

Appendix D:

Respondent Materials

NOTE: The letters for respondents that are included in this appendix have headers indicating to whom the letter will be sent. These headers will be removed before the letters are printed and sent to respondents.

Description of the Respondent Materials Included in this Package

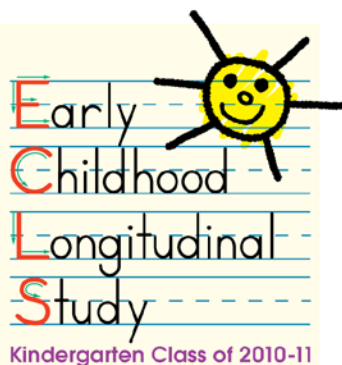
The package includes several materials that will be sent to districts, school staff, and parents in preparation for the pilot tests. Below is a list of all the materials included in this package.

- District letter
 - LETTER FOR DISTRICTS THAT INCLUDE SCHOOLS SELECTED FOR THE ECLS-K:2011 PILOT TEST: Mailed to school districts that include schools selected for the pilot test.
- School administrator letters and emails
 - LETTER FOR SCHOOL ADMINISTRATORS OF SCHOOLS SELECTED FOR THE CHILD ASSESSMENTS/QUESTIONNAIRE AND ONLINE SCHOOL ADMINISTRATOR QUESTIONNAIRE ECLS-K:2011 PILOT TESTS: Mailed to school administrators in schools being recruited for both the child tests and who are being recruited for the online School Administrator Questionnaire (SAQ) component.
 - RECRUITMENT LETTER FOR SCHOOL ADMININSTRATORS SELECTED FOR THE SCHOOL ADMINISTRATOR QUESTIONNAIRE ONLY FOR THE 2013 ECLS-K:2011 PILOT TEST: Mailed to school administrators being recruited only for the online SAQ component. Because it is anticipated that not all school administrators whose schools are participating in the child components will agree to participate in the online SAQ themselves, additional administrator participants will be recruited using this letter.
 - EMAIL TO WELCOME SCHOOL ADMINISTRATORS TO THE STUDY: Email sent to school administrators after the administrator has received an advanced mailing about the online SAQ pilot test and the study staff has called the administrator and gained his/her agreement to participate in the online SAQ pilot test.
 - WELCOME LETTER TO SCHOOL ADMINISTRATORS IN THE “NEW” GROUP WHO ARE ASKED TO COMPLETE ONLY THE ONLINE QUESTIONNAIRE: Mailed to participating administrators randomly selected for the “new” administrator respondent group. These “new” administrators will be responding only to an online version of the SAQ.
 - SCHOOL ADMINISTRATOR QUESTIONNAIRE COVER LETTER FOR “RETURNING” ADMINISTRATORS: Mailed along with the hard-copy SAQ to participating administrators randomly selected for the “returning” administrator respondent group.
 - EMAIL INVITATION FOR ONLINE SAQ FOR SCHOOL ADMINISTRATORS: Email sent to school administrators after the welcome email has been sent and, for “returning” administrators only, once the hard-copy SAQ has been shipped to the administrator and returned to Westat.
 - REMINDER EMAIL FOR ONLINE SAQ FOR SCHOOL ADMINISTRATORS: Email sent to school administrators after the online SAQ has not been completed after 1 week.

- THANK YOU EMAIL FOR ADMINISTRATORS WHO COMPLETED THE SAQ: Email sent to school administrators after they have completed the online SAQ.
- School coordinator letter
 - LETTER FOR SCHOOL COORDINATORS FOR SCHOOLS SELECTED FOR THE 2013 ECLS-K:2011 PILOT TEST (CHILD QUESTIONNAIRE AND CHILD ASSESSMENT): Mailed to the school staff person identified as the school coordinator in schools that will be participating in the child assessment/child questionnaire tests.
- Parent materials
 - ACTIVE CONSENT PARENT LETTER: Mailed to the parents/guardians of children in participating schools in districts that require signed active parent consent.
 - EARLY CHILDHOOD LONGITUDINAL STUDY, KINDERGARTEN CLASS OF 2010-11 (ECLS-K:2011) PARENT PERMISSION FOR CHILD TO PARTICIPATE: Mailed to the parents/guardians of children in participating schools in districts that require signed active parent consent.
 - NOTIFICATION PARENT LETTER: Mailed to the parents/guardians of children in participating schools in districts that require parental notification only.
 - EARLY CHILDHOOD LONGITUDINAL STUDY, KINDERGARTEN CLASS OF 2010-11 (ECLS-K:2011) PARENT REFUSAL FOR CHILD PARTICIPATION: Mailed to the parents/guardians of children in participating schools in districts that require parental notification only.
- Study summary sheet flyer
 - STUDY SUMMARY SHEET: Mailed to districts, school administrators, school coordinators, and parents as an enclosure with their letters.

LETTER FOR DISTRICTS THAT INCLUDE SCHOOLS SELECTED FOR THE
ECLS-K:2011 PILOT TEST

Date



[SUPERINTENDENT NAME]
[DISTRICT NAME/DIOCESE]
[ADDRESS]
[CITY, STATE ZIP]

Dear [SUPERINTENDENT]

I am writing to inform you that one or more schools in your [district/diocese] have been selected to take part in a brief data collection focusing on the development of direct assessments in reading, mathematics, and science for the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011) this spring. During this development phase, we will be testing and refining the content of the direct assessments for use in the third- through fifth-grade rounds of data collection for the national ECLS-K:2011 study.

The ECLS-K:2011 is the third in a series of longitudinal studies of young children conducted by the National Center for Education Statistics (NCES). The earlier studies have been important sources of data for researchers and policy makers to address key issues related to children's development and learning, including literacy in the home, the teaching of reading and mathematics, and the associations between physical exercise, childhood obesity, and well-being. Researchers using the data have published their findings widely in scientific journals and the popular press. NCES also presents results from these studies for practitioners and the general public on our website, <http://nces.ed.gov/ecls>.

Like its predecessor studies, the ECLS-K:2011 will provide important information on children's early learning and development, transition into kindergarten, and progress through elementary school. The new cohort of students' school experiences will be compared to those of over a decade earlier to study the extent to which the demographic profile of children and their environment for learning have changed, and how these changes relate to developmental and academic differences across the cohorts. The study is described in more detail in the enclosed flyer.

This spring, we are asking third-, fourth-, fifth-, and sixth-grade students to complete individual assessments with trained ECLS-K:2011 assessors. Most participating children will complete an assessment designed to measure children's reading, mathematics, and science skills and knowledge. These assessment activities will take approximately 60 minutes per child. In some schools, an additional group of third- and fourth-grade children will be asked to complete a computer-assisted questionnaire about themselves instead of participating in the direct assessments. The questionnaire should take approximately 15 minutes to complete.

