

**NSECE Contact Materials**

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
Household Screener Cover Letter	Household Screener	All Household sample members	Initial contact
Household Screener Thank You/Reminder Postcard	Household Screener	All Household sample members	One week after initial mailing of Household Screener Mailing
First Household Screener Nonresponse Follow-up Mailing	Household Screener	All Household sample members who have not returned the Household Screener SAQ	Two weeks after mailing of Household Screener Thank You/Reminder Postcard
Second Household Screener Nonresponse Follow-up Mailing	Household Screener	All Household sample members who have not returned the Household Screener SAQ	Three weeks after mailing of the 1 <sup>st</sup> Household Screener Nonresponse follow-up Mailing
Household Advance Letter	Household Screener/Household Questionnaire	Households that are designated for work in the telephone shop or that request a letter in the field	One week prior to the start of CATI dialing or as needed by field interviewers
Household Questionnaire Refusal Conversion Letters (multiple topics) (4)	Household Screener/Household Questionnaire	All Household sample members who refuse to participate	As needed
Household Questionnaire Thank You Letter	Household Questionnaire	All Household respondents who have completed the Household Questionnaire	After Household Questionnaire is completed

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
Home-Based Provider Questionnaire Advance Letter (eligible through Household Screener)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire	Upon determination of eligibility through mail Household Screener
Home-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through Household Screener)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire	One week after mailing of Home-Based Provider Questionnaire Advance Letter (eligible through Household Screener)
Home-Based Provider Questionnaire Web Survey Nonresponse mailing (eligible through Household Screener)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire	Two weeks after mailing of Home-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through Household Screener)
Home-based Provider Refusal Conversion Letters (eligible through Household Screener- multiple topics) (2)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through Household Screener	As needed
Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through administrative lists; web information included for web eligible providers	Initial Contact

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
Home-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through administrative lists)	Home-Based Provider Questionnaire	Web eligible Home-Based Provider Questionnaire respondents identified through administrative lists	One week after mailing of Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists)
Home-Based Provider Questionnaire Web Survey Nonresponse Mailing (eligible through administrative lists)	Home-Based Provider Questionnaire	Web eligible Home-Based Provider Questionnaire respondents identified through administrative lists	Two weeks after mailing of Home-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through administrative lists)
Home-based Provider Refusal Conversion Letters (eligible through administrative lists-multiple topics) (3)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through administrative lists	As needed
Home-based Provider Thank You Letter	Home-Based Provider Questionnaire	Home-based Provider Questionnaire respondents (eligible through HH Screener or administrative lists) who complete the questionnaire in any mode	Sent upon completion of the questionnaire
Center-Based Provider Questionnaire Advance Letter (eligible through administrative lists)	Center-Based Provider Questionnaire	Center-Based Provider Questionnaire respondents identified through administrative lists; web information included for web eligible providers	Initial Contact
Center-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through administrative lists)	Center-Based Provider Questionnaire	Web eligible Center-Based Provider Questionnaire respondents identified through administrative lists	One week after mailing of Center-Based Provider Questionnaire Advance Letter (eligible through administrative lists)

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
Center-Based Provider Questionnaire Web Survey Nonresponse Follow-up Mailing (eligible through administrative lists)	Center-Based Provider Questionnaire	Web eligible Center-Based Provider Questionnaire respondents identified through administrative lists	Two weeks after mailing of Center-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through administrative lists)
Center-based Provider Questionnaire Refusal Conversion Letters (multiple topics) (3)	Center-Based Provider Questionnaire	Center-Based Provider Questionnaire respondents identified through administrative lists	As needed
Center-based Provider Questionnaire Thank You Letter	Center-Based Provider Questionnaire	Center-Based Provider Questionnaire respondents who complete the questionnaire	Sent upon completion of the questionnaire
Classroom Staff Questionnaire Advance Letter (web survey info)	Classroom Staff Questionnaire	Classroom Staff Questionnaire respondents spawned from Center-Based Provider Questionnaire	Upon identification of Classroom Staff Questionnaire respondent
Classroom Staff Questionnaire Advance Letter (no web survey info)	Classroom Staff Questionnaire	Classroom Staff Questionnaire respondents spawned from Center-Based Provider Questionnaire	upon identification of Classroom Staff Questionnaire respondent
Classroom Staff Questionnaire Web Survey Thank You/Reminder Postcard	Classroom Staff Questionnaire	Classroom Staff Questionnaire respondents spawned from Center-Based Provider Questionnaire	One week after mailing of Classroom Staff Questionnaire Advance Letter
Classroom Staff Questionnaire Web Survey Nonresponse Mailing	Classroom Staff Questionnaire	Classroom Staff Questionnaire respondents spawned from Center-Based Provider Questionnaire	Two weeks after mailing of Classroom Staff Questionnaire Thank You/Reminder Postcard
Classroom Staff Questionnaire Refusal Conversion Letters (multiple topics) (3)	Classroom Staff Questionnaire	Classroom Staff Questionnaire respondents spawned from Center-Based Provider Questionnaire	As needed

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
Classroom Staff Questionnaire Thank you Letter	Classroom Staff Questionnaire	Classroom Staff Questionnaire respondents spawned from Center-Based Provider Questionnaire who complete the questionnaire	Sent upon completion of the questionnaire
Frequently Asked Questions	All Questionnaires	All sample members	Attached to any letter mailed to a Household or provider
NSECE Brochure for Households	Household Questionnaire/Home-based Provider Questionnaire (eligible through Household Screener)	All Household sample members	Distributed as need by interviewers
NSECE Brochure for Formal Providers	Center-based Provider Questionnaire/Classroom Staff Questionnaire/Home-based Provider Questionnaire (eligible through administrative lists)	All formal provider sample members	Distributed as need by interviewers
Center-based Provider Questionnaire Worksheet	Center-based Provider Questionnaire	Center-based Provider Questionnaire respondents	Distributed as needed to help respondents prepare or obtain the information needed to complete the interview in a timely manner.

**Household Screener Cover Letter:** Initial contact with sampled households included with the first mailing of the Household Screener.

[DATE]

Dear Resident,

We are writing to ask for your help with an important study about how we care for children in the United States. This study is being conducted by NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services (HHS). We are interested in learning about families and how they care for children as well as individuals who regularly look after children under the age of 13 who are not their own – such as children of relatives or neighbors.

Please fill out the enclosed one-page questionnaire and mail it back to us in the postage paid envelope that is provided. Even if you do not have children, it is important that you return this survey so that every type of household is represented. The questionnaire should take only a few minutes to complete. The results of this study will ultimately inform how public money is spent to support the care and education of children in your area.

Your household was scientifically selected to participate in this study. Your participation is voluntary, and you can choose to skip any questions.

We have enclosed a small gift to thank you in advance for your cooperation with our study. If you have questions or need assistance, please contact us at 1-877-369-3240 or [nsece@norc.org](mailto:nsece@norc.org).

