

Attachment B:

Principal Follow-up Survey (PFS) Contact Materials

**Principal Follow-Up Survey Materials**

PFS-1A	Principal Status Form for Public Schools
PFS-1B	Principal Status Form for Private Schools
PFS-1C	Principal Status Form for Public Principals
PFS-1D	Principal Status Form for Private Principals
PFS-1A(T)	Telephone Version of Principal Status Form for Public Schools
PFS-1B(T)	Telephone Version of Principal Status Form for Private Schools
PFS-1C(T)	Telephone Version of Principal Status Form for Public Principals
PFS-1D(T)	Telephone Version of Principal Status Form for Private Principals

**PFS-31L**

**Initial Letter to Schools/Principals**

Dear

Last year, your school participated in the Schools and Staffing Survey (SASS), sponsored by the Department of Education's National Center for Education Statistics (NCES). I would like to thank you and your staff for your cooperation. By sharing information about your professional lives and your school, you have helped to create reliable, nationally representative data on our nation's schools and educators.

One area of research that cannot be addressed with the SASS data already collected is the attrition and retention rates of principals in public and private schools. To address this, we are asking you to complete the enclosed Principal Status Form. This form has only two questions.

Please be assured that your responses are protected from disclosure by federal statute (20 U.S.C., §9573). Your answers 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. Information will be reported only in statistical summaries that preclude the identification of individual principals. Your participation is important in order to analyze changes in the principal labor force; however, you may decline to answer either of the two questions on this form.

For more information about SASS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/sass>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-866-208-7437 or by e-mail at [dsd.education.surveys@census.gov](mailto:dsd.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your cooperation in this important survey effort.

Sincerely,

Jack Buckley  
Commissioner for Education Statistics  
National Center for Education Statistics

Enclosures

PFS-31L(V)

**PFS-31L(V)**

**Initial Letter to Principals in Validation Study**

Dear

Last year, your school participated in the Schools and Staffing Survey (SASS), sponsored by the Department of Education's National Center for Education Statistics (NCES). I would like to thank you and your staff for your cooperation. By sharing information about your professional lives and your school, you have helped to create reliable, nationally representative data on our nation's schools and educators.

One area of research that cannot be addressed with the SASS data already collected is the attrition and retention rates of principals in public and private schools. We recently asked your 2011-12 school about your current occupational status. As part of a validation study, we are asking you to complete the enclosed Principal Status Form. This form has only two questions.

Please be assured that your responses are protected from disclosure by federal statute (20 U.S.C., §9573). Your answers 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. Information will be reported only in statistical summaries that preclude the identification of individual principals. Your participation is important in order to analyze changes in the principal labor force; however, you may decline to answer either of the two questions on this form.

For more information about SASS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/sass>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-866-208-7437 or by e-mail at [dsd.education.surveys@census.gov](mailto:dsd.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 8:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you in advance for your cooperation in this important survey effort.

Sincerely,

Jack Buckley  
Commissioner for Education Statistics  
National Center for Education Statistics

Enclosures

**PFS-32L**

**Reminder Letter to Schools/Principals**

Dear

Recently, the National Center for Education Statistics of the U.S. Department of Education and the U.S. Census Bureau sent you a two-question form to collect information about your school's 2011-12 principal. If you have already completed the form, thank you for your assistance and please disregard this letter. If you have not yet had the opportunity to complete the form, we encourage you to complete and return the enclosed form as soon as possible. This should only take a few minutes of your time. Because this is a sample survey, each response is vital to ensure reliable, nationally representative data on schools and educators.

Please be assured that your responses are protected from disclosure by federal statute (20 U.S.C., §9573). Your answers 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.

Information will be reported only in statistical summaries that preclude the identification of individual principals. Your participation is important in order to analyze changes in the principal labor force; however, you may decline to answer either of the two questions on this form.

For more information about SASS, and to read reports from previous surveys, please visit our website at <http://nces.ed.gov/surveys/sass>.

If you have any questions, please contact the U.S. Census Bureau, toll-free, at 1-866-208-7437 or by e-mail at [dsd.education.surveys@census.gov](mailto:dsd.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 8:00 a.m. and 5:00 p.m. (Eastern Time). At any other time, please leave a message and someone will return your call as soon as possible.

Thank you again for your cooperation in this important survey effort.