Participation in this study is voluntary; however, we ask your agency to support the participation of schools in your district in this phase of the ECLS-K:2011. The participation of each of the schools selected for this brief data collection is crucial for the development of valid assessments that will accurately measure students' knowledge and skills in the national ECLS-K:2011 study.

The National Center for Education Statistics of the U.S. Department of Education's Institute of Education Sciences is the primary sponsor of ECLS-K:2011, which is being conducted on

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- American Federation of Teachers
- American Montessori Society
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- Council for Exceptional Children
- Council of Chief State School Officers
- International Reading Association
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- National Association for the Education of Young Children
- National Association of Elementary School Principals
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behalf of NCES by Westat. The ECLS-K:2011 has been endorsed by the national education organizations listed on this letter. NCES is authorized to conduct this study under 20 U.S. Code, Section 9541. Under that law, the data provided by your schools, staff, students, and their parents may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S. Code, Section 9573). The U.S. Office of Management and Budget has approved the data collection under OMB # 1850-0803 (expires 9/30/2013).

In preparation for our spring activities in the schools, in the next few days a representative from Westat will contact the schools in your district that have been selected. We are required by law to protect the names of schools in the study from disclosure; we ask that each district respect this requirement and protect the identity of participating schools as well. Information collected from multiple individuals will be combined to produce reports of findings from the ECLS-K:2011. The reports will not identify participating districts, schools, children and their parents, or individual staff.

If you have questions about the ECLS-K:2011 or your schools' participation in this brief data collection, please feel free to call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. Also, more information about ECLS-K:2011 is available at: <http://nces.ed.gov/ecls/MyECLSK2011>.

Thank you for your support of the ECLS-K:2011.

Sincerely,

A handwritten signature in blue ink, appearing to read "J. Buckley", with a long horizontal flourish extending to the right.

Jack Buckley, Ph.D.
Commissioner
National Center for Education Statistics
Institute of Education Sciences

cc: [DISTRICT TEST DIRECTOR]

Enclosures



LETTER FOR SCHOOL ADMINISTRATORS OF SCHOOLS SELECTED FOR THE
CHILD ASSESSMENTS/QUESTIONNAIRE AND ONLINE SCHOOL
ADMINISTRATOR QUESTIONNAIRE ECLS-K:2011 PILOT TESTS

Date

[ADMINISTRATOR NAME]
[SCHOOL NAME]
[ADDRESS 1]
[CITY, STATE ZIP]

Dear [ADMINISTRATOR]:

I am writing to invite you to participate in the development of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011). The ECLS-K:2011 began in the 2010-11 school year with a sample of approximately 18,300 participating children in approximately 970 schools across the country. At this time, we are working on the development of direct assessments of students' knowledge and skills in reading, mathematics, and science for use in the third- through fifth-grade rounds of data collection for the national ECLS-K:2011 study.

Although your school is not part of the national ECLS-K:2011 data collection, I am contacting you because your school has been selected to take part in a brief data collection in which we will be testing and refining the content of the reading, mathematics, and science direct assessments. We are asking third-, fourth-, fifth-, and sixth-grade students to complete an assessment that will be individually administered by a trained ECLS-K:2011 assessor and that takes approximately 60 minutes per child. Some additional third- and fourth-grade children will be asked to complete a computer-assisted questionnaire about themselves instead of participating in the direct assessments. The questionnaire should take approximately 15 minutes to complete. We expect that an assessment team will be in your school for 3 to 4 days during the data collection period, which runs from mid-April through mid-June, 2013.

We are also asking some school administrators to complete an online School Administrator Questionnaire that collects information about their school's demographics, programs, facilities, neighborhood, policies, and practices, as well as their own background. Some administrators will be asked to complete both a paper and an online version of the questionnaire, while others will be asked to complete the online version. We will also be soliciting feedback about administrators' experiences with the online system using questions included in the online questionnaire. An ECLS-K:2011 staff member may also call with some follow-up questions about the online system.

Participation in this study is voluntary; however, I encourage your school's participation in this phase of the ECLS-K:2011. The participation of each of the schools selected for this brief data collection is crucial for the development of valid questionnaires and student assessments that will accurately measure students' knowledge and skills in the national ECLS-K:2011 study. We are asking you to identify a staff member at your school to act as a liaison with the ECLS-K:2011 and facilitate the activities in the school that are part of the study. **In appreciation for your time and effort, your school will receive a \$7 honorarium for each child who completes the direct assessments or the child questionnaire. If you participate in the School Administrator Questionnaire component, you will receive an additional honorarium for completing the questionnaire and providing feedback to study staff about your experience.**

The ECLS-K:2011 is the third in a series of longitudinal studies of young children conducted by the National Center for Education Statistics (NCES). The earlier studies have been
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important sources of data for researchers and policy makers to address key issues related to children's development and learning including literacy in the home, the teaching of reading and mathematics, and the associations between physical exercise, childhood obesity, and well-being. Researchers using the data have published their findings widely in scientific journals and the popular press. NCES also presents results from these studies for practitioners and the general public on our website, <http://nces.ed.gov/ecls>.

Like its predecessor studies, the ECLS-K:2011 will provide important information on children's early learning and development, transition into kindergarten, and progress through elementary school. The new cohort of students' school experiences will be compared to those of over a decade earlier to study the extent to which the demographic profile of children and their environments for learning have changed, and how these changes relate to developmental and academic differences across the cohorts. The study is described in more detail in the enclosed flyer.

The National Center for Education Statistics of the U.S. Department of Education's Institute of Education Sciences is the primary sponsor of the ECLS-K:2011, which is being conducted on behalf of NCES by Westat. The ECLS-K:2011 has been endorsed by the national education organizations listed on this letter. NCES is authorized to conduct this study under 20 U.S. Code, Section 9541. Under that law, the data provided by your school, staff, students, and their parents may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S. Code, Section 9573). The U.S. Office of Management and Budget has approved the data collection under OMB # 1850-0803 (expires 9/30/2013). Information collected from multiple individuals will be combined to produce reports of findings from the ECLS-K:2011. The reports will not identify participating districts, schools, children and their parents, or individual staff.

Within the next few days, a representative of Westat will contact you about participating in this brief data collection. If you have any questions, please feel free to call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. Also, more information about the ECLS-K:2011 is available at <http://nces.ed.gov/ecls/MyECLSK2011>.

Thank you for your support of the ECLS-K:2011.

A handwritten signature in blue ink, appearing to read "J. Buckley", with a long horizontal flourish extending to the right.