We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Household Screener Thank You/Reminder Postcard:** Sent to sampled households one week after mailing of Household Screener.

Dear Resident,

Last week a questionnaire was mailed to your household for the National Survey of Early Care and Education sponsored by the U.S. Department of Health and Human Services. If someone at your address has already returned the questionnaire, please accept our sincere thanks.

If you have not completed and returned this survey, please do so right away. It is important that we get a response from everyone even if you do not have children. Your household was scientifically selected to participate in this study and cannot be replaced.

If you have questions about this study, please contact us at 1-877-369-3240 or at [nsece@norc.org](mailto:nsece@norc.org).

Thanks again for your participation.

**First Household Screener Nonresponse Follow-up Mailing:** Sent two weeks after the Household Screener Thank You/Reminder Postcard to households that have not yet returned the mail screener.

[DATE]

Dear Resident,

In early October, we sent a letter to your address asking a member of your household to complete the enclosed questionnaire. We have not yet received your response. We are writing again because we need your help. Your response will provide valuable information to help improve support for the care and education of children in your community.

Please complete the questionnaire and mail it back in the postage-paid envelope that is provided. Even if you do not have any children, it is important that you return this survey so that every type of household is represented. The questionnaire should take only a few minutes to complete.

As mentioned before, this study is being conducted by NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. Your household was scientifically selected to take part in this study. Your participation is voluntary. Your responses will be kept confidential, and you can choose not to answer any questions.

If you have any questions or need assistance, please call NORC toll-free at 1-877-369-3240 or contact us via e-mail at [nsece@norc.org](mailto:nsece@norc.org). You can also find more information about this study online at <http://nsece.norc.org/>.

We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Second Household Screener Nonresponse Follow-up Mailing:** Sent three weeks after the first Household Screener Nonresponse Follow-up mailing to households that have not yet returned the mail screener.

[DATE]

Dear Resident,

I am writing to request that a member of your household complete the enclosed questionnaire. I have written twice previously, but unfortunately we have not received your completed questionnaire.

We have sent the questionnaire again because your response is so very important for the success of this study. Your completed survey will provide valuable information that will help to improve support for the care and education of children in your area. We cannot get this information anywhere else.

Please complete the questionnaire and mail it back in the postage-paid envelope that is provided. Even if you do not have any children, it is important that you return this survey so that every type of household is represented. The questionnaire should take only a few minutes to complete.

This study is being conducted by NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. Your household was scientifically selected to take part in this study. Your participation is voluntary. Your responses will be kept confidential, and you can choose not to answer any questions.

If you have any questions or need assistance, please call NORC toll-free at 1-877-369-3240 or contact us via e-mail at [nsece@norc.org](mailto:nsece@norc.org). We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Household Advance Letter:** Letter sent to households that will be worked by telephone one week prior to the start of CATI dialing or given to Households by field interviewers

[DATE]

Dear Resident,

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to understand the experiences and attitudes of parents as they make decisions about the care and education of their children. The study will also gather information about people who look after children, specifically people who watch relatives' or friends' children informally.

This study is conducted by NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services (HHS). We are looking to speak to parents who have children at home as well as people who regularly look after children who are not their own. The survey should take about 45 minutes to complete, and your responses will be kept confidential.

Your household was scientifically selected to take part in this study. It is important for us to interview every household selected to get a complete picture of the need for and availability of early care and education for young children in your area. However, participation is voluntary, and you can skip any questions.

If you would like to take part in the study now or have any questions, please call NORC toll-free at 1-877-369-3240 or contact us via e-mail at [nsece@norc.org](mailto:nsece@norc.org). A professional interviewer will be contacting you in the near future regarding your participation.

Your participation in this study will provide information to help the government understand how private decisions and public policies affect the use and availability of child and school-age care in our country. We need your help to make this study a success. We hope you will decide to take part when we call.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Household Questionnaire Refusal Conversion Letter:** Sent to Household Survey respondents who have refused to participate.

Dear Resident,

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the National Survey of Early Care and Education (NSECE). All of the NSECE project staff are grateful to you for considering participation in this study. This letter includes some information about the survey. We hope you will find this information helpful and that it will encourage you to take part in the NSECE.

***Why is the NSECE so important?***

The NSECE:

- Will be used by researchers to understand how people find, finance, and maintain child care arrangements and to see how well people's needs are being served by the available resources in the community.
- Will give researchers unique information on family structure, employment, and child development.
- Will provide a comprehensive picture about child care and education in your life and the lives of so many others that you represent.

***Why are you so important to the NSECE?***

- *You were selected through scientific sampling. Because you represent so many others, you cannot be replaced.*
- Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of your family and many others.
- Public policy decisions should be based on accurate information. The most effective way to get this information is by going directly to the public. We need you to answer these questions so public policy will not be based on wrong information and guesswork.

If you have any questions about the study, feel free to call me at <<800 number>>. I will be happy to explain what a valuable contribution you will be making through participation in the NSECE.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<Email address>>

**Household Questionnaire Refusal Conversion Letter:** Sent to Household Survey respondents who express concern about government spending.

Dear Resident:

Recently our interviewer talked to you about participating in the National Survey of Early Care and Education (NSECE). You expressed concerns about government spending, especially in this time of financial challenges. As fellow citizens, we share your concern and work to ensure the cost effectiveness of the survey while preserving the high-quality research that is vital to our country.

You may not realize the impact you have. None of us wants the government to waste money and make arbitrary decisions about what it thinks is best for all of us. Rather, we all want government decisions to be based on the true needs, circumstances, and desires of the U.S. population. That understanding can only come from us, the citizens. Otherwise it's pure guesswork.

Specifically, your participation in the NSECE helps researchers across the country understand the early care and education services currently available to and used by families in all types of communities. The last national survey of child care took place in 1990 – over twenty years ago. Since that time, a number of changes have occurred that affect the way we care for children. By taking the time to participate in this survey, you will allow the government, researchers, and policy makers to better understand the needs of American families and the challenges they face trying to provide high quality care for their children. This research informs government policymakers on a variety of topics, such as:

- Understanding how families find, finance, and maintain child care arrangements and to see how well people's needs are being served by the available resources in the community.
- Current trends in family structure, employment, and child development.

It would cost far too much money and take too much time to interview every person in the United States. It is much more cost-effective to select a representative sample of the population, and you are part of that sample. We don't want research based on the survey to get skewed because only the people content with the government choose to be interviewed. That is why we keep asking you to participate. Without your help, our country loses an important voice, a voice that speaks for you and for many others just like you.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<800 number>>  
<<[Email address](#)>>

**Household Questionnaire Refusal Conversion Letter:** Sent to Household Survey respondents who express concern about government-sponsored research.

Dear Resident,

Recently our interviewer talked to you about participating in the National Survey of Early Care and Education (NSECE). You expressed concerns about government-sponsored research. As fellow citizens, we recognize your concerns and work to address any issues while preserving the high-quality research that is vital to our country.