Sincerely,

Jack Buckley  
Commissioner for Education Statistics  
National Center for Education Statistics

Enclosures

**PFS-33**

**Scripts for Telephone Follow-up**



U.S. DEPARTMENT OF EDUCATION  
 NATIONAL CENTER FOR EDUCATION STATISTICS

Conducted by:  
 U.S. DEPARTMENT OF COMMERCE  
 Economics and Statistics Administration  
 U.S. CENSUS BUREAU

**Principal Follow-up Survey  
 PFS-33 Nonresponse Telephone Follow-up Script**

<b>School Information</b>	
<b>Special Instructions:</b>	
<b>Respondent Requests:</b> Remail Requested? <input type="checkbox"/> Yes Fax Requested? <input type="checkbox"/> Yes	<b>Contact Name:</b>

<b>Call Record</b>							Outcome Notes

NOTE: At any time, if the respondent asks for another questionnaire in lieu of providing information by telephone, please offer one by mail and note the request on the front of this form.

**SCRIPT 1 (using PFS-1A/B(T))**

**1. Hello, this is \_\_\_\_\_ from the U.S. Census Bureau. Have I reached {school name from the label on the cover page}?**

- 01 1 Yes → GO TO item 2 below.
- 2 Different School Name → *Probe for school name if necessary and correct the name in the address area on the cover page. If the difference is significant, record the change in the NOTES section. Try to confirm the name change (e.g., respondent says, "We used to be Jefferson Elementary but we are now Parks Elementary"), and whether it was a merge. If it was a merge, record this information in the NOTES section. GO TO item 2 below.*
- 3 No → Verify that you dialed correctly.
- 02 1 Correct number dialed → *Probe for the respondent's name, location, and whether the person or organization reached is related to the school in any way and record it in the NOTES section. Thank respondent and end call.*
- 2 Wrong number dialed → *Dial correct number. GO TO item 1 above.*
- 4 School Closed → *Probe to determine if the respondent was connected with the school in any way. If so, READ: **You may still be able to help me.** GO TO item 3 on page 3. Otherwise, thank respondent and end call.*
- 5 School Merged → *Probe for the names of the merged schools and the date of the merge. Record this information in the NOTES section. GO TO item 2 below.*

**2. I would like to verify the school's mailing address. Is the following address correct?**  
*Read address from the label on the cover page. Make any necessary corrections on the label. Then GO TO item 3 on page 3.*

**3. May I speak with the person who is most knowledgeable about the status of last year's principal? This may be the current principal or the principal's assistant.**

*If transferred, READ: Hello, this is \_\_\_\_\_ from the U.S. Census Bureau.*

*If not transferred/if necessary, READ: It's likely that you can help me....*

*Continue below for all cases.*

*If respondent says no one can help/refuses, thank respondent and end call.*

**This call may be monitored to evaluate my performance and should only take about 5 minutes.**

**Last year your school participated in the 2011-12 Schools and Staffing Survey (SASS). As the final component of SASS, we would like to determine the occupational status of last year's principal, to help us better understand principal attrition and mobility. We recently mailed a**

package containing a letter describing the survey and a short Principal Status Form to your school.

*If status = 'partial complete', READ: We received your form but we need a little more information. GO TO item 5 on page 4.*

*If status = 'received, but with limited answers', READ: We received your form, but the person who filled it out was unsure about the current occupational status of the person who was your principal last year. GO TO item 5 on page 4.*

*For all other cases, continue to item 4 below.*

NOTE: If a respondent begins to refuse, READ: **Your school's response is very important to the success of this survey. Your answers represent other similar schools and cannot be replaced with another school. This survey only has two questions and should not take more than 2 more minutes to complete.**

**4. Have you recently returned the Principal Status Form?**

- 07 1 Yes → **READ: When did you mail the questionnaire?** Record date mailed in NOTES section of CALL RECORD.

*If it was in the past 5 days, Thank respondent/End call.*

*If it was more than 5 days ago, READ: We haven't received it. (Continue with item 5 on page 4.)*

2 Don't Know → GO TO item 5 on page 4.

3 No → GO TO item 5 on page 4.

**5. Why don't I go ahead and ask the two questions. This should only take about 2 more minutes.**

**Is the person who was principal in 2011-12 still principal at your school?**

*If respondent indicates there was more than one principal, READ: Think of who was principal on October 1, 2011.*

- 12 1 Yes → *On the PFS-1A/B(T) form, mark "Still working as Principal of this school."*  
*After marking the PFS-1A/B(T), GO TO item 7 below.*
- 2 No → GO TO item 6 below.

**6. I'm going to read the answer categories for the current occupational status of last year's principal. Please let me know which category best applies.**

- Still working as a Principal, but not at this school.
- Still working in a K-12 school, but not as a Principal.

- Still working in K-12 Education, but not in a K-12 school.