Jack Buckley, Ph.D.
Commissioner
National Center for Education Statistics
Institute of Education Sciences

Enclosure



RECRUITMENT LETTER FOR SCHOOL ADMINISTRATORS SELECTED FOR
THE **SCHOOL ADMINISTRATOR QUESTIONNAIRE ONLY** FOR THE 2013
ECLS-K:2011 PILOT TEST

Date

[ADMINISTRATOR NAME]
[SCHOOL NAME]
[ADDRESS 1]
[CITY, STATE ZIP]

Dear [ADMINISTRATOR]:

I am writing to invite you to participate in the development of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011). The ECLS-K:2011 began in the 2010-11 school year with a sample of approximately 18,300 participating children in approximately 970 schools across the country.

Although you and your school are not part of the national ECLS-K:2011 data collection, I am contacting you to ask for your participation in the development phase of the study in which we are testing a School Administrator Questionnaire. During this phase, we are asking school administrators to complete a questionnaire that collects information about their school's demographics, programs, facilities, neighborhood, policies, and practices, as well as their own background. Some administrators will be asked to complete both a paper and an online version of the questionnaire, while others will be asked to complete the online version. We will also be soliciting feedback about administrators' experiences with the online system using questions included in the online questionnaire. An ECLS-K:2011 staff member may also call with some follow-up questions about the online system.

Participation in this study is voluntary; however, I encourage your participation in this phase of the ECLS-K:2011. The participation of each of the administrators selected for this brief data collection is crucial for the development of a valid online questionnaire. **In appreciation for your time and effort, you will receive an honorarium for completing the questionnaire and providing feedback to study staff about your experience.**

The ECLS-K:2011 is the third in a series of longitudinal studies of young children conducted by the National Center for Education Statistics (NCES). The earlier studies have been important sources of data for researchers and policy makers to address key issues related to children's development and learning including literacy in the home, the teaching of reading and mathematics, and the associations between physical exercise, childhood obesity, and well-being. Researchers using the data have published their findings widely in scientific journals and the popular press. NCES also presents results from these studies for practitioners and the general public on our website, <http://nces.ed.gov/ecls>.

Like its predecessor studies, the ECLS-K:2011 will provide important information on children's early learning and development, transition into kindergarten, and progress through elementary school. The new cohort of students' school experiences will be compared to those of over a decade earlier to study the extent to which the demographic profile of children and their environments for learning have changed, and how these changes relate to developmental and academic differences across the cohorts. The study is described in more detail in the enclosed flyer.

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Within the next few days, a representative of Westat will contact you about participating in this brief data collection. If you have any questions, please feel free to call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. Also, more information about the ECLS-K:2011 is available at <http://nces.ed.gov/ecls/MyECLSK2011>.

Thank you for your support of the ECLS-K:2011.



Jack Buckley, Ph.D.
Commissioner
National Center for Education Statistics
Institute of Education Sciences

Enclosure

Email to welcome school administrators to the study (includes 1 page each for returning and new administrators)

The following emails will be sent to school administrators after the following steps have occurred:

- The school administrator has received an advance mailing about the pilot test.
- The study staff school recruiter has called the administrator and gained his/her agreement to participate in the SAQ pilot.

Email to welcome “returning” administrators (those receiving both the hard-copy and online SAQ):

FROM: Westat

SUBJECT LINE: Welcome to the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011)!

Dear School Administrator,

Thank you for agreeing to participate in the development of the School Administrator Questionnaire (SAQ) and provide us with information about you and your school. **As a thank you for completing the paper and online questionnaires and providing us with feedback on your experiences, we will mail you a \$40 check with the paper SAQ.**

In the next few weeks, you will receive a FedEx package containing a paper questionnaire for you to complete and mail back to us using the provided postage-paid FedEx envelope. The questionnaire collects information about topics such as your school’s characteristics, facilities and resources, policies and practices, and characteristics of you and your staff.

After your completed hard-copy SAQ has been received and processed, you will receive an e-mail containing a link to an **online** questionnaire that will contain some of the information you provided in the paper version. The online SAQ will also include some questions about your experiences using the online questionnaire. An ECLS-K:2011 staff member may also call you to ask for additional feedback on the online system.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. More information about the ECLS-K:2011 is also available at <http://nces.ed.gov/ecls/MyECLSK2011>.

Thank you for your support of the ECLS-K:2011.

Karen Tourangeau
Project Director
Westat

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.

Email to welcome school administrators to the study (includes 1 page each for returning and new administrators)

Email to welcome “new” administrators (those receiving the online SAQ only):

FROM: Westat

SUBJECT LINE: Welcome to the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011)!

Dear School Administrator,

Thank you for agreeing to participate in the development of the School Administrator Questionnaire (SAQ) and to provide us with information about you and your school. **As a thank you for completing the online SAQ and providing us with feedback on your experiences, we will mail you a \$25 check.**

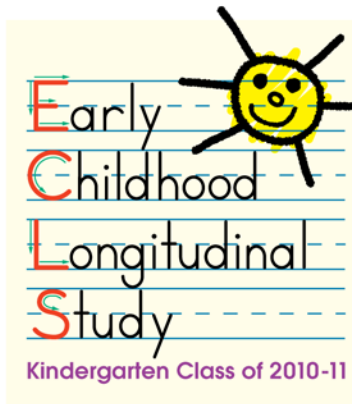
In the next few weeks, you will receive an e-mail containing a link to an **online** questionnaire. The questionnaire collects information about topics such as your school’s characteristics, facilities and resources, policies and practices, and characteristics of you and your staff. The online SAQ will also include some questions about your experiences using the online questionnaire. An ECLS-K:2011 staff member may also call you to ask for additional feedback on the online system.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. More information about the ECLS-K:2011 is also available at <http://nces.ed.gov/ecls/MyECLSK2011>.

Thank you for your support of the ECLS-K:2011.

Karen Tourangeau
Project Director
Westat

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.



WELCOME LETTER TO SCHOOL ADMINISTRATORS IN THE "NEW" GROUP
WHO ARE ASKED TO COMPLETE ONLY THE ONLINE QUESTIONNAIRE

Date

[ADMINISTRATOR NAME]
[SCHOOL NAME]
[ADDRESS 1]
[CITY, STATE ZIP]

Dear [ADMINISTRATOR]:

Thank you again for agreeing to participate in the development of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011) online School Administrator Questionnaire (SAQ). We have enclosed an honorarium of \$25 as a thank you for your time and effort in completing the online questionnaire.

If you have not already received it, you will soon be sent an e-mail from the study that contains the following link for you to use to complete an online questionnaire:

[INSERT SURVEY LINK]

At the end of the SAQ, there are questions asking you about your experience using the online system. We estimate that it will take approximately 60 minutes to complete the online SAQ and questions soliciting your feedback. Following your completion of the online questionnaire, an ECLS-K:2011 staff member may call you to ask some additional questions about your experience using the online questionnaire.

If you have questions, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. More information about the ECLS-K:2011 is available at <http://nces.ed.gov/ecls/MyECLSK2011>.

Thank you again for your support of the ECLS-K:2011.