You may not realize the impact you have. None of us wants the government to waste money and make arbitrary decisions about what it thinks is best for all of us. Rather, we want government decisions to be based on the true needs, circumstances, and desires of the U.S. population. That understanding can only come from us, the citizens. Otherwise it's pure guesswork. The NSECE is the first major study of child care and education in the U.S. in over 20 years. It will play a significant role in shaping public policies regarding pre-K, afterschool, Headstart, and childcare voucher programs. You can find more information about how the NSECE will be used by going to <http://www.nsece.norc.org>.

We recognize that you and many other Americans are skeptical about the motives and intentions of the government. We respect your viewpoint. Skepticism and differences of opinion are healthy for a democracy and can help our government function more effectively. But that only makes it more important for you to participate in the NSECE. We don't want research based on the survey to be skewed because only the people content with the government choose to be interviewed. Without your help, we lose an important voice, a voice that speaks for you and many others just like you.

The NSECE is sponsored by the U.S. Department of Health and Human Services (HHS), which is the U.S. government's principal agency for protecting the health of all Americans and providing essential human services, especially for those who are least able to help themselves. You can learn more at [www.hhs.gov](http://www.hhs.gov). NORC at the University of Chicago conducts the NSECE under a contract with HHS. NORC is a not-for-profit, nonpartisan organization, the mission of which is to conduct high-quality research for the public good. You can learn more about NORC and its mission at [www.norc.org](http://www.norc.org).

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<800 number>>  
<<[Email address](#)>>

**Household Questionnaire Refusal Conversion Letter:** Sent to Household Survey respondents who say they have no time to participate.

Dear Resident,

We are asking you to reconsider your decision about participating in the National Survey of Early Care and Education (NSECE).

We understand that you are busy, and our interviewers are willing to do whatever is necessary to reduce the burden of this interview on you. We are able to conduct the interview over the phone or in person and can do it in several shorter sessions instead of all at once if this suits your schedule better. The interviewer who will contact you will make every attempt to accommodate your schedule.

This study focuses on what is without a doubt an extremely important part of your life --your children and their care and education. Your participation will allow the government, researchers, and policy makers to better understand the challenges American families face trying to provide high-quality care for their children. By sharing your experiences, you will play an important role in improving early care and education for your children as well as for others' children. The results of this study will ultimately help to make schools and daycare facilities in your area safer and better equipped to prepare children for the future.

Your household was scientifically selected for participation in this study and cannot be replaced. Please call my toll free number at <<800 number>> if you have any questions.

This is your opportunity to make a difference.

Sincerely,

<<FM name>>  
NORC Field Manager  
<<Email address>>

**Household Questionnaire Thank You Letter:** Sent to households after they have completed the Household Survey.

[DATE]

Dear Resident,

We are writing to thank you for your recent participation in the National Survey of Early Care and Education (NSECE). The survey you completed has provided critical information about the need for and availability of early care and education for children under age 13 in your area.

As we mentioned, this study is being conducted by NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services in order to help the government better understand how private decisions and public policies affect the use and availability of child and school-age care in our country. Your responses will help inform how public funds are spent to subsidize early care and education and to support related services.

Your participation and assistance on this important effort have been greatly appreciated.

If you have any additional questions, you may call this toll-free number at 1-877-369-3240 to speak with project staff or contact us by email at [nsece@norc.org](mailto:nsece@norc.org).

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Home-Based Provider Questionnaire Advance Letter (eligible through Household Screener):**

Sent upon determination of eligibility to Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire.

[DATE]

Dear Resident,

We are writing to ask for your help with an important study about how we care for children in the United States. A member of your household recently participated in this study, and you were identified as an individual who looks after children who are not your own. We would like to ask you some follow-up questions in order to better understand the need for and availability of early care and education for children in your community. You will receive a \$35 gift card as a token of our appreciation for completing the online survey.

This study is conducted by the NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services (HHS). The survey will take a little more than 20 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

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

<https://websurvey.norc.org/NSECEHome/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

If you have questions or need assistance, please contact us at this toll- free number 1-877-369-3240 or by email at [nsece@norc.org](mailto:nsece@norc.org). You can also learn more about the study online at <http://www.nsece.norc.org>.

Individuals like you play a critical role in caring for our nation's children and young teenagers. Your responses will help improve support for the care of children in your area. We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Home-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through Household Screener):** Sent one week after the Home-Based Provider Questionnaire Advance Letter (eligible through Household Screener) to Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire.

Dear Resident,

Last week we sent you a letter asking you to respond to a short survey about how we care for children in the United States. Your response will help the government better understand the need for and availability of early care and education for children in your area. We cannot get this information elsewhere. We will send you a \$35 gift card as a token of our appreciation for completing the online survey.

If you have already completed it, please accept our sincere thanks. If not, please do so right away. It is very important that we get a response from every selected household.

If you did not receive your web survey information, including your unique PIN and Password, or if you have questions about this study, please contact us at 1-877-369-3240 or at [nsece@norc.org](mailto:nsece@norc.org).

Thank you again for your participation.

**Home-Based Provider Questionnaire Web Survey NonResponse Mailing (eligible through Household Screener)**: Sent two weeks after the Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through Household Screener) to Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire.

[DATE]

Dear Resident:

We recently contacted you to ask for your help with an important study about how we care for children in the United States. A member of your household participated in this study, and you were identified as an individual who looks after children who are not your own. Your survey response will help the government better understand the need for and availability of early care and education for children under age 13 in your area. You will receive a \$35 gift card as a token of our appreciation for completing the online survey.

This study is being conducted by NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about a little more than 20 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

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

<https://websurvey.norc.org/NSECEHome/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

A professional interviewer will be contacting you in the near future to answer questions about the study and assist you in completing the survey. You may call this toll free number at 1-877-369-3240 or email us at [nsece@norc.org](mailto:nsece@norc.org) if you have any questions or need assistance.

Individuals like you play a critical role in caring for our nation's children and young teenagers. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services. We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Home-based Provider Questionnaire Refusal Conversion Letter (eligible through the Household Screener):** Sent to respondents who have refused participation.

Dear Resident,

All of us on the staff of the National Survey of Early Care and Education (NSECE) are grateful to you for considering participation in this study. This letter includes some information about the survey. We hope you will find this information helpful and that it will encourage you to take part in this critical effort.

***Why is the NSECE so important?***

The NSECE:

- Will be used to create a comprehensive profile of the type of care arrangements families are using for their children, including individuals who look after children more informally like neighbors, family friends, and grandparents.
- Will give researchers unique information about the ways in which current child care offerings fail to meet parents' needs.
- Will be used to describe and analyze the critical role that these informal providers play and the important qualities they offer.

***Why are you so important to the NSECE?***

- *You were selected through scientific sampling. Because you represent so many others, you cannot be replaced.*
- Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of your family and many others.
- Public policy decisions should be based on accurate information. The most effective way to get this information is by going directly to the public. We need you to answer these questions so public policy will not be based on wrong information and guesswork.