**Working at a job outside of K-12 Education.  
Other.**

*When the respondent identifies an answer category, refer to that category on the PFS-1A/B(T). Where appropriate, from the PFS-1A/B(T), read the additional non-italicized options within the category to the respondent and ask them to identify the most appropriate answer. If the respondent's answer does not fit into one of the non-italicized categories, ask to speak to someone who may know more about the principal's status. If no one has specific details, choose the italicized category within the appropriate group after verifying it with the respondent. Probe for the most detailed answer and mark the appropriate answer on the PFS-1A/B(T). GO TO item 7 below.*

7. *If the principal name is printed on the PFS-1A/B(T), READ: **Please verify the full name of last year's principal.** Read the principal's full name, as listed, for the respondent's verification. If the name is not correct, mark "No" and record the full name on the PFS-1A/B(T), verifying spelling. If the name is correct, mark "Yes". Thank respondent/End call.*

*If the principal name is NOT printed on the PFS-1A/B(T), READ: **What is the full name of last year's principal?** Record the full name on the PFS-1A/B(T), verifying spelling. Thank respondent/End call.*

**SCRIPT 2 (using PFS-1C/D(T))**  
**Direct contact with 2011-12 principal**

1. Hello, this is \_\_\_\_\_ from the U.S. Census Bureau. Have I reached {principal name from the label on the cover page}?

- 01 1 Yes → GO TO item 2 below.  
 2 Name has changed → Probe for 2011-12 principal's new name if necessary and correct the name in the address area on the cover page. If the difference is significant, record the change in the NOTES section. Try to confirm the name change (e.g., respondent says, "I was recently married, divorced, etc"). GO TO item 2 below.  
 3 No → Verify that you dialed correctly.  
 02 1 Correct number dialed → Probe for the 2011-12 principal's name, location, and whether they ever were a principal of a school. Thank respondent and end call.  
 2 Wrong number dialed → Dial correct number. GO TO item 1 above.

2. I would like to verify your mailing address. Is the following address correct?

Read address from the label on the cover page. Make any necessary corrections on the label. Then GO TO item 3 below.

3. This call may be monitored to evaluate my performance and should only take about 5 minutes.

Last year your school participated in the 2011-12 Schools and Staffing Survey (SASS). As the last part of SASS, we would like to determine your occupational status, to help us better understand principal attrition and mobility. We recently mailed you a package containing a letter describing the survey and a short Principal Status Form.

If status = 'partial complete' OR 'received, but with limited answers', READ: **We received your form but we need a little more information.** GO TO item 5 on page 6.

For all other cases, continue to item 4 on page 6.

NOTE: If a respondent begins to refuse, READ: **Your response is very important to the success of this survey. Your answers represent other similar schools and cannot be replaced with another respondent. This survey only has two questions and should not take more than 2 more minutes to complete.**

**4. Have you recently returned the Principal Status Form?**

- 07 1 Yes → **READ: When did you mail the questionnaire?** Record date mailed in NOTES section of CALL RECORD.

*If it was in the past 5 days, Thank respondent/End call.*

*If it was more than 5 days ago, READ: **We haven't received it.** (Continue with item 5 below.)*

2 Don't Know → GO TO item 5 below.

3 No → GO TO item 5 below.

**5. Why don't I go ahead and ask the two questions. This should only take about 2 more minutes.**

**Are you still working as Principal of the same school?**

- 12 1 Yes → *On the PFS-1C/D(T) form, mark "Still working as Principal of this school."*  
*After marking the PFS-1C/D(T), thank the respondent and end the call.*
- 2 No → GO TO item 6 below.

**6. I'm going to read the answer categories for your current occupational status. Please let me know which category best applies.**

- Still working as a Principal, but not at the school.
- Still working in a K-12 school, but not as a Principal.
- Still working in K-12 Education, but not in a K-12 school.

**Working at a job outside of K-12 Education.**

**Other.**

*When the respondent identifies an answer category, refer to that category on the PFS-1C/D(T). Where appropriate, from the PFS-1C/D(T), read the additional non-italicized options within the category to the respondent and ask them to identify the most appropriate answer. Probe for the most detailed answer and mark the appropriate answer on the PFS-1C/D(T) .*

*Thank respondent and end call.*

**SCRIPT 3 - Validation Study**  
**Using PFS-1C/D(T)**  
**Direct contact with 2011-12 principal**

1. Hello, this is \_\_\_\_\_ from the U.S. Census Bureau. Have I reached {principal name from the label on the cover page}?

01 1 Yes → GO TO item 2 below.

2 Name has changed → Probe for 2011-12 principal's new name if necessary and correct the name in the address area on the cover page. If the difference is significant, record the change in the NOTES section. Try to confirm the name change (e.g., respondent says, "I was recently married, divorced, etc"). GO TO item 2 below.