Jack Buckley, Ph.D.
Commissioner
National Center for Education Statistics
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- American Federation of Teachers
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- Council for American Private Education
- Council for Exceptional Children
- Council of Chief State School Officers
- International Reading Association
- Lutheran Church-Missouri Synod
- National Association for the Education of Young Children
- National Association of Elementary School Principals
- National Catholic Educational Association
- National Council of Teachers of Mathematics
- National Education Association
- National Parent-Teacher Association (PTA)
- National School Boards Association
- National Science Teachers Association
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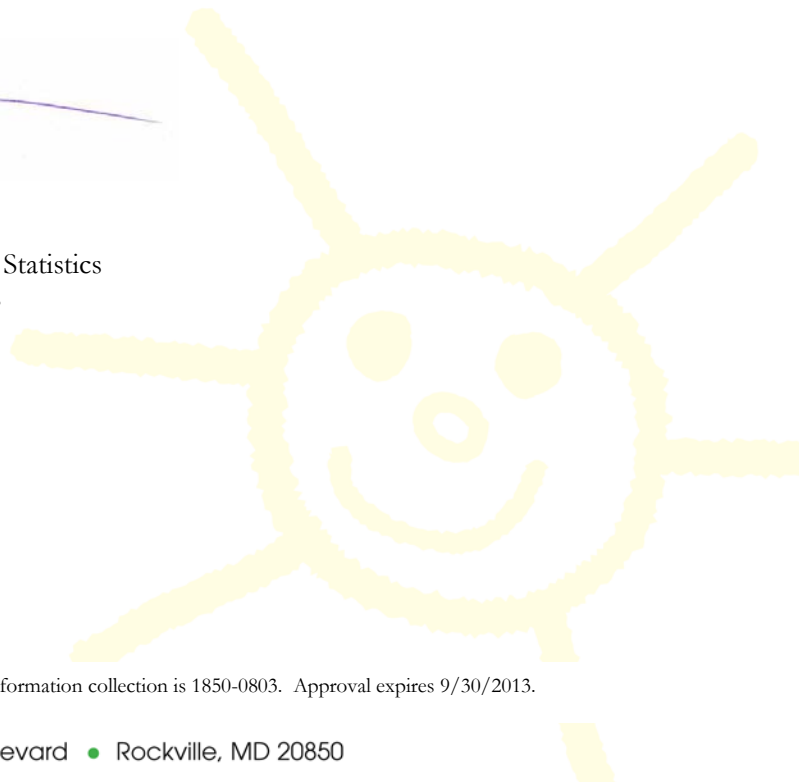


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School Administrator Questionnaire Cover Letter for “Returning” Administrators

School Administrator ID: [S_ID]

Dear ECLS-K:2011 School Administrator: Thank you for participating in the development of the online School Administrator Questionnaire (SAQ) for the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011). The information you provide is vital to the success of this important study of elementary education in the United States. Attached is the paper questionnaire that we would like you to complete. **As a gesture of appreciation for your time and effort, we have enclosed a \$40 honorarium. We appreciate your completion of and your feedback on this important questionnaire.**

The SAQ collects information about your school’s demographics, programs, facilities, neighborhood, policies, and practices. In addition, it collects information about your background.

- Questions in sections A-G can be answered either by you or by a knowledgeable designee.
- Questions in section H are best answered by you.

Questionnaire Checklist: Please follow these steps for completing the SAQ:

- Complete questions in sections A-G (can be completed by you or a knowledgeable designee).
- Complete questions in section H (should be completed by you)
- Return the completed questionnaire within the next two weeks using the enclosed return envelope.

After we receive and process your completed hard-copy questionnaire, we will send you an e-mail that contains a link for you to use to complete the online SAQ. The online SAQ will include some of the information you provide on the paper SAQ as pre-filled responses to questions.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com.

Thank you for your participation!

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.

Email invitation for online SAQ for school administrators (includes 1 page each for returning and new administrators)

The following emails will be sent to school administrators after the following steps have occurred:

- The administrator has received an advance mailing about the pilot test.
- The study staff school recruiter has called the administrator and the administrator has agreed to participate in the SAQ pilot test.
- A welcome email has been sent to the administrator.
- No bounce-back for the email address occurred.
- For returning administrators only, the hard-copy SAQ has been shipped to the administrator and returned to Westat.

Email online SAQ invitation for returning administrators (hard-copy and online SAQs):

FROM: Westat

SUBJECT LINE: Link to the ECLS-K:2011 online SAQ!

Dear School Administrator,

Thank you for returning your completed paper copy of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011) School Administrator Questionnaire (SAQ)! We really appreciate the time and effort you spent completing the questionnaire. For the next part of this ECLS-K:2011 study development phase, we ask you to please use the following link to complete an online SAQ:

[{INSERT RESPONDENT-SPECIFIC LINK HERE}](#)

We want you to review the information you previously provided that we have used to pre-fill some questions, as well as answering the other questions which do not have responses pre-filled. At the end of the online SAQ, we have included additional questions that ask you about your experience using the online system. We estimate that it will take approximately 60 minutes to complete the entire questionnaire, including the feedback questions. If necessary, you may exit the online SAQ and return to complete it at a later time. The online system will continually save your progress, so you may complete the online questions in multiple sessions, if necessary. You may also forward this link to another staff member who may better be able to answer the questions. However, we do ask that you personally complete the questions about yourself, as well as the questions soliciting your feedback.

We would appreciate your completion of all online questions **during the next two weeks**. Once the online system has recorded all of your responses, an ECLS-K:2011 staff member may call you to ask a few additional questions regarding your experiences using the online questionnaire.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com.

Thank you for your support of the ECLS-K:2011.

Karen Tourangeau
Project Director
Westat

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.

Email invitation for online SAQ for school administrators (includes 1 page each for returning and new administrators)

Email online SAQ invitation new administrators to the study (online SAQ only):

FROM: Westat

SUBJECT LINE: Link to the ECLS-K:2011 online SAQ!

Dear School Administrator,

Thank you again for agreeing to participate in the development of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011) School Administrator Questionnaire (SAQ)!

Please use the link below to complete the online SAQ. At the end of the online SAQ, we have included additional questions that ask you about your experience in using the online system. We estimate that it will take approximately 60 minutes to complete the entire questionnaire, including the feedback questions.

{INSERT RESPONDENT-SPECIFIC LINK HERE}

If necessary, you may exit the online SAQ and return to complete it at a later time. The online system will continually save your progress, so you may complete the online questions in multiple sessions, if necessary. You may also forward this link to another staff member who may better be able to answer the questions. However, we do ask that you personally complete the questions about yourself, as well as the questions soliciting your feedback.

We would appreciate your completion of all online questions **during the next two weeks**. Once the online system has recorded all of your responses, an ECLS-K:2011 staff member may call you to ask a few additional questions regarding your experiences using the online questionnaire.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com.

