey Mailing Materials

[MAIL-FIRST SAMPLE -- PRENOTICE LETTER]

Census letterhead

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

Dear Mr. John Doe:

I am writing to ask for your help with the 2010 National Survey of College Graduates. The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s. This study enables us to obtain knowledge about how people use their education as economic conditions change and as they age.

In a few days, you will receive a letter and questionnaire package that will provide you with a fuller description of the study and our reasons for contacting you. Your cooperation in this study will help to ensure the validity of the study results.

If you do not receive a questionnaire within two weeks or have any questions about the study, please contact the Census Bureau between 9 a.m. and 10 p.m. EST on our toll-free number at 1-800-XXX-XXXX or send an e-mail to <nscg@census.gov>.

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

Sincerely,

Robert M. Groves
Director

[WEB-FIRST SAMPLE -- PRENOTICE LETTER]

Census letterhead

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

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I am writing to ask for your help with the 2010 National Survey of College Graduates. The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s. This study enables us to obtain knowledge about how people use their education as economic conditions change and as they age.

In a few days, you will receive a letter that will include a user name and password to access the survey on the web. The website will provide you with a fuller description of the study and our reasons for contacting you. Your cooperation in this study will help to ensure the validity of the study results.

If you do not receive another letter within two weeks or have any questions about the study, please contact the Census Bureau between 9 a.m. and 10 p.m. EST on our toll-free number at 1-800-XXX-XXXX or send an e-mail to <nscg@census.gov>.

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

Sincerely,

Robert M. Groves
Director

[MAIL-FIRST SAMPLE - FIRST QUESTIONNAIRE MAILING COVER LETTER]

Census letterhead

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

Dear Mr. John Doe:

I am writing to request your participation in the 2010 National Survey of College Graduates. Your answers will help us study the relationship between education and career opportunity and how that relationship is changing over time. In addition to researchers and policymakers, students making decisions about their own education and career choices consult this valuable information, as do individuals thinking about changing careers.

The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s. This study enables us to update knowledge about how people use their education as economic conditions change and as they age. The results from earlier studies are available at the NSF's Web site at <<http://sestat.nsf.gov>>.

The NSF is mandated by Congress to study the education of the American people. The Census Bureau is conducting this survey under the authority of [Title 13, United States Code, Section 8 / Title 15, United States Code, Section 1525]. This law requires us to keep all information about you strictly confidential. We may use this information only for statistical purposes.

Because you were specifically selected, we cannot substitute another college graduate for you, so the success of this study rests upon your participation. Your response is needed, whether you are currently working or not.

If you do not receive a questionnaire packet within two weeks or if you have any questions about the study, please contact the Census Bureau between 9 a.m. and 10 p.m. EST on our toll-free number at 1-888-XXX-XXXX or send an e-mail to <nscg@census.gov>.

Thank you for your participation in this important research effort. We look forward to talking with you.

Sincerely,

Robert M. Groves

Director

National Survey of College Graduates (NSCG) Frequently Asked Questions

What is the purpose of the NSCG?

The NSCG, in 2010, will survey about 100,000 people with at least a bachelor's degree in science and engineering related fields or working in these fields. Conducted since the 1970s, the survey is the most important source of information on the education and career paths of the nation's college-educated population.

How is the information used?

The survey data provides important information about the education and career paths of the nation's college graduates. The data provides characteristics of the college-educated people in the workforce, such as the sector they work in, whether they are working in their degree field, the type of occupations they hold, their salary, and their demographics. These data are needed to make informed decisions about how to best utilize the limited resources in the areas of research, education, and job training.

What authority do you have to collect this data? How will you keep my information confidential?

This information is solicited under the authority of the National Science Foundation Act of 1950, as amended, and the Confidential Information Protection and Statistical Efficiency Act of 2002. The Census Bureau is conducting this survey under the authority of Title 13 and Title 15, United States Code, Section 8 and 1525, respectively. This law requires us to keep all information about you strictly confidential. We will use this information only for statistical purposes. Any Census Bureau employee who violates these provisions is subject to a fine up to \$250,000 or a prison sentence up to five years or both.

