

# **APPENDIX E**

## **Survey Mailing Materials**

Page 1 – Web-First Sample - Prenotice Letters (Mailed at Week 0)  
Page 2 – Mail-First Sample - Prenotice Letters (Mailed at Week 0)  
Page 3 – Web-First Sample - Invitation Letter (Mailed at Week 1)  
Page 4 – Mail-First Sample - Invitation Letter (Mailed at Week 1)  
Page 5 – CATI-First Sample - Invitation Letter (Mailed at Week 1)  
Page 6 – Thank You / Reminder Postcard (Mailed at Week 2)  
Page 7 – Web-First Sample - Reminder Letter (Mailed at Week 4)  
Page 8 – Web-First Sample – Mail Invite Letter (Mailed at Week 7)  
Page 9 – Web-First Sample – CATI Invite Letter (Mailed at Week 12)  
Page 10 – Web-First Sample – Mail Reminder Letter (Mailed at Week 18)  
Page 11 – Web-First Sample – Final Letter (Mailed at Week 25)  
Page 12 – Frequently Asked Questions (included on the back of every letter)

Census letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

I am writing to ask for your help with the 2013 National Survey of College Graduates. The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s. This study enables us to obtain knowledge about how people use their education as economic conditions change and as they age.

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

If you do not receive another letter within two weeks or have any questions about the study, please contact the Census Bureau between 9 a.m. and 10 p.m. EST on our toll-free number at 1-888-262-5935 or send an e-mail to <nscg@census.gov>.

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

Census letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

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

If you do not receive a questionnaire within two weeks or have any questions about the study, please contact the Census Bureau between 9 a.m. and 10 p.m. EST on our toll-free number at 1-888-262-5935 or send an e-mail to <nscg@census.gov>.

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

[WEB-FIRST SAMPLE – INVITATION LETTER]

Census letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

I am writing to request your participation in the 2013 National Survey of College Graduates. The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s.

This study enables us to update knowledge about how people use their education as economic conditions change and as they age. It helps us study the relationships between education and career opportunity and how that relationship changes over time. In addition to researchers and policymakers, students making decisions about their own education and career choices consult this valuable information, as do individuals thinking about changing careers.

Now, we need you to help update this important information on our country's highly educated population. The results from earlier studies are available at the NSF's web site at <http://sestat.nsf.gov>.

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

Complete the survey online by following the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

Please complete the survey within two weeks. If you have any questions about the study, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

Census letterhead

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ANYTOWN, ST 12345

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

We would greatly appreciate you responding to this survey online. Filling out the survey on the web saves money and enables us to prepare results more quickly. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage paid envelope for your convenience.

Please complete the survey within two weeks. If you have questions about the study or the questionnaire, then please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

[CATI-FIRST SAMPLE – INVITATION LETTER]

Census letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

I am writing to request your participation in the 2013 National Survey of College Graduates. We will be contacting you by telephone in a few days to ask for your help. The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s.

This study enables us to update knowledge about how people use their education as economic conditions change and as they age. It helps us study the relationship between education and career opportunity and how that relationship changes over time. In addition to researchers and policymakers, students making decisions about their own education and career choices consult this valuable information, as do individuals thinking about changing careers.

Now, we need you to help update this important information on our country's highly educated population. The results from earlier studies are available at the NSF's web site at <http://sestat.nsf.gov>.

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

There are two convenient ways for you to respond: by telephone interview or by filling out the survey on the Internet. To complete the survey online, follow the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

We encourage you to try the Internet option to complete the survey. If you have any questions about the study or if you prefer a telephone interview and you do not receive a call within two weeks, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

[THANK YOU/REMINDER POSTCARD]

**U.S. DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
1201 East 10th Street  
Jeffersonville, IN 47132  
OFFICIAL BUSINESS  
Penalty for Private Use, \$300

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

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

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

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

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

If you need assistance with this request, please call us between 9 a.m. and 10 p.m. EST on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

Sincerely,

Thomas L. Mesenbourg  
Acting Director



MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

About five weeks ago, we asked you to participate in a study that helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities of the people of the United States.

To date, we have not received a response from you. Your response is important to this study, even if you are retired, do not work, or work in a field that differs from that of your education or training.

Completing the survey on the web is easy, convenient, and fast. The survey web site is secure, and all information that you provide is strictly confidential and protected by U.S. law, which imposes severe criminal sanctions if any U.S. Census Bureau employee violates these provisions.

Please complete the survey online today by following the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you have questions about 2013 National Survey of College Graduates, then please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

[WEB-FIRST SAMPLE – MAIL INVITATION LETTER]  
Census letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently, we asked you to participate in a study that helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities of the people of the United States.