Thank you for your support of the ECLS-K:2011.

Karen Tourangeau
Project Director
Westat

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.

Reminder email for online SAQ for school administrators (includes 1 page each for returning and new administrators)

The following emails will be sent to school administrators after the following steps have occurred:

- The administrator has received an advance mailing about the pilot test.
- The study staff school recruiter has called the administrator and gained his/her agreement to participate in the SAQ pilot test.
- A welcome email has been sent to the administrator.
- No bounce-back for the email address occurred.
- For returning administrators only, the hard-copy SAQ has been shipped to the administrator and returned to Westat.
- The online SAQ has not been completed by the administrator after 1 week.

Reminder email to complete the online SAQ for returning administrators (hard-copy and online SAQ):

FROM: Westat

SUBJECT: Reminder to complete the ECLS-K:2011 online SAQ

Dear School Administrator,

Thank you for again for completing the paper School Administrator Questionnaire (SAQ). We appreciate the time and effort you took to fill it out. If you have not already done so, please use the following link to complete the online version of the SAQ:

{INSERT RESPONDENT-SPECIFIC LINK HERE}

We want you to review the information you previously provided that we have used to pre-fill some questions, as well as answering the other questions which do not have responses pre-filled. At the end of the online SAQ, we have included additional questions that ask you about your experience using the online system. We estimate that it will take approximately 60 minutes to complete the entire questionnaire, including the feedback questions. If necessary, you may exit the online SAQ and return to complete it at a later time. The online system will continually save your progress, so you may complete the online questions in multiple sessions, if necessary. You may also forward this link to another staff member who may better be able to answer the questions. However, we do ask that you personally complete the questions about yourself, as well as the questions soliciting your feedback.

Please complete the online questions **during the next two weeks**. Once the online system has recorded all of your responses, an ECLS-K:2011 staff member may call you to ask a few additional questions regarding your experiences using the online questionnaire.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com.

Thank you for your support of the ECLS-K:2011.

Karen Tourangeau
Project Director
Westat

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.

Reminder email for online SAQ for school administrators (includes 1 page each for returning and new administrators)

Reminder email to complete the online SAQ for new administrators (online SAQ only):

FROM: Westat

SUBJECT: Reminder to complete the ECLS-K:2011 online SAQ

Dear School Administrator,

If you have not already done so, please use the link below to complete the online School Administrator Questionnaire (SAQ). The online system will continually save your progress, so you may complete the online questions in multiple sessions, if necessary. You may also forward this link to another staff member who may better be able to answer the questions. However, we do ask that you personally complete the questions about yourself, as well as the questions soliciting your feedback.

{INSERT RESPONDENT-SPECIFIC LINK HERE}

Please complete the online questions **during the next two weeks**. Once the online system has recorded all of your responses, an ECLS-K:2011 staff member may call you to ask a few additional questions regarding your experiences using the online questionnaire.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com.

Thank you for your support of the ECLS-K:2011.

Karen Tourangeau
Project Director
Westat

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.

Thank you email for administrators who completed the SAQ

The following emails will be sent to school administrators after they have completed the online SAQ.

Email to thank ALL administrators:

FROM: Westat

SUBJECT: Thank you participating in the development of the ECLS-K: 2011 SAQ!

Dear School Administrator,

Thank you for your participation in the development of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011) school administrator questionnaire! The information you provided will help us refine our questionnaire and procedures before we ask hundreds of school administrators across the nation to complete the questionnaire during in the national ECLS-K:2011 study.

If you have questions about the ECLS-K:2011, please call Westat toll-free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com.

Thank you for your support of the ECLS-K:2011.

Karen Tourangeau
Project Director
Westat

The valid OMB control number for this information collection is 1850-0803. Approval expires 9/30/2013.



LETTER FOR SCHOOL COORDINATORS FOR SCHOOLS SELECTED FOR
THE 2013 ECLS-K:2011 PILOT TEST (CHILD QUESTIONNAIRE AND CHILD
ASSESSMENT)

Spring 2013

[NAME]
[SCHOOL NAME]
[ADDRESS 1]
[ADDRESS 2]
[CITY, STATE ZIP]

Dear School Coordinator:

We are very happy that your school is participating in the assessment development activities for the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011). During this phase of the study, we will be testing and refining the content of direct assessments of students' knowledge and skills in reading, mathematics, and science that will be used in the third- through fifth-grade rounds of data collection for the national ECLS-K:2011 study.

We are asking third-, fourth-, fifth-, and sixth-grade students to complete an assessment that will be individually administered by a trained ECLS-K:2011 assessor and that takes approximately 60 minutes per child. We expect that an assessment team will be in your school for approximately 3 to 4 days during the data collection period, which runs from mid-April through mid-June, 2013. In some schools, some additional third- and fourth-grade students will be asked to complete a computer-assisted questionnaire about themselves instead of participating in the direct assessments. The questionnaire should take approximately 15 minutes to complete.

We appreciate your help with three tasks, which are detailed in the enclosed materials. These are (1) set a date and time for the assessment activities; (2) identify an appropriate space for the assessments; and (3) obtain parental consent for children to participate, keep track of the returned parental consent forms, and provide us with a list of students who have permission to participate in this phase of the study. Please read the enclosed materials for more information about the study and your important role in it.

The National Center for Education Statistics (NCES) of the U.S. Department of Education's Institute of Education Sciences is the primary sponsor of the ECLS-K:2011, which is being conducted on behalf of NCES by Westat. The ECLS-K:2011 has been endorsed by the national education organizations listed on this letter. NCES is authorized to conduct this study under 20 U.S. Code, Section 9541. Under that law, the data you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S. Code, Section 9573). The U.S. Office of Management and Budget has approved the data collection under OMB # 1850-0803 (expires 9/30/2013).

Thank you for your support of the ECLS-K:2011. We look forward to working with you and your school. An ECLS-K:2011 representative will call you in the coming week to further explain the data collection and your responsibilities. If you have any questions or concerns in advance of the phone call, please call Westat toll free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com.

Sincerely,

Westat • 1600 Research Boulevard • Rockville, MD 20850

Endorsed by:

- American Association of School Administrators
- American Federation of Teachers
- American Montessori Society
- Council for American Private Education
- Council for Exceptional Children
- Council of Chief State School Officers
- International Reading Association
- Lutheran Church-Missouri Synod
- National Association for the Education of Young Children
- National Association of Elementary School Principals
- National Catholic Educational Association
- National Council of Teachers of Mathematics
- National Education Association
- National Parent-Teacher Association (PTA)
- National School Boards Association
- National Science Teachers Association
- U.S. Conference of Catholic Bishops

Sponsored by:



U.S. Department
of Education





Jack Buckley, Ph.D.
Commissioner
National Center for Education Statistics
Institute of Education Sciences

Enclosures



Active Consent Parent Letter

Spring 2013

Dear Parent:

I am pleased to invite your child to participate in the development phase of an important study of how children develop and learn: the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011). It is the third in a series of longitudinal studies of young children conducted by the National Center for Education Statistics (NCES). Like the earlier studies, the ECLS-K:2011 is a critical source of data for researchers and policy makers as they seek to understand and improve children's development and learning.