Why don't you select someone else? Do I have to participate?

You were randomly chosen to represent hundreds of others in the same field. Once a person has been selected in the sample, we cannot call another person because it would harm the quality of the sample data we collect. If we don't obtain responses from the people selected, the study could produce very biased data. Your response is voluntary, and you do not have to answer all of the questions.

How long will this survey take?

The amount of time it takes for any one person to complete the questionnaire differs and it really depends on individual circumstances or responses to the questions. Based on pretests, the average time to complete the questionnaire is about 25 minutes. Send comments regarding this burden estimate or any other aspects of this collection of information, including suggestions for reducing this burden, to the National Science Foundation, 4201 Wilson Blvd. Suite 295, Arlington, VA 22230, Attn: NSF Reports Clearance Officer.

Additional information about this survey

Under 5 CFR 1320.5(b), an agency cannot conduct, sponsor, or require a response to a collection of information unless the collection displays a currently valid Office of Management and Budget (OMB) approval number. The OMB approval number for this survey is 3145-0141 and the expiration date is XXXX.

[CATI-FIRST SAMPLE -- FIRST CONTACT LETTER]

Census letterhead

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

Dear Mr. John Doe:

I am writing to request your participation in the 2010 National Survey of College Graduates. We will be contacting you by telephone in a few days to ask for your help. This study helps us study the relationship between education and career opportunity and how that relationship changes over time. In addition to researchers and policymakers, students making decisions about their own education and career choices consult this valuable information, as do individuals thinking about changing careers.

The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s. This study enables us to update knowledge about how people use their education as economic conditions change and as they age. The results from earlier studies are available at the NSF's Web site at <<http://sestat.nsf.gov>>.

Now we need you to help update this important information on our country's highly educated population. The NSF is mandated by Congress to study the education of the American people. We are conducting this survey under the authority of [Title 13, United States Code, Section 8 / Title 15, United States Code, Section 1525]. This law requires us to keep all information about you and your household strictly confidential. We will use this information only for statistical purposes.

Because you were specifically selected, we cannot substitute another college graduate for you, so the success of this study rests upon your participation. Your response is needed, whether you are currently working or not.

You will also be receiving a questionnaire packet within two weeks. You can either respond by sending back the questionnaire in the pre-paid envelope or you can call our toll-free number at 1-888-XXX-XXXX between 9 a.m. and 10 p.m. EST.

If you have any questions about the study, please contact the Census Bureau on our toll-free number or send an e-mail to <nscg@census.gov>.

Thank you for your participation in this important research effort. We look forward to talking with you.

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Because you were specifically selected, we cannot substitute another college graduate for you, so the success of this study rests upon your participation. Your response is needed, whether you are currently working or not.

The National Science Foundation is pleased to offer a new and convenient way to respond. Responding by web saves you time, and is easy to use. To complete the survey online, follow the three steps listed below:

1. Go to <http://respond.census.gov/nscg>. (This is a secure site.)
2. On the opening screen, enter the following Login ID and password.

Login ID:

Password:

3. Once you log in, follow the instructions on the screen to complete the questionnaire.

If you have any questions about the study, please contact the Census Bureau between 9 a.m. and 10 p.m. EST on our toll-free number at 1-888-XXX-XXXX or send an e-mail to <nscg@census.gov>.

Thank you for your participation in this important research effort. We look forward to talking with you.

Sincerely,

Robert M. Groves
Director

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[THANK YOU/REMINDER POSTCARD]

**U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration**

U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132
OFFICIAL BUSINESS
Penalty for Private Use, \$300

7491-4A(L) (9-2010)

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

**UNITED STATES DEPARTMENT OF
COMMERCE**
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0007
OFFICE OF THE DIRECTOR

Last week we sent you a questionnaire for an important national survey. If you have already returned the completed questionnaire, we thank you very much for your assistance.

If you have not yet had time to complete the questionnaire, please do so as soon as possible. Your participation is important for the success of this study.

If you need another copy of the questionnaire or need assistance, please call us between 9 a.m. and 10 p.m. EST on our toll-free number at 1-800-XXX-XXXX or send an e-mail to <nscg@census.gov>.