If you have any questions about the study, feel free to call me at <<800 number>>. I will be happy to explain what a valuable contribution you will be making through participation in the NSECE.

Sincerely,

<<FM Name>>

NORC Field Manager

<<Email address>>

**Home-based Provider Questionnaire Refusal Conversion Letter (eligible through Household Screener):** Sent to respondents who have refused participation because they do not believe they qualify for the interview.

Dear Resident,

We are asking you to reconsider your decision about participating in the National Survey of Early Care and Education (NSECE).

We understand why feel you do not qualify for this interview: You look after children that you're close to, like your grandchildren, your nieces and nephews, or your neighbors' children. You do this to support those you care about, not to make a profit. You are not considered a child care provider in the strict sense of the term, but you and others like you play a large role in the care of children across the country. For this very reason, the NSECE needs to interview you as well. This study is gathering information from all people involved in caring for children from formal school teachers to individuals who watch kids after school for a few hours every week. We are interviewing a wide range of individuals so that the government can get a clear picture of the care arrangements families are using and the ways in which the current offerings fail to meet their needs. This information will ultimately be used by researchers and policy makers to better support early care and education and related services in your area.

Your household was scientifically selected to participate in this study, and we cannot replace you with someone else.

Please call my toll free number at <<800 number>> if you have any questions.

This is your opportunity to make a difference.

Sincerely,

<<FM name>>  
NORC Field Manager  
<<Email address>>

**Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists):**

Initial contact with Home-Based Provider Questionnaire respondents identified through administrative lists.

[DATE]

Dear Provider,

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to create a profile of early care and education services available to children under age 13, including before- and after-school care. Your responses will ultimately inform how public funds are spent to subsidize early care and education and to support related services.

*[Included for web eligible providers: We will send you a \$35 gift card as a token of our appreciation for completing this survey online.]*

The study is conducted by the NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will include various questions related to early and school-age care, including the type of care you provide for children under age 13, how you seek new children to serve, and general information about the structure of your services. The survey will take about 35 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

*[Included for web eligible providers: To access the survey, please go to the following URL address: <https://websurvey.norc.org/NSECEHome/>*

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]]

If you have questions, please call us toll free at 1-877-369-3240 or email us at [nsece@norc.org](mailto:nsece@norc.org). You can also learn more about the study at <http://nsece.norc.org>.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area.

We need your help to make this study a success. By sharing your experiences, you will provide policy makers and practitioners with the information needed to better support and improve early care and education services across the country..

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Home-Based Provider Questionnaire Web Survey Thank You /Reminder Postcard (eligible through administrative lists):** Sent to Home-Based Provider Questionnaire respondents identified through administrative lists one week after mailing of Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists).

Dear Provider,

We recently sent you a letter asking you to respond to a web survey sponsored by the Administration for Children and Families about how we care for children in the United States. Your response will help the government better understand the need for and availability of early care and education for children under age 13 in your area. You will receive a \$35 gift card as a token of our appreciation for completing this survey online.

If you have already completed your web survey, thank you for your participation. If you have not yet had a chance to complete the survey, we would appreciate your timely response. It is very important that we get a response from every selected provider.

If you did not receive your web survey information, including your unique PIN and Password, or if you have any questions about this study, please contact NORC at 1-877-369-3240 or at [nsece@norc.org](mailto:nsece@norc.org).

Thank you again for your participation.

**Home-Based Provider Questionnaire Web Survey Nonresponse Mailing (eligible through administrative lists):** Sent to Home-Based Provider Questionnaire respondents identified through administrative lists two weeks after mailing of Home-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through administrative lists).

[DATE]

Dear Provider:

We recently contacted you to ask for your participation in a national study of early care and education of children.. This study is sponsored by the U.S. Department of Health and Human Services, one of the largest sources of public support for early and school age care in our country. Your survey response will help the government better understand the need for and availability of early care and education for children under age 13 in your area. We will send you a \$35 gift card as a token of our appreciation for completing this survey online.

This study is being conducted by the NORC at the University of Chicago. The survey will take about 35 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address:  
<https://websurvey.norc.org/NSECEHome/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

A professional interviewer will be contacting you in the near future to answer questions about the study and assist you in completing the survey. You may call us toll free at 1-877-369-3240, or email us at [nsece@norc.org](mailto:nsece@norc.org) if you have difficulty accessing the web survey.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services.

We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Home-based Provider Questionnaire Refusal Conversion Letter (eligible through administrative lists):** Sent to respondents who have refused participation.

Dear Provider [OR: Provider Name],

All of us on the staff of the National Survey of Early Care and Education (NSECE) are grateful to you for considering participation in this study. This letter includes some information about the survey. We hope you will find this information helpful and that it will encourage you to take part in this critical effort.

***Why is the NSECE so important?***

The NSECE:

- Will be used to create a comprehensive profile of the types of care arrangements families are using for their children.
- Will give researchers unique information about those individuals who look after children including individuals who provide more informal care like neighbors, family friends, and grandparents.
- Will be used to describe and analyze the critical role that home-based providers like you play in various communities and the important qualities you offer.

***Why are you so important to the NSECE?***

- *You were selected through scientific sampling. Because you represent so many others, you cannot be replaced.*
- Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of your family and many others.
- Public policy decisions should be based on accurate information. The most effective way to get this information is by going directly to the public. We need you to answer these questions so public policy will not be based on wrong information and guesswork.

If you have any questions about the study, feel free to call me at <<800 number>>. I will be happy to explain what a valuable contribution you will be making through participation in the NSECE.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<Email address>>

**Home-based Provider Questionnaire Refusal Conversion Letter (eligible through administrative lists):** Sent to respondents who have refused participation because they are too busy.

Dear Provider [OR: Provider Name],

We are asking you to reconsider your decision about participating in the National Survey of Early Care and Education (NSECE).

We understand that you are busy, and our interviewers are willing to do whatever is necessary to reduce the burden of this interview on you. We are able to conduct the interview over the phone or in person and can do it in several shorter sessions instead of all at once if this suits your schedule better. The interviewer who will contact you will make every attempt to accommodate your schedule.

This study is your opportunity to make a difference and help to improve support for your providers like yourself across the country. The last national survey of child care took place in 1990 – over twenty years ago. Since that time, a number of changes have occurred that affect the way care for children. By taking the time to participate in this survey, you will allow the government, researchers, and policy makers to better understand the needs of individuals who look after children in your area and the challenges you face trying to provide high-quality care. The results of this study will inform decisions about funding for early care and education in your area and ultimately improve our current child care system.

Please call my toll free number at <<800 number>> if you have any questions.

This is your opportunity to make a difference.