Your child's district office and school administrator have agreed to participate in the current phase of the study in which we are developing new assessments. This spring, students in your child's school and other schools across the nation will be administered an assessment designed to measure skills and knowledge in reading, mathematics, and science. The assessments will be administered individually to each child by trained assessors. In some of these schools, a small group of children will be asked to complete a questionnaire about themselves instead of participating in the direct assessments. Most children find these activities enjoyable. The information we collect from your child will help researchers create new and better assessments for use with other students in future data collections for the ECLS-K:2011.

Participation in this study is voluntary; however, I encourage your participation in the ECLS-K:2011. The participation of each of the children selected for this brief data collection is crucial for the development of valid assessments that will accurately measure students' knowledge and skills in the national ECLS-K:2011 study.

Information from multiple individuals will be combined to produce statistical reports; no information that identifies you or your child (for example, name or address) will be included in any reports. All information collected will be protected from disclosure to the fullest extent allowable by law (20 U.S.C., § 9573). Your child's school will not receive any information about you or your child as a part of this study.

A consent form for your child to participate in the ECLS-K:2011 assessment is enclosed. **Please sign the form and return it to your child's school.**

If you have questions about the ECLS-K:2011 or your child's participation in this development phase of the study, please feel free to call Westat toll free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. Also, more information about ECLS-K:2011 is available at the NCES website at <http://nces.ed.gov/ecls/myECLSK2011>.

Thank you for your time and consideration of the study.

Sincerely,

Jack Buckley, Ph.D.
Commissioner

Endorsed by:

- American Association of School Administrators
- American Federation of Teachers
- American Montessori Society
- Council for American Private Education
- Council for Exceptional Children
- Council of Chief State School Officers
- International Reading Association
- Lutheran Church-Missouri Synod
- National Association for the Education of Young Children
- National Association of Elementary School Principals
- National Catholic Educational Association
- National Council of Teachers of Mathematics
- National Education Association
- National Parent-Teacher Association (PTA)
- National School Boards Association
- National Science Teachers Association
- U.S. Conference of Catholic Bishops

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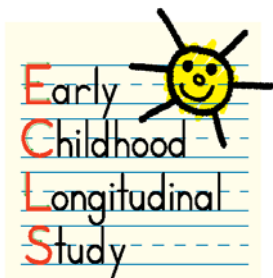
U.S. Department
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National Center for Education Statistics
Institute of Education Sciences

Enclosures



Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011)

Parent Permission for Child to Participate

Your child is being asked to take part in a design phase of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011), which is taking place from mid-April to mid-June 2013. The ECLS-K:2011 is sponsored by the National Center for Education Statistics (NCES) of the U.S. Department of Education's Institute of Education Sciences and is being conducted on behalf of NCES by Westat. The ECLS-K:2011 is an ongoing study that measures children's skills and knowledge in reading, mathematics, and science. Study staff are currently developing the assessments for future ECLS-K:2011 data collections.

We have selected your child to participate in the current phase of the study in which we are developing assessments that measure children's knowledge and skills in reading, mathematics, and science, as well as a questionnaire for children to report on themselves. The information collected during this phase of the ECLS-K:2011 will be used to guide the development of the direct child assessments and a child questionnaire for the national ECLS-K:2011 study.

The collection of information in this study is authorized by 20 U.S. Code, Section 9541. The valid OMB control number for this information collection is 1850-0803 (expires 9/30/2013). Participation in the ECLS-K:2011 is voluntary. Children may skip questions they do not wish to answer; however, we hope that they will answer as many questions and participate as fully as they can. Children's responses are protected from disclosure by federal statute (20 U.S. Code, Section 9573). All responses that relate to or describe identifiable characteristics of individuals may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law. Data from multiple individuals will be combined to produce statistical reports. No individual data that link names, addresses, telephone numbers, or identification numbers with responses will be included in the statistical reports.

If you have any questions or concerns about the protection of the information you provide or your rights in this research study, contact Gail Mulligan at the National Center for Education Statistics at 1-202-502-7491 or Gail.Mulligan@ed.gov.

PARTICIPATION AGREEMENT

By signing below, I indicate that I have read the information provided and I freely agree to allow my child to participate in the ECLS-K:2011 study activities.

Please complete, sign, and return this form in the enclosed envelope to your child's school.

CHILD'S NAME: _____
First and last name

Sign your name: _____
Signature of parent/guardian _____
Date

Print your name: _____
First _____ _____
Middle *Last*



Notification Parent Letter

Spring 2013

Dear Parent:

I am pleased to invite your child to participate in the development phase of an important study of how children develop and learn: the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011). It is the third in a series of longitudinal studies of young children conducted by the National Center for Education Statistics (NCES). Like the earlier studies, the ECLS-K:2011 will be a critical source of data for researchers and policy makers as they seek to understand and improve children's development and learning.

Your child's district office and school administrator have agreed to participate in the current phase of the study in which we are developing new assessments. This spring, students in your child's school and other schools across the nation will be administered an assessment designed to measure skills and knowledge in reading, mathematics, and science. The assessments will be administered individually to each child by trained assessors. In some of these schools, a small group of children will be asked to complete a questionnaire about themselves instead of participating in the direct assessments. Most children find these activities enjoyable. The information we collect from your child will help researchers create new and better assessments for use with other students in future data collections for the ECLS-K:2011.

Participation in this study is voluntary; however, I encourage your participation in the ECLS-K:2011. The participation of each of the children selected for this brief data collection is crucial for the development of valid assessments that will accurately measure students' knowledge and skills in the national ECLS-K:2011 study.

Information from multiple individuals will be combined to produce statistical reports; no information that identifies you or your child (for example, name or address) will be included in any reports. All information collected will be protected from disclosure to the fullest extent allowable by law (20 U.S.C., § 9573). Your child's school will not receive any information about you or your child as a part of this study.

A consent form for your child to participate in the ECLS-K:2011 assessment tasks is enclosed. If you will allow your child to participate in the study, you do not need to return this form. If you do not want your child to take part in this study, please fill out the form and return it in the enclosed envelope to your child's school.

If you have questions about the ECLS-K:2011 or your child's participation in this development phase of the study, please feel free to call Westat toll free at 1-888-204-4864 or send an email to ECLSKHELP@westat.com. Also, more information about ECLS-K:2011 is available at the NCES website at <http://nces.ed.gov/ecls/myECLSK2011>.

Thank you for your time and consideration of the study.

