

High School Longitudinal Study of 2009 First Follow-up (HSLs:09)  
2010 Cognitive Interviews

**Attachment I**

**Recruitment Procedures**

**Description of Cognitive Interviewee Recruitment Process**

**Advertisement:**

The cognitive labs will be advertised at a variety of locations and through a variety of media in the Chicago metropolitan area to maximize exposure to diverse high school and parent populations, such as:

- Community locations (e.g. coffee shops)
- Neighborhood and city newspapers
- Internet listing services

The advertisements will describe the purpose of the cognitive research and details of participation, including the time commitment, incentive for participation, and contact information. The flyer will also describe the high school grade level requirements.

**Recruitment:**

Individuals who are interested in participating in a cognitive lab will be asked to call the RSS office to complete a brief screening interview to determine eligibility. Eligible participants will be those determined to be within the eleventh grade, or parents of 11<sup>th</sup> grade students; some students and parents can be recruited as pairs. In general, respondents should reflect a range of demographic characteristics.

## Sample Recruitment Flyer

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### **Are you the parent of a high school junior?**

*You may be eligible to earn **\$40** by participating in a cognitive interview (a discussion between you and an interviewer about how you understand certain questions concerning your 11<sup>th</sup> grader's education experience and plans.)*

#### **About the interviews:**

Research Support Services (RSS) and RTI International (RTI) are conducting this study for the National Center for Education Statistics (NCES) of the U.S. Department of Education. The cognitive interviews will be conducted in November 2010 and will be held at a central location convenient to public transportation in Evanston, Illinois. The interview will last approximately 60 minutes. A researcher will ask you to respond to questions, including your interpretation of the meaning of the questions asked of you. Questions will be about your child's high school experience and plans for after high school.

#### **Eligibility to Participate:**

You must be a parent of a high school junior. Please call RSS between 9 a.m. and 5 p.m. weekdays to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 3-5 minutes to complete. You will not be compensated for completing the telephone screening.

#### **Contact:**

Martin Glusberg  
Research Support Services  
312-731-9980  
Martin@researchsupportservices.com

## Sample Recruitment Flyer

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### **Are you a high school junior?**

*You may be eligible to earn **\$30** by participating in a cognitive interview (a discussion between you and an interviewer about how you understand certain questions concerning your education experience and plans.)*

#### **About the interviews:**

Research Support Services (RSS) and RTI International (RTI) are conducting this study for the National Center for Education Statistics (NCES) of the U.S. Department of Education. The cognitive interviews will be conducted in November 2010 and will be held at a central location convenient to public transportation in Evanston, Illinois. The interview will last approximately 60 minutes. A researcher will ask you to respond to questions, including your interpretation of the meaning of the questions asked of you. Questions will be about your high school experience and plans for after high school.

#### **Eligibility to Participate:**

You must be a high school junior. Please call RSS between 9 a.m. and 5 p.m. weekdays to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 3-5 minutes to complete. You will not be compensated for completing the telephone screening.

#### **Contact:**

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