Sincerely,

<<FM name>>  
NORC Field Manager  
<<Email address>>

**Home-Based Provider Questionnaire (eligible through administrative lists) Refusal Conversion**

**Letter:** Sent to respondents who have refused participation due to concerns about confidentiality.

Dear Provider [OR: Provider Name],

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the National Survey of Early Care and Education (NSECE). You indicated that you did not want to participate due to concerns about confidentiality. We want to reassure you that all information you provide is kept strictly confidential and your answers and identity are protected. Here are just a few of the many steps we take to protect your information:

- Your organization name is never kept with your survey answers so no one can know how you responded. Likewise your individual responses will not be shared with any other childcare organizations. Survey findings are put into summary reports that contain no names or other information that identifies you or your organization.
- All NSECE staff who handle the information collected for the study must sign a confidentiality agreement that provides for criminal and civil penalties if confidentiality is breached.
- The NSECE has a federal Certificate of Confidentiality that helps us further protect the privacy of our participants. With this Certificate, we cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.
- The U.S Department of Health and Human Services that sponsors the study does not have any way to identify you from your answers.
- We do not sell or provide your name to any mailing lists, organizations, or government agencies.
- The laptops used by the field interviewers have several levels of security. Once you give us your information, it is encrypted and then sent by a secure connection to our data bank, which is also protected by multiple layers of security.

I hope that I have answered your questions about how we protect your confidentiality. If you have any additional questions, feel free to call me at <<800 number>>.

We will be contacting you soon to answer any questions you may still have.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<Email address>>

**Home-Based Provider Questionnaire Thank You Letter:** Sent to Home-Based Provider Questionnaire respondents identified through either the Household Screener or Administrative lists upon completion of the Home-Based Provider Questionnaire by web.

[DATE]

Dear Provider [OR: Provider Name],

We are writing to thank you for your recent participation in the National Survey of Early Care and Education. The survey you completed will provide critical information about the need for and availability of early care and education for children under age 13 in your area.

As we mentioned, this study is being conducted on behalf of the U.S. Department of Health and Human Services in order to help the government better understand how private decisions and public policies affect the use and availability of child and school-age care in our country. Your responses will help inform how public funds are spent to subsidize early care and education and to support related services.

Your participation and assistance on this important effort have been greatly appreciated. [*Included for web respondents:* We have enclosed a small gift to thank you for your cooperation with our study, and to acknowledge any inconvenience you may have experienced while participating.]

If you have any additional questions, you may contact us toll-free at 1-877-369-3240 or by email at [nsece@norc.org](mailto:nsece@norc.org).

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Center-Based Provider Questionnaire Advance Letter (eligible through administrative lists):**

Initial contact with Center-Based Provider Questionnaire respondents.

[DATE]

Dear Director,

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to create a profile of early care and education services available to children under age 13, including before- and after-school care. Your responses will ultimately inform how public funds are spent to subsidize early care and education and to support related services.

*[Included for web eligible providers: To thank you for your participation, we will send you a \$35 gift card for completing the survey.]*

The study is conducted by the NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will include various questions related to early and school-age care, including the type of care your program provides for children under age 13, how you seek new children to serve, and general information about the structure of your services. The survey will take about 35 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

*[Included for web eligible providers To access the survey, please go to the following URL address: <https://websurvey.norc.org/NSECECenter/>*

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]]

You may call us toll free at 1-877-369-3240 or email us at [nsece@norc.org](mailto:nsece@norc.org) if you have questions or need assistance. You can also learn more about the study at <http://nsece.norc.org>.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area.

Your participation in this study will provide information to help the government understand how private decisions and public policies affect the need for and availability of child and school-age care in our country. We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Center-Based Provider Questionnaire Web Survey Thank You /Reminder Postcard (eligible through administrative lists):** Sent to Center-Based Provider Questionnaire respondents identified through administrative lists one week after mailing of Center-Based Provider Questionnaire Advance Letter (eligible through administrative lists).

Dear Director,

We recently sent you a letter asking you to respond to a web survey sponsored by the Administration for Children and Families about how we care for children in the United States. Your response will help the government better understand the need for and availability of early care and education for children under age 13 in your area. To thank you for your participation, we will send you a \$35 gift card.

If you have already completed your web survey, thank you for your participation. If you have not yet had a chance to complete your survey, we would appreciate your timely response. It is very important that we get a response from every selected provider.

If you did not receive your web survey information, including your unique PIN and Password, or if you have any questions about this study, please contact NORC at 1-877-369-3240 or at [nsece@norc.org](mailto:nsece@norc.org).

Thanks again for your participation.

**Center-Based Provider Questionnaire Web Survey Nonresponse Follow-up Mailing (eligible through administrative lists):** Sent to Center-Based Provider Questionnaire respondents identified through administrative lists two weeks after mailing of Center-Based Provider Questionnaire Web Survey Thank You/Reminder Postcard (eligible through administrative lists).  
[DATE]

Dear Director:

We recently contacted you to ask for your participation in a national study of early care and education of children. This study is sponsored by the federal Administration for Children and Families, one of the largest sources of public support for early and school age care in our country. Your survey response will help the government better understand the need for and availability of early care and education for children under age 13 in your area. You will receive a \$35 gift card as a token of our appreciation for completing the survey online.

This study is being conducted by NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 35 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address:  
<https://websurvey.norc.org/NSECECenter>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

A professional interviewer will be contacting you in the near future to answer questions about the study and assist you in completing the survey. You may call us toll free at 1-877-369-3240 or email us at [nsece@norc.org](mailto:nsece@norc.org) if you have questions or need assistance.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services.

We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Center-Based Provider Questionnaire Refusal Conversion Letter:** Sent to respondents who have refused participation.

Dear Director [OR: Director Name],

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the National Survey of Early Care and Education (NSECE). All of the NSECE project staff are grateful to you for considering participation in this study. This letter includes some information about the NSECE, which we hope you will find helpful and that it will encourage you to take part in this critical effort.

***Why is the NSECE so important?***

The NSECE:

- Will be used to create a comprehensive profile of the types of care arrangements families are using for their children.
- Will give researchers unique information about those individuals who look after children including individuals who provide more informal care like neighbors, family friends, and grandparents.
- Will be used to describe and analyze the important role that providers such as your own play in various communities

***Why are you so important to the NSECE?***

- *You were selected through scientific sampling. Because you represent so many others, you cannot be replaced.*
- Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of organizations and families in your community.
- Public policy decisions should be based on accurate information. The most effective way to get this information is by going directly to the public. We need you to answer these questions so public policy will not be based on wrong information and guesswork.

If you have any questions about the study, feel free to call me at <<800 number>>. I will be happy to explain what a valuable contribution you will be making through participation in the NSECE.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<Email address>>

**Center Based Provider Questionnaire Refusal Conversion Letter:** Sent to respondents who have refused participation because they are too busy.

Dear Director [OR: Director Name],

We are asking you to reconsider your decision about participating in the National Survey of Early Care and Education (NSECE).

We understand that you are busy, and our interviewers are willing to do whatever is necessary to reduce the burden of this interview on you. We are able to conduct the interview over the phone or in person and can do it in several shorter sessions instead of all at once if this suits your schedule better. The interviewer who will contact you will make every attempt to accommodate your schedule. This interview can be conducted before, during, or after your normal classroom hours.