Sincerely,

Jack Buckley, Ph.D.
Commissioner

Endorsed by:

- American Association of School Administrators
- American Federation of Teachers
- American Montessori Society
- Council for American Private Education
- Council for Exceptional Children
- Council of Chief State School Officers
- International Reading Association
- Lutheran Church-Missouri Synod
- National Association for the Education of Young Children
- National Association of Elementary School Principals
- National Catholic Educational Association
- National Council of Teachers of Mathematics
- National Education Association
- National Parent-Teacher Association (PTA)
- National School Boards Association
- National Science Teachers Association
- U.S. Conference of Catholic Bishops

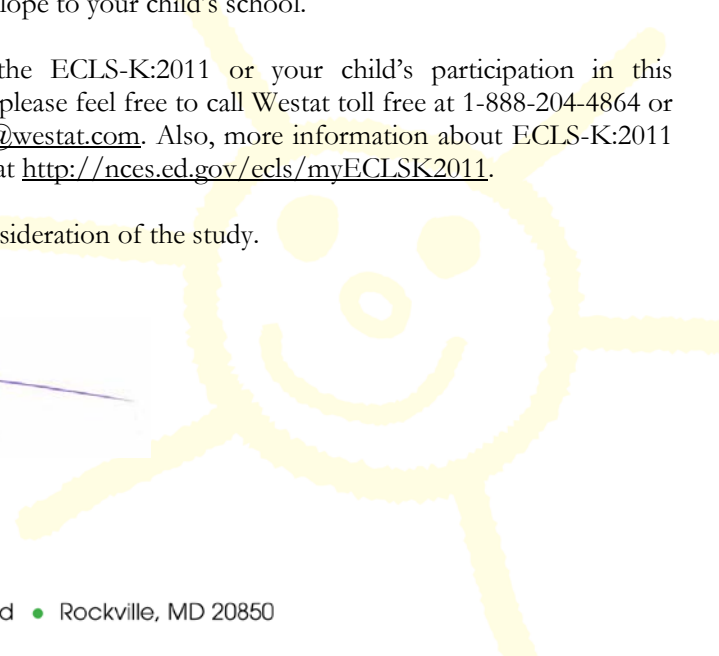
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of Education

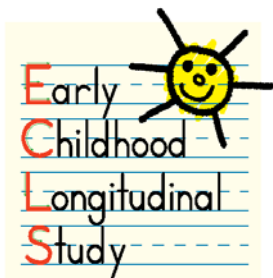


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Institute of Education Sciences

Enclosures



Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011)

Parent Refusal for Child Participation

Your child is being asked to take part in a design phase of the Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011), which is taking place from mid-April to mid-June 2013. The ECLS-K:2011 is sponsored by the National Center for Education Statistics (NCES) of the U.S. Department of Education's Institute of Education Sciences and is being conducted on behalf of NCES by Westat. The ECLS-K:2011 is an ongoing study that measures children's skills and knowledge in reading, mathematics, and science. Study staff are currently developing the assessments for future ECLS-K:2011 data collections.

We have selected your child to participate in the current phase of the study in which we are developing assessments that measure children's knowledge and skills in reading, mathematics, and science, as well as a questionnaire for children to report on themselves. The information collected during this phase of the ECLS-K:2011 will be used to guide the development of the direct child assessments and a child questionnaire for the national ECLS-K:2011 study.

The collection of information in this study is authorized by 20 U.S. Code, Section 9541. The valid OMB control number for this information collection is 1850-0803 (expires 9/30/2013). Participation in the ECLS-K:2011 is voluntary. Children may skip questions they do not wish to answer; however, we hope that they will answer as many questions and participate as fully as they can. Children's responses are protected from disclosure by federal statute (20 U.S. Code, Section 9573). All responses that relate to or describe identifiable characteristics of individuals may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law. Data from multiple individuals will be combined to produce statistical reports. No individual data that link names, addresses, telephone numbers, or identification numbers with responses will be included in the statistical reports.

If you have any questions or concerns about the protection of the information you provide or your rights in this research study, contact Gail Mulligan at the National Center for Education Statistics at 1-202-502-7491 or Gail.Mulligan@ed.gov.

PARTICIPATION AGREEMENT

By signing below, I indicate that I have read the information provided.

I DO NOT consent to my child's participation in the ECLS-K:2011 study activities.

Please complete, sign, and return this form in the enclosed envelope to your child's school only if you do not want your child to participate. If you will allow your child to participate, you do not need to do anything. Your child may be assessed when study staff visit your child's school.

CHILD'S NAME: _____
First and last name

Sign your name: _____
Signature of parent/guardian _____
Date

Print your name: _____
First _____ *Middle* _____ *Last*

Study Summary Sheet



About the study



The Early Childhood Longitudinal Study, Kindergarten Class of 2010-11 (ECLS-K:2011) is a study of how children develop and learn. It is sponsored by the National Center for Education Statistics (NCES) within the Institute of Education Sciences of the U.S. Department of Education and is conducted by Westat. The study follows the same students from kindergarten through fifth grade, collecting information that helps researchers, policymakers, educators, and parents better understand how student, home, classroom, school, and community factors at various points in students' lives relate to their educational, social, emotional, and physical development.

During the 2010-11 school year, approximately 18,300 kindergartners in 970 public and private schools across the nation participated in the first year of the study. Since then, the ECLS-K:2011 has continued to gather information from multiple sources to provide valuable information about these students' early school experiences. Each year the study asks:

- **students** to participate in assessments designed to measure important reading, math, and science skills and knowledge, as well as their memory and ability to follow directions. Students also have their height and weight measured at all rounds of data collection, and a subset of students had their hearing measured in the fall of 2012. Beginning in the 2013-14 school year, students will also be asked to complete a questionnaire about themselves.
- **parents** to participate in telephone interviews to provide background information about their child, their family, and themselves.

- **students' teachers** to complete questionnaires that ask for information about their own backgrounds, teaching practices, and experience. They are also asked to provide information on the classroom experiences for the students they teach and to evaluate each study student on a number of critical cognitive and noncognitive dimensions.
- **students' school administrators/principals** to complete questionnaires about their backgrounds, the physical and organizational characteristics of their schools, and programs at their schools.

In the first year of the study, the student's before- and after-school care providers also participated by completing questionnaires about themselves and the care they provided to the study students.

Why is the ECLS-K:2011 so important?



Because many factors influence children's school experiences and outcomes, it is important to understand the different environments in which children live and learn. No other study in the United States provides information about the nation's elementary school students that will allow researchers and policymakers to answer the following types of questions:

- What do children know and what skills do they possess when they start school?
- How do children's knowledge, skills, and behavior change over time? How do their school experiences change over time?
- How do children's summer experiences relate to their retention of knowledge from the spring of one school year to the fall of the next school year?

How can I participate in the study?