Sincerely,

Robert M. Groves
Director

[MAIL-FIRST SAMPLE -- FOLLOW-UP QUESTIONNAIRE MAILING COVER LETTER]
Census letterhead

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

Dear Mr. John Doe:

The U.S. government's funding of research and education influences the employment and advancement opportunities of the people of the United States.

About eight weeks ago, we asked you to participate in a study that helps the U.S. government decide how to invest in research and education. To date, we have not received your response.

Your response is important to this study, even if you are retired, do not work, or work in a field that differs from that of your education or training. In case you have misplaced it, we have enclosed a replacement questionnaire.

Please fill out the enclosed questionnaire and return it in the enclosed postage-paid envelope within two weeks. All information you provide is strictly confidential and protected by U.S. law, which imposes severe criminal sanctions if any Census Bureau employee violates these provisions.

If you have any questions about the 2010 National Survey of College Graduates, please call us between 9 a.m. and 10 p.m. EST on our toll-free number at 1-800-XXX-XXXX or send an e-mail to <nscg@census.gov>.

Thank you in advance for your contribution to this valuable research effort.

Sincerely,

Robert M. Groves
Director

Enclosure

[CATI-FIRST SAMPLE -- FOLLOW-UP QUESTIONNAIRE MAILING COVER LETTER]

Census letterhead

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

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Your response is important to this study, even if you are retired, do not work, or work in a field that differs from that of your education or training. In case it is inconvenient for you to participate in a telephone interview, we are enclosing a questionnaire.

Please call us at 1-888-XXX-XXXX to complete the survey over the phone, or fill out the enclosed questionnaire and return it in the enclosed postage-paid envelope within two weeks. All information you provide is strictly confidential and protected by U.S. law, which imposes severe criminal sanctions if any Census Bureau employee violates these provisions.

If you have any questions about the 2010 National Survey of College Graduates, please call us between 9 a.m. and 10 p.m. EST on our toll-free number at 1-888-XXX-XXXX or send an e-mail to <nscg@census.gov>.

Thank you in advance for your contribution to this valuable research effort.

Sincerely,

Robert M. Groves
Director

Enclosure

[WEB-FIRST SAMPLE -- FOLLOW-UP QUESTIONNAIRE MAILING COVER LETTER]

Census letterhead

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123 MAIN STREET
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Please complete the interview on the web, or complete the enclosed questionnaire and return it in the enclosed postage-paid envelope within two weeks. All information you provide is strictly confidential and protected by U.S. law, which imposes severe criminal sanctions if any Census Bureau employee violates these provisions.

If you have any questions about the 2010 National Survey of College Graduates, please call us between 9 a.m. and 10 p.m. EST on our toll-free number at 1-888-XXX-XXXX or send an e-mail to <nscg@census.gov>.

Thank you in advance for your contribution to this valuable research effort.

Sincerely,

Robert M. Groves
Director

Enclosure

[FINAL FOLLOW UP LETTER]

NSF letterhead

MR JOHN DOE
123 MAIN STREET
ANYTOWN, ST 12345

Dear Mr. John Doe:

The 2010 round of the National Survey of College Graduates (NSCG) ends in **XXXX**, and we at the National Science Foundation are asking for your help by completing the survey now. We realize that your time is valuable but we really need your participation in order for the study results to be accurate and representative.

The NSCG is the only definitive source of data about the educational outcomes of our nation's college educated population, and your contribution to it is vital. You were selected as part of a statistical sample of 100,000 to represent the college educated population in the United States. We cannot replace you with anyone else.

Won't you please take a few moments to complete the survey now by calling the U.S. Census Bureau at 1-888-**XXX-XXXX**?

Information on this study is available at
<http://www.nsf.gov/statistics/srvygrads>.

If you have any questions regarding the survey, please call the toll-free number or send an e-mail to <nscg@census.gov>. Staff is available from 9 a.m. to 10 p.m. (Eastern Daylight Time) to assist you.

Thank you in advance for your contribution to this valuable research effort.

Sincerely,

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