Your participation will allow the government, researchers, and policy makers to better understand the challenges faced by child care organizations as they seek to provide high-quality care for children. By sharing your experiences, you will play an important role in improving early care and education for children. Your responses provide much needed information that will ultimately lead to better support for early care and education providers in your area.

Please call my toll free number at <<800 number>> if you have any questions.

This is your opportunity to make a difference.

Sincerely,

<<FM name>>  
NORC Field Manager  
<<Email address>>

**Center Based Provider Questionnaire Refusal Conversion Letter:** Sent to respondents who have refused participation due to concerns about confidentiality.

Dear Director [OR: Director Name],

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the National Survey of Early Care and Education (NSECE). You indicated that you did not want to participate due to concerns about confidentiality. We want to reassure you that all information you provide is kept strictly confidential and your answers and identity are protected. Here are just a few of the many steps we take to protect your information:

- Your organization name is never kept with your survey answers so no one can know how you responded. Likewise your individual responses will not be shared with any other childcare organizations. Survey findings are put into summary reports that contain no names or other information that identifies you or your organization.
- All NSECE staff who handle the information collected for the study must sign a confidentiality agreement that provides for criminal and civil penalties if confidentiality is breached.
- The NSECE has a federal Certificate of Confidentiality that helps us further protect the privacy of our participants. With this Certificate, we cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.
- We omit the name of the study from any materials or phone messages that may be seen or heard by someone other than you.
- The U.S Department of Health and Human Services that sponsors the study does not have any way to identify you from your answers.
- We do not sell or provide your name to any mailing lists, organizations, or government agencies.
- The laptops used by the field interviewers have several levels of security. Once you give us your information, it is encrypted and then sent by a secure connection to our data bank, which is also protected by multiple layers of security.

I hope that I have answered your questions about how we protect your confidentiality. If you have any additional questions, feel free to call me at <<800 number>>.

We will be contacting you soon to answer any questions you may still have.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<Email address>>

**Center-Based Provider Questionnaire Thank You Letter:** Sent to Center-Based Provider Questionnaire respondents identified through administrative lists upon completion of the Center-Based Provider Questionnaire.

[DATE]

Dear Director [OR: Director Name],

We are writing to thank you for your recent participation in the National Survey of Early Care and Education. The survey you completed has provided critical information about the need for and availability of early care and education for children under age 13 in your area.

As we mentioned, this study is being conducted on behalf of the U.S. Department of Health and Human Services in order to help the government better understand how private decisions and public policies affect the use and availability of child and school-age care in our country. Your responses will help inform how public funds are spent to subsidize early care and education and to support related services.

Your participation and assistance on this important effort have been greatly appreciated. [*Included for web respondents:* We have enclosed a small gift to thank you for your cooperation with our study, and to acknowledge any inconvenience you may have experienced while participating.]

If you have any additional questions, you may call us toll free at 1-877-369-3240 to speak with project staff.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Classroom Staff Questionnaire Advance Letter (web survey info):** Initial contact with Classroom Staff Questionnaire respondents spawned from the Center-Based Provider Questionnaire.

[DATE]

Dear [FNAME LNAME],

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to create a profile of early care and education services available to children under age 13, including before- and after-school care. Your responses will help inform how public funds are spent to subsidize early care and education for young children and to support related services. The director of your facility has already contributed valuable information to this study. In order to learn more about members of the early care and education workforce, you were randomly selected to participate in this study as well.

The study is conducted by the NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 20 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address:  
<https://websurvey.norc.org/NSECEWorkforce>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

You may call us toll free at 1-877-369-3240 or email us at [nsece@norc.org](mailto:nsece@norc.org) if you have difficulty accessing the web survey. You can also contact us to learn more about the study.

Individuals like you play a critical role in caring for our nation's children and young teenagers. It is important for us to interview every person to get a complete picture of the availability and use of early and school-age care in your area. We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Classroom Staff Questionnaire Advance Letter (no web survey info):** Initial contact with Classroom Staff Questionnaire respondents spawned from the Center-Based Provider Questionnaire.  
[DATE]

Dear [FNAME LNAME],

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to create a profile of early care and education services available to children under age 13, including before- and after-school care. Your responses will help inform how public funds are spent to subsidize early care and education for young children and to support related services. The director of your facility has already contributed valuable information to this study. In order to learn more about members of the early care and education workforce, you were randomly selected to participate in this study as well.

The study is conducted by the NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 20 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

You may call us toll free at 1-877-369-3240 or email us at [nsece@norc.org](mailto:nsece@norc.org) if you'd like to learn more about the study.

Individuals like you play a critical role in caring for our nation's children and young teenagers. It is important for us to interview every person to get a complete picture of the availability and use of early and school-age care in your area. We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Classroom Staff Questionnaire Web Survey Thank You/Reminder Postcard:** Sent to Classroom Staff Questionnaire respondents spawned from the Center-Based Provider Questionnaire one week after the mailing of the Classroom Staff Questionnaire Advance Letter.

We recently sent you a letter asking you to respond to a survey sponsored by the U.S. Department of Health and Human Services about how we care for children in the United States. Your response is needed to help the government create a profile of early care and education services available to children under age 13, including before- and after-school care.

If you have already completed your web survey, thank you for your participation. If you have not yet had a chance to complete your survey, we would appreciate your timely response. It is very important that we get a response from every individual selected.

If you did not receive your web survey information, including your unique PIN and Password, or if you have any questions about this study, please contact NORC at 1-877-369-3240 or at [nsece@norc.org](mailto:nsece@norc.org).

Thank you again for your participation.

**Classroom Staff Questionnaire Web Survey Nonresponse Mailing:** Sent to Classroom Staff Questionnaire respondents spawned from the Center-Based Provider Questionnaire two weeks after the mailing of the Classroom Staff Questionnaire Thank You/Reminder Postcard (web information).

[DATE]

Dear [FNAME LNAME]:

We recently contacted you to ask for your participation in a national study of early care and education of children and young teenagers. This study is sponsored by the U.S. Department of Health and Human Services, one of the largest sources of public support for early and school age care in our country. Your survey response will help the government better understand the need for and availability of early care and education services for children under age 13 in your area. We would appreciate it if you would complete the web survey at your earliest convenience.

This study is being conducted by the NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 20 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address:  
<https://websurvey.norc.org/NSECEWorkforce>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

If you have any questions or need assistance, please contact us toll-free at 1-877-369-3240 or by email at [nsece@norc.org](mailto:nsece@norc.org). A professional interviewer will be contacting you in the near future regarding your participation.

Individuals like you play a critical role in caring for our nation's children and young teenagers. It is important for us to interview every person selected to get a complete picture of the availability and use of early and school-age care in your area. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services. We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**Classroom Staff Questionnaire Refusal Conversion Letter:** Sent to Classroom Staff Questionnaire respondents who have refused participation.

Dear [NAME],

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the National Survey of Early Care and Education (NSECE). All of the NSECE project staff are grateful to you for considering participation in this study. This letter includes some information about the NSECE, which we hope you will find helpful and that it will encourage you to take part in this critical effort.

***Why is the NSECE so important?***

The NSECE:

- Will be used to create a comprehensive profile of the types of care arrangements families are using for their children.
- Will give researchers unique information about those individuals who look after children including individuals who provide more informal care like neighbors, family friends, and grandparents.
- Will be used to describe and analyze the important role that workforce members play in the early care and education of children in various communities.

***Why are you so important to the NSECE?***

- *You were selected through scientific sampling. Because you represent so many others, you cannot be replaced.*
- Your participation allows you to share your experience and concerns. This information may be used for important policy decisions that could affect the needs of families in your community.
- Public policy decisions should be based on accurate information. The most effective way to get this information is by going directly to the public. We need you to answer these questions so public policy will not be based on wrong information and guesswork.

If you have any questions about the study, feel free to call me at <<800 number>>. I will be happy to explain what a valuable contribution you will be making through participation in the NSECE.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<Email address>>

**Classroom Staff Questionnaire Refusal Conversion Letter:** Sent to Classroom Staff Questionnaire respondents who have refused participation due to concerns about government spending.

Dear [NAME]:

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the National Survey of Early Care and Education (NSECE). You expressed concerns about government spending, especially in this time of financial challenges. As fellow citizens, we share your concern and work to ensure the cost effectiveness of the survey while preserving the high-quality research that is vital to our country.

You may not realize the impact you have. None of us wants the government to waste money and make arbitrary decisions about what it thinks is best for all of us. Rather, we all want government decisions to be based on the true needs, circumstances, and desires of the U.S. population. That understanding can only come from us, the citizens. Otherwise it's pure guesswork.

Specifically, your participation in the NSECE helps researchers across the country understand the early care and education services currently available to and used by families in all types of communities. The last national survey of child care took place in 1990 – over twenty years ago. Since that time, a number of changes have occurred that affect the way we care for children. By taking the time to participate in this survey, you will allow the government, researchers, and policy makers to better understand the needs of child care providers in your area and the challenges you face trying to provide high-quality care for their children. This research informs government policymakers on a variety of topics, such as:

- Understanding how families find, finance, and maintain child care arrangements and to see how well people's needs are being served by the available resources in the community.
- Current trends in family structure, employment, and child development.

It would cost far too much money and take too much time to interview every person in the United States. It is much more cost-effective to select a representative sample of the population, and you are part of that sample. We don't want research based on the survey to get skewed because only the people content with the government choose to be interviewed. That is why we keep asking you to participate. Without your help, our country loses an important voice, a voice that speaks for you and for many others just like you.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<800 number>>  
<<Email address>>

**Classroom Staff Questionnaire Refusal Conversion Letter:** Sent to classroom staff questionnaire respondents who have refused participation due to concerns about confidentiality.

Dear [NAME]:

Recently an interviewer from NORC at the University of Chicago talked to you about participating in the National Survey of Early Care and Education (NSECE). You indicated that you did not want to participate due to concerns about confidentiality. We want to reassure you that all information you provide is kept strictly confidential and your answers and identity are protected. Here are just a few of the many steps we take to protect your information:

- Your name is never kept with your survey answers so no one can know how you responded, including your employer.
- We omit the name of the study from any materials or phone messages that may be seen or heard by someone other than you.
- All NSECE staff who handle the information collected for the study must sign a confidentiality agreement that provides for criminal and civil penalties if confidentiality is breached.
- The NSECE has a federal Certificate of Confidentiality that helps us further protect the privacy of our participants. With this Certificate, we cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.
- The U.S Department of Health and Human Services that sponsors the study does not have any way to identify you from your answers.
- We do not sell or provide your name to any mailing lists, organizations, or government agencies.
- The laptops used by the field interviewers have several levels of security. Once you give us your information, it is encrypted and then sent by a secure connection to our data bank, which is also protected by multiple layers of security.

I hope that I have answered your questions about how we protect your confidentiality. If you have any additional questions, feel free to call me at <<800 number>>.

We will be contacting you soon to answer any questions you may still have.

Sincerely,

<<FM Name>>  
NORC Field Manager  
<<Email address>>

**Classroom Staff Questionnaire Thank You Letter:** Sent to classroom staff questionnaire respondents upon completion of the questionnaire.

[DATE]

Dear [FNAME LNAME]:

We are writing to thank you for your recent participation in the National Survey of Early Care and Education. The survey you completed has provided critical information about the need for and availability of early care and education for children under age 13 in your area.

As we mentioned, this study is being conducted by the NORC at the University of Chicago on behalf of the U.S. Department of Health and Human Services in order to help the government better understand how private decisions and public policies affect the use and availability of child and school-age care in our country. Your responses will help inform how public funds are spent to subsidize early care and education and to support related services.

Your participation and assistance on this important effort have been greatly appreciated.

If you have any additional questions, you may call us toll free at 1-877-369-3240 to speak with project staff.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
NORC at the University of Chicago

**FAQs:** Included on the back of all letters.

**NORC Toll Free Number: 1-877-369-3240**

You can call the NORC toll free number to take part in the study, learn more about this research, and hear what you will be asked. You can also email us at [nsece@norc.org](mailto:nsece@norc.org).

**How do I know this is legitimate?**

This survey has been approved by the U.S. Office of management and Budget approval number 0970-0355. Without this number we could not conduct this survey.

**How do I know my information will be kept safe?**

All NORC staff who handle the information collected for the study must sign a confidentiality agreement that provides for criminal and civil penalties if confidentiality is breached. The NSECE has also obtained a federal Certificate of Confidentiality from the Department of Health and Human Services in order to further protect your privacy. With this Certificate, we cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.

**Who sees my answers?**

Only a few people who work on this survey ever see any personal information. Answers that could identify you or your program in any way are separated from your other answers. Survey findings are put into summary reports that contain no names or other information that identifies you. This information will be used solely for the purposes of this study and will be destroyed when the study is over. Your name and identifying information will never be released to the public.

**How do you protect my information?**

Your answers are used for research purposes only. All information that you provide will be kept private to the fullest extent provided by the law.

If you have questions about your rights as a study participant, you may call the NORC Institutional Review Board Administrator, toll free, at 1-866-309-0542.

## Text for the NSECE Brochure for Households

### **What is the NSECE?**

The National Survey of Early Care and Education (NSECE) is an exciting new study sponsored by the Office of Planning, Research, and Evaluation within the Administration for Children and Families, U.S. Department of Health and Human Services, and conducted by NORC at the University of Chicago.

During the winter/spring of 2012, approximately 100,000 households and 35,000 child care providers will be selected for the NSECE. The NSECE will gather information from multiple sources to provide rich data on the types of providers of early care and education, as well as the needs, constraints and preferences of families with children age 13 and under as they seek and use non-parental care for their children.