During spring 2013, approximately 2,900 students in third, fourth, fifth, and sixth grades from about 60 schools across the United States will be invited to participate to help us refine the assessments that will be used in the national study during the next few years. During this phase of the study, we will ask:

- **students** to participate in assessments designed to measure important reading, math, and science skills and knowledge. These assessments will be individually administered by trained assessors and take approximately 60 minutes. In some schools, some third- and fourth-grade students will instead be asked to complete a questionnaire about themselves. This questionnaire takes approximately 15 minutes.
- **school staff** to provide selected information (for example, grade level, gender, date of birth, and race/ethnicity) for each student as well as space to conduct the assessments. We will be in each school for about 4 days.
- **parents** for permission for their children to participate in the study.

What has the ECLS-K:2011 found so far?



The information we have collected from ECLS-K:2011 students, families, and schools across the country is already being used to gain a better understanding of today's students and their experiences. No other study provides this information at a national level! The first report using this information was published last summer by the National Center for Education Statistics.

You can find the report, *First-time Kindergartners in 2010-11*, online at <http://nces.ed.gov/pubsearch/pubsinfo.asp?pubid=2012049>. Here are a few of the report's findings about the students who were first-time kindergartners during the 2010-11 school year:

- Eighty-four percent lived in a home where English was the primary language.
- Seventy-six percent started kindergarten living in a two-parent household.
- Thirty-eight percent had parents whose highest level of education was a bachelor's degree or higher.
- For both reading and math, assessment scores increased with parental education level.
- Students living in poverty made up 25 percent of these first-time kindergartners.

Although the information released to date is brief, researchers, policymakers, and school staff will be using the ECLS-K:2011 information for years to come. To learn more about how data from previous ECLS studies have been used, please see <http://nces.ed.gov/ecls/myeclsk2011/>.

The National Center for Education Statistics is authorized to conduct the ECLS-K:2011 under 20 U.S. Code, Section 9541. Under that law, the data provided may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S. Code, Section 9573). Information collected from multiple individuals will be combined to produce reports of findings from the ECLS-K:2011. The reports will not identify participating districts, schools, children and their parents, or individual staff.

Thank You!

Your participation is vitally important to the success of the ECLS-K:2011!

If you have any questions about the study, please call (888) 204-4864
or send an e-mail to ECLSKHELP@Westat.com.

Appendix E:
Recruitment Scripts

Online SAQ Pilot Test Recruitment Scripts

These scripts will be used during the recruitment call for the 3rd through 5th grade child assessment pilot test. Once school administrators agree to participate in that pilot, the school recruiter will use this script to gain cooperation for the online SAQ pilot test. The script used will depend on the treatment group to which the school administrator has been pre-assigned.

For recruitment of school administrators not participating in the child assessment pilot test, the scripts will be altered slightly; that is, words in brackets (“{ }”) will be omitted.

Recruitment Script for “Returning” School Administrators

{Now,} I'd like to talk to you about a {separate} study development activity that we are conducting with school administrators. Currently, school administrators who participate in our national study complete a paper questionnaire about their school and themselves. The study is considering moving to an online survey for school administrators which we think will make the completion of these questions easier for them. An online format would allow us to pre-fill data that school administrators previously gave us that doesn't change much from year to year. Then, each year when we collect information from the participating school administrators, the administrators will need to only review that pre-filled information, updating it as necessary, before moving to questions about topics for which the responses might change from year-to-year. However, before we make this change, we want to test this approach to help determine whether it is easier or more complicated for school administrators, and whether this new online approach reduces the time needed to complete the questionnaire.

We would like to send you the paper version of the School Administrator Questionnaire for you to complete and return it to us in a postage-paid FedEx envelope. Then, a couple weeks later, you will receive an email with a link to the online version of the questionnaire. For some questions, your responses from your completed paper questionnaire will be pre-filled in those online questions to mirror the approach we hope to take in the national study. We would ask you to review those pre-filled questions, changing some answers either to correct any errors you may have made in the paper questionnaire, or simply changing them to incorrect responses so you'll be able to give us feedback about how easy or difficult it is to edit entries within the online system. You will also complete all questions that do not have pre-filled responses. We're interested in hearing about your experiences with all aspects the online questionnaire, so it includes some questions that ask for your feedback at the end of the survey. We are very interested in understanding how your experience of completing the paper questionnaire compares to the online survey. That will help us understand whether having some responses pre-filled makes completing the online survey easier.

As a thank you for your time and effort, we will send you a check for \$40. We expect it will take about an hour to complete each survey. The questions soliciting your feedback at the end of the online survey should take about 15 minutes more. We may also contact you by phone to ask you some additional questions about the online system; for example, if we need clarification on any of your responses.

Do you have any questions about the study or what we're asking you to do?

[RESPOND TO ANY QUESTIONS OR CONCERNS TO OBTAIN COOPERATION. IF ADMINISTRATOR AGREES TO PARTICIPATE, ASK THE FOLLOWING QUESTIONS.]

What is the best number at which to reach you in case we do not receive your questionnaire or to ask you some follow-up questions?

Is there an email address other than the one at your school through which you would rather receive the invitation and link to complete the online questionnaire?

Recruitment Script for “New” School Administrators

{Now,} I'd like to talk to you about a {separate} study development activity that we are conducting with school administrators. Currently, school administrators who participate in our national study complete a paper questionnaire about their school and themselves. The study is considering moving to an online survey for school administrators which we think will make the completion of these questions easier for them. An online format would allow us to pre-fill data that school administrators previously gave us that doesn't change much from year to year. Then, each year when we collect information from the participating school administrators, the administrators will need to only review that pre-filled information, updating it as necessary, before moving to questions about topics for which the responses might change from year-to-year. However, before we make this change, we want to test this approach to help determine whether it is easier or more complicated for school administrators, and whether this new online approach reduces the time needed to complete the questionnaire.

In a couple weeks we will send you an email with a link to the online version of the school administrator questionnaire. We're interested in hearing about your experiences with all aspects the online questionnaire, so it includes some questions that ask for your feedback at the end of the survey. We are very interested in understanding your experiences with the online format.

As a thank you for your time and effort, we will send you a check for \$25. We expect it will take about an hour to complete the survey. The questions soliciting your feedback at the end of the online survey should take about 15 minutes more. We may also contact you by phone to ask you some additional questions about the online system; for example, if we need clarification on any of your responses.

Do you have any questions about the study or what we're asking you to do?

[RESPOND TO ANY QUESTIONS OR CONCERNS TO OBTAIN COOPERATION. IF ADMINISTRATOR AGREES TO PARTICIPATE, ASK THE FOLLOWING QUESTIONS.]

What is the best number at which to reach you in case we do not receive your questionnaire or to ask you some follow-up questions?

Is there an email address other than the one at your school through which you would rather receive the invitation and link to complete the online questionnaire?