3 No → Verify that you dialed correctly.

02 1 Correct number dialed → Probe for the 2011-12 principal's name, location, and whether they ever were a principal of a school. Thank respondent and end call.

2 Wrong number dialed → Dial correct number. GO TO item 1 above.

2. I would like to verify your mailing address. Is the following address correct?

Read address from the label on the cover page. Make any necessary corrections on the label. Then GO TO item 3 below.

3. This call may be monitored to evaluate my performance and should only take about 5 minutes.

Last year your school participated in the 2011-12 Schools and Staffing Survey (SASS). As the last part of SASS, to help us better understand principal attrition and mobility, we contacted your 2011-12 school for your current occupational status. As part of a validation study, we recently mailed you a package containing a letter describing the survey and a short Principal Status Form.

If status = 'partial complete' OR 'received, but with limited answers', READ: **We received your form but we need a little more information.** GO TO item 5 on page 6.

For all other cases, continue to item 4 on page 6.

NOTE: If a respondent begins to refuse, READ: **Your response is very important to the success of this survey. Your answers represent other similar schools and cannot be replaced with another respondent. This survey only has two questions and should not take more than 2 more minutes to complete.**

4. Have you recently returned in the Principal Status Form?

07 1 Yes → READ: **When did you mail the questionnaire?** Record date mailed in NOTES section of CALL RECORD.

*If it was in the past 5 days, Thank respondent/End call.*

*If it was more than 5 days ago, READ: **We haven't received it.** (Continue with item 5 below.)*

2 Don't Know → GO TO item 5 below.

3 No → GO TO item 5 below.

**5. Why don't I go ahead and ask the two questions. This should only take about 2 more minutes.**

**Are you still working as Principal of the same school?**

12 1 Yes → *On the PFS-1C/D(T) form, mark "Still working as Principal of this school."*  
*After marking the PFS-1C/D(T), thank the respondent and end the call.*

2 No → GO TO item 6 below.

**6. I'm going to read the answer categories for your current occupational status. Please let me know which category best applies.**

- Still working as a Principal, but not at the school.
- Still working in a K-12 school, but not as a Principal.
- Still working in K-12 Education, but not in a K-12 school.

**Working at a job outside of K-12 Education.**

**Other.**

*When the respondent identifies an answer category, refer to that category on the PFS-1C/D(T). Where appropriate, read the additional non-italicized options within the category to the respondent and ask them to identify the most appropriate answer. Probe for the most detailed answer and mark the appropriate answer on the PFS-1C/D(T).*

*Thank respondent and end call.*



PFS-Init

**PFS-Init**

**Initial Email to Principals**

PFS-Init

Dear <Name>,

The 2012-13 Principal Follow-up Survey is a one-year follow-up to the Schools and Staffing Survey (SASS) that you participated in last year. Like SASS, this survey is sponsored by the National Center for Education Statistics of the U.S. Department of Education. It is designed to provide information about principal attrition and mobility.

The questionnaire form was mailed to your school recently, but no response was received. Responding to this form is estimated to take only 5 minutes of your time.

I encourage you to participate in this important survey. Higher response rates give us confidence that the findings are accurate. As with all of our surveys, your responses are protected from disclosure by federal statute. More information is provided on the inside cover of the questionnaire.

If you have any questions, please contact the Census Bureau toll-free at 1-888-595-1334 or by e-mail at [dsd.education.surveys@census.gov](mailto:dsd.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 9:00 a.m. and 12:00 midnight (Eastern Time). At any other time, please leave a message and someone will get back to you as soon as possible.

Thanks, in advance, for your participation!

Sincerely,

Kerry Gruber  
Principal Follow-up Survey  
National Center for Education Statistics  
<http://nces.ed.gov/surveys/sass>

PFS-1D(T)

B-19

**PFS-2<sup>nd</sup>**

**Reminder Email to Principals**

PFS-1D(T)

Dear <Name>,

We know that you are really busy but we need your help!

The Principal Follow-up Survey telephone staff has been trying to reach you.

If you have already completed the survey, thank you for your assistance and please disregard this e-mail. If you haven't had the opportunity to take the survey yet, we encourage you to send in the survey or call the number below to request another survey form.

If you have any questions, please contact the Census Bureau toll-free at 1-888-595-1334 or by e-mail at [dsd.education.surveys@census.gov](mailto:dsd.education.surveys@census.gov). Someone will be available to take your call or answer your e-mail Monday through Friday, between 9:00 a.m. and 12:00 midnight (Eastern Time). At any other time, please leave a message and someone will get back to you as soon as possible.

Thanks, in advance, for your participation.

Sincerely,

Principal Follow-up Survey Team  
National Center for Education Statistics

B-20