### **Why is the NSECE so important?**

The NSECE will provide urgently needed information about the provision of early care and education and school-age care (ECE/SA) across the country. Many changes in child care systems and policies have occurred over the past 20 years, yet the last national survey of child care supply and demand was conducted in 1990. The NSECE will be the first national survey of early child care and education in America in twenty years during which time the use and funding of early care and education as well as (before and) after-school care has changed dramatically.

NSECE will be able to provide a current picture of the supply and demand for child care and early education programs and fill a gap in our understanding of the factors influencing parents' choice of care for their children. Perhaps most significantly, the NSECE will allow the policy and research communities to merge data from families and providers at the local level -- where the two actually meet & provide care for our children.

### **Who are you surveying?**

The study includes four major aspects of the nation's provision and use of early care and education:

1. **Families with children:** Parents or guardians of a child or children under age 13 will be surveyed to gain insight into their early care and education use and needs.
2. **Individuals who look after children in a home-based setting:** Participants will include individuals who provide informal care at home, for example, grandparents, other relatives, neighbors, or baby-sitters who regularly watch children under age 13 as well as regulated, licensed or registered home-based providers (such as family day cares).
3. **Centers, Schools and other Programs:** The survey will sample all types of providers including groups often excluded from surveys (e.g., license-exempt providers, Head Start and Pre-K providers, before and after school-based programs for children under 13, for-profit and non-profit community based pre-schools).

**Classroom staff:** Instructors, teachers, assistant teachers, or aides working in early care and education classrooms (including school-age care) will be selected to provide information about their professional experiences and classroom activities.

### **Why should I participate?**

The NSECE has the potential to benefit federal, state, and local or community-level child care policies. These new data from households such as your own will enable policy-makers to make more informed

decisions about how to improve the fit between what is needed and desired and what is available for childcare. Results of the NSECE will be used to develop child care and early childhood education policy, including policies that support provider training, education, and working conditions; and that improve families' access to care.

The success of the NSECE depends on your help. It is vitally important that those individuals and organizations that are selected for the survey agree to participate because they represent many others across the nation. You have been selected for participation in this study based on geographic criteria. It is important for us to interview every selected household to get a complete picture of the availability and use of early and school-age care in your area. All data provided by you will be used only for statistical purposes; identities of individuals will not be disclosed except as required by law. Your participation will help to ensure that the nation's policy-makers, practitioners and parents have an accurate understanding of our nation's early care and education landscape.

**Will my responses be confidential?**

Your answers are used for research purposes only. All information that you provide will be kept private to the fullest extent provided by the law. All NORC staff who handle the information collected for the study must sign a confidentiality agreement that provides for criminal and civil penalties if confidentiality is breached. The NSECE has also obtained a federal Certificate of Confidentiality from the Department of Health and Human Services in order to further protect your privacy. With this Certificate, we cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.

**How can I participate?**

Participating in the NSECE is easy. In an effort to make this as convenient for you as possible, we offer multiple modes for you to complete in. An interviewer will contact you about how you can complete your survey. Alternatively, you can contact us at [nsece@norc.org](mailto:nsece@norc.org) or at **1-877-369-3240** and we can assist you in completing.

## **Text for NSECE Brochure for Formal Providers**

### **What is the NSECE?**

The National Survey of Early Care and Education (NSECE) is an exciting new study sponsored by the Office of Planning, Research, and Evaluation within the Administration for Children and Families, U.S. Department of Health and Human Services, and conducted by NORC at the University of Chicago.

During the winter/spring of 2012, approximately 100,000 households and 35,000 child care providers will be selected for the NSECE. The NSECE will gather information from multiple sources to provide rich data on the types of providers of early care and education, as well as the needs, constraints and preferences of families with children age 13 and under as they seek and use non-parental care for their children.

### **Why is the NSECE so important?**

The NSECE will provide urgently needed information about the provision of early care and education and school-age care (ECE/SA) across the country. Many changes in child care systems and policies have occurred over the past 20 years yet the last national survey of child care supply and demand was conducted in 1990. The NSECE will be the first national survey of early child care and education in America in twenty years during which period the use and funding of early care and education as well as (before and) after-school care has changed dramatically.

NSECE will be able to provide a current picture of the supply and demand for child care and early education programs and fill a gap in our understanding of the factors influencing parents' choice of care for their children. Perhaps most significantly, the NSECE will allow the policy and research communities to merge data from families and providers at the local level -- where the two actually meet & provide care for our children.

### **Who are you surveying?**

The study includes four major aspects of the nation's provision and use of early care and education:

4. **Centers, Schools and other Programs:** The survey will sample all types of providers including groups often excluded from surveys (e.g., license-exempt providers, Head Start and Pre-K providers, before and after school-based programs for children under 13, for-profit and non-profit community based pre-schools).
5. **Classroom staff:** Instructors, teachers, assistant teachers, or aides working in early care and education classrooms (including school-age care) will be selected to provide information about their professional experiences and classroom activities.
6. **Providers of Home-based Care:** Individuals who provide care for children under age 13 (who are not their own) in a home-based setting will be surveyed. Participants will include regulated, licensed or registered home-based providers (such as family day cares) as well as individuals who provide informal care at home, for example, grandmothers, other relatives, neighbors, or baby-sitters who regularly watch children under age 13.
7. **Families with children:** Parents or guardians of a child or children under age 13 will be surveyed to gain insight as to their early care and education use and needs.

**Why should I participate?**

The NSECE has the potential to benefit federal, state, and local or community-level child care policies. These new data from providers such as your own will enable policy-makers to make more informed decisions about how to improve the fit between what is needed and desired and what is available for childcare. Results of the NSECE will be used to develop child care and early childhood education policy, including policies that support provider training, education, and working conditions; and that improve families' access to care.

The success of the NSECE depends on your help. It is vitally important that those individuals and organizations that are selected for the survey agree to participate because they represent many others across the nation. You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area. All data provided by you and your staff will be used only for statistical purposes; identities of programs and individuals will not be disclosed except as required by law. Your participation will help to ensure that the nation's policy-makers, practitioners and parents have an accurate understanding of our nation's early care and education landscape.

**Will my responses be confidential?**

Your answers are used for research purposes only. All information that you provide will be kept private to the fullest extent provided by the law. All NORC staff who handle the information collected for the study must sign a confidentiality agreement that provides for criminal and civil penalties if confidentiality is breached. The NSECE has also obtained a federal Certificate of Confidentiality from the Department of Health and Human Services in order to further protect your privacy. With this Certificate, we cannot be forced (for example by court order or subpoena) to disclose information that may identify you in any federal, state, local, civil, criminal, legislative, administrative, or other proceedings.

**How can I participate?**

Participating in the NSECE is easy. In an effort to make this as convenient for you as possible, we offer multiple modes for you to complete in. An interviewer will contact with you about how you can complete your survey. Alternatively, you can contact us at [nsece@norc.org](mailto:nsece@norc.org) or at 1-877-369-3240 and we can assist you in completing.

**Center Based Provider Worksheet**