To date, we have not received a response from you. Your response is important to this study, even if you are retired, do not work, or work in a field that differs from that of your education or training. All information that you provide is strictly confidential and protected by U.S. law, which imposes severe criminal sanctions if any U.S. Census Bureau employee violates these provisions.

We would greatly appreciate you responding to this survey online. Filling out the survey on the web saves money and enables us to prepare results more quickly. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage paid envelope for your convenience.

Please complete the survey within two weeks. If you have any questions about 2013 National Survey of College Graduates, then please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

[WEB-FIRST SAMPLE – CATI INVITATION LETTER]  
Census letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Recently, we asked you to participate in a study that helps the U.S. government decide how to invest in research and education. The U.S. government's funding of research and education influences the employment and advancement opportunities of the people of the United States.

To date, we have not received a response from you. Your response is important to this study, even if you are retired, do not work, or work in a field that differs from that of your education or training. All information that you provide is strictly confidential and protected by U.S. law, which imposes severe criminal sanctions if any U.S. Census Bureau employee violates these provisions.

We will be contacting you by telephone in a few days to ask for your help. The National Science Foundation (NSF), an agency of the federal government, has sponsored and the U.S. Census Bureau has conducted this important ongoing study since the 1970s.

There are two convenient ways for you to respond: by telephone interview or by filling out the survey on the Internet. To complete the survey online, follow the two easy steps listed below:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

We encourage you to try the Internet option to complete the survey. If you have any questions about the study or if you prefer a telephone interview and you do not receive a call within two weeks, please contact the Census Bureau between 9 a.m. and 10 p.m. Eastern time on our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov).

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

Sincerely,

Thomas L. Mesenbourg  
Acting Director

[WEB-FIRST SAMPLE – MAIL REMINDER LETTER]  
NSF letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

The 2013 round of the National Survey of College Graduates (NSCG) ends in July, and we at the National Science Foundation are asking for your help by completing the survey now. We realize that your time is valuable, but we really need your participation for the study results to be accurate and representative.

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

Would you please take a few moments to complete the survey now? We would greatly appreciate your responding to this survey online. Completing the survey on the web saves money and enables us to prepare results more quickly. To respond to this survey online, please:

1. Go to <https://respond.census.gov/nscg>
2. Enter the following information on the opening screen:

Login ID:

Password:

If you prefer, you may respond by filling out the enclosed paper questionnaire. We have included a postage-paid envelope for your convenience. If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Staff are available from 9 a.m. to 10 p.m. Eastern Time to assist you.

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

Sincerely,

John Gawalt  
Acting Director  
National Center for Science and Engineering Statistics

[WEB-FIRST SAMPLE – FINAL LETTER]

Census letterhead

MR JOHN DOE  
123 MAIN STREET  
ANYTOWN, ST 12345

Dear Mr. John Doe:

Time is running out to respond to the 2013 National Survey of College Graduates (NSCG). Your response to this voluntary survey within two weeks is greatly needed. By reaching every possible respondent, we maximize the accuracy and representativeness of the survey results. Since the early 1970s, this survey has provided data on patterns of education and job experiences for our Nation's college graduates.

The survey will take about 25 minutes to complete. You may answer the survey questions online using the following secure Web site along with your unique login ID and password:

<https://respond.census.gov/nscg>

Login ID:

Password:

Alternatively, the survey questionnaire we sent in our previous mailing may be completed and returned. If you have any questions regarding the survey, please call our toll-free number at 1-888-262-5935 or send an e-mail to [nscg@census.gov](mailto:nscg@census.gov). Survey staff are available between 9 a.m. and 10 p.m. Eastern Time to answer your questions.

The Census Bureau is conducting this survey under the authority of the National Science Foundation Act of 1950; Title 13 and Title 15, United States Code, Section 8 and 1525, respectively; and the Confidential Information Protection and Statistical Efficiency Act of 2002 (CIPSEA). CIPSEA requires us to keep all information about you confidential and to use the information for statistical purposes only.

Your help is greatly appreciated.

Sincerely,

Thomas L. Mesenbourg  
Acting Director

## **National Survey of College Graduates (NSCG) Frequently Asked Questions**

### **What is the purpose of the NSCG?**

The NSCG, in 2013, will survey about 145,000 people with at least a bachelor's degree in science and engineering related fields or working in these fields. Conducted since the 1970s, the survey is the most important source of information on the education and career paths of the nation's college-educated population.

### **How is the information used?**

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

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

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

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

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

### **How long will this survey take?**

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

### **Additional information about this survey**

Under 5 CFR 1320.5(b), an agency cannot conduct, sponsor, or require a response to a collection of information unless the collection displays a currently valid Office of Management and Budget (OMB) approval number. The OMB approval number for this survey is 3145-0141 and the expiration date is